A Recommendation Engine for Gameful Applications

Gustavo Fortes Tondello
Outline

Context
Problem and Goal
State of the Art
Approach
Expected Results and Contribution
Context

Gamification: “the use of game design elements in non-game contexts” [1]

Examples:

Problem and Goal

Personalized solutions work better than one-size-fits-all

How can a gameful application recommend the best activities and game design elements according to the user’s preferences?

GOAL:

Design a recommendation engine for gameful applications to recommend the activities and game design elements the user is more likely to enjoy
State of the Art


A nice review, but focused on crowdsourcing, not gamification


Discusses a learning problem and predictive model for recommending game design elements for a particular user
Approach

Literature review

Problem modeling
- Inputs and outputs in gameful applications
- Personalization of user tasks

Solution modeling
- Recommendation engine framework
Expected Results and Contribution

A model to understand the application space of personalized recommendations in gamification

A framework to support future research of recommendation engines for personalized gamification