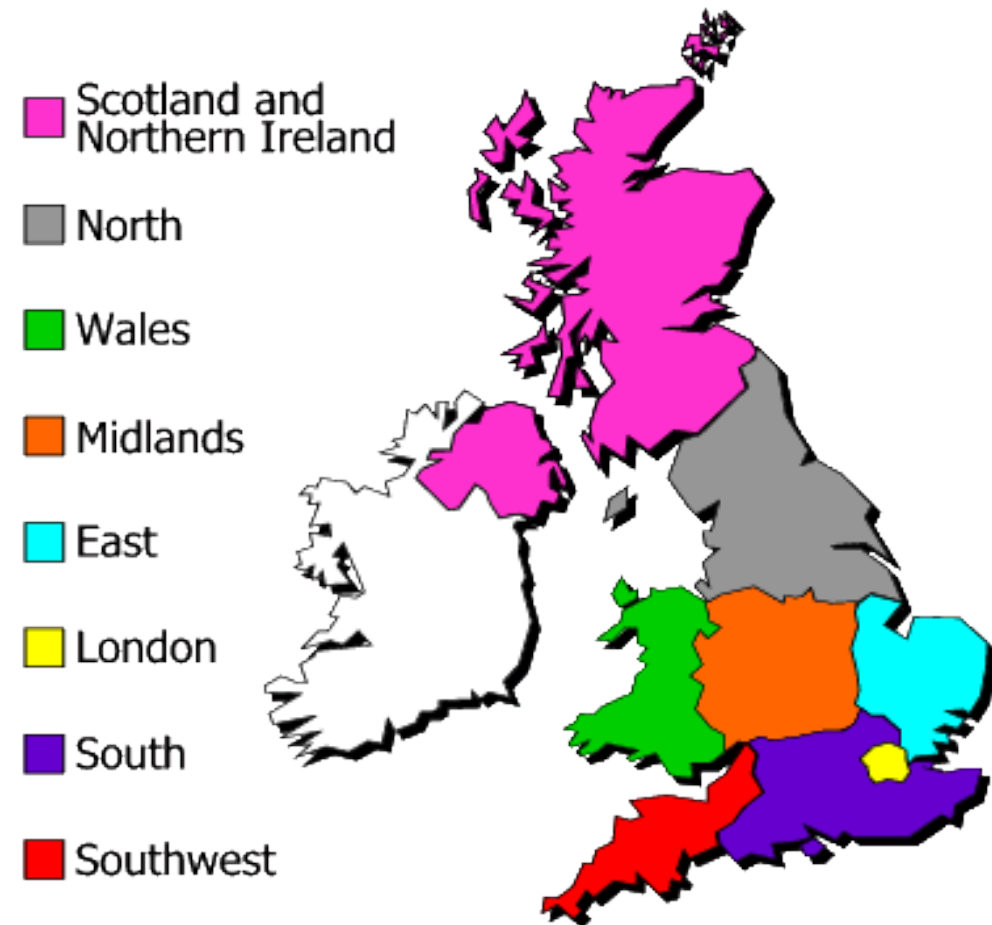




Year seven/eight

**Do you play video games?**

We have the biggest market for  
video games in **Europe!!**



We are the  
**3<sup>rd</sup>** largest  
market in  
the world

# Population

63.23 million

- Scotland and Northern Ireland
- North
- Wales
- Midlands
- East
- London
- South
- Southwest



# Number of gamers

33.6 million



$$\frac{33.6}{63.23} \times 100 =$$

53.9%





Who plays?  
51% Male  
49% Female



**How long do they play each week?**

**13 hours per week**

**5 hours per week**

# A survey of the parents of gamers found ...

Only 7% monitor  
the time spent  
playing video  
games





# Worrying....

Last week in Russia



# Worrying....

Blurred lines between REALITY and virtual-reality



# Studies in recent years reveal that...

Youngsters  
who play  
video games  
for prolonged  
periods of  
time...

