



Jour 201

Level Up and Game On! Gamification in the Professions

Class # 23297, Fall 2019

2:30 – 3:45 p.m. Tue-Thu, Malott 2048

Instructor: Genelle Belmas, Ph.D. (“Avada”)

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Office Hours: Mon & Wed, 10:30-11:30 a.m. & by appt. @ McLain’s. I answer email within 18 hours.

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NOTE: This class is a hybrid class, with some of the work done online on your own time. You must have both Internet access and a computer capable of connecting to Blackboard. You should also have basic Internet use knowledge and skills that include typing and online navigation. If you have technical difficulties, contact the help desk at (785) 864-8080. It is up to you to troubleshoot your own tech issues. Help for Blackboard is available at blackboard.ku.edu.

About This Syllabus

This syllabus is a contract between you, the student, and me, the instructor. While I take seriously my obligation to provide information and exercises about gamification, its uses (and abuses), how it could help you in your career path, and give you a chance to learn, read and think about those things, I need you to take seriously your obligation to make a sincere effort to do those things, as well as understand and perform the assignments. Please feel free to ask questions if you are uncertain as to what I expect or what you should do. But our schedule is not engraved in stone; if we need to take longer on a particular area, we will make accommodations.

Course Objectives

So, you’re probably in this class because it has the word “game” in it. That works. Why? Because we’re all drawn to games, because games mean fun. We play games for the social and entertainment values, but how do we transfer those values into things that are not so fun – like work, studying, medical issues, business issues, personal/professional organization(s), fill-in-the-blank...? The literature tends to call games that try to do this “serious games,” but I created the term “*purpose-driven gaming*” because I think it supports a better idea of gaming for entertainment PLUS something more. I hope to engage your innate creativity, energy, and desire to entertain and be entertained in this course, and you’ll have a chance to work alone and with others. And we’ll have a lot of fun. If we’re not enjoying ourselves (at least a bit) while we’re creating, designing, implementing, and playing games, we’re doing it wrong.

Learning Goals

- You’ll read about, watch, listen to, and apply different notions of what gamification means, how it is used in a variety of settings, and what some of the best practices in the current field are.
- You’ll engage in a lot of creative and (hopefully) innovative work to generate ideas for

gamification applications in projects of your choice.

- Working with a team, you'll create a game that applies the best practices of gamification through assignments intended to build on each other to result in a very awesome final project.

Textbook and Required Readings (to be read BEFORE the class for which assigned)

Required: Jane McGonigal, *Reality is Broken: Why Games Make Us Better and How They Can Change the World*. Penguin Books, 2011. There will also be additional readings and links on Blackboard, so you'll need online access. Be sure you read and think about the materials in advance.

Grading

No points — “Check” assignments, required but not formally graded
100 points — Attendance and participation; other formally graded assignments
100 points — Reading quizzes (best 5)
100 points — Midterm exam
100 points — Final exam/presentation
200 points — Final project (in parts; handouts to follow)
600 points — Total

Grades will be based on the total number of points you accumulate. The scale will be:

A	93-100%	B+	87-89%	C+	77-79%	D	60-69%
A-	90-92%	B	83-86%	C	73-76%	F	0-59%
		B-	80-82%	C-	70-72%		

All assignments must be completed for a passing grade in the course. Please keep all graded material until you've received your final grade.

General Guidelines

Academic misconduct. The William Allen White School of Journalism and Mass Communications does not tolerate plagiarism, fabrication of evidence and falsification of evidence. Penalties for plagiarism, fabrication or falsification can include a failing grade for this course and expulsion from the School of Journalism and Mass Communications. If you have any questions about what constitutes plagiarism, fabrication, or falsification, please consult me. Some examples:

- If you use or attempt to use any unauthorized materials during a test, or if you give any unauthorized materials to someone else during a test, this is *cheating*. Unauthorized materials include written materials, such as notes. Unauthorized materials include any forms of nonverbal communication (one cough, the answer is A; two coughs, the answer is B, etc.).
- *Plagiarism* is stealing. You take someone else's ideas, thoughts, or words and present them as your own original work. This includes ideas from written sources, such as books, as well as materials on the Internet. Cutting and pasting materials from the Internet and presenting that work as if it was your own is plagiarism. There may be times when you want to incorporate another person's ideas, opinions, and words into the papers you write, to make a point or to provide background. If you do, it is essential that you attribute that information—that you explain where the information came from and give credit where credit is due. “Recycling” past interviews or research from previous students and presenting it as your own is also plagiarism.
- *Fabrication and falsification* mean that you made it up. This can include making up an entire interview or embellishing a fact, quote, or statistic to make it sound better. Don't do it.
- *Bottom line:* Do your own original work and don't copy another student or cheat in any way. Be

yourself, not someone else. If I bust you cheating, I will follow up with university administration. In this class, and in all journalism classes (and all KU classes), honesty and integrity are critical. Any work you do must be original and reflect your own ideas, thoughts, and research. In a work setting, if you choose to violate professional standards, you will be fired. In this class, if you choose to violate the standards for academic integrity, you'll fail the course, and you may be expelled from or denied admission to the School of Journalism.

