

Miles, Play Game Again?

SKKU GLOBAL CHALLENGER
Miles, Play Game Again?

5. Games We Make

5.1 Read! Read! Read!

Game Objective: Read as many books as possible and take part in reading programmes.

Overview: The player acquires a certain appellation in accordance with the tendency of book rental history which indicates the particular subject area in which he or she is most interested. For instance, the player will be given a title of 'Artist' if he or she is fond of books concerning art and culture, and has frequently been borrowing books under that category. The appellation provides access to submitting a recommended-book list to Read! Read! Read! community. As a result, besides being able to obtain a recommended-book list with public confidence, as it is provided by heavy readers who borrow books with high frequency, the player can see the whole process in which his or her recommendation is actually reflected in the library, thereby deriving satisfaction from it.

The same rule applies when the player submits a book review. He or she will subsequently be rewarded with badges or points which, once a certain level is reached, allow more to be added on a student request list for books or give priority to the player's choice when it comes to inviting public figures and holding seminars. In addition, in order to prevent players from confining themselves to a limited subject, more incentives will be offered to the player who does not create conformity to his or her own appellation. For example, if a player with the title 'Artist' borrows abstruse works in physics, he or she will be given a lot more points so that the player does not lose interest in other areas of knowledge. Moreover, specialists from each area could come together and tackle a certain book by introducing a notion of the 'hunting party', setting up a reading adventure.

Read! Read! Read! Gamification Structure

Gamification Motivation Factors	rules	manipulation	Benefits	class/status	mutual relationships
Read! Read! Read!	<ol style="list-style-type: none"> 1. visit a library. 2. borrow books. 3. write a book review. 4. take part in Read! Read! programmes. 	set up a personal goal (eg) 100 classic books during summer holidays	<ol style="list-style-type: none"> 1. increase the number of books that can be borrowed at a time. 2. prolong due dates 3. rental points 4. hold an annual award ceremony for the most frequent user 	<ol style="list-style-type: none"> 1. provide appellations according to the rental tendency - Dewey Universal Decimal Classification 2. classified by the average number of books borrowed per month 	<ol style="list-style-type: none"> 1. integrate book v. opera by separate sectors 2. promote competition in good through leader board

1. Rules

Conditions for obtaining points

(1. enter the library < 2. borrow books < 3. write a book review < 4. take part in Read Read Read programmes)

*Why does simply entering the library grant a point? - it lowers barriers to entry, draw the user's interest on each visit -> induce a systematic approach and process -> bring about a behaviour that corresponds to a higher point.

2. Rewards

1) Rewards by points -1. increase the number of books that can be borrowed at a time.. 2. prolong due dates 3. alleviate arrearage charges

2) Rewards by badges

normal - basic and usual use of the library

authorship - reading books from particular authors specified by the library which promotes reading classics

special - specialities satisfied

event - Read! Read! Read! events or programmes participated

Significance of badges - library books which are considered public goods that cannot be personally possessed can be converted into personal property - badges - which makes a good incitement for users to be possessive about books and eventually promotes reading.

	Badge Type	Requirements	Note
1	Normal		
2	First Visit	the user visits the library for the first time	
3	1-10-30-50-100-200-	the number of books borrowed reaches each number suggested	
4	Diligent User	the user has ensured the prompt return of the books for a year without being overdue	
5	Perfect Attendance	the user has never missed a day and visited the library for a year	
6	Fancy Pen	the user submits 10 book reviews	
	Authorship		
7	Heidegger	Borrow 3 books written by Heidegger	
8	Wittgenstein	Borrow 3 books written by Wittgenstein	
9	Kant	Borrow 3 books written by Kant	
10	Dostoevski	Borrow 3 books written by Dostoevski	
11	Tolstoy	Borrow 3 books written by Tolstoy	
12	Fitzgerald	Borrow 3 books written by Fitzgerald	
13	Carver	Borrow 3 books written by Carver	
14	Shakespeare	Borrow 3 books written by Shakespeare	
15	Nietzsche	Borrow 3 books written by Nietzsche	

	Special		
16	Book Hunter	the user retrieves a lost book	
17	Philosopher's Stone	the user submits book reviews for 100 recommended classics	
18	Hogwarts	the user borrows the entire Harry Potter series	
19	Brand New	the user borrows 10 newly-published books	
20	World Literature	the user finishes reading a particular complete series of World Literature	
21	Conspiracy	the user borrows books concerning conspiracy eg) The Catcher in the Rye	
22	Ma First	the user borrows a book that has never been borrowed before	
23	Long Time No See	the user borrows a book the first time for a year	
24	Child's spirit	the user writes a review for 5 juvenile stories or borrow 30 books for children.	
25	Read! Read! Read!	the user participates in a Read! Read! Read! programme	
26	Traveler	the user borrow 50 traveling books	
27	Dewey	the user borrows books from all ten categories (0-900)	
28	Frontier	the user borrows a book, the last check out date of which has been more than a year.	

3. Appellation system

Job Title	Areas-DDC-	
Civilian	the user has borrowed fewer than 50 books	
Informatician	000 - Computer Science, Information & General Works	
Philosopher/ Psychologist	100 - Philosophy & Psychology	
Theologist	200 - Religion	
Sociologist	300 - Social sciences	
Linguist	400 -Language	
Scientist	500 - Science	
Technician	600 - Technology	
Artist	700 - Arts & recreation	
Literary Expert	800 - Literature	
Historian/ Explorer	900 - History & geography	

4. Story

A legendary book town called Kingo Leaf has been stricken by a drought of reading. 12 sages, each and every one of whom is a descendant of Dewey's, have gathered to shed some light on this predicament. May we bring an end to this ghastly drought and retrieve a carefree village again through reading.

5. Event

- finding a missing book- wanted list) reward with points or the badge "Book Hunter" once the student has found a lost book so they are motivated in taking part in the process of retrieving books.
- Tackle a newly-published book by writing a review with others.
- Crushing Classics - All undergraduates in school finish off one classic and publish their combined reviews in the form of a book as a result.
- Flopping out a night in the book town - set up a tent and stay a night in the library.

6. Community Management

1. Expedition Journal-Let's rejuvenate the book town! - locate all book reviews, which are separately distributed at the moment, in the same, united space.
2. Book Square - talk freely about books or school life in general so that it could work as a new central axis of independent student bodies.
3. Attic - a space where students make small groups or clubs.