Implementing Gamification for your Community

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gamification in sports

staff

community

stars
community members

watch play rank
identifying stars

beginner

discovering

star
"people do not participate more..."
Member profile

activity

people

stack overflow
careers

how gamification help business ??
1/ highlight leaders

points  badges
rights  specials
2/ identify lurkers

- badges
- track !!!
- cookies
- lead gen
3/ add fun

- lists
- wtf!
- user profile
- lead gen
Implementing Gamification for your Community
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I will first explain the concepts using the example of a game.

Then I will use a community, famous for badges and points you can earn

And finish with ideas

A few questions to start:
- How many of you do sport as a hobby ?
- How many of you watch sport on TV ?
- How many go to stadium ?
- How many are in a club ?
You have first to understand that for 1 professional player, there are millions of hobbyist and passionate people. Only a few people will be active in your community, and most members will just come to watch the game.

A few numbers from FIFA:
- 1 billion people watched World Cup Final in 2010
- 265 million people in the world play soccer actively (players, coach, referee, club/team staff, …)
- A few thousands become professionals
- A hundred of professionals become stars
- 100% → 26 % → 0.000...

Soccer community is made of all that: a few stars, many professionals, and a huge number of passionate people all around
There are two categories of community members

Members who just watch the game:
→ they have cable TV, buy shirts, make up, stadium tickets, read newspapers, ...

Members who play the game:
→ they buy balls, shoes, shirts, and other equipment…
→ a few of them try to become professionals

The first level of gamification is here, even if not very visible: the equipment, skills, experience, or knowledge they have create a rank between them.
So how stars are discovered?

People who just watch the game don't become stars.

Let's focus on people who are active in the game: players, coach, referee, ...

There is an established talent discovery system:
- Soccer clubs
- Regionals championships
- Sport schools
- Agents

This system give you medals, cups, experience, reputation in your championship, this is the second level of gamification, and most visible.

With this, professional teams will then identify good players.
Who goes on Stackoverflow?
Who actually ask questions or write answers?
Who has a rank better than 1000 ? 500 ?

Last month on Stackoverflow
- Page views : 445 millions (Quantcast)
- Total new content: 450 thousands
→ 0.01 %

Like in sport game, a huge number of people come just to watch contributions from a few active members. They never participate. We call them “lurkers”. It is very difficult to identify them, even with gamification.

Other communities like Wikipedia have the same kind of statistics.
This my profile on Ask Ubuntu, a StackExchange website.

Points, badges and detailed profile help to identify:
- Activity
- Skills
- Social information
- Value of an answer / question (content created by high ranked members feels more valuable than by beginners)

Who can identify who?
- Other community members
- Stackoverflow staff, moderators, …
- Recruiters

Recruitment is the business model of Stackoverflow:
- Career 2.0 services
- Display Job offers

The more you participate/come, the more you can find a job
1/ highlight leaders

points  badges

rights  specials

Points:
- Amount of points depend on action
- Do not forget to add action that remove points (negative vote, bounty, …)
- You can find a name for your points: eg, on Bonitasoft community, BPM for Bonita Power Meter.

Badges:
- Set different level of badges, like bronze, silver and gold
- Start with the basics: number of created content, etc.
- Continue with advanced action (moderation, …)

Rights:
- Give access to more stuff to do (moderation, edition, unlocking features), depending on points

Specials: once you know who are the leader, send them goodies, interview them on the blog, …
2/ identify lurkers

- Create badges based on the amount of watched content (e.g: 25/50/100 questions, 10 blog articles, etc.)
- This way you can follow the most active lurkers

When they are not logged, use cookies. When they create an account, you already have informations

Track what they read (Google Analytics, Piwics, or custom system) so you can understand what they want !!!

Create well design member profile page, so information is clear. Connect the profile to your CRM: sales representative will appreciate to have information about lurkers who become leads !!!
Basics are OK. So, what can you add?

First, make it easy to find game players: add a list of all badges and all features you can unlock. Create a view on each badge to have the list of member who own them.

Then, remember that people play a game because it is fun.
- Create a great user profile !!!
- Have a look at some StackExchange. You will find many crazy badges. Example, on Ask Ubuntu, there is a badge called “necromancer” when you answer to a question older than 6 months

So based on your application, website, community, or what you do, add some “what the fuck” badges. A good brainstorming with your tetam and some alcool is all you need, but don't forget to take notes
At Bonitasoft, we are implementing gamification on our Community website. It will be completed this summer.

We are going to release our work as a Drupal distribution, called Group Mind. This is PHP, but feel free to test it and contribute ;-)