

# Gamification: today and tomorrow

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Gamify your life is the motto of today. Some years ago, people tended to look for serious ways to solve serious problems. Today we came up with understanding that teenagers can manage projects; studying can be fun and easy; and gaming and gamification brings not only profit but also use and benefits.

10 years ago, games were thought to be inherently fun and not serious. People claimed that this field had no prospects in future and was a complete waste of time. Today, we see how different the situation is. Every day we meet our friends and colleges who play computer and mobile games and are not going to give up on them (no matter how old they are). A bright recent example is *PokemonGo* that proved to be a huge success last summer. Statistics says that 83 out of 100 respondents (aged from 19 to 30) played that game. Brief queries tell us that 40% of respondents use gamified apps for training and controlling their diet; 76% play games to relax or to concentrate (after work or studies); 90% support the idea that games can improve our life quality and help people. Today people are ready to take gamification as a perspective field.

Gamification is all about boosting motivation and engagement by giving small rewards and making boring and routine tasks more game-like. Games are used in huge projects that save life and make people happier and healthier, examples being NIKE +, Life is Strange, Fitocracy, Saudi Girls Revolution, Foldit and many other games.

Psychologists appreciate gaming for motivating people, keeping them healthy, optimistic and goal-oriented. However, there are many people who are sarcastic about gaming. “Games are inherently fun and not serious”, claims P.A. Newman. “The expectations from the gamification are much too high,” insists Brayan Bruk. The same Brayan Bruk some years ago had forecasted that by the 2014<sup>th</sup> projects connected to games would neither bring money nor attract customers. Both proved to be wrong.

We have numbers to prove that the game market is not going to disappear soon. According to the Global Games Market Report provided by Newzoo agency the international games market reached \$102.9 bln. in 2017 comparing to the \$100 bln. in 2014. They reported the relentless growth of both Asian markets and mobile gaming. The market for (smart)phones and tablets rose from \$17.6 bln. in 2013 to \$35.4bn in 2017 – ultimately dominating one third of the global games market.

By assumptions, the worldwide games market will reach \$113.3 bln. by 2018. This represents a 2014 to 2018 Compound Annual Growth Rate (CAGR) of +7.9%. The market for (smart)phones and tablets will rise from \$30.0 billion this year to \$44.2 billion in 2018, ultimately taking 39% of the global games market. By 2018, China and the US will grow to \$32.8 billion and \$24.1 billion games markets respectively, together claiming 50% of the world’s games revenues.

The Computer Screen (PC/Mac) with \$41.2 billion will account for 36% of the market by 2018 and will remain the most revenue generating screen, growing at a robust CAGR of +6.9% driven primarily by PC/MMO games. The Entertainment Screen (TV/Console, VR) with \$26.8 billion will have 24% of the market by 2018, down from 27% in 2015. In 2018, the Personal Screen with \$30.2 billion will account for 27% of the pie, leaving 13% for the Floating Screen (Tablets, Handhelds). Overall, China's games market will grow at a CAGR of +16.1% to reach \$32.8 billion in 2018, while the US will grow at a CAGR of +3.1% to reach \$24.1 billion in 2018. Together, they will account for 50.1% of the global games market, up from 47.0% previous year.

Talking about Ukraine: after the 2015 video games grew at a CAGR of 12%. Recently, the number of Ukrainians taking part in gaming has grown considerably due to the development of free-to-play and "freemium" games which allow users to make small in-game purchases instead of purchasing a complete game in one go.

Sometimes weird and not serious methods bring results, and gamification is one of them. Many companies implement gamification platforms. Gamification strategies are used for building reputation and making people communicate outside their usual clusters and communities. Gamification helps people to interact for the sake of something bigger, solve real life problems. Gamification does motivate people to put in just a little extra effort. Even that is enough, to begin with...

## Reference

1. Newzoo, Global games market investigation reports, 2016, Available at: <https://newzoo.com/insights/articles/global-games-market>