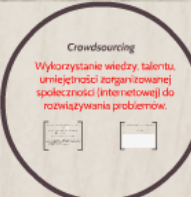
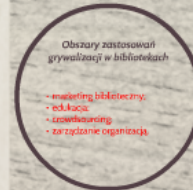
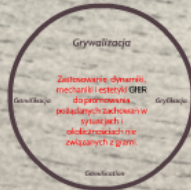


# Grywalizacja w bibliotekach - obszary zastosowań

dr Natalia Pamuła-Cieślak (napa AT umk.pl)  
Instytut Informacji Naukowej i Bibliologii UMK

Ogólnopolska konferencja naukowa  
„Biblioteka, Książka, Informacja i Internet 2014”  
Lublin, 16-17 października 2014 r.





# *Grywalizacja w bibliotekach - obszary zastosowań*

*dr Natalia Pamuła-Cieślak (napa AT umk.pl)*

*Instytut Informacji Naukowej i Bibliologii UMK*

**Ogólnopolska konferencja naukowa  
„Biblioteka, Książka, Informacja i Internet 2014”  
Lublin, 16-17 październik 2014 r.**



# *Grywalizacja*

Zastosowanie dynamiki,  
mechaniki i estetyki GIER  
do promowania  
pożądanych zachowań w  
sytuacjach i  
okolicznościach nie  
związanych z grami.

*Gamifikacja*

*Gryfikacja*

*Gamification*



Zastosowanie dynamiki,  
mechaniki i estetyki **GIER**

do promowania

pożądanых zachowań w

sytuacjach i

okolicznościach nie

związanych z grami.



# *Dynamika gier*

trudności

emocje

postępy

narracja

powiązania



# *Mechanika gier*

nagrody

tury

zasady gry

komponenty

punkty

odznaki

informacja zwrotna

statusy

rankingi

osiągnięcia

awatary



## *Obszary zastosowań grywalizacji w bibliotekach*

- marketing biblioteczny;
- edukacja;
- crowdsourcing;
- zarządzanie organizacją.

# Marketing biblioteczny

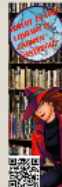


przywiązanie do marki i produktu

Find the Fabrics - The Game: New York Public Library (USA)



Where in the Library is Carmen Sandiego? - Lafayette Collage Library (USA): kody QR



zaangażowanie emocjonalne klientów

marketing szeptany

The LibraryShip Game: Filia nr 6 Biblioteki Miejskiej w Firbankach Śląskich (PL) - bez użycia nowych technologii, plansza 3x3 metry



zmiana wizerunku firmy



# Biblioteka Uniwersytetu Huddersfield w West Yorkshire (UK): platforma Lemontree



## Happening right now...



 **Lisa Colton** accessed an e-resource  
+ 5 points... 

 **Alison Mealey** unlocked Connected to Facebook  
+ 25 points 

 **Alison Mealey** unlocked Setup complete  
+ 50 points 

 **Dave Pattern** accessed an e-resource  
+ 5 points... 

 **Linda Lewis** unlocked 10 visits  
+ 50 points... 

 **Linda Lewis** visited the Library  
+ 5 points... 

## Top player

 **Andrew Walsh**  
2550 points

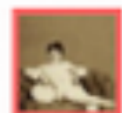
## Performance by school







## Happening right now...



**Lisa Colton** accessed an e-resource

+ 5 points...



**Alison Mealey** unlocked Connected to Facebook

+ 25 points



**Alison Mealey** unlocked Setup complete

+ 50 points



**Dave Pattern** accessed an e-resource

+ 5 points...



**Linda Lewis** unlocked 10 visits

+ 50 points...



**Linda Lewis** visited the Library

+ 5 points...



## Top player



**Andrew Walsh**

2550 points

## Performance by school

### Applied Sciences



### Art, Design and Architecture



### Business



### Computing and Engineering



### Education and Professional Development



### Human and Health Sciences



### Music, Humanities and Media



*Where in the Library is Carmen Sandiego? -  
Lafayette Collage Library (USA): kody QR*

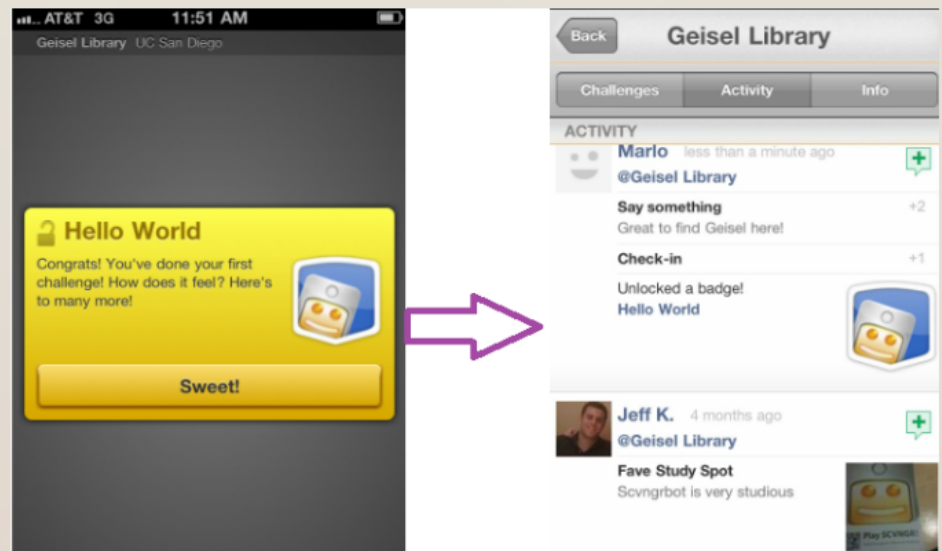
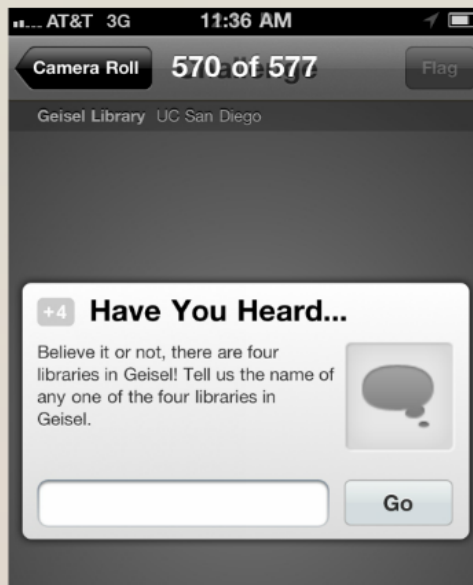






