

School of Communication / New Media and Communication Systems

2024 - 2025 Academic Year

GAMIFICATION APPLICATIONS

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
GAMIFICATION APPLICATIONS	YMİ3214113	Spring Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. Yeşim ESGİN				
Name of Lecturer(s)	Lect. Ercan ULUSOY				
Assistant(s)	Assoc.Prof. Yeşim Esgin				
Aim	This course introduces participants to serious gaming and designing a gamified experience using gamification principles and techniques to influence behavior and decision-making.				
Course Content	This course contains; Introduction To Gamification ,Overview Of Gamification – MDA ,The Psychology of Play: Behavior And Motivation,Designing A Gamified Experience : Serious Games,Best Practices & Effective Gamified Experiences I,Best Practices & Effective Gamified Experiences II,LAB Hours,LAB Hours,Persuasive Gaming: Behavior and Decision-Making,Guest Speaker / TBD,User Testing ,LAB Hours,LAB Hours,In-Class Presentations.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
Comprehends gamification applications.			10, 13, 16, 19, 37, 4, 5, 9	A, F, G	
Able to use gamification to influence behavior and decision making.			19, 4, 5	A, F	
Able to design a gamified experience.			13, 16, 4, 5	F	
Able to design scenarios using the principles of serious games.			13, 19, 5	A, F	
Able to establish the relationship between serious games and behavioral design.			13, 19, 4	A	
Teaching Methods	10: Discussion Method, 13: Case Study Method, 16: Question - Answer Technique, 19: Brainstorming Technique, 37: Computer-Internet Supported Instruction, 4: Inquiry-Based Learning, 5: Cooperative Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, F: Project Task, G: Quiz				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction To Gamification	Examining the course materials is advisable.			
2	Overview Of Gamification – MDA	Key concepts must be comprehended.			
3	The Psychology of Play: Behavior And Motivation	It is necessary to search relevant literature.			
4	Designing A Gamified Experience : Serious Games	Previous topics should be reinforced.			
5	Best Practices & Effective Gamified Experiences I	Preliminary questions must be solved.			
6	Best Practices & Effective Gamified Experiences II	Questions should be directed to the instructor.			
7	LAB Hours	Must participate in group activities.			
8	LAB Hours	Must participate in group activities.			
9	Persuasive Gaming: Behavior and Decision-Making	Course materials should be re-examined.			
10	Guest Speaker / TBD	Discussion topics should be reviewed.			
11	User Testing	It is necessary to search relevant literature.			
12	LAB Hours	I-The presentation preparation must be completed and presented in class.			
13	LAB Hours	II- The presentation preparation must be completed and presented in class.			
14	In-Class Presentations	A general review should be done, and final questions should be asked.			
Evaluation Methods			Weight(%)		
Midterm Exam			40		
General Exam			60		
Resources					
1- Lecture Notes 2- Recent Articles					