Special needs. The University of Kansas is committed to helping all students learn. If you have a special need that may affect your learning, please contact me as soon as possible. The KU Office of Student Access Services coordinates accommodations for all students who are eligible. If you have a disability for which you wish to request accommodations and have not contacted this office, please do so as soon as possible. Information about services can be found at <https://disability.ku.edu/>. Or you can visit the office on the first floor of Strong Hall. The phone number is (785) 864-4064. The email is achieve@ku.edu. Please contact me privately regarding your needs in this course.

Weather. In the event of inclement weather, the decision to cancel classes is made by KU officials (NOT BY ME!). To determine whether snow or icy conditions have canceled classes, call (785) 864-7669 ((785) 864-SNOW).

Weapons policy (KU's language). Individuals who choose to carry concealed handguns are solely responsible to do so in a safe and secure manner in strict conformity with state and federal laws and KU weapons policy. Safety measures outlined in the KU weapons policy specify that a concealed handgun:

- Must be under the constant control of the carrier;
- Must be out of view, concealed either on the body of the carrier, or backpack, purse, or bag that remains under the carrier's custody and control;
- Must be in a holster that covers the trigger area and secures any external hammer in an uncocked position;
- Must have the safety on and have no round in the chamber.

Phones, laptops, tablets: I have no objection to electronic study aids, and some students are better typists than hand-writers. But doing puzzles, messing around on computers, texting or reading the newspaper in class is unprofessional. So is sleeping, particularly if you snore. Anybody doing any of the above in class will be given one warning and then asked to leave class for the day. If you feel you really cannot unplug from Instagram or pause your texting for 75 minutes, please consider another class.

Exams and Assignments (separate handouts to follow)

A note on "check" assignments. Some assignments, both in and out of class, will get a "check" in the gradebook. This means that they're not formally graded, but they are required. Missing more than one check will result in grade reductions – **missing one check is OK, but if you miss two, that's a point off your final percentage score, three is another point off, etc.** In other words, just do the work.

Attendance/participation. See section below.

Reading quizzes. I know, reading can be something that falls by the wayside. To keep you honest and up to date, there will be quizzes on the readings. These 20-point quizzes will be given on Blackboard. They will not be pop quizzes; you'll always know in advance. There will not be makeups, but there will be some scores you can drop (we will take the best five scores).

Midterm and final exams. These will be online MC/TF exams on the readings, experiences, and discussions we have in and out of class. The final will also include a public game presentation.

Final project and related assignments. The final project will be a team project in which you will develop a game that can be played that will fit the best practices of current gamification. There will be

several small or medium assignments that will help you create the final project (we call that “scaffolding” in the academic world, and it works because you’re not creating the whole final product at the last minute). Handouts will follow that include more specific directions and rubrics.

Extra credit: There may occasionally be opportunities for extra credit on coursework and for participation in research projects. More on this if or as the opportunities arise.

“But my Internet service is down!” “My computer crashed!” I do not extend due dates or offer exams on other days without very good reason, and your home Internet service being down or your computer failing does not count. There are lots of places to get free access, such as the university library, here in ST-F, and the many coffee shops around Lawrence. Plan a backup place to go if you lose access at home. Crashed computers, same deal – make a contingency plan with your family or friends.

Attendance and Class Participation

I take roll, and attendance is mandatory. If you don’t show up, it’s an unexcused absence. If you need to miss class, notify me *in advance*. If you’re sick, you must call – or email – in sick, just as you would with a paying job. I won’t necessarily accept after-the-fact notifications of absence, but I’ll excuse absences for *bona fide* emergencies (a good one: “The ambulance didn’t have WiFi, so I couldn’t email you”), and I may require documentation. ***Each unexcused absence after three freebies loses a half-percent of your final grade (taken off at the end).*** So, for example, if you miss five classes, and you had a 90% in the class, it falls to an 89%. Participation is critical, too – if you’re silent, you run the risk of losing percentage points. You should actively participate in your own education. Don’t miss out.

Email

While many of us are addicted to email, and it is a wonderful tool for communication, there need to be a few policies. I read email several times each day, and I welcome your communication, but some things need to be discussed in person—in-depth questions about the material, inquiries about grades, excessive absences. Email is best for quick clarifications and to schedule meetings. It shouldn’t be considered a substitute for face-to-face visits.

