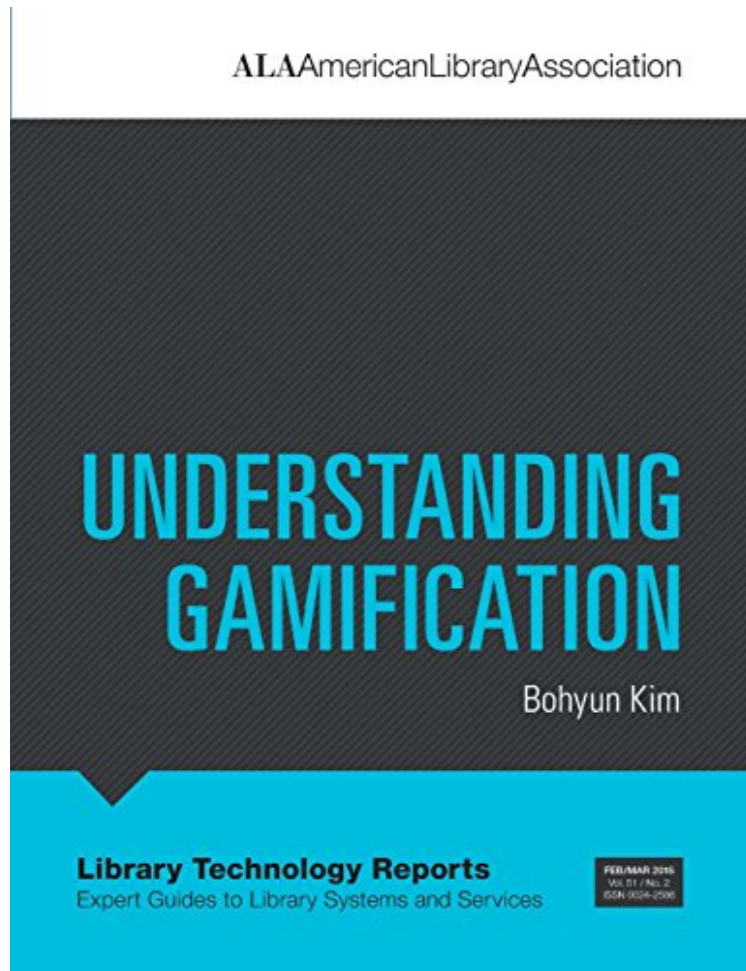


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Understanding Gamification (Library Technology Reports)

Bohyun Kim

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Though gamification is not new, the rapid adoption of smartphones and the growing mobile web and app universe has made it ubiquitous, social, and seamlessly woven into reality in ways we couldn't have imagined even ten years ago. And it's extremely popular. Gamification, when done right, will engage your library's users, and better yet, help them learn. In this issue of Library Technology Reports, Kim will clarify your understanding of gamification with a range of examples from social causes, education, and libraries. She points out the gaming elements of apps you may have used, like Foursquare or Waze, and explores game mechanics, dynamics and aesthetics. This Report also covers such topics as:What distinguishes gamification from related concepts such as games, toys, and playful designHow the Canton

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About the Author
Bohyun Kim is associate director for Library Applications and Knowledge Systems at the University of Maryland, Baltimore, Health Sciences and Human Services Library. She is the author of *The Library Mobile Experience: Practices and User Expectations*, a previous issue of *Library Technology Reports*, and editor of the ACRL TechConnect blog.