



# The 16 WHYs & Gamification

A summary of the how the Reiss Motivator Profile applies to Gamification and what we consider “fun”

# The 16 WHYS: Overview

Think of how much you played as a child. You exerted tremendous amount of energy, and spent as much time as possible in games. Why such a commitment? Because it was fun!

Ultimately, we were motivated by fun. And what one child found fun, wasn't the same thing as another child thought of as fun. Think of the variety of games available to children. While there are some common characteristics among them, the variety comes from their appeal to different motivators, or what we call core "WHYS."

**Ask yourself, why did you play the games you played. Why did you invest so much time and energy? Why did you find it fun?**

May I suggest that what motivates you in life can be traced back through what you found fun as a child? Could it be that there is something core to your motivation profile that determines what you define as fun?

Using a rigid scientific protocol, and leveraging statistical and computational methodologies, Stephen Reiss, PhD, has identified **16 core desires that impact our personalities and the choices we make**, as well as why we would engage in one activity but not another. His findings have been supported with an expanding dataset and dozens of scientific, peer-reviewed papers.

Most categorization efforts attempt to push people into groups, usually the four archetypes from ancient Greek mythology and Jungian mysticism. The *Reiss Motivation Profile* goes the opposite direction; it demonstrates why, exactly, we are unique from each other, even those within our archetypical subgroups.

Where we differ is the degree to which the 16 core needs motivate us. As you'd expect, we will be averagely motivated in many areas, but we'll have three or four core needs that highly motivate us, and three or four core needs in which we are below average motivated.

Think of it this way, most profiles and assessments seek to say things that are generally true about the what and how of personalities. This is how women communicate. This is what Millennial do. This is how Libras think. This is what sanguines/blues/high-S people value.

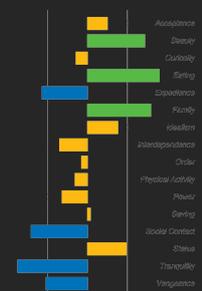
But *why* do they do what they do? *Why* do they communicate this way? *Why* to they have these values? Ultimately, *why* do they make the decisions they do and act the way they act. *Why* is this fun and not that?

Because we can look at a Reiss Motivation Profile and predict the answers to these questions, we call the 16 core desires the **16 WHYS**.

## The 16 WHYS

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# Self-hugging: A Caution

**The problem is that our motivation profile is so core to who we are, to our WHY, and how we make decisions, that we have trouble understanding the perspective of those whose profile is significantly different from ours.**

This is a problem Dr. Reiss labels “*Self Hugging*.” He says, not only do we believe everyone should be like us, but that they *are* like us.

In other words, if a gamification designer is highly motivated by one WHY, say, Interdependence, and a player is low motivated in the same area, the designer won’t understand why the player doesn’t want to share their experience or knowledge with team members. The designer will view the player as obstinate and cantankerous, when all they are is low motivated by Interdependence. The player doesn’t want to “play games” with other people. They’d much rather work on their own and have their own experience with the gamified process.

In gamification design, it is important to realize that you, as a developer and/or player, have different motivations for playing than most of the people you encounter. The problem for the designer is if you don’t know your motivation profile, you are not equipped to anticipate what will motivate others to engage in your process. Worse, you will be surprised when people don’t engage or actively sabotage the process.

So, a great gamification designer must identify their own motivation profile so they can anticipate what elements will be missing from their design, where disengagement is likely to happen, and where the strategy is likely to fall apart.

For instance, a designer who is average or low motivated in Expediency won’t anticipate that high motivated Expediency people will game the system. Those players will find ways to “cheat.” However, anticipating this blind spot, a low-motivated Expediency designer can build “cheating” routines into the gamified processes.

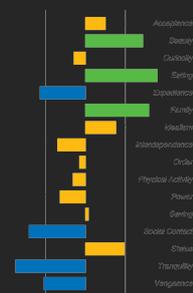
Of course, with all the possible varieties, it would be impossible to create the perfect gamified system. In a perfect world, you would test all players before designing your program so that you can appeal to similarities in the group and account for differences. In most situations, you may be able to test a sample set of your target audience. However, outliers may not appear in the sample.

The best you can do is understand your own Motivation Profile, so you can anticipate likely weaknesses in your design.

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# The 16 WHYS: And Gamification

Of the 16 WHYS, fourteen relate directly to game design and player motivation; the other two are important considerations when working with certain processes and populations.

## The 14 WHYS we play:

- **Acceptance:** The Desire to Avoid Failure and Criticism
- **Beauty:** The Desire for Aesthetically Appealing Experiences
- **Curiosity:** The Desire for Understanding
- **Expedience:** The Desire to Act Out of Self-interest
  - **Low Expedience (Honor):** The Desire to Preserve Traditions and Follow Rules
- **Idealism:** The Desire for Social Justice
- **Interdependence:** The Desire to Trust Others to Meet One's Needs
  - **Low Interdependence (Independent):** The Desire to Work on One's Own
- **Order:** The Desire for Structure
- **Physical Activity:** The Desire for Muscle Exercise
- **Power:** The Desire for Influence or Leadership
- **Saving:** The Desire To Collect
  - **Low Savings (Spending):** The Desire to Spend/Buy
- **Social Contact:** The Desire for Peer Companionship
- **Status:** The Desire for Respect Based on Social Standing
- **Tranquility:** The Desire to be Free of Anxiety and Pain
  - **Low Tranquility (Adventure):** The Desire for Adventure, Challenge, and Risk
- **Vengeance:** The Desire to Confront Those Who Offend

## The 2 WHYS to consider

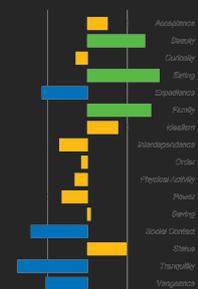
- **Eating:** The Desire for Food
- **Family:** The Desire to Raise Children and Spend Time with Siblings

While not related directly to why people play or engage with games, these two WHYS are core to our survival as individuals; they ensure that our DNA is preserved and passed down through generations. They act as great reward systems for certain people.

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# **Acceptance: The desire to avoid failure and criticism**

We all have a need to be accepted by our community and peers. In the old days, if we weren't accepted by our tribe of 50 to 60 people, we wouldn't survive. So it is important that people accept us and include us in the group. It is also important that we heed criticism because the displeasure of others is a warning that our position with the tribe is in peril.

Nobody likes to be criticized, but people with a high need for Acceptance have a tendency to take negative feedback personally and may overreact. And while nobody likes to fail, people with this need tend to take setbacks harder than most. Therefore, they tend to avoid situations that might result in failure, criticism, or rejection. They might settle and take an easy job rather than try to succeed at a job that is more rewarding and challenging.

When under stress, high-need Acceptance people become negative, indecisive, and/or moody. Some experience self-doubt, pessimism, and anxiety. Many people with a high need for Acceptance are insecure. They doubt themselves. When things go wrong, they are quick to think it was their fault. If you are interacting with someone with a high need for Acceptance, watch what you say. A small slight or off-the-cuff comment can hurt their feelings.

## **Low Motivated Acceptance**

Low-motivated Acceptance people take criticism well, and they expect others to similarly embrace criticism. They don't need praise, and forget that others appreciate a compliment. Low Acceptance people will take risks that may result in others looking down on them. They may also be less concerned with personal appearance and not worry about pleasing other people.



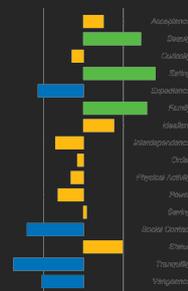
If you manage or lead someone with a high need for Acceptance, be very diplomatic. If you're low motivated in Acceptance, you might not realize the need to compliment others. Your attitude might be that you shouldn't have to thank someone for simply doing their job. But a high-motivated Acceptance person needs praise and assurances to stay motivated.

Some people with a high need for Acceptance lack inner conviction of their own worth. They feel worthy when others praise them, but feel sad or devastated when others reject or criticize them. Many worry about what might go wrong rather than what might go right. So be careful with your demands and criticisms. Balance any negative comments with positive ones.