*Welcome Week Campus Trek - Biblioteka University of California Merced (USA): aplikacja SCVNGR*

*Library Trek - University of California San Diego (USA): aplikacja SCVNGR*



Camera Roll

570 of 577

Flag

Geisel Library UC San Diego

+4

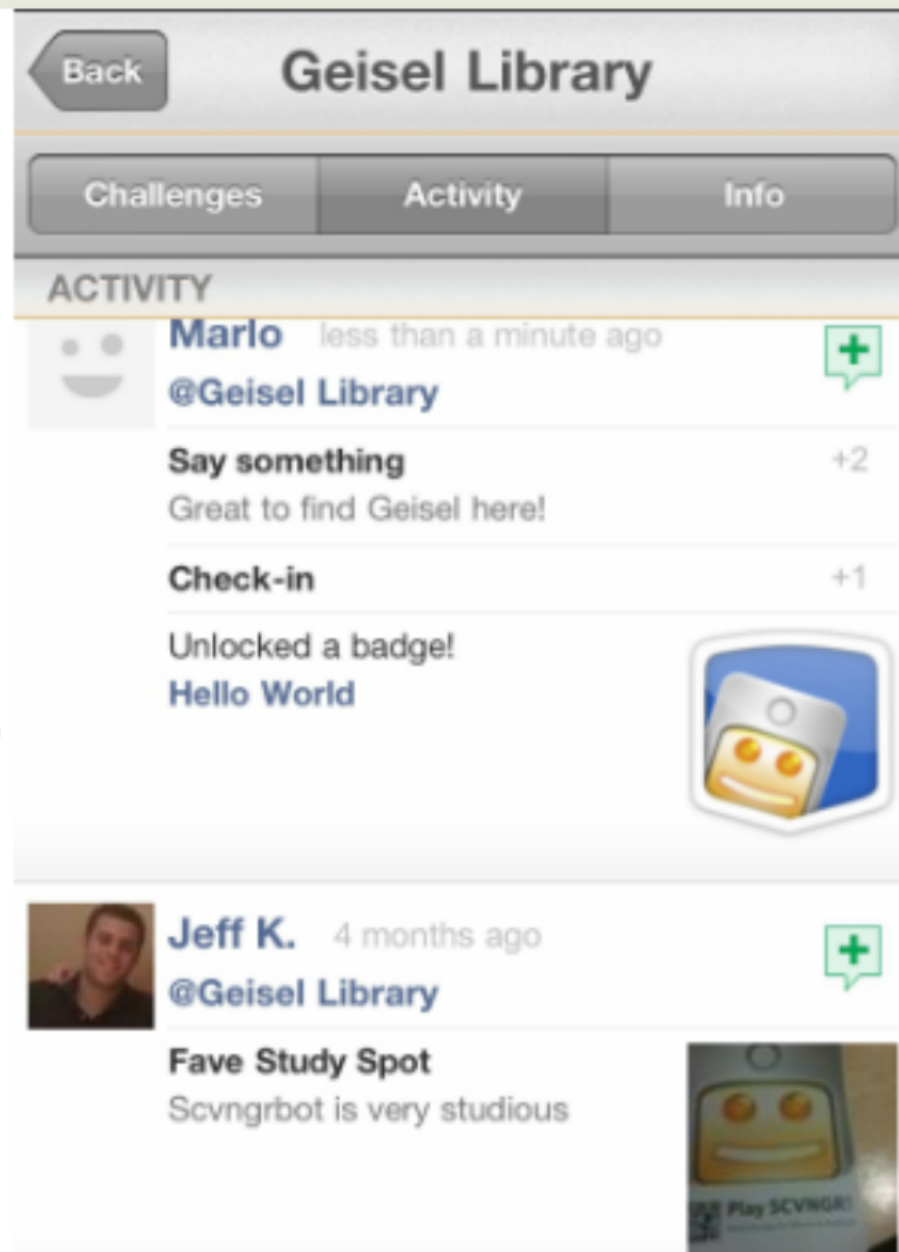
## Have You Heard...

Believe it or not, there are four libraries in Geisel! Tell us the name of any one of the four libraries in Geisel.



Go





*The LibraryShip Game: Filia nr 6 Biblioteki Miejskiej w  
Piekarach Śląskich (PL) - bez użycia nowych technologii,  
plansza 3x3 metry*









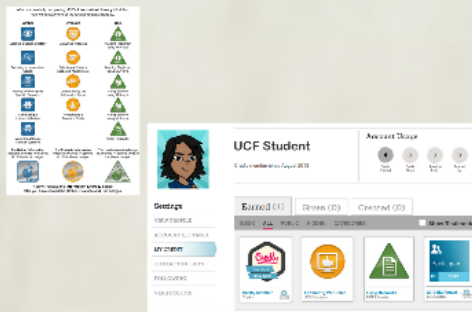
# *Find the Future - The Game: New York Public Library (USA)*





# Edukacja

*Infolit - University of Central Florida, Orlando (USA)*



*Bibliobouts: University of Michigan's School of Information & George Mason University's Center for History and New Media (USA)*





# Infolit - University of Central Florida, Orlando (USA)

After successfully completing UCF's **Information Literacy** Modules, you will receive one of the following digital badges.

