

Andrzej Marczewski. *The Gamification Design Handbook. Gamified UK, 2023. (3rd edition). Pp. 348. ISBN: 979-839-703-229-2.*

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Abstract:

The Gamification Design Handbook is an illustrated book that contains practical ideas, strategies, and best practices for designing and implementing gamification in different contexts. The book guides through the theories that underpin the practice of gamification and game mechanics, providing helpful guidance on how to create gamified solutions. The author aims to inspire readers by offering an illustrated and engaging understanding of how to apply game concepts in education, work, health, and other fields. Huizinga (1950), Deterding et al. (2011), Pelling (2011), and Werbach (2014) have previously contributed to the development of ideas, strategies, techniques, and instructional design principles of gamification. At the same time, the author discusses ethical considerations, the potential of gamification to address real-world challenges, the use of gamification for educational purposes, and puts forward a framework for applying game design principles to business contexts.

The book contains a range of essential resources for anyone intending to put gamification into practice, to create engaging and involving experiences that motivate and encourage individuals to achieve their goals. It illustrates the adaptability of gamification in different contexts and shows how it can transform employee engagement, customer loyalty, healthy behaviour, and learning experiences. As a journey through the book, it does not only grasp the current landscape of gamification, but it also looks to its future and its exciting possibilities, providing a study of likely applications of gamification that can create encouraging change in the world and motivate readers to use this strategy in order to change the way people think, feel, and perform. The book includes visual elements and tools such as diagrams and graphics to make the content more accessible and convincing.

The book provides a comprehensive and detailed structure of gamification design. It is divided into four coherent and didactic chapters to guide the reader through the Theory of Games, Play and Gamification, The Science of Gamification, Building Gamified Solutions, and Planning and Implementing the Gamification Design.

Keywords: Gamification design; Theory of games; Interactive design approach; Game mechanisms; Learner engagement.