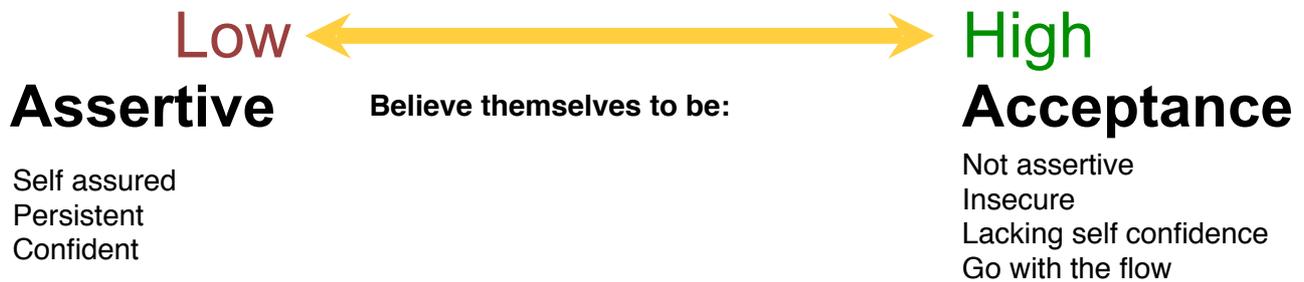
## **The 16 WHYs**

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# Acceptance: The desire to avoid failure and criticism



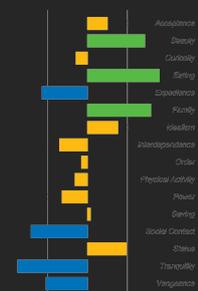
## Related Game Mechanics

- Collaboration or communal discovery
- Cumulative score
- Direct command
- Document a plan
- Execute a plan
- Explicit instructions
- Explicit task list
- Goals
- In-dialog hints
- Introduction to a level/mission
- Lifejacket
- List of priorities
- Narration/voice-over
- NPC 'friendly' meter
- Task completion message
- Tutorial

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# Beauty: The desire for aesthetically-appealing environment

Most species place importance on physical appearance when choosing a mate. The stronger, more colorful, are chosen over the weak and unappealing. The need for Beauty may not have direct implications for our business life unless we are in certain industries. However, A high need for Beauty motivates interest in art, design, fashion, and sensuality.

People who are high-need Beauty are more sensitive to the aesthetic appeal of their surroundings. Everybody appreciates beautiful things, of course, but people with a high need for Beauty place an uncommonly high value on attractive people, places, and things. This means they may take pride in having a passionate nature. They may be attentive to their physical attractiveness and how they dress. They may be more attentive than the average person to possible romantic opportunities.



High need Beauty people misunderstand their low-motivated peers. They like to talk about beautiful things and people, they may talk about sex too much, for example, and make the low-motivated people uncomfortable with their appreciation for an attractive person.

## Low Motivated Beauty

Low motivated Beauty people tend to be ascetics. They pay less attention to the sensual aspects of life. They may reject passion and limit the pleasures of life. They seek environments that are simple, plain, unattractive, severe, Spartan, or austere.

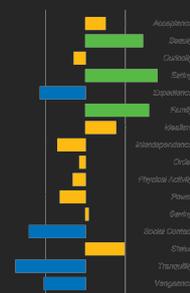
Low-motivated Beauty people may judge high-need people as being over-sexed, perverted, shallow, or even weak. They won't understand why they are overlooked by others, because they don't understand importance of physical attractiveness for some people.

Of course, there are some legal implications when it comes to flirting in the workplace, so high motivated Beauty people must be careful. They should also seek positions and industries that benefit from their love of beauty.

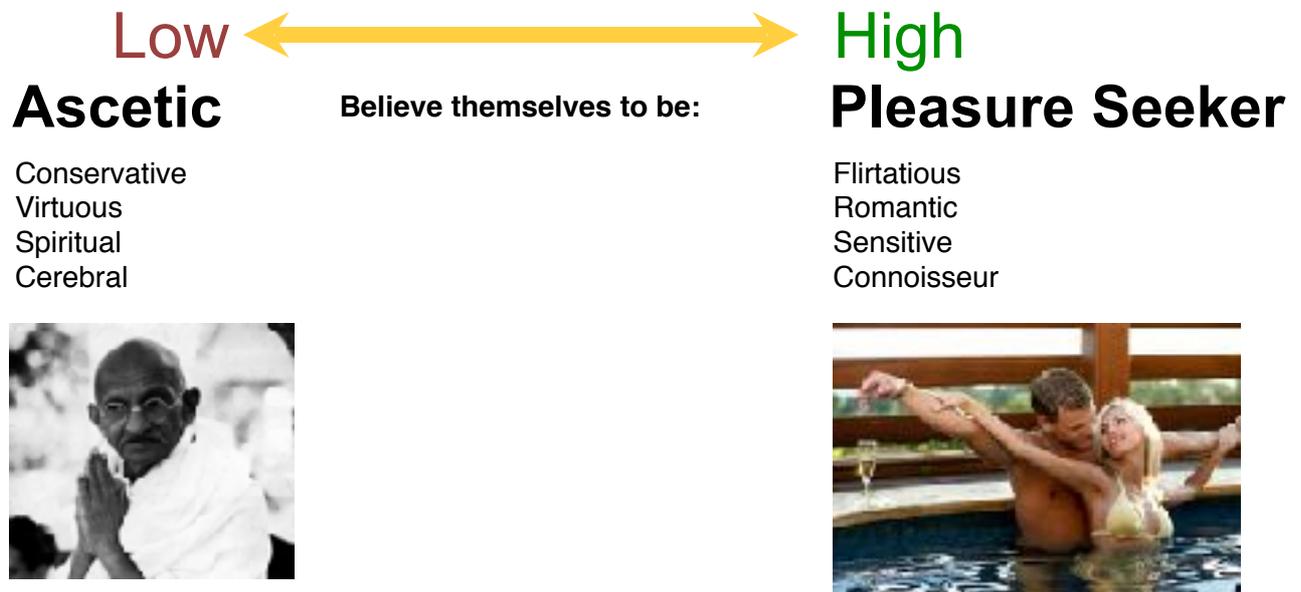
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# Beauty: The desire for aesthetically-appealing environment



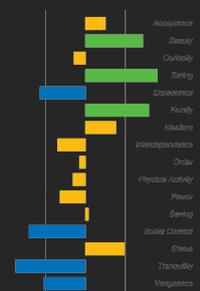
## Related Game Mechanics

- Avatars
- Coloring
- Design

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# Curiosity: The Desire for Understanding

The motivator of Curiosity involves intellectual curiosity. This isn't mechanical or quizzical curiosity, but more about knowledge, scholarship, and intellectual pursuits. There came a point in our development as a species that we needed to consider more than the simple application of tools. We began looking to the sky, considering the rhythms of life, and wonder after possibilities.

High-need Curiosity people tend to be inquisitive, thoughtful, and/or analytical. They may like to think deeply. Some can become so absorbed in their thoughts that they pay little attention to what is going on around them. No matter what they are doing (flipping burgers, recovering in a hospital, listening to a speech), sooner or later they will start analyzing something. When they are not thinking about something, they become bored quickly.

A high need for curiosity motivates people to care about ideas, knowledge, and theories, regardless of practical relevance. Some Curiosity people become intellectuals. Most like to read books. Some seek out stimulating and lively conversations with smart, thoughtful people.

At work, Curiosity people are at their best when they understand what they are doing. They may dislike having to follow unexplained instructions from their superiors. High Curiosity people may make things more complicated because they like to deal with nuance.

If you are high-need Curiosity, be careful not to talk over people's heads. Understand that they may not be as interested in the subject as you are. They may become bored with your theories. And don't expect them to read a book you recommend.



## Low Motivated Curiosity

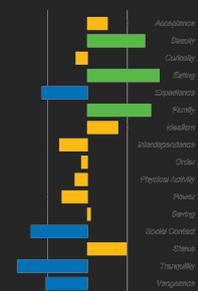
Practical, or low Curiosity, people think that high Curiosity people over think things. They view high Curiosity people as mired in trivia and believe they should devote less time to analyzing things.

Low Curiosity people take pride in their ability to simplify things. They are critical of people who are not satisfied with a basic understanding of their surroundings.

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# Curiosity: The Desire for Understanding

Low



High

## Non-intellectual

Believe themselves to be:

## Scholar

Down to earth  
Sensible  
Sane  
Practical

Aware  
Engaging  
Fascinating  
Smart  
Interesting



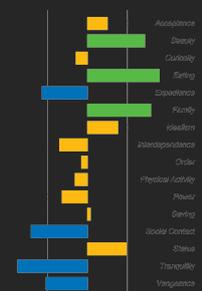
### Related Game Mechanics

- Apply a procedure
- Apply equipment
- Combos
- Cues/questions
- Current objectives list
- Didactic reference
- Discovery
- Embedded information
- Exploration
- Levels
- Puzzle guessing
- Search for clues
- Structure building
- Tile-laying

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## Eating: *The Desire for Food*

Eating is one of the few biological needs that has psychological significance. When we have plenty of food, we feel secure; when we sense that food is in short supply, we worry. Also, unlike, say, drinking water, meals have a social element. In society, we have rituals and celebrations that involve food. So food has significance much more than our biological need for energy and nutrients.

People who are high motivate for Eating seek food, think about food, and fear the loss of food. They will usually have food around them, whether in their purse, a desk drawer, or a candy jar in front of them. They want to know when meals are scheduled, and become anxious when a meal is postponed or it isn't clear what and how much will be served.

Many high Eating motivated people simply enjoy the sensual pleasures of food. They like the look, smell, and taste of it. They may not "collect" and horde food, but they will enjoy thinking about food and cooking it.



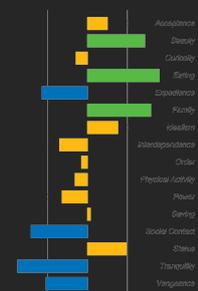
### Low Motivated Eating

Those who are low motivated in Eating may be picky and finicky eaters. They don't understand the time, attention, and money people spend on food. Because food is a biological need, they won't be repulsed by food, but it won't motivate their decisions and actions.