## Gather



Creating a Search Strategy



Focusing an Information Search



Moving into Discipline Specific Research



Conducting a Literature Review



Maximizing Google Scholar Searches

The **Gather Information** badge is awarded for earning all of the above badges.



## Evaluate



Evaluating Websites



Selecting Articles for Academic Assignments



Understanding the Information Cycle



Recognizing a Research Study

The **Evaluate Information** badge is awarded for earning all of the above badges.



## Use



Avoiding Plagiarism using APA style



Avoiding Plagiarism using MLA style



Citing Sources using APA style



Citing Sources using MLA style



Using RefWorks

The **Use Information** badge is awarded for earning three of the above badges.



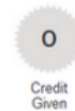
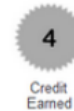
You will receive the **Information Literacy** badge after you have earned the Gather, Evaluate and Use badges.



## UCF Student

Credly member since August 2013

### Account Usage



### Settings

[VIEW PROFILE](#)

[ACCOUNT SETTINGS](#)

[MY CREDIT](#)

[CONTACTS & LISTS](#)

[FOLLOWING](#)

[VERIFICATION](#)

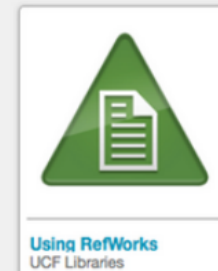
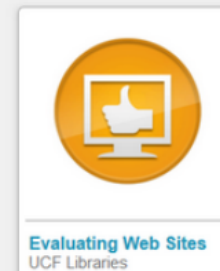
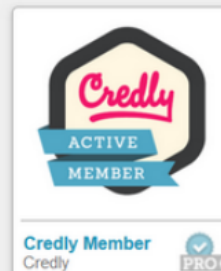
Earned (4)

Given (0)

Created (0)

INBOX ALL PUBLIC HIDDEN CATEGORIES

Show Testimonials



After successfully completing UCF's **Information Literacy** Modules, you will receive one of the following digital badges.

### Gather



Creating a Search Strategy



Focusing an Information Search



Moving into Discipline Specific Research



Conducting a Literature Review



Maximizing Google Scholar Searches

### Evaluate



Evaluating Websites



Selecting Articles for Academic Assignments



Understanding the Information Cycle



Recognizing a Research Study

### Use



Avoiding Plagiarism using APA style



Avoiding Plagiarism using MLA style



Citing Sources using APA style



Citing Sources using MLA style



Using RefWorks

The **Gather Information** badge is awarded for earning all of the above badges.

The **Evaluate Information** badge is awarded for earning all of the above badges.

The **Use Information** badge is awarded for earning three of the above badges.



You will receive the **Information Literacy** badge after you have earned the Gather, Evaluate and Use badges.





# UCF Student

Credly member since August 2013

## Account Usage



Credit Earned



Credit Given



Saved in Lists



Trusted by

## Settings

VIEW PROFILE

ACCOUNT SETTINGS

MY CREDIT

CONTACTS & LISTS

FOLLOWING

VERIFICATION

Earned (4)

Given (0)

Created (0)

INBOX

ALL

PUBLIC

HIDDEN

CATEGORIES

Show Testimonials



Credly Member  
Credly



Evaluating Web Sites  
UCF Libraries



Using RefWorks  
UCF Libraries



2013 ELI Annual ...  
EDUCAUSE







# Bibliobouts: University of Michigan's School of Information & George Mason University's Center for History and New Media (USA)

**BiblioBouts Badges**  
Badges help you understand how you are fairing in each bout and the overall game.



**Level Progress**



**Earned Badges**



**Yet To Be Earned Badges**

## BIBLIOBOUTS

Welcome back, elianealhadeff!  
No active games.

**Navigation**

- Game Instructions
- About Zotero
- Using Zotero (tutorial)
- Zotero Settings
- Edit Profile
- Log Out

If you have any issues or questions, contact us at [info@bibliobouts.org](mailto:info@bibliobouts.org).

**Your games**

**Your Scoring Breakdown**

Donor/Closer	
Tagging/Rating	
Sorter	
Best Bibliography	
Total	N/A

**Bout Timetable:**  
Bouts end at 11:59pm on the end dates listed below.

Bout	Begin Date	End Date
Donor		
Closer		
Rating and Tagging		
Sorter		
Best Bibliography		

Past Bouts   
  Currently Open   
  Future Bouts

**Overall Leader Board**  
Updated every 15 minutes.  
No active game

# BiblioBouts Badges

Badges help you understand how you are fairing in each bout and the overall game.

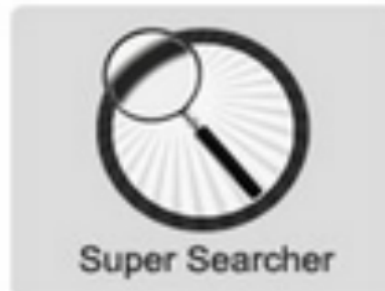
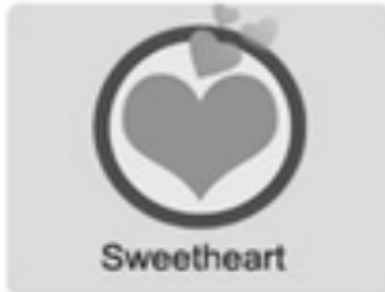
## Level Progress



## Earned Badges



## Yet To Be Earned Badges





# BIBLIOBOUTS

## Navigation

[Game Instructions](#)  
[About Zotero](#)  
[Using Zotero \(tutorial\)](#)

[Zotero Settings](#)  
[Edit Profile](#)  
[Log Out](#)

If you have any issues or questions, contact us at [info@bibliobouts.org](mailto:info@bibliobouts.org).

