

PSYCHOLOGICAL THEORIES THAT SUPPORT GAMIFICATION

FLOW THEORY



The idea that people are happiest when they are completely absorbed in an activity, experiencing a state of "flow." Flow happens when the challenge of the task matches your skill level, creating a harmonious and immersive experience.

SELF-DETERMINATION THEORY



Explores why people do the things they do and how their motivation is influenced. It suggests that individuals are more likely to be motivated and satisfied when their basic psychological needs for autonomy, competence, and relatedness are fulfilled. Also introduces the concept of intrinsic and extrinsic motivation.

SOCIAL COMPARISON THEORY



Suggests that people determine their own social and personal worth based on how they stack up against others. In simple terms, we tend to evaluate ourselves by comparing our abilities, opinions, and success to those of others around us. This comparison helps us understand where we stand in various aspects of life and can influence our self-esteem and motivation.

BEHAVIOR REINFORCEMENT THEORY



Is based on the idea that behaviors can be strengthened or weakened through reinforcement. In simple terms, if you reward a behavior, it's more likely to be repeated; if you punish it, it's less likely. Reinforcement can be positive (adding something desirable) or negative (removing something undesirable).

GOAL-SETTING THEORY



Suggests that setting specific and challenging goals can significantly enhance motivation and performance. When people have clear objectives that are a bit of a stretch but still achievable, it can inspire them to work harder and smarter to reach those goals. This theory emphasizes the importance of having well-defined targets to drive motivation and improve overall performance.

EXPECTANCY THEORY



Expectancy theory posits that individuals are motivated when they believe their efforts will lead to good performance and, consequently, valuable rewards. It involves three elements: expectancy, instrumentality, and valence, emphasizing the link between effort, performance, and desired outcomes.