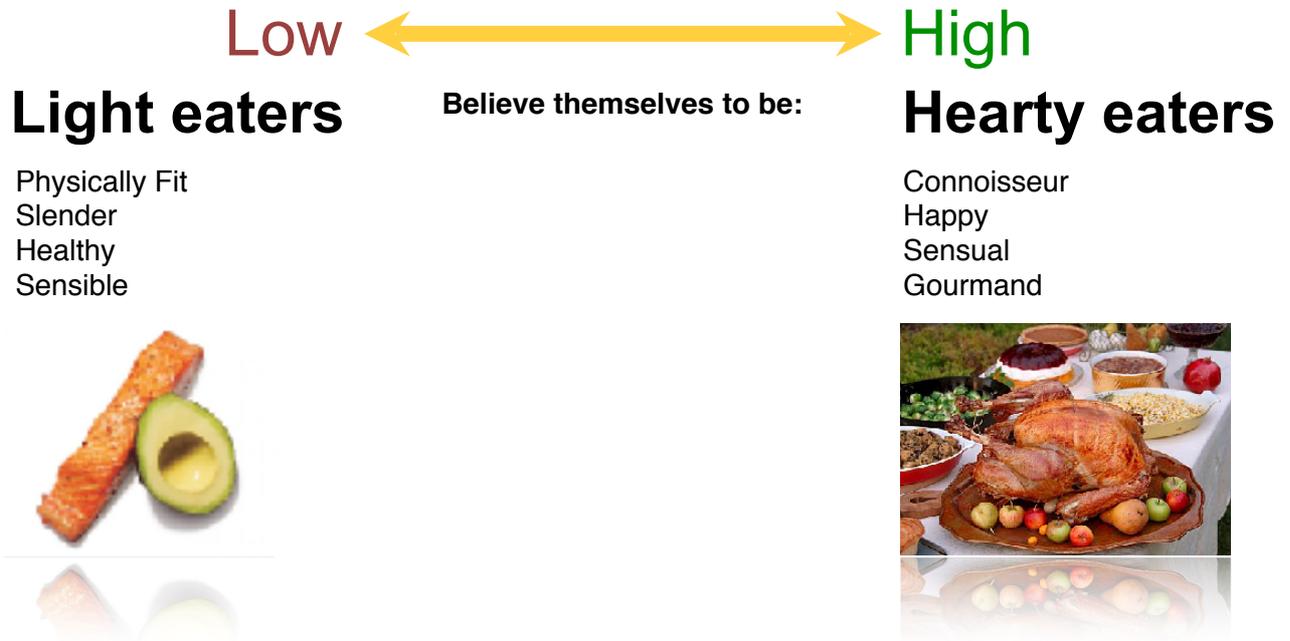
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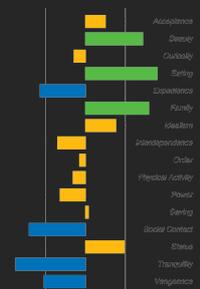
# Eating: The Desire for Food



## The 16 WHYs

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# Expediency: The Desire to Act Out of Self-interest

The need for Expediency is important and interesting because of its opposite motivator. As a tribe, it is important that old traditions and ways of doing things are preserved. However, as a species, we cannot progress unless we move outside of tradition and look for new ways of doing things. Therefore, Expediency, the the desire to push past boundaries, is an important motivator.

Those with a high need for Expediency are strongly motivated by self-interest. They have a sharp eye for opportunity. Some are willing to break a prior commitment to take advantage of a new opportunity that presents itself. Some high Expediency people like to know what is in it for them before they make a major commitment to do something. They may be loyal to an employer to the extent that their employer takes care of them, but given a new opportunity, they will jump ship.



High-need Expediency people will do whatever it takes to get the job done, as long as that job relates to their self-interest or helps them achieve a goal. In this effort, they may bend the rules. In fact, they probably see the rules as barrier to success. They can easily rationalize "cheating." And they will be frustrated in environments with a lot of restrictions or defined roles. They will always be looking for a better way to accomplish something.

## Low Motivated Expediency

Low expediency motivated people respect rules and traditions. They tend to be honest, trustworthy, and loyal. They do not cheat, not even when they are unlikely to be caught. They hold firm in their ethical principles.

Low-expedient people tend to be loyal to their parents and ethnic group. Some are proud of their heritage and tend to be patriotic.

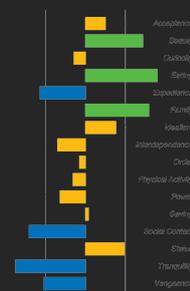
Because they are proud of their self discipline and tradition, low expediency people may be judgmental and self-righteous. They are critical of people who bend the rules, or who push beyond traditional boundaries and roles.

With this motivator, it is important to realize that which ever side you lean toward, you will misunderstand the other people. High-need Expediency people are not devious criminals. And low-need Expediency people are not sticks-in-the-mud. Some people are comfortable with rules, others fight against them. Some believe in tradition and honor, while others seek opportunity and strive to do whatever it takes to reach goals. We need both types of people, and we need to accommodate each other.

## The 16 WHYs

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# Expediency: The Desire to Act Out of Self-interest

Low



High

## Honorable

Believe themselves to be:

Dutiful  
Loyal  
Devoted  
Dedicated  
Moral



## Opportunist

Pragmatic  
Resourceful  
Quick thinking  
Problem solving  
Practical



### Related Game Mechanics

- Current objectives list
- Direct command
- Execute a mission
- Execute a plan
- Explicit instructions
- Follow a set of orders
- Goals
- Introduction to a level/mission
- Natural consequences
- Penalties
- Punishment
- Turns

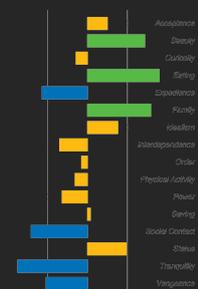
### Related Game Mechanics

- Achievements
- Action points
- Advance priming
- Bonuses
- Capture/eliminate
- Challenge
- Countdown clock
- Countdown
- List of priorities
- Points
- Quests
- Races
- Ratio Rewards
- Risk and reward
- Search for clues

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# **Family:** *The Desire to Raise Children and Spend Time with Siblings*

While Family appears to be a personal attribute, it has a lot of impact on our business and professional lives. Of course, we are designed to procreate, to not only pass on our genes, but to also successfully raise our offspring. However, some people guide their lives by this desire; others find children a hinderance to other aspects of life, such as business.

High-need Family people work to be able to better provide for their children. As such, they will seek to find a balance between work and time with their family. A traditional father may work long hours as long as he knows he will be able to better provide for his children. But if there is not a clear correlation between the work and providing, he will quit to make sure he spends time with his family.

Many high-need Family people will stay with a job or position, or pass up opportunities, to maintain their work/life balance. They are satisfied with their income as long as the bills are paid for and the children well cared for. High Family people become stressed when they are not able to care for their children, whether that be physically or financially.

Many Family-oriented people think that non-Family-oriented people are selfish and would have a more fulfilling life if they had children or spent more time with them. One the other hand, many non Family-oriented people think that family-oriented people would be happier if they were free to live life to its fullest. In both instances, misunderstandings will exist between high and low Family people.



## Low Motivated Family

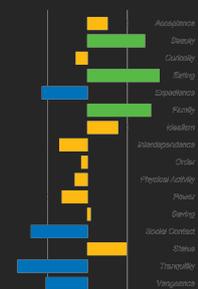
Those who are low motivated in Family still love their children, but their decisions aren't based on their family life. They may prefer to keep their focus on their own activities, careers, or friends. Some have things that they want to do with their lives that are not compatible with raising a family, such as their career or travel. Others may have difficulty enjoying or relating with children. They may experience the day-to-day chores of looking after children as burdensome, boring, or tying them down.

Low motivated Family people won't understand the decisions that high Family motivated people make. They may also put parents under stress by asking them to work extra hours and not giving holidays.

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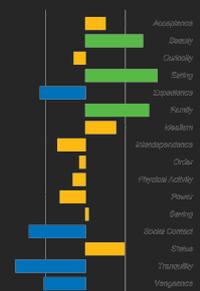
# Family: The Desire to Raise Children and Spend Time with Siblings



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# Idealism: The Desire for Social Justice

Idealism is what motivated our ancestors to seek a better life, whether that be a land flowing with milk and honey or a community of equality. While no healthy individual likes injustice, some people are more motivated by Idealism than average. And of course, there are those who are lower motivated than average when it comes to social justice.

Those with a high need for Idealism engage in altruism, compassion, and high-mindedness. Many people with this need value helping others. Some are interested in humanitarian causes. Many Idealism people support charities or the community at large. Some volunteer their time to help the needy; others donate money to local non-profit organizations. A high need for Idealism motivates concern with the welfare of humanity as a whole, not just with those who happen to live in one's city or nation.

High-need Idealism people often use their own motivation to elicit the help and contribution of low-Idealism people. In general, these tactics are not effective. A high-need Idealism person or organization would do better to show a realist how their contribution will help out those they love or yield real, practical results.