## Your games

Welcome back, elianealhadeff!

No active games.

## Bout Timetable:

Bouts end at 11:59pm on the end dates listed below.

Bout	Begin Date	End Date
Donor		
Closer		
Rating and Tagging		
Sorter		
Best Bibliography		

■ Past Bouts

■ Currently Open

■ Future Bouts

## Your Scoring Breakdown

Donor/Closer  
Tagging/Rating  
Sorter  
Best Bibliography  
Total                        
N/A

## Overall Leader Board

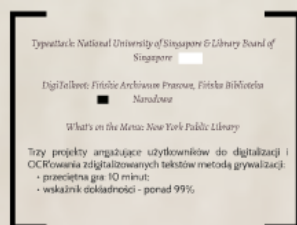
*Updated every 15 minutes.*

No active game



# Crowdsourcing

Wykorzystanie wiedzy, talentu, umiejętności zorganizowanej społeczności (internetowej) do rozwiązywania problemów.



*Typeattack: National University of Singapore & Library Board of Singapore*



*DigiTalkoot: Fińskie Archiwum Prasowe, Fińska Biblioteka Narodowa*



*What's on the Menu: New York Public Library*

Trzy projekty angażujące użytkowników do digitalizacji i OCR'owania zdigitalizowanych tekstów metodą grywalizacji:

- przeciętna gra: 10 minut;
- wskaźnik dokładności - ponad 99%

forces withdrew from Shanghai eight weeks ago, curfew is still being enforced between 11:30 p.m. and 5 a.m.

**EMERGENCY**

The Municipal Council has issued a proclamation stating that a period of grave emergency exists in the Settlement because of the existence of armed forces and armed outrages continuing to occur on a daily basis. The Municipal police certain emergency powers.

Firstly, anyone committing an offence against the armed forces is to be handed over to the forces concerned to be dealt with as they see fit.

Secondly, anyone committing an armed crime in the Settlement will be refused the sanctuary of the Settlement and be liable to punishment.

Thirdly, the Municipal police are authorised to search all premises, public or private, for unauthorised arms.

Fourthly, a reward up to \$5,000 will be offered for information leading to the discovery of arms.

forces withdrew from Shanghai eight weeks ago, curfew is still being enforced between 11:30 p.m. and 5 a.m.

**EMERGENCY**

the Municipal police certain emergency powers.

Firstly, anyone committing an offence against the armed forces in the Settlement will be liable to be

# TYPE ATTACK

HP: 65/100    Speed: 79 wpm    Rank: #1  
 XP: 10312    Accuracy: 77%    Title: Junior  
 Gold: 1190    Articles: 142

Type and Earn    Attack a Friend    Help

Average Speed of the 4 Players:

**11 sec**

Mr Lee, who delivered his speech in Mandarin, lauded it for continually improving itself over the years and moving up the value chain and technological ladder.

Done



*Typeattack: National University of Singapore & Library Board of Singapore*



*DigiTalkoot: Fińskie Archiwum Prasowe, Fińska Biblioteka Narodowa*



*What's on the Menu: New York Public Library*

Trzy projekty angażujące użytkowników do digitalizacji i OCR'owania zdigitalizowanych tekstów metodą grywalizacji:

- przeciętna gra: 10 minut;
- wskaźnik dokładności - ponad 99%



Type these words as fast as you can.

lawatehtaan ←

IMPOSSIBLE  
(1/1)

lawatehtaan





*Typeattack: National University of Singapore & Library Board of Singapore*



*DigiTalkoot: Fińskie Archiwum Prasowe, Fińska Biblioteka Narodowa*



*What's on the Menu: New York Public Library*

Trzy projekty angażujące użytkowników do digitalizacji i OCR'owania zdigitalizowanych tekstów metodą grywalizacji:

- przeciętna gra: 10 minut;
- wskaźnik dokładności - ponad 99%

# Spółecznościowe tagowanie materiałów archiwanych

## *Metadata Games*

Zen Tag



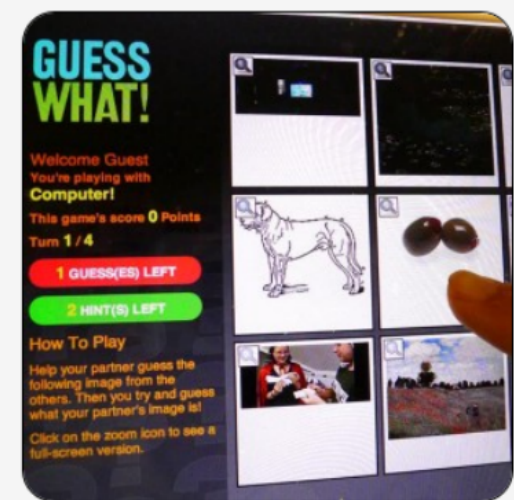
A zen-like one player tagging activity — be as specific and accurate as you can to earn high scores. Ohm!

Nextag



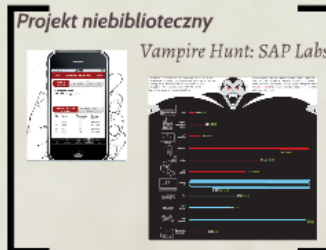
In the “next evolution” of Zen Tag, you can tag audio and video clips, too. Plug in your headphones and get ready!