**FAIL**



# School can help you be **SUCCESSFUL** in life



Gaming can have a **NEGATIVE**  
effect on body weight



# Gaming has a **NEGATIVE** impact on social skills



# Gaming can **NEGATIVELY** affect mood and emotional health



**Do you give yourself a  
time limit for computer  
games each day?**





# Strategies for sensible gaming. You could...

1. Have a set time for doing homework
2. Don't play games until homework is done
3. Play computer games for just twice as long as you do homework
4. Only play games at the weekend
5. Play suitable games
6. Do other activities
7. Going out with friends instead of staying in with the computer





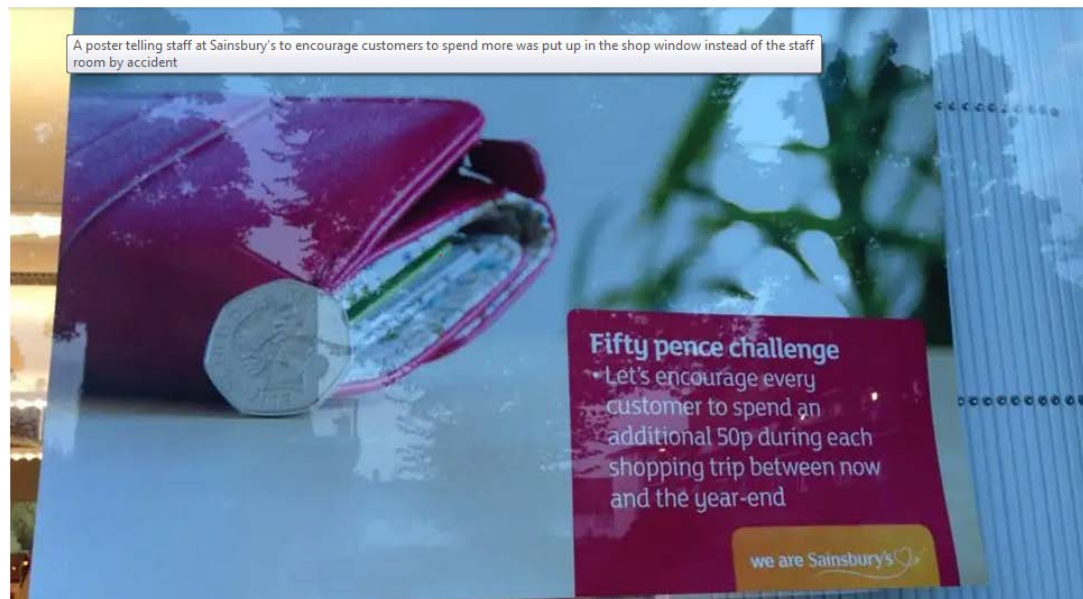
Thank You



Year 9/10/11

# GAMIFICATION

- Now a recognised marketing strategy used by companies to sell products .....
- A simple example – challenge to employees:



# How did Sainsbury's respond to being caught in the act?



**Chris Dodd** @mynameischrid · Sep 29, 2014



Replying to @sainsburys

@sainsburys oh I'm not sure about that Ross... I kinda like that they're giving folks a heads up!



**Sainsbury's** ✓  
@sainsburys

@mynameischrid Understood. I'd really appreciate you letting me know which store though. Ross.

♥ 13 5:49 PM - Sep 29, 2014

💬 52 people are talking about this



**Chris Dodd** @mynameischrid · Sep 29, 2014



Replying to @sainsburys

@sainsburys how are staff supposed to encourage the extra 50p spend? #50pChallenge



**Sainsbury's** ✓  
@sainsburys

@mynameischrid This is clearly a poster meant for staff areas. I'd really like to make sure it gets to where it should be. Ross.

♥ 29 6:03 PM - Sep 29, 2014



💬 124 people are talking about this



# How was this reported?



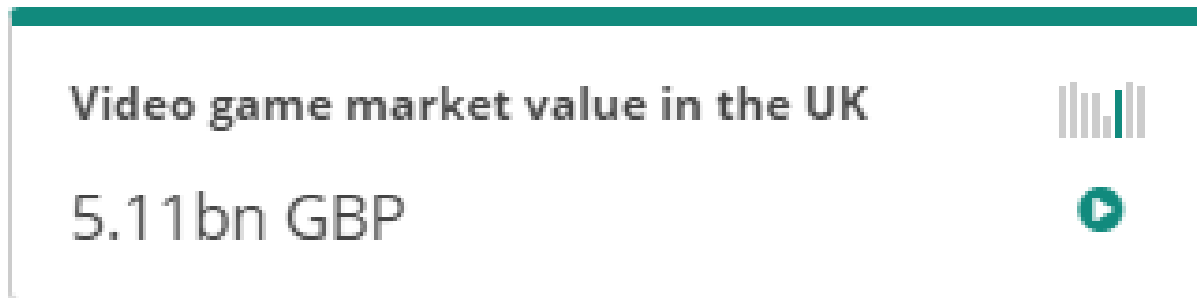
Supermarket chain Sainsbury's was recently caught red faced with a poster encouraging its staff to get customers to spend more on their shopping.