## Low Motivated Idealism

People with a low need for Idealism are not necessarily heartless. They believe that injustice and unfairness are part of life; we should look after ourselves and our own first. In fact, low-need Idealism people may financially support charitable causes because they see the need, but don't have the time or effort to be too involved.

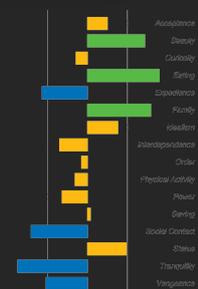
For their part, low need Idealism people would do better to realize that the selfless work of Idealism people benefits their community and society. Any effort to help the poor benefits even the most cynical person.



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# Idealism: The Desire for Social Justice

Low ←————→ High

## Pragmatist

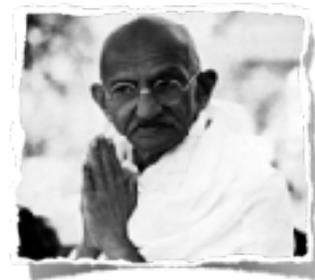
Realistic  
Practical  
Sensible



Believe themselves to be:

## Idealist

Visionary  
Caring  
Selfless  
Humanitarian  
Giving  
Compassionate



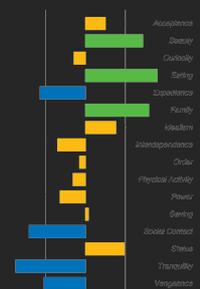
### Related Game Mechanics

- Advance priming
- Apply a procedure
- Apply equipment
- Current objectives list
- Didactic reference
- Execute a mission
- Goals
- List of priorities
- Summary of state against ideal

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# **Interdependence:** *The Desire to Trust Others to Meet One's Needs*

While we tend to praise and emphasize independence in American society, our ancestors could not survive without interdependence. Life outside the village often meant an uncomfortable death. So a certain measure of interdependence is necessary to our survival, even today.

Interdependent motivated people seek to work with others. They are uncomfortable being on their own or taking responsibility for major tasks. Collaboration is important to them. They thrive in group environments, often relying on others to keep them motivated and on track. It will be important for them that the team check in regularly and discuss progress and struggles.

High Interdependent people may lose their identity in a group. They will work hard to maintain the peace during group meetings, but they will also want to hear from each participant. They are uncomfortable with autocratic decisions, preferring a democratic process. However, those outside the group may be viewed as competition, if not the enemy.



## **Low Motivated Interdependent**

Low-need Interdependent people, or Independent people, enjoy personal freedom. They prize self-reliance and the ability to make their own decisions. They don't like being told what to do, and they certainly don't like relying on others. Teamwork, committees, and group activities frustrate them.

Low Interdependent people assert their individuality, resisting conformity in dress and style. Some Independent people dislike sharing their private thoughts and feelings with others. Some think they compromise their Independence when they become emotionally dependent on another person. They may even be reluctant to praise others or even say, "Thank you."

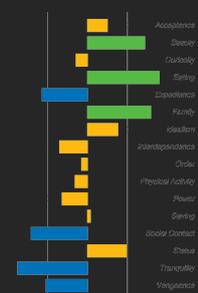
Conformity is also important to Interdependent motivated people. Therefore, they will judge low motivated people as obstinate and rebellious. They won't understand others' frustration with meetings and group activities, believing that such people are working against the group.

A leader or supervisor must find a balance of motivation when it comes to Interdependence and Independence. Teamwork will be important for the Interdependent motivated employee. For the self-reliant, individual effort will be important. In this area, it is especially important that a leader identify their propensity and then strive to develop the motivation and skills of those who are differently motivated. That which brings some people together, may push out the best workers, not just from the team, but from the company.

## **The 16 WHYs**

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# Interdependence: *The Desire to Trust Others to Meet One's Needs*

Low



High

## Individualist

Believe themselves to be:

## Team player

Self-sufficient  
Reliable  
Self reliant  
Autonomous  
Resistant to the herd

Devoted  
Loving  
Trusting  
Friendly



### Related Game Mechanics

- Auction or bidding
- Avatar
- Challenge
- Puzzle guessing

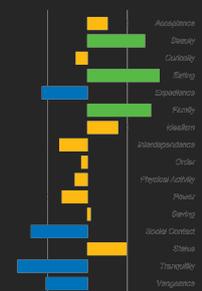
### Related Game Mechanics

- Ambassadors
- Chats
- Collaboration or communal discovery
- Conversation/dialog
- Guilds
- NPC 'friendly' meter
- Parties/teams
- Question an individual
- Role-playing
- Social graph

## The 16 WHYs

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# Order: The Desire for Structure

Most creation myths involve the emergence of order out of chaos. And while it is true that all of us seek some level of stability in our lives, some of us have a higher need for structure in our lives. These people work hard to place Order into a universe that is dynamic and chaotic.

High Order people feel particularly uncomfortable when their environment is disorganized. They like schedules, "to do" lists, and plans. Many dislike doing things spontaneously, believing that planning and preparation are the keys to success.

The need for Order motivates attentiveness to the smallest detail. Some high Order people are perfectionists. This may lead to failing to see the "big picture." Some have a tendency to pay almost equal attention to important and unimportant details. High-need Order people seek constant, stable, and predictable environments. They value sameness, routines and rituals, consistency, and cleanliness.

Many high Order people experience difficulty adapting to change. When things become difficult, they are motivated to stay the course, rather than to change directions. They are reluctant to change their plans, even when things are not going as well as had been anticipated.



High Order people and flexible people tend to misunderstand each other. Many Order people think flexible people have too many balls in the air and would be more successful if they prioritized and organized better. Many flexible people think high Order people are mired in trivia and would be more successful if they spent more time focused on what is important.

## Low Motivated Order

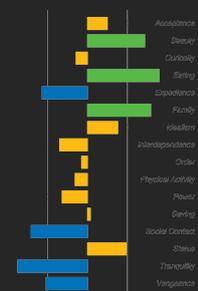
Low Order people dislike organizing, planning, and scheduling. Some dislike having to conform their behavior to detailed rules, schedules, and plans. Some value flexibility. Some are motivated by spontaneity. Others enjoy improvising and making it up as they go. Some low Order people give little thought to where they are headed in life.

Low Order people jump into new projects with minimal planning, and the results can be disastrous. Other low Order people praise multi-tasking, but they then fail to pay attention to details. Also, low Order people tend to spread themselves too thin and are surprised when calamity hits.

## The 16 WHYs

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# Order: The Desire for Structure

Low



High

## Flexible

Free  
Natural  
Spontaneous



### Related Game Mechanics

- Chance
- Combos
- Dice/lottery
- Discovery
- Easter egg
- Random rewards

Believe themselves to be:

## Perfectionist

Neat  
Tidy  
In control  
Deliberate



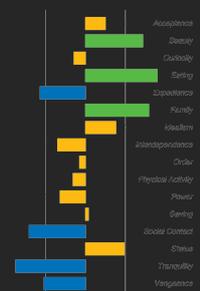
### Related Game Mechanics

- Advance priming
- Avoidance
- Cumulative score
- Current objectives list
- Direct command
- Document a plan
- Execute a plan
- Explicit instructions
- Explicit task list
- Follow a set of orders
- Goals
- In-dialog hints
- Introduction to a level/mission
- Lifejacket
- List of priorities
- Search for clues
- Performance summary at end
- Puzzle guessing
- Resource management/ownership
- Structure building
- Tutorial

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# Physical Activity: The Desire for Muscle Exercise

We are designed to move. We are also designed to conserve energy. While there is a clear and healthy balance here, people have different levels of motivation when it comes to Physical Activity. Most people like to move, but don't enjoy exercise. And there are some who are highly motivated by exercise, while others would rather sit all day long.

Those who are highly motivated by Physical Activity enjoy physical exertion and motion. Some value physical strength and physical endurance. When they are inactive for even short periods of time, some become restless and fidgety. When they feel down, stressed, or worried, exercise is often their relief. They are happiest when they are moving. High Physical Activity people will spend a lot of time and money in pursuit of their sports.

## Low Motivated Physical Activity

Wellness can be a challenge for some people with a low need for Physical Activity. Lack of exercise is a significant long-term cause of obesity, and it can lead to sleep problems and negative moods. Exercise is critical to counter the long-term negative physiological affects of stress.

From a wellness perspective, it is important that low motivated Physical Activity people find a way to engage in regular physical exercise despite their lack of natural drive to do so. In order to make this decision, some need to fully understand all of the positive effects of physical activity as well as the negative consequences of not being active. Their motivation needs to come from a desire for a good quality of life. They are more likely to stick with this if they find ways to be physically active that also meet their other core needs.

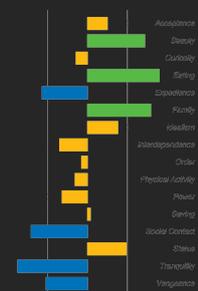


Active people and inactive people tend to misunderstand each other. Many high Physical Active people think inactive people are lazy and would be happier if they were in better shape. Many inactive people think high Physical Activity people overdo it and would be better off not working out so much. The truth of the matter is that individuality is much greater than commonly supposed. Some people are born to be active, and others are born to be less active. Since each person is happiest with a lifestyle that fulfills their own nature, they will resist external pressures to change.