Guess What!



Work together with a stranger to identify images in this fast-paced guessing game. Give great hints and you'll both score big!

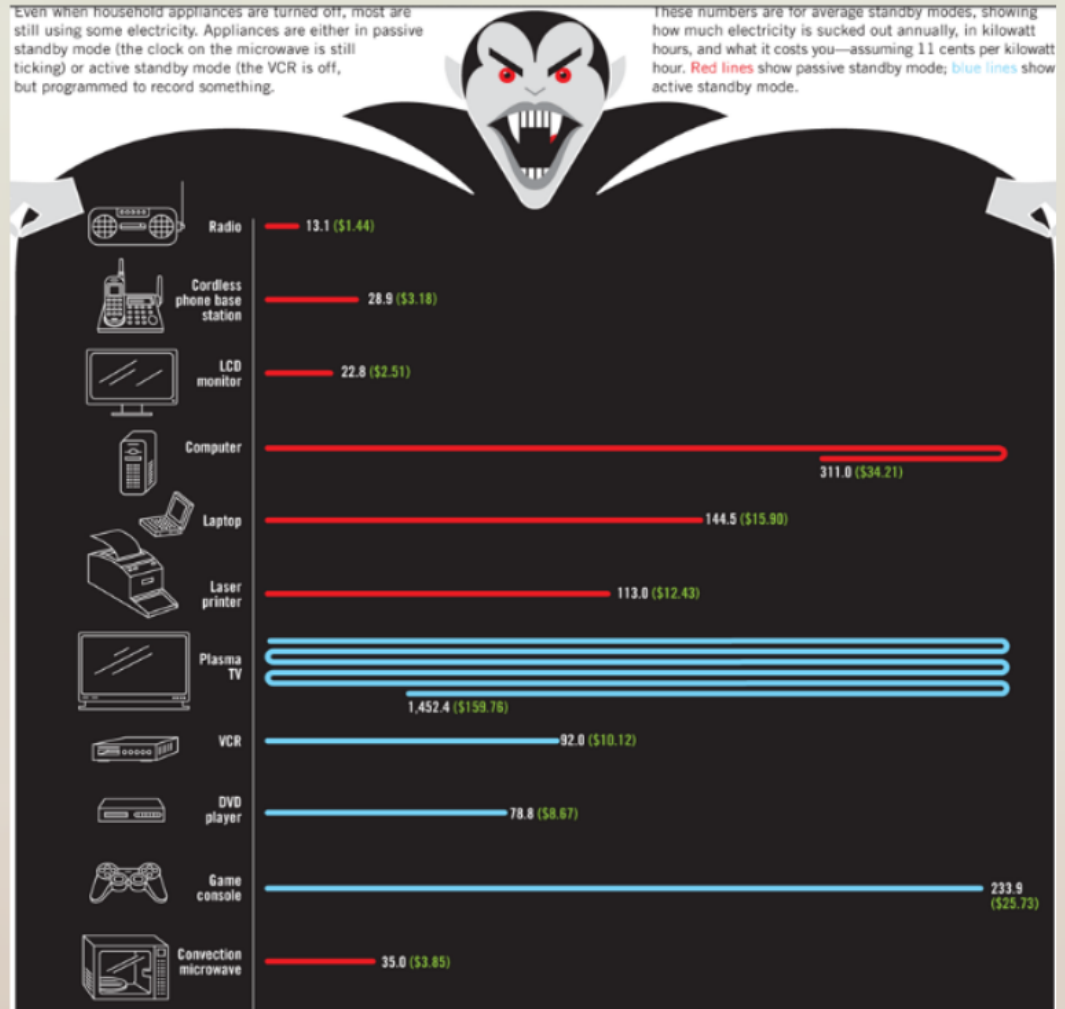
# Zarządzanie organizacją





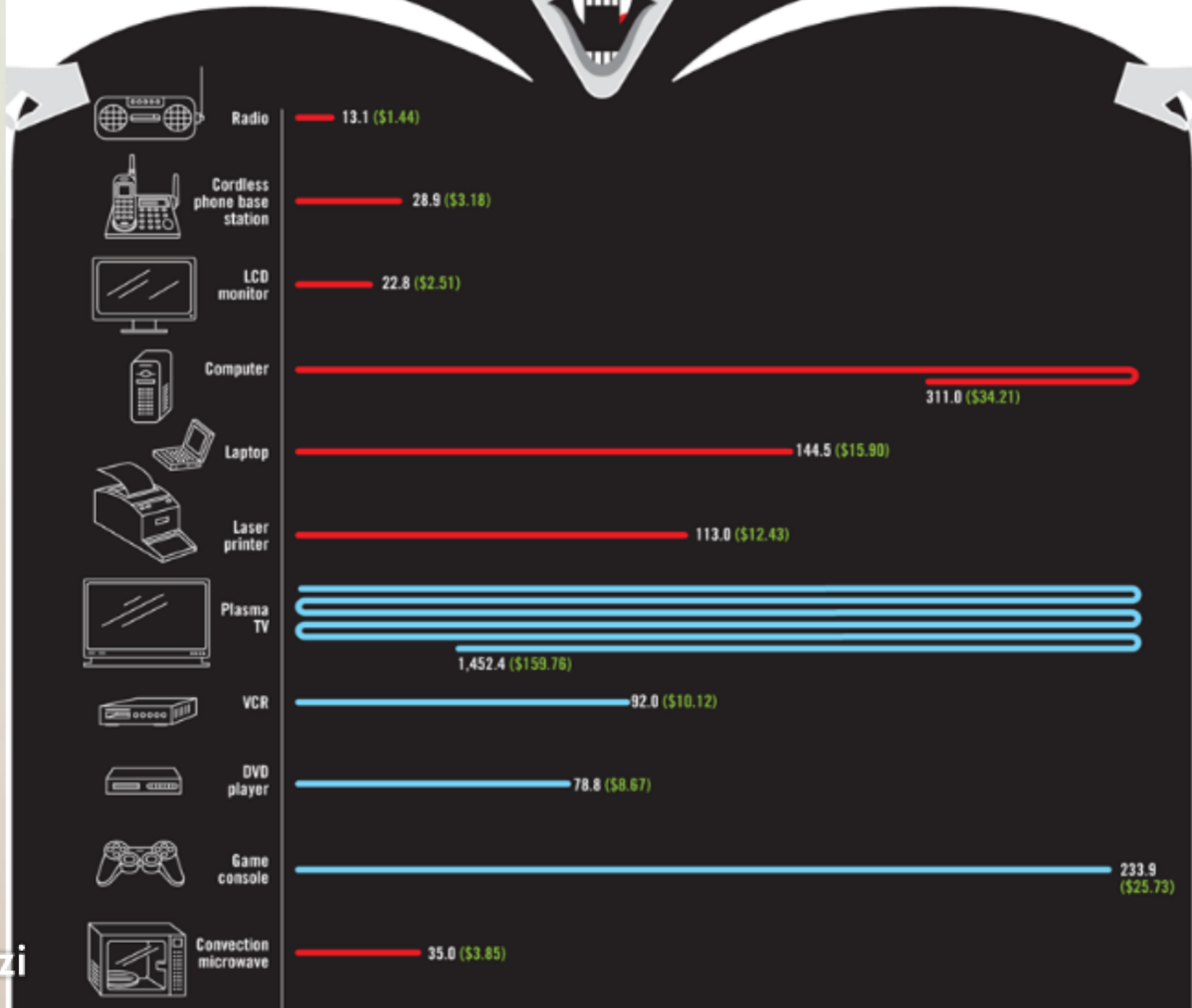
# Projekt niebiblioteczny

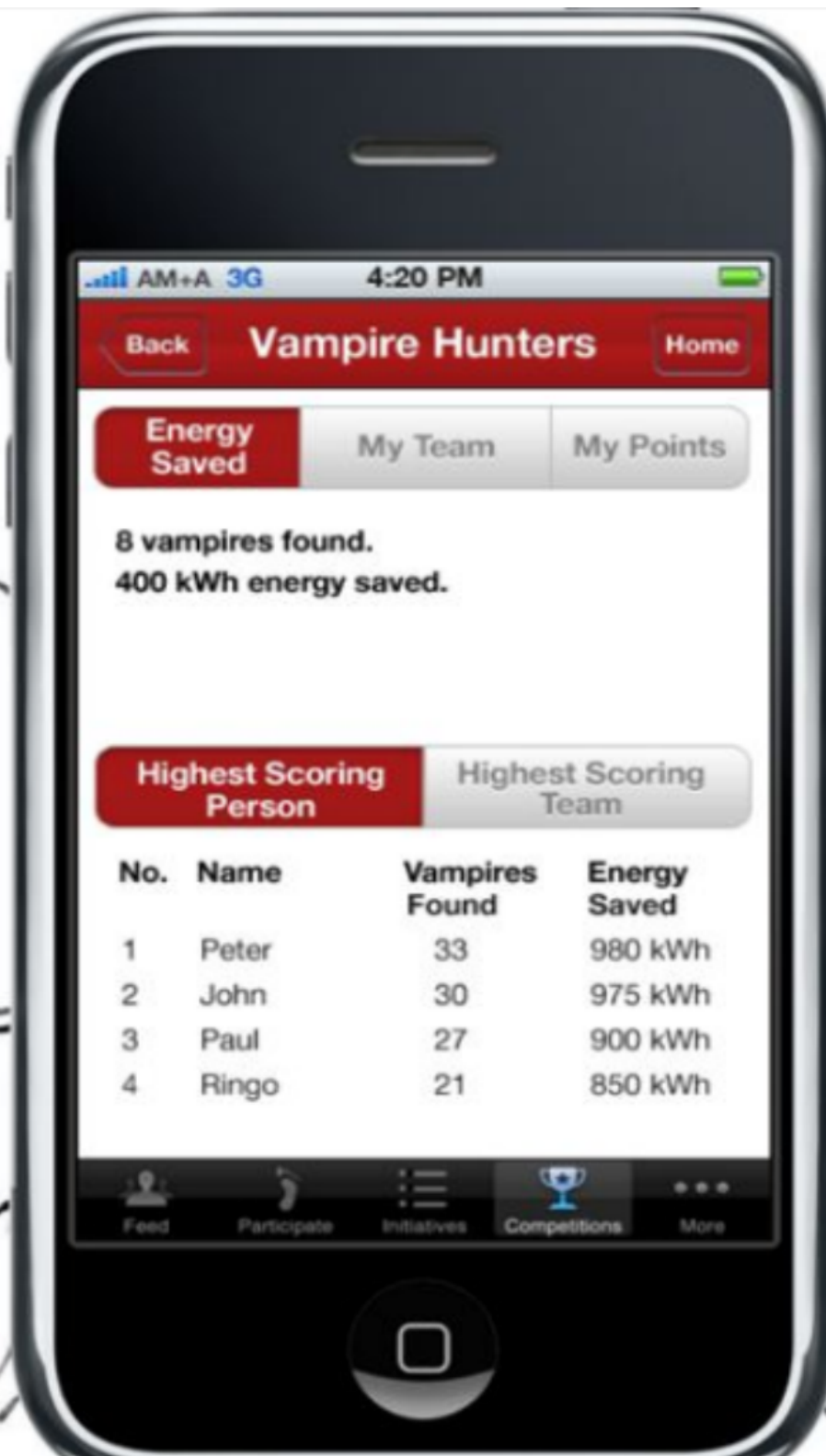
## Vampire Hunt: SAP Labs



Even when household appliances are turned off, most are still using some electricity. Appliances are either in passive standby mode (the clock on the microwave is still ticking) or active standby mode (the VCR is off, but programmed to record something).