It caused an irate yet strange response on Twitter with many outraged by why a supermarket would want customers to spend more. Surely that is the whole point of shops: try every trick in the book to get us to part with our money?

What their posters did reveal is the increasingly popular trend of 'gamification'—of rewarding, incentivising and motivating people to achieve a goal. In this case it was aimed at their staff.

# WHY WOULD THIS WORK?

Businesses realise that gaming encourages spending .....



£511,000,000.00

Ever since Sony launched its **PlayStation** games console that helped popularise gaming, adults and children alike now spend millions of pounds and thousands of hours each year playing games. With so many people playing so many games, it is no wonder that psychologists, policy makers and businesses have taken a keen interest in what makes playing games so compelling.





Take the popular mobile social media app Foursquare. It helped popularise how to encourage its many millions of worldwide users to achieve goals by competing with one another by collecting 'badges' each time they visited a place with their mobile phone. Since its launch, Foursquare has spawned many other apps and businesses who have copied its ideas for themselves.

For example, the coffee chain Starbucks saw an opportunity of how to incentivise their customers by rewarding them with free coffee each time they checked in at one of their cafes using Foursquare.

 all badges 89

 foursquare 28

 expertise 8

 partner 49

Discover more Tips and unlock more badges by following pages!



## Dens' expertise Badges

Expertise badges represent who you are and what you know best. Whether you're a pizza connoisseur or a sushi fiend, your badge levels reflect how much you've explored in the real world.



Swimmies  
July 17, 2011



Great Outdoors  
October 01, 2011



Fresh Brew  
August 21, 2011



JetSetter  
June 03, 2011



Wino  
September 26, 2011



Greasy Spoon  
November 01, 2011



Warhol  
September 24, 2011



Pizzaiolo  
May 13, 2011

According to Foursquare Head of Product Alex Rainert:

“ “It’s rewarding exploration and awarding expertise,” and “It’s a platform to showcase tastemakers and get their content exposed.”

According to the Foursquare blog:

“ The rules are the same for all your areas of expertise:

- You hit Level 1 for checking in five times to a place in a category, or three unique places.
- Level 2 is for five unique places.
- And from there, every level up is five more unique places, so you get rewarded for exploration!

Users can reach as high as 10 levels which equates to 48 checkins for each category.

# GAMIFICATION in car insurance

For example car manufacturers and insurers are beginning to work together to offer young drivers lower insurance premiums if they keep within the speed limits, don't speed away from traffic lights, and use their gears more economically.

By using tracking devices attached to their cars that monitor engine performance combined with GPS satellite data, each driver can get immediate feedback via their car dashboards or mobile phones (and is sent back to their insurers), all to help them save more fuel economy, be kinder to the environment and be a safer driver.



## O2 Drive

Manage your car insurance from your phone, with the O2 Drive app. Car Assistant will help to keep you on the road and minimise disruption. And you can enjoy special offers and perks.

## **How the app works**

It uses your smartphone's built-in GPS to measure four key elements of your driving: your speed, how you take corners, how hard you brake and accelerate, and the time of day you're driving.

The app works out how safe your driving was, and shows you the performance in each key area. A map shows the journey and where any speeding or other unsafe events occurred.

## **When you buy a young driver policy**

The young driver app will be used to assess your driving for the time leading up to you qualifying for any initial discount on your quote. If you buy a young driver policy you'll need to have a smartbox fitted which will be installed shortly after you buy your policy.

## **What the scores mean**

Regular scores between 61 - 100 are more likely to get a safe driver discount. If you score between 1 - 40 we might put up your premium, but it means you can see where you need to improve, and we'll give you plenty of handy tips. We average your scores over 90 days, so you won't be penalised for a one-off bad score.

# Tutorial time

- Discuss other areas where you have seen ‘gamification’ being used to influence your spending habits or how you live your life.
- Think of something that you could ‘gamify’ – try to make it something educational!
- Do you think gamification is a good thing – what does it say about how powerful gaming is in today’s society?