## The 16 WHYs

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# Physical Activity: The Desire for Muscle Exercise

Low



High

## Inactive

Believe themselves to be:

## Active

Laid back  
Low key  
Self-paced  
Easy going

Athletic  
Fit  
Vigorous  
Energetic



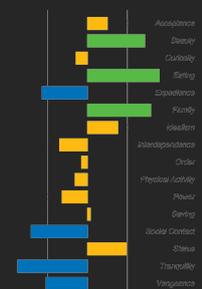
### Related Game Mechanics

- Activity
- Physical challenges
- Physical movement
- Races

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# Power: The Desire for Influence or Leadership

Those with more power get more resources. They also have more stability in their environment and have fewer risks. The motivator of Power involves the application of ones will over ones environment. This could be the will power to push through a difficult time, or the power that comes from leading other people.



## Low Motivated Power

Low Power people are content to follow. When faced with hardship, they tend to give up. This is why they seek work positions and environments that are well defined. They like to work with their skill set, and don't see a need to unnecessarily expend time and energy overcoming obstacles. Low Power people may be cautious, even timid.

High Power motivated people like to assert their will and influence over both people and their environment. Many people with a strong need for Power seek leadership roles. Some like to be the decision maker at work and at home. Many people with this need are assertive, others are willful and determined. Some are quick to give advice, even to strangers. Most high-power People inject themselves into situations that interest them.

Many high Power people are achievement motivated. They are ambitious and dream of glory. Some will seek to conquer physically challenging obstacles. Others are prepared to work very long hours and to set aside almost everything else in their life. Challenges and adversity typically do not discourage them, and may even cause them to work even harder.

High Power people value competency, productivity, and excellence. Many aim to improve their skills. At work, they tend to pursue challenging goals. Ambitious people can become unmotivated when their supervisors set easy goals for them.

But some people with this need push themselves too hard, becoming workaholics. They become so absorbed in work they neglect their health.

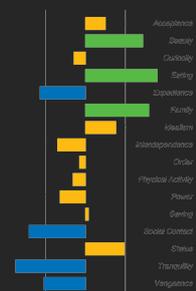
Some people with a high need for Power enjoy creating things. They like to construct physical buildings, create works of arts, or start new businesses, organizations, or clubs.

When under pressure, though, high power people have a natural tendency to step up and take charge. They may become domineering, controlling, or pushy.

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# Power: The Desire for Influence or Leadership

Low



High

## Follower

Believe themselves to be:

## Leader

Simple  
Humble  
Undemanding  
Not ambitious  
People oriented  
Submissive

Enterprising  
Aspiring  
Motivated  
Ambitious  
Influential  
Hard working  
Dominant



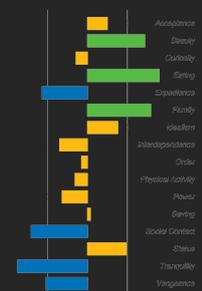
### Related Game Mechanics

- Achievements
- Challenge
- Countdown clock
- Countdown
- Game ranking
- Levels
- Movement
- PvP
- Quests
- Races
- Risk and reward
- Special challenge
- Territory control
- Time events

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## Savings: The Desire to Collect

In the old days, our survival was based on our ability to save resources. Seasons, catastrophes, and accidents all threatened our existence, but when we had stores of food and other supplies, we could survive until things improved. Nowadays, of course, we have plenty of resources available. Supermarkets are open 24 hours a day. Now we save money to establish safety and security.

High savings people have the desire to collect. Often, what they are collecting is money, but just as often they will collect other things that contribute to safety and survival or that have sentimental value. Since security comes from having a collection, they don't like letting things go. Once they possess something, they don't like throwing it out or selling it to someone else. Loss is a major fear of theirs.

High savings people will be responsible with their finances, making sure they have reserves for emergencies. They will be conservative investors, reluctant to follow the fluctuations of the market.

At work, high savings people will surround themselves with memorable and important items. They will be conservative in any decisions they make for the company. The fear of loss will influence their decisions more than opportunity and potential gain. They will tend to look at the pros and cons before implementing change.



### Low Motivated Savings

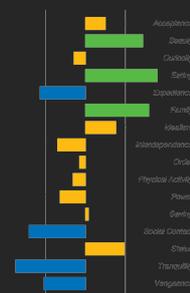
Low Savings people would rather spend than save. Instead of repairing something, they would rather buy a new one. They enjoy shopping and have trouble holding on to money. Low Savings people gain little pleasure from collecting. Most of their regrets come from what they didn't buy.

Savers and spenders tend to misunderstand each other. Many savers think that spenders are irresponsible and wasteful. They think spenders would be better off if they took greater care of their possessions and spent their money more wisely. Many spenders think that savers are self-denying and would be happier if they spent more money to live a more comfortable life. Of course, couples who are oppositely motivated when it comes to Savings will struggle. In the workplace, it is important to have the right person in the right position. Those in charge of preserving the company's status quo should be savers. Those in charge of expansion and growth should be spenders.

## The 16 WHYs

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# Savings: The desire to collect

Low ←————→ High

## Spenders

Enjoying life  
Feel deserving  
Hedonistic



### Related Game Mechanics

- Auction or bidding
- Bonuses cards
- Chance
- Currency
- Dice/lottery
- Economy points
- Lottery
- Points
- Random rewards
- Risk and reward
- Trading systems

Believe themselves to be:

## Collector

Planning ahead  
Conserving  
Frugal  
Thrifty



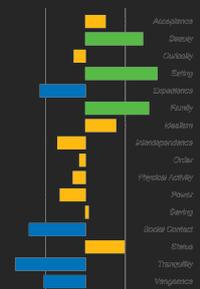
### Related Game Mechanics

- Appointments
- Bonuses
- Capture/eliminate
- Currency
- Economy points
- Points
- Resource management/ownership
- Trading systems

## The 16 WHYs

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# **Social Contact:** *The Desire for Peer Companionship*

Survival, among humans, came from the success of tribes. Therefore, Social Contact is important to our survival. In the modern era, those who are sociable tend to have more opportunities, connections, and friends. Those who do not engage with others are often left out of opportunities.



People who are highly motivated by Social Contact enjoy socializing with friends and peers. They tend to be friendly, outgoing, and gregarious. They like to know what is happening locally and in society at large. They may feel hurt when they are excluded from social events.

High Social Contact people enjoy working with others in casual environments. They will also enjoy interacting with customers and prospects. At times, they won't respect others' need for quiet.

High Social Contact people may belong to clubs and organizations; they may also be engaged in team sports. Many sociable people are fun loving. They may goof off at work, stand around the coffee machine or engage in office pranks.

When under pressure, many sociable people seek the company of others, especially those they are close to. Some use jokes or pranks as a means of releasing some steam.

High Social Contact people want more contact with people than at work; therefore, they will tend to go out after work. They will take offense when they ask someone to join them and they are turned down.

## **Low Motivated Social Contact**

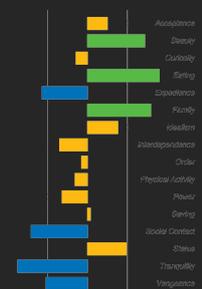
Low Social Contact people wish to be left alone. They don't understand why some people spend so much time socializing, especially at work. Low Social Contact people want to be left alone so they can focus on tasks. They are comfortable in environments where there is not a lot of interaction with others. They often don't develop social skills because they don't value small talk.

Sociable and private people tend to misunderstand each other. Many sociable people think that private people are too serious about things and would be happier with a richer social life. Many private people think that sociable people are superficial and should be more serious about things. Those leading groups with high and low Social Contact people must find a balance between interaction, the work that needs to get done, and some people's need for quiet and isolation to stay focused.

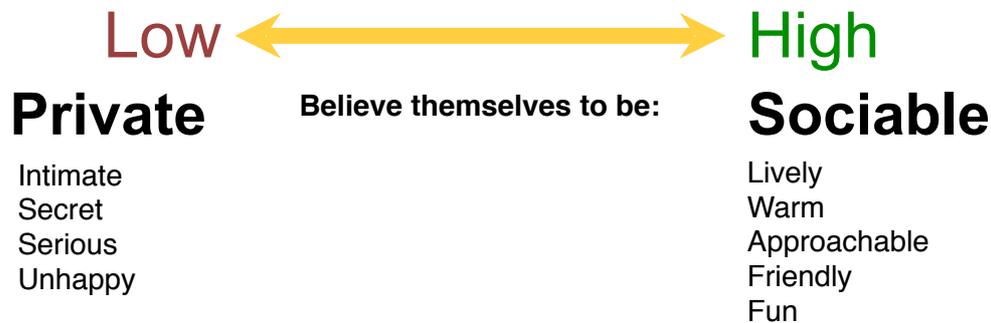
## **The 16 WHYs**

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# Social Contact: The Desire for Peer Companionship



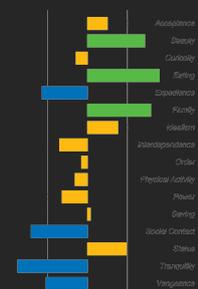
## Related Game Mechanics

- Ambassadors
- Avatar
- Chats
- Collaboration or communal discovery
- Conversation/dialog
- End of level experience summary
- Free lunch
- Guilds
- NPC 'friendly' meter
- Parties/teams
- PvP
- Question an individual
- Role-playing
- Rolling physical goods
- Social graph
- Trading systems
- Turns

## The 16 WHYs

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## **Status:** *The Desire for Respect Based on Social Standing*

The chief always had more food, the bigger house, more wives, and therefore more children than the rest of the tribe. The more status we had in the tribe, the better our lives would be and the more likely we would be to pass along our DNA. But we also needed to be mindful of our place within the tribe. In the modern era, status still delivers more resources and a better life.