These numbers are for average standby modes, showing how much electricity is sucked out annually, in kilowatt hours, and what it costs you—assuming 11 cents per kilowatt hour. **Red lines** show passive standby mode; **blue lines** show active standby mode.





Back Vampire Hunters Home

Energy Saved My Team My Points

8 vampires found.  
400 kWh energy saved.

Highest Scoring Person Highest Scoring Team

No.	Name	Vampires Found	Energy Saved
1	Peter	33	980 kWh
2	John	30	975 kWh
3	Paul	27	900 kWh
4	Ringo	21	850 kWh

Feed Participate Initiatives Competitions More

EV  
sti  
sta  
tic  
bu

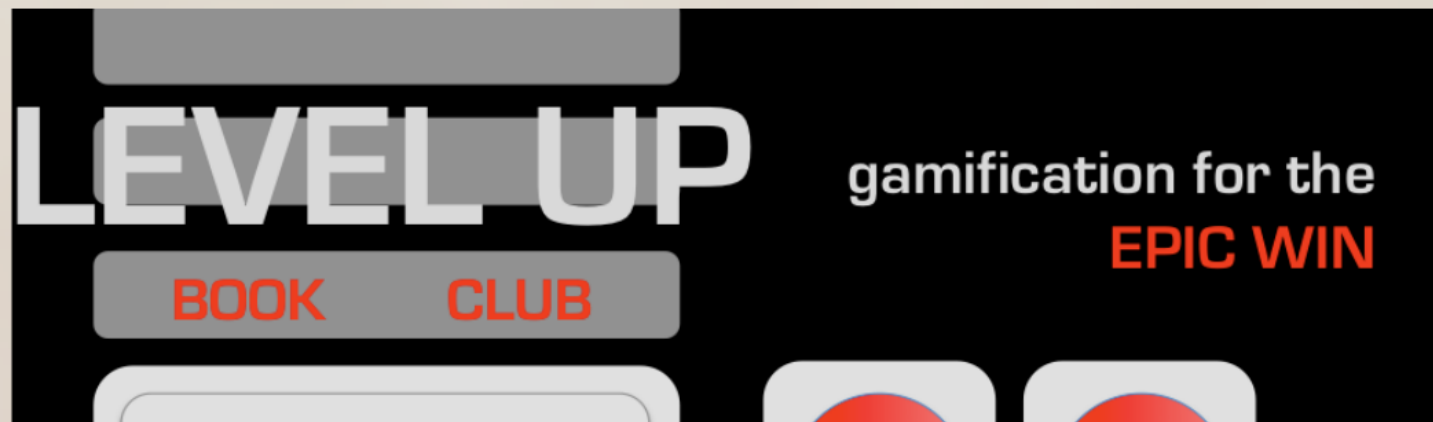


# Projekty biblioteczne

*Open Badges Initiative - YALSA: Competencies for Serving Youth in Libraries*



*Zgrywalizowany klub książki - Jennifer La Garde, Matthew Winner:  
The Level Up Book Club*



# Young Adult Library Services Association



## Promoting Skills for Working with Teens

The Young Adult Library Services Association (YALSA) developed a badge system to recognize, improve, and enhance the skills of library staff working with teens.

[Download the case study >](#)

## TYPE OF BADGE SYSTEM

- our badges are designed to be recognized by employers
- assessment of skills and competencies is based on peer feedback
- badges align to core competencies developed internally by our organization
- our badges recognize both hard and soft skills
- we use rubrics to help assess the competencies
- we plan to incorporate expert feedback and use levels in future phases of design

## TYPE OF BADGE SYSTEM

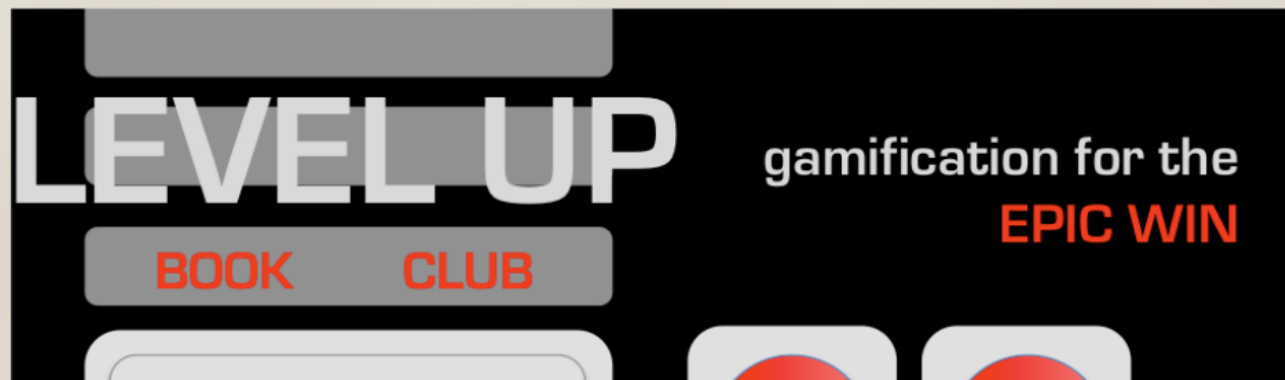
- our badges are designed to be recognized by employers
- assessment of skills and competencies is based on peer feedback
- badges align to core competencies developed internally by our organization
- our badges recognize both hard and soft skills
- we use rubrics to help assess the competencies
- we plan to incorporate expert feedback and use levels in future phases of design

