

Introduction

gamification is the
application of game-
design elements

[Art & Culture](#), [Music](#)



Introduction Digital Revolution is the move from mechanical and simple electronic innovation to advanced software & hardware which started from the late 1950s with the appropriation and multiplication of computerized PCs and computerized record keeping. Digital world alludes to the far reaching developments achieved by advanced figuring and correspondence innovation amid the latter half of 20th century. Gamification is the application of game-design elements and diversion standards in non-game contexts. A gathering of research on gamification demonstrates that it has positive effects on individuals. Gamification is the use of game elements and game thinking in non-game environments to increase target behavior and engagement. The market growth of gamification is expected to reach 5,500 billion in 2018.

The biggest market is expected to be the North America, followed by Europe. According to TalentLMS survey, almost 80% of the learners say that they would be more productive if their university/institution or work was more game-like. The increasing popularity of games and the use of it in a business context isn't at all surprising. It's been long since video games were only played by kids.

For many adults, gaming is an important leisure activity. The global games market has grown to an astonishing 70 billion USD where console games still make up the biggest part of the games market (43%). About Gamification Applying the mechanics of gaming to non-game activities to change people's behavior. Gamification is an important and powerful new strategy for influencing and motivating groups of people.

The business community just started to realize the power it has to improve customer engagement, build loyalty, and incent employees and partners to perform at high levels. And the concept has the potential to solve a variety of problems outside the business world as well, in areas such as:

- Health & Wellness: healthcare cost containment, obesity programs, smoking cessation.
- Education & Training: e-learning, corporate and vocational training, online testing.
- Public Policy & Government: education reform, climate change, welfare reform.

Participation and Engagement

The objective of gamification is to draw in individuals to take an interest them to participate, share and interact in some activity or community by offering a compelling, dynamic, and sustained gamification experience which can be utilized to accomplish a variety of business goals.

Game Mechanics & Game Dynamics

Game mechanics are the different activities, practices, and control components that are utilized to 'gamify' an activity.

Game dynamics are the emergent behavior that arises from gameplay, when the mechanics are put into use. Table 1 states the intrinsic and extrinsic factors of gamification. Broadly speaking, people divide motivation into two components - intrinsic and extrinsic. Intrinsic motivation is an innate drive to do something which encourages individual to engage in an activity. Extrinsic motivation pushes you to do something because of an external reward, status or competition. Game mechanics include Game dynamics include Points Reward Levels Status Challenges Achievement Virtual Goods Self-expression Leaderboards Competition Gifts & charity Altruism

Table 1: Intrinsic &

Extrinsic factors of Gamification Use of Game Dynamics & GameMechanics to Influence Behavior: Challenges, Trophies, Badges andAchievements- Challenges give individuals missions to finish and after that reward them for doing so. Challenges give individuals objectives and the having a feeling that they're moving in the direction of something.

The general approach is to design challenges in view of activities that you're following, and reward your clients for achieving turning points with trophies, badges and accomplishments. Trophies, badges, ribbons, etc. are the visible recognition of having reached new levels or completed challenges. One of the keys to making levels and difficulties viable is giving a discussion to them to flaunt their accomplishments, like a trophy case or client profile page that shows their badges. Leaderboards- Most of the successful games ever created have wisely implemented a "high-score table". They bring yearning, "notoriety," and your name in lights. They also indicate individuals ranking as compared with other competitors.

Competitions-Rivalries empower your clients to move each other to get the high score at some action. Once everybody has done the action, the client with the most elevated score wins a reward while every one of the failures get a consolation award. Rewards- Human beings are motivated by receiving rewards. A reward, substantial or elusive, is exhibited after the event of an activity with the aim to make the conduct happen once more. Getting virtual merchandise, leveling up, and completing achievements also satisfy this desire. Status- People generally have a need for the esteem and respect of others, for status, recognition, fame, prestige, popularity and attention.

Achievement-A few people are motivated by a need to accomplish, to fulfill somethingtroublesome through delayed and rehashed endeavors, to work towards objectives, and to win. The most satisfying reward is the recognition of their achievements.

Self-Expression-Many individuals want and need opportunities to express their self-rule andcreativity, to stamp themselves as having interesting identities from everyonearound them. Utilizing virtual products is a typical path for players to maketheir own particular personality, regardless of whether they are earned throughprizes, received as gifts, or purchased straightforwardly with genuine money. Apersons avatar can frequently fill in as a rich point of convergence forexpression, and a few people update their Facebook profile picture more thanonce a day. Competition-People can also be motivated by competition.

It has been demonstrated thathigher levels of performance can be achieved when a competitive environment isset up and the winner is rewarded. User Engagement on YouTubeYouTubeis an American video sharing website, the service was created by Chad Hurley, Steve Chen, and Jawed Karim in February 2005. Google boughtthe site in November 2006 for US\$1.65 billion, YouTube now operates as oneof Google's subsidiaries. YouTube offers a wide variety of usergenerated and corporate media videos.

YouTube allows its users to view, upload, rate, share, add to favorites, report and comment and subscribe to other users. It offers a rich collection of videos. The content available is TV shows, mediaclips, music videos, user

created videos and many more. Registered users have access to all content and properties whereas unregistered visitors can only view the video content. Registered users can upload videos and share it on various social media platforms. When a registered user uploads a video, other users are free to view it.