### Low Motivated Status

Low Status people don't worry about their social position. They tend to be practical about their purchases. They don't respect people who seek or admire status, thinking that high Status people are arrogant and egotistical.

Status motivated people are impressed with prestige, usually seeking social position for themselves. Many are motivated by money and tend to be materialistic. They will be impressed by celebrities and prominent people.

High Status people are concerned with what other people think about them. They may highly value their reputation. They want people to think they are important and prominent. Some imitate an admired celebrity or high-status person by dressing the way he or she does. Others seek to be recognized in their social group and community.

At work, high Status people excel at understanding the "pecking order." They are careful to show the appropriate amount of deference and respect to people of higher status than they are. Many care about the prestige of their job title, position, or employer. They will work diligently to move up the ladder, and will seek companies with a recognized and respected brand. Should a company lose its recognition, high Status people will switch to a different company.

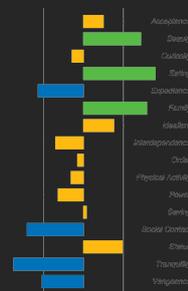
When under stress, high Status people may underestimate their rivals, especially those who do not look impressive or who lack style. They tend to ignore or underestimate people of lower social standing or those who do not adorn themselves with recognizable possessions.

Prominent companies will attract high Status employees. It is important to inspire these employees to be brand ambassadors and encourage them to rise in the company. But if a high Status employee perceives they cannot achieve a satisfactory position, they will be demotivated and seek to work elsewhere.

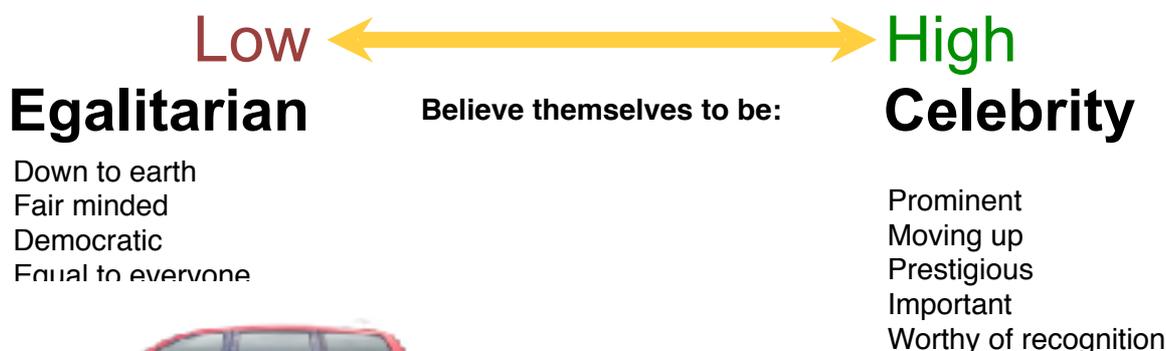
## The 16 WHYs

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# Status: The Desire for Respect Based on Social Standing



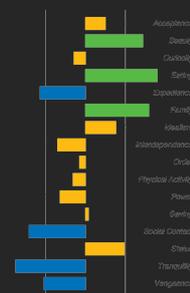
## Related Game Mechanics

- Achievements
- Avatar
- Bonuses
- Cumulative performance bars
- Cumulative score
- Economy points
- Equipment
- Game ranking
- Levels
- Local leaderboards
- Performance summary at end
- Points
- Progress HUDs
- Progression
- Risk and reward
- Social graph
- Social standings
- Status
- Territory control
- Total rankings

## The 16 WHYs

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# Tranquility: The Desire to be Free of Anxiety and Pain

It's good to be safe. After all, when we have a safe environment, we live longer. The reason we developed societies in the first place was to make more stable environments for ourselves. Of course, if we don't take risks, we won't progress. Therefore, some people want to stay safe, others want to take risks.

High Tranquillity motivated people seek safe environments that are free from anxiety, fear, and pain. They worry about the future, and want assurances that calamity will not befall them. They are happiest with routines and familiar environments.

Change is threatening for a high Tranquility person. They see danger in new things, new people, and new circumstances. High Tranquility do not gain pleasure from experiences designed to be thrilling or adventurous.

At work, high Tranquility people seek out positions and jobs where there is little risk or danger. They don't like chaotic work spaces or industries. Furthermore, they don't want to be moved out of their comfort zones.

Stressful situations can be overwhelming for high Tranquility people. They often suffer from bouts of worry and even panic attacks. When things go badly, they will often freeze with indecision.

High Tranquility people will complain about physical pain and ailments. They will often be sick and suffer from different conditions.

If you lead high Tranquility people, it is best to follow routines and assure them that everything will be fine. Change is extremely stressful for high Tranquility people, so give them plenty of warning and support even when the change is a positive thing for them and the company.



## Low Motivated Tranquility

Low Tranquility people are brave, calm, and relaxed. They are slow to frighten and handle stress well. They will remain cool under pressure.

Some low Tranquility people will be thrill seekers. They will certainly be adventurous and take risks. They will seek out jobs and markets that may be chaotic, rapid, and high-risk.

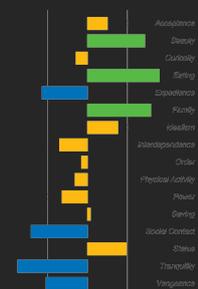
Low Tranquility people aren't worried about breaking things or failing. They thrive in chaos and chance, and embrace the unknown.

If a job becomes routine, they will get bored. They will find ways to add excitement to their lives.

## The 16 WHYs

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# Tranquility: The Desire to be Free of Anxiety and Pain

Low ←————→ High

## Adventurer

Believe themselves to be:

Confident  
Fearless  
Courageous  
Bold  
Daring



## Nesters

Careful  
Shy  
Cautious  
Wary  
Prudent  
Mindful



### Related Game Elements

- Cards
- Catastrophic end of the level/game
- Chance
- Dice/lottery
- Easter eggs
- Lottery
- Natural consequences
- Random rewards

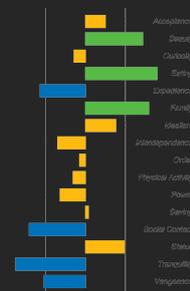
### Related Game Elements

- Advance priming
- Avoidance
- Current objectives list
- Direct command
- Document a plan
- Explicit instructions
- Explicit task list
- Follow a set of orders
- Goals
- In-dialog hints
- Introduction to a level/mission
- Lifejacket
- List of priorities
- Narration/voice-over
- Natural consequences
- Performance summary at end
- Resource management/ownership
- Structure building
- Tutorial

## The 16 WHYs

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# Vengeance: The Desire to Confront Those Who Offend

The history of humanity involves a lot of conflict and wars. We have always been battling each other for resources and territory. Therefore, we have an intrinsic desire to win and fight back. In the modern era, certainly in many business environments, we no longer prize the Vengeance motivator, but it is still present in each of us.



High Vengeance motivated people are competitive. Winning is important to them. They hate losing, and are eager to seek revenge for slights, put-downs, or a lack of respect. Some are good at using anger to motivate themselves. They will not quit, no matter what the odds.

Some high Vengeance people are aggressive, confrontational, or combative. They may have a temper. Others hold grudges, vowing to get even with those who offend them or stand in their way.

When under pressure or stress, high Vengeance people may try to intimidate people who stand in their way. They risk getting into a physical altercation with someone when the situation gets heated.

High vengeance people do well in certain markets, but get into trouble in most work environments. Their aggressiveness needs to be channeled toward competing for business.

## Low Motivated Vengeance

Low Vengeance people seek common ground and compromise. They are peacemakers, seeking to negotiate disputes. They are turned off by violence and aggression.

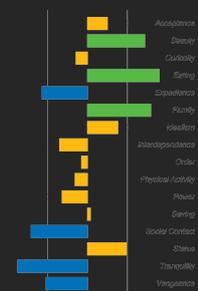
They are slow to anger and get rattled easily. When provoked, they prefer non-aggressive approaches to deal with the situation. Instead of confronting someone, they are fine with letting people get away with the aggressive or insulting behavior.

Low Vengeance folks will avoid arguments. They value harmony, and undervalue competition. They don't keep score. They also avoid criticism.

