

Definition

Gamification mode of delivery

Behaviour Change Intervention Ontology (BCIO)

Definition: Mode of delivery that involves application of typical elements of game playing to other areas of activity, typically as an online marketing technique to encourage engagement with a product or service.

Comment: Includes point scoring, competition with others, and rules of play.

This definition was imported from the Behaviour Change Intervention Ontology (see <https://bciosearch.org/>).

Comments and suggestions for improvements are welcome using the Qeios review system.

Definitions imported from the Behaviour Change Intervention Ontology (BCIO) are what are known as 'ontological definitions'. See this article in Qeios for an explanation <https://www.qeios.com/read/YGIF9B>.

Ontological definitions can sometimes be hard to read. In those cases we also include an informal definition.

Definitions also often require elaboration to make it clear how they should be used and what they include. In those cases we include a comment.

Also, definitions sometimes require an explanation as to how they came about to help users understand how they relate to alternative definitions. In those cases we include a curator note.