Users can view to particular video as well as can subscribe the creator-channel. Through this study we will look into how gamification is used as a tool by YouTube leading to user engagement and revenue generation.

YouTube has various rewards based on subscription count 1. The silver play button 2. The gold play button 3.

The diamond play button When a particular creator-channel surpasses 100,000 subscribers that creator is rewarded with 'The Silver Play Button'. This reward is a flat trophy in a metal casing with a YouTube play button symbol. Trophies are of different sizes and eventually gets bigger with the number of subscribers. When a particular creator-channel surpasses 1,000,000 subscribers then they are rewarded with 'The Gold Play Button'. Similarly, when a particular creator-channel surpasses 10,000,000 subscribers then they are rewarded with 'The Diamond Play Button'. These tiers of trophies are dependent on the subscriptions the particular channel has.

This activity of gamification creates interest among users to achieve the upper level awards. Users are encouraged to generate more videos and are attracted to achieve more rewards. This is the gamification tool used by YouTube to attract more registered users and developing more video content.

Research shows that there are more than 400 hours of content uploaded to YouTube each minute, and 1 billion hours of content are watched on YouTube every day. This shows the increasing interest of users towards YouTube where gamification is used as a tool for engagement. YouTube earns revenue from Google AdSense, a software which tracks ads according to site content and visitors.

YouTube makes money through sponsored advertisements. Advertisements are played before videos as well as in-between videos such that the revenues are generated according to the advertisement views and clicks. Whenever any user views any video, several ads appear on screen, clicking to it generates revenues. This is how YouTube generates revenues and business development.

Part of the revenues are paid to video creator and rest is for YouTube. For registered users it's an engagement to create content and upload on YouTube whereas for YouTube it's a business to keep users viewing various videos. This is how gamification keeps engaging users on website and as a tool helps in business development. Use of Gamification as a Tool for Achieving Business Goal by Zomato Zomato started in 2008 as restaurant search and discovery service and has now entered into online delivery and booking management segments as well. It was initialized and launched in India at first, it currently operates in 23 countries, including Australia and United States. It acts as a platform for users to find information and reviews about restaurants, including images of menus which are generally not available elsewhere.

Though Zomato was started with objective of providing restaurant search service, its main object is to generate revenue and deliver profit to its stakeholders. Zomato uses gamification on its website and app as a tool for user engagement. And this has helped it generate profit in most of the countries it operates in. Through this study we will look into how what procedure Zomato follows to generate revenue and how gamification has helped it in these regards.

To start with Zomato uses Leaderboard concept on its App and Website. Once a user registers themselves on Zomato through website or app they are assigned a rank which indicates their position on the leaderboard and also a badge. To improve their ranking user has to write review and upload photos of the restaurant they visited. The users get 25 points for each review. There are total 5 badges and 13 levels which a user can achieve based on the points they have accumulated. The details of the same are mentioned below in the table.

Level	Points	Foodie	1	0	2	25	3	100	Big Foodie	4	250	5	500	6	800	7	1200	Super Foodie	8	1600	9	2400	10	3200	11	4500	Connoisseur	12	6000	13	8000
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In addition, this level there is also a badge named expert.

An expert is regarded as a person who knows area in their city inside out. In order to get expert tag, user has to write 10 reviews and upload 50 photos for restaurants in a single neighborhood to become an expert. Zomato also gives verified badges where in the company manually verifies the reviewer and if the criteria are met, gives the reviewer a verified badge. Zomato also arrange meetups generally referred as 'Zomato Meetups'. These help user to have a social visibility, recognition, popularity etc.

In short it helps user to attain some status in society. As a token of appreciation Zomato gives some of the reviewers on its platform gift voucher which mostly restaurant discount coupons. It can be clearly seen that Zomato uses gamification concepts like Leaderboards, Rewards, Achievement & Status for user engagement. User engagement in turn helps Zomato to achieve its ultimate goal of revenue generation and earn profits.

With ever increasing number of users trying look out for places to dine in, order online and book in advance, restaurant feel the need to get into some kind of partnership Zomato. Zomato offers paid promotion service for the restaurant whose rates are decided as per the negotiation between the parties. In addition to this, with healthy number of users on its platform Zomato has also entered into food delivery segment, wherein a restaurant partners with Zomato to get orders. Zomato charges a commission on the order placed on pay per basis or percentage of order value whichever is mentioned in the contract. Zomato Book is a CRM software offered by Zomato which enables restaurant to have an online booking service through Zomato website or mobile application. Zomato charges monthly subscription rentals from partnered restaurant.

All in all, gamification used as a tool for user engagement helps Zomato to generate revenue and earn profit through selling advertisement, commissions on delivery order and service subscription charges. Conclusion: In this research case we applied the mechanics of gaming to non-game activities to change people's behavior. Gamification is further divided into intrinsic and extrinsic factors where intrinsic factor is an innate driver which encourages to

engage oneself and extrinsic factor pushes one to engage in an activity. A research study is made on YouTube where gamification is used to engage registered users to upload more videos and attract subscribers. The reward is based on the number of subscribers for a particular channel.

Secondly, another research study is made on Zomato where users are given badges and features like leaderboard are used. Users are encouraged to review restaurants, upload photos where points are given to every activity. More number of points leading to more rewards.