## The 16 WHYs

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# Vengeance: The Desire to Confront Those Who Offend

Low



High

## Meek

Believe themselves to be:

Kind  
Forgiving  
Conflict-avoidance  
Turn other cheek



## Vengeful

Go Getter  
Winner  
Competitive  
Aggressive  
Will get even



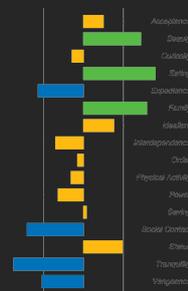
### Related Game Elements

- Achievements
- Attack enemy
- Capture/eliminate
- Challenge
- Cumulative performance bars
- Cumulative score
- Game ranking
- Local leaderboards
- Piece elimination
- Player v player
- Races
- Ratio rewards
- Risk and reward
- Status
- Territory control
- Time events
- Total rankings
- Trading systems

The 16 WHYs

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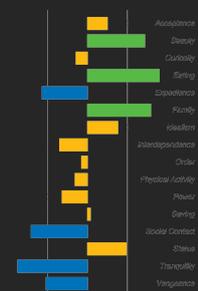


<b>Mechanic</b>	<b>Descriptions</b>	<b>WHYs</b>
<b>Achievements</b>	Achievements are a virtual or physical representation of having accomplished something. Achievements can be easy, difficult, surprising, funny, accomplished alone or as a group. Achievements are a way to give players a way to brag about what they've done indirectly as well as add challenge and character to a game. Achievements are often considered "locked" until you have met the series of tasks that are required to "unlock" the Achievement.	Acceptance Expedient Power Status Vengeance
<b>Action points</b>	Action points limit or control which actions a player performs each turn.	Expedient
<b>Advance priming</b>	Provide students with directions and a summary of learning goals prior to start of game (or game level)	Acceptance Expedient Idealism Power Status Tranquility
<b>Ambassadors</b>	Gurus, experts, or pro players that recommend the game, help newbies or develop the system. Source of virality, positive reputation, help and system development. Ambassadors have a lot power and if you lose them the community will suffer.	Interdependence Power Social contact Status
<b>Apply a procedure</b>	Demonstrate application of skills with potential ordering errors, missing steps and incorrect added steps	Curiosity Idealism Power
<b>Apply equipment, etc</b>	Demonstrate comprehension of safety protocols, procedures, etc.	Curiosity Idealism Power
<b>Appointments</b>	Appointment dynamic requires the player to perform some action at a predetermined time or place. Appointment dynamics are often deeply related to interval based reward schedules or avoidance dynamics.	Saving Status
<b>Attack enemy</b>	Demonstrate appropriate application of rules of engagement, tactics	Vengeance
<b>Auction or bidding</b>	An auction or bidding system encourages players to make competitive bids in order to win some prize.	Low Interdependence, Status
<b>Avatar</b>	A representation of the person in the game. Enhances the feelings of being IN the circle. Characters need to be fun, and resonant.	Low Interdependence Social contact Status

# The 16 WHYs

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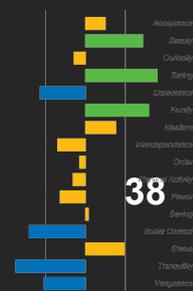


Mechanic	Descriptions	WHYs
<b>Achievements</b>	Achievements are a virtual or physical representation of having accomplished something. Achievements can be easy, difficult, surprising, funny, accomplished alone or as a group. Achievements are a way to give players a way to brag about what they've done indirectly as well as add challenge and character to a game. Achievements are often considered "locked" until you have met the series of tasks that are required to "unlock" the Achievement.	Acceptance Expedient Power Status Vengeance
<b>Avoidance</b>	The act of inducing player behavior not by giving a reward, but by not instituting a punishment. Produces consistent level of activity, timed around the schedule. (Example: Press a lever every 30 seconds to not get shocked.)	Order Tranquility
<b>Bonuses</b>	Bonuses are a reward after having completed a series of challenges or core functions.	Acceptance Expedient Saving Status
<b>Capture/Eliminate</b>	Players must capture or eliminate their opponent's tokens.	Expedient Saving Vengeance
<b>Cards</b>	Cards can act as a randomizer to affect game conditions or as tokens to track game states.	Low Tranquility
<b>Catastrophic end of the level/game</b>	Teach the student that the behavior that caused the catastrophic event is not acceptable in any way – used for critical errors.	Low Expedient Idealism Low Tranquility
<b>Catch-up</b>	Catch up is a device that makes success more difficult the closer a player gets to it.	Acceptance Power
<b>Challenge</b>	Challenges have a time limit or competition.	Expedient, Low Interdependence, Power, Vengeance
<b>Chance</b>	Chance items that affect the level or put difficulty into play	Low Order Low Tranquility
<b>Chats</b>	Places to talk with others and socialize. Source of social contact and relatedness. They might decrease the privacy of the system and make your aesthetics less powerful.	Acceptance Interdependence Social contact
<b>Collaboration or Communal Discovery</b>	The game dynamic wherein an entire community is rallied to work together to solve a riddle, a problem or a challenge.	Acceptance Interdependence Social contact

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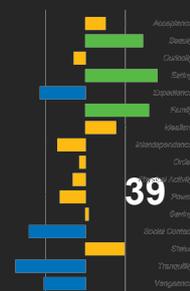


<b>Mechanic</b>	<b>Descriptions</b>	<b>WHYs</b>
<b>Coloring</b>	Self expression, creativity, also encourages personal ownership.	Beauty, Status
<b>Combos</b>	Combos are used often in games to reward skill through doing a combination of things.	Curiosity Low curiosity Power
<b>Conversation/ Dialog</b>	Demonstrate appropriate communication protocols	Interdependence Social contact
<b>Countdown clock</b>	Impart urgency to reinforce the importance of timely actions	Expedient Power
<b>Countdown</b>	The dynamic in which players are only given a certain amount of time to do something. This will create an activity graph that causes increased initial activity increasing frenetically until time runs out, which is a forced extinction.	Expedient Power
<b>Cues/Questions</b>	Promote thinking and reflection on part of student	Curiosity
<b>Cumulative performance bars</b>	Immediate implicit feedback on performance. E.g., Merit bar increases as tasks are completed; Demerit bar increases as errors are made.	Acceptance Order Status Vengeance
<b>Cumulative Score</b>	Provide students with a clear performance metric.	Acceptance Order Status Vengeance
<b>Currency</b>	Any kind of virtual currency that creates an economical market.	Saving Status
<b>Current objectives list</b>	Provide students with explicit information about the learning/game objectives they should be pursuing and which objectives they have achieved.	Curiosity Low Expedient Order Idealism Tranquility
<b>Dice/ Lottery</b>	Randomizers that determine the outcome of an interaction in a game.	Low Order Low Tranquility
<b>Didactic reference</b>	Provide students with access to written and visual explanations of different aspects of the topic, procedures and cognitive skills being taught	Curiosity Idealism
<b>Direct command from NPC (Non-Player Character)</b>	Provide a change in tasking in a manner consistent with the learning context.	Acceptance Low Expedient Tranquility

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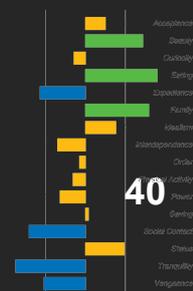


<b>Mechanic</b>	<b>Descriptions</b>	<b>WHYs</b>
<b>Design</b>	Creating a personal environment for play	Beauty, Tranquility
<b>Discovery</b>	Also called Exploration, players love to discover something, to be surprised.	Curiosity Low Order
<b>Document a plan</b>	Encourage analysis and synthesis by the student.	Acceptance Order Tranquility
<b>Easter Eggs</b>	Small secrets that are yet to be discovered. They create enough mystery for players to pursue them. Usually funny. Sometimes they are far too hard to find for players to pursue them. They need to be very special and funny.	Curiosity Low Tranquility
<b>Economy Points</b>	Points to be traded for stuff. Enhance the economy of the system. Totally useless if the game has no economy or all of it is bad.	Interdependence Saving Status
<b>Embedded information</b>	Enable the student to examine objects in the environment and receive information about those objects and how to use them (mouse-over, inspect).	Curiosity
<b>End of level experience summary</b>	Provide reflection/feedback opportunity. Motivate replay or continuing play for ongoing learning. Provide sense of progress.	Acceptance Social contact Status
<b>Equipment</b>	The items that the character wears. A source of power. Creates status and endless experiences.	Status
<b>Execute a mission</b>	Provide realistic context reflecting real-world context and methods	Low Expedient Idealism
<b>Execute a plan</b>	Encourage application and comprehension by the student	Acceptance Low Expedient Interdependence Tranquility
<b>Explicit instructions</b>	Explicitly define the details of a procedure to the student prior to performing a task involving that procedure.	Acceptance Low Expedient Order Tranquility
<b>Explicit Task List</b>	Provide feedback on tasks accomplished and guidance on tasks remaining to be performed.	Acceptance Order Tranquility

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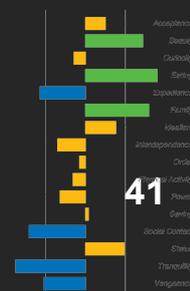


