CEFR-J レベル
B1.1

技能
Reading

Can Do descriptor
学習を目的として書かれた新聞や雑誌の記事の要点を理解することができる。

テスト・タスク

You are going to write a report on "gamification" in class, and found the following article in a magazine. You are now making a note to understand the main points of the article. *Please choose the best answer to fill in each blank on the note.*

"Gamification"—What it is and How it Might Affect you

Everyone understands the word "game", but what does "gamification" mean? Does this mean our reality has become much like a game, or that people spend more time in game worlds than in the real one? Gamification means that one tries to put game elements—achievement, competition, and collaboration—into non-game environments.

Companies are bringing "play" into the workplace and encouraging employees to be more interested in their routine tasks such as data entry by making them more gamified. The hope is that this appeals to their love of play. Workers compete, or help, each other and get rewards like coupons, badges, or even just points as in a game for doing well on tasks they do as part of their daily work.

Similar gamification strategies are used in the fields of marketing as well. For example, your smartphone can tell you a nearby shop matching your interests by using your location information. On a gamified site, you can record your visit, gain points, and share comments and photos with other customers. The site may even offer you a discount based on your actions, so you are rewarded the more you "play".

You can even find images and information floating in the real world on your cell phone's screen with the help of AR (augmented reality) software. Such technology can be used to make a boring train ride a bit more exciting by collecting virtual anime characters and gaining special prizes.

Now is the time that people who were born with easy access to digital media, digital natives, are entering the work environment. These new workers have had daily exposure to video games both on and offline as they grew up. It has become a normal part of their world. Their expectations about the nature of work have changed due to their childhood experience, so companies must adapt. Companies also want employees to be more creative, innovative and engaged, and feel gamification is a way to realize these goals.

However, we have to bear in mind that "chocolate covered broccoli" is not a solution. Just giving points and badges are not powerful enough of a motivator. We need to provide meaningful and fun engagement in a challenging task.

Gamification is …   (1)

Digital natives ➡ Companies' working environment ➡ Companies must adapt!!
   …… easy access to digital media / love of play / …

What should companies do?
                    (2)

In our daily life with smartphone ⇒ gamified sites
  ・Shop: You can use your location information to record your visit, gain points,
           share comments and photos, get discount coupons, etc.
  ・Station: You can get special images, information (and prizes) with AR software.

Things to be **avoided** in gamification:
                    (3)

1. a) The preference for spending time playing games in daily life.
   b) A tendency to see the world as "not real" or fake.
   c) The application of game design to non-game settings.
   d) An advanced technology that makes games more life-like.

2. a) Hire digital natives and make a virtual working place.
   b) Encourage employees to work in their own style to be creative.
   c) Promote the use of computers to help with some routine tasks.
   d) Develop tasks which demands workers to compete and collaborate.

3. a) Making a task which simply gives rewards for routine work.
   b) Giving prizes that are only available in a virtual world.
   c) Making a task too challenging so as not to decrease motivation.
   d) Creating tasks that are fun and enjoyable to increase engagement.

正答・採点基準　正答： 1．c)　　　2．d)　　　3．a)

開発段階
第1期（作成）　第1期（実施）✓第1期（分析）
第2期（改訂）　第2期（実施）　第2期（分析）

メモ

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