GAMIFICATION

RESOURCES

- **(Resource) Community Gamification Template:** Brian Oblinger and Erica Kuhl shared this resources that looks at the basics of building ranking and badging programs to drive behaviors and recognize top contributors in your community.

- **IEEE Badging Challenge**: IEEE's badging challenge is a great example of how you can gamify learning, connecting, and participating in a community.

- **Coursera Gamification Course and Learning Group:** This interactive course on gamification runs several times a year and is a fantastic resource for any community manager looking to implement gamification in their community. In the past, TheCR members have taken the course as a group, here is a transcript of their collaborative learning group.

- **Against The Sticker Chart:** Rachel Happe pointed out this article that discusses using sticker charts in parenting and some of the long-term negative consequences. The same concepts apply in communities - using market norms in relationships is dicey business.

- **Ciena's Community Gamification Program:** Ciena's gamification program created by longtime TheCR member, Heather Ausmus.

- **(Research) Reputation Markets:** This research was conducted at Stanford University to explore how reputation systems incentivize users and influence community behavior.