Questions? Criticisms? Comments? Suggestions?

If something seems unclear or unreasonable to you, please discuss it with me. I am open to your comments, criticisms, and suggestions. This class is meant to be an open forum for learning and discussion, and I am dedicated to making it an enjoyable experience. I am also extremely open to suggestions for improvements. If something’s not working for you, let’s talk about how to fix it.

One More Thing ... A Few Ground Rules for Jour 201

The foundation of the freedoms that American citizens enjoy is the First Amendment to the U.S. Constitution. Free speech rocks. I support it wholehearted. That said, I need to make clear a few ground rules for discussion. Our classroom is an open forum for the free flow of information. Disagreement between students or between students and instructor, and perhaps heated discussion, is to be expected. Please do not hesitate to question what I say or what others say. *If you disagree with me, I will not hold it against you!* I know you think that is easy to say but not to do, but if you believe your points of view are being held against you, please talk to me about it. We need many points of view to have a good discussion, and I look forward to hearing yours.

In addition, our classroom is a space for respectful discussion and tolerance. Diversity of thought, perspective, ideology, and culture is what makes our campus the vibrant place it is, and the clash of ideas allows us to grow as scholars and as people. However, ideological disagreement does not give us the

right to attack each other on a personal basis. We can and must disagree respectfully, and I expect that you will conduct yourself appropriately, even if you disagree vehemently. Hate speech, personal attacks, and the like simply won't be tolerated. Just follow the One Rule and all will be well.

Class Schedule and Reading Assignments (Will more than likely change!!!)

Other readings may be added. Always check Blackboard (Bb) before you start homework to be sure I haven't added something that you missed. All readings will be book, readings, or on Bb. All assignments due at start of class. On the table below, "JM" = Jane McGonigal, "Reality is Broken"

Wk.	Dates	Topic	Readings	What's due?
1	Aug. 27, 29	Welcome! Discussion of course and syllabus review. Book. Creativity.	-----	Over weekend: Play a game or three. Think.
2	Sept. 3, 5	What is gamification? What's a game, and why do we care? What's my gaming personality, and why does it matter? Thu: Create teams. Name teams.	JM, Intro & Ch. 1 Type reading, Bb TEDtalk link.	Quiz on Bb. (personality assess & leaderboard name before you take quiz)
3	Sept. 10, 12	The dark side of gaming: addiction, racism, sexism. Best practices in gamification. GDDs.	JM, Ch. 2 Readings on Bb	Quiz on Bb.
4	Sept. 17, 19 (class on 19th starts @ 2:45)	More best practices in gamification. Thinking critically about the elements of gaming. Octalysis. "One Great Idea."	JM, Ch. 3-4 Readings on Bb	Quiz on Bb.
5	Sept. 24, 26	Flow and deep thinking. Meeting Mihaly Csikszentmihalyi ("MC"). Creativity. What is the flow state, and how to get into it. Thu: "Flow Thursday."	JM, Ch. 5-6 Readings on Bb. TEDtalk link.	Quiz on Bb. Thu: "One Great Idea."
6	Oct. 1, 3	All week: Heather Lawrenz, Adobe XD.	Readings on Bb.	-----
7	Oct. 8, 10	Tue: Heather finishes XD training. Thu: Midterm.	JM, Ch. 7 Readings on Bb	Thu: Midterm.
8	Oct. 15, 17	Tue: Fall break, no class. Game dev. I: Storyboarding.	Readings on Bb.	Quiz on Bb. Thu: GDDs.
9	Oct. 22, 24	Game dev. II: Market/audience research. Thu: Guest speaker Joe Garvey, senior mktg. ops mgr., Alexa Skills, Amazon.	Readings on Bb.	Quiz on Bb. Thu: XD project.
10	Oct. 29, 31	Game dev. III: Assessing your game.	Readings on Bb.	Thu: Storyboard.
11	Nov. 5, 7	Creativity, revisited.	Readings on Bb.	-----
12	Nov. 12, 14	Individual team check-ins.	Checklist on Bb.	Checklist at meeting.
13	Nov. 19, 21	TBD.	JM, Ch 8-10	Quiz on Bb.
14	Nov. 24, 26	Changing the world with games. Thu: Thanksgiving, no class.	JM, Ch. 11-14 & Conc.	Quiz on Bb.
15	Dec. 3, 5	Return to the dark side: homophobia, more. Thu: Work day with team.	Readings on Bb.	-----
16	Dec. 10, 12	Self and peer assessments and evaluations. Work time in class likely, not guaranteed.	-----	Thu: Self-reflection & peer evals.
	Finals week	FINAL PRESENTATION/EXAM. Game due at final exam presentation. Tue, Dec. 17, 1:30 – 4:00 p.m.		Online exam due later finals week.