# Projekty biblioteczne

*Open Badges Initiative - YALSA: Competencies for Serving Youth in Libraries*

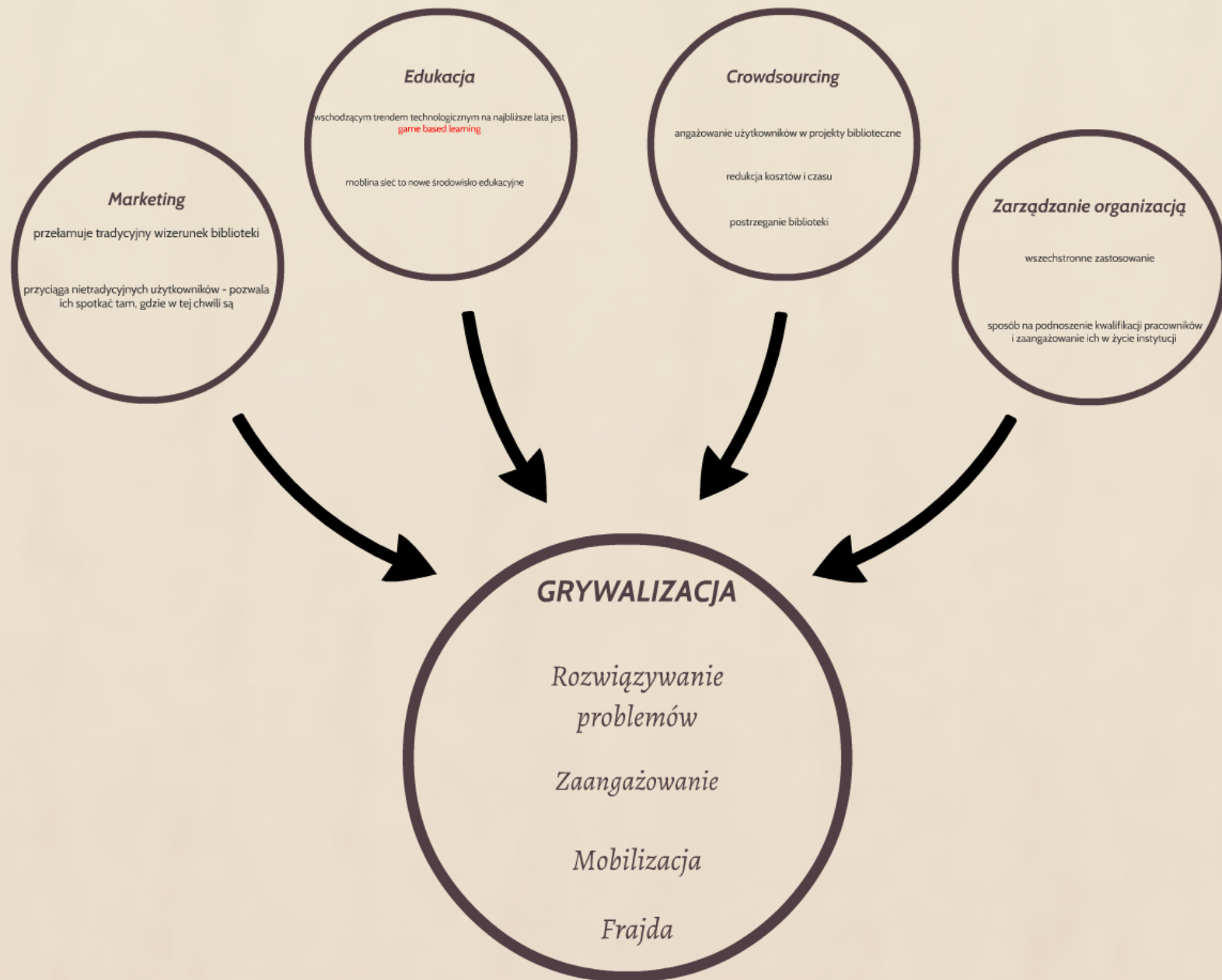


*Zgrywalizowany klub książki - Jennifer La Garde, Matthew Winner:  
The Level Up Book Club*





# Po co bibliotekom grywalizacja?



# *Marketing*

przełamuje tradycyjny wizerunek biblioteki

przyciąga nietradycyjnych użytkowników - pozwala  
ich spotkać tam, gdzie w tej chwili są

# *Edukacja*

wschodzącym trendem technologicznym na najbliższe lata jest  
**game based learning**

moblina sieć to nowe środowisko edukacyjne

ki

# *Crowdsourcing*

angażowanie użytkowników w projekty biblioteczne

redukcja kosztów i czasu

postrzeganie biblioteki



# *Zarządzanie organizacją*

wszechstronne zastosowanie

sposób na podnoszenie kwalifikacji pracowników  
i zaangażowanie ich w życie instytucji



# ***GRYWALIZACJA***

*Rozwiązywanie  
problemów*

*Zaangażowanie*

*Mobilizacja*

*Frajda*

# Grywalizacja w bibliotekach - obszary zastosowań

dr Natalia Pamuła-Cieślak (napa AT umk.pl)  
Instytut Informacji Naukowej i Bibliologii UMK

Ogólnopolska konferencja naukowa  
„Biblioteka, Książka, Informacja i Internet 2014”  
Lublin, 16-17 października 2014 r.