Mechanic	Descriptions	WHYs
<b>Fixed/Variable Rewards</b>	Rewards that are fixed (fixed amount or interval) or variable in time. Fixed interval schedules provide a reward after a fixed amount of time, say 30 minutes. This tends to create a low engagement after a reward, and then gradually increasing activity until a reward is given, followed by another lull in engagement. Variable interval reward schedule provide a reward after a roughly consistent amount of time. This tends to create a reasonably high level of activity over time, as the player could receive a reward at any time but never the burst as created under a fixed schedule. This system is also more immune to the nadir right after the receiving of a reward, but also lacks the zenith of activity before a reward is unlocked due to high levels of ambiguity. Source of short term excitement and awe. Variable is the best. Fixed rewards make players get used to them and they pretty much lose their efficacy.	Acceptance Power Status
<b>Follow a set of orders</b>	Encourage application, but also analysis and evaluation when there are difficulties encountered that impact orders	Low Expedient Tranquility
<b>Free Lunch</b>	Something earned for free with someone else's effort. They provide players with a short term "free feeling". Good for onboarding. It's critical that work is perceived to have been done (just not by the player in question) to avoid breaching trust in the scenario. The player must feel that they've "lucked" into something.	Acceptance Interdependence Social contact
<b>Game Ranking</b>	Reinforce the importance of performing to an acceptable standard	Power Status Vengeance
<b>Goals</b>	Goals are conditions of victory or success.	Acceptance Low Expedient Idealism Order Tranquility
<b>Guilds</b>	Alliances of gatherings that are formed for a reason and limited in time. Create long relatedness.	Idealism Interdependence Social contact
<b>In-dialog hints</b>	Provide the student with suggestions or detailed information	Acceptance Tranquility
<b>Interrupting positive / negative feedback</b>	Alert student to performance above expectations or critical errors and ensure that students receive specific information explaining the alert.	Acceptance Tranquility
<b>Introduction to a level/mission</b>	Provide specific context for an upcoming experience. Provide guidance on tasks and objectives.	Acceptance Low Expedient Order Tranquility

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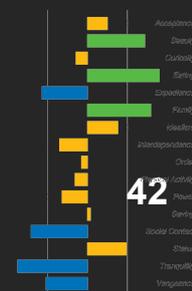


Mechanic	Descriptions	WHYs
<b>Introductory scene or description of setting</b>	Introduce context within which learning within the game will occur. Motivate and clarify the purpose of the learning.	Tranquility
<b>Levels</b>	Levels are a system, or “ramp”, by which players are rewarded an increasing value for an accumulation of points. A natural or proper position, place, or stage in the game. The perfect complement for points. Great to increase competition and pro players. Levels are quite useless all alone (even with points). They can also discourage people to keep on playing if goals are unclear or if so many people are already pro.	Power Status
<b>Lifejacket</b>	Tools that help you when stuck or difficult moments. From small tips to boosters, shortcuts, etc. Source of status and progress. It may affect the motivation of hardcore players that they think your system is too easy.	Acceptance Tranquility
<b>List of priorities</b>	Provide guidance on relative importance of available choices	Acceptance Expedient Idealism Order Tranquility
<b>Local Leaderboards</b>	Rankings that shows your position related to your nearby level players.	Status Vengeance
<b>Lottery</b>	A game dynamic in which the winner is determined solely by chance. This creates a high level of anticipation. The fairness is often suspect, however winners will generally continue to play indefinitely while losers will quickly abandon the game, despite the random nature of the distinction between the two. (Gambling, scratch tickets)	Low Tranquility
<b>Movement</b>	The controlled movement of tokens.	Power
<b>Narration/Voice-Over</b>	Provide feedback on progress and priming for upcoming events.	Acceptance Tranquility
<b>Natural consequences</b>	Demonstrate the consequences of an error without ending gameplay and implicitly show why performing correctly was important.	Acceptance Low Expedient Tranquility
<b>NPC ‘friendly’ meter</b>	Reinforce the importance of maintaining awareness of the consequence of actions on the perceptions of others	Acceptance Interdependence Social contact

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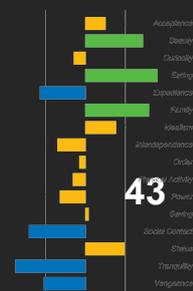


<b>Mechanic</b>	<b>Descriptions</b>	<b>WHYs</b>
<b>Parties/Teams</b>	Social gatherings that are formed for a reason and limited in time. Source of temporary relatedness. Sometimes there might not be enough people for parties.	Interdependence Social contact
<b>Penalties</b>	The negative consequence of some behavior or action. Loss of tokens, points, or position.	Low Expedient
<b>Performance summary at end</b>	Explicitly summarize strengths and weakness of the student's performance and provide appropriate guidance.	Acceptance Order Status Tranquility
<b>Persistent summary of state against ideal</b>	Indicate potential limitations on current or future choices. E.g., heads up-display elements showing current health	Acceptance Idealism
<b>Piece elimination</b>	Whereby the winner captures or destroys the other players' pieces.	Vengeance
<b>Points</b>	Points earned that increase the expertise of the player in something. Create a feeling of being the number one and enhance many other mechanics. They are totally useless if the system lacks other mechanics. Alone points are nothing.	Acceptance Expedient Saving Status
<b>Progress HUDs</b>	Some kind of HUD (head up display) that shows your current state at that time. Create the feeling of progress, really important to encourage people. A game with no progress is no fun, but a game with so much progress without goals in between is just so discouraging.	Status
<b>Progression</b>	A dynamic in which success is granularly displayed and measured through the process of completing itemized tasks. (Ex: progress bar, leveling up)	Status
<b>Punishment</b>	Negative feedback loops that help stabilize the system. Any kind of punishment. Source of long term engagement through avoidance of pain. Positive feedback is always better than negative one. It has to be used with caution.	Low Expedient
<b>Puzzle guessing</b>	The player who successfully guesses or deduces the answer to a puzzle wins the game	Curiosity
<b>PvP</b>	Any kind of player vs. player events. From duels to championships. Source of status and progress. Too much PvP can make less competitive players flee. Newbies can also suffer from it. Balancing is the key.	Power Social contact Vengeance

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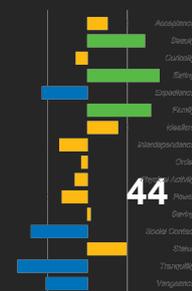


<b>Mechanic</b>	<b>Descriptions</b>	<b>WHYs</b>
<b>Question an individual</b>	Encourage analysis and evaluation by the student, potentially also training specific interpersonal skills (negotiation, cultural, HUMINT)	Interdependence Social contact
<b>Quests</b>	Quests are a journey of obstacles a player must overcome. A mission with an objective that leads to rewards. Creates epic meaning, camaraderie, justice, etc. Quests involve a great effort in designing them, and a powerful story. It takes a long time to make and test them. They need to be worth doing.	Expedient Power Status
<b>Races</b>	The goal of achieving a certain position first	Expedient Physical Activity Power Status Vengeance
<b>Random Rewards</b>	Totally random or with a drop % rewards. From lotteries, to contests, etc. Source of short term excitement, surprise and mystery. Random rewards are totally unexpected so they don't really engage players. It's a source of short term awe without negative effects.	Low Order Low Tranquility
<b>Ratio Rewards - Fixed</b>	A fixed ratio schedule provides rewards after a fixed number of actions. This creates cyclical nadirs of engagement (because the first action will not create any reward so incentive is low) and then bursts of activity as the reward gets closer and closer.	Acceptance Expedient Status Vengeance
<b>Resource management/ ownership</b>	The management of game resources including tokens money and points.	Saving Tranquility
<b>Risk and reward</b>	Risk and reward offers players extra benefits for optional actions.	Expedient Power Status Vengeance
<b>Role-playing</b>	Role-playing determines the effectiveness of in game actions depending on how authentically the player acts out the role of a fictional character.	Interdependence Social contact
<b>Rolling Physical Goods</b>	A physical good (one with real value) that can be won by anyone on an ongoing basis as long as they meet some characteristic. However, that characteristic rolls from player to player.	Acceptance Social contact
<b>Search for clues</b>	Ensure students explore options and undergo discovery learning	Curiosity Expedient Order
<b>Social Graph</b>	All your social links and the actions within it. From inviting friends to seeing your connections, etc. Gathers all social positive effects in one.	Interdependence Social contact Status

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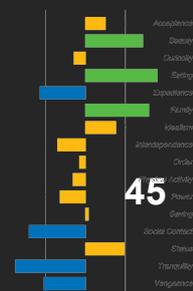


<b>Mechanic</b>	<b>Descriptions</b>	<b>WHYs</b>
<b>Social Standings</b>	Leaderboard that shows your position related to your social graph.	Status
<b>Special Challenge</b>	A special event that only takes place sometimes. Season, monthly events, etc. Makes players special, adds excitement and increases status. Try to always fit them properly, no one wants Christmas gifts in February.	Power
<b>Status</b>	The rank or level of a player. Players are motivated by trying to reach a higher level or status.	Status Vengeance
<b>Structure building</b>	The goal of acquiring and assembling a set of game resources into a predefined structure or one that is better than that of the other players.	Curiosity Tranquility
<b>Task completion message</b>	Provide immediate feedback upon completion of a goal	Acceptance
<b>Territory control</b>	The goal of controlling the most area on playing surface.	Power Status Vengeance
<b>Tile-laying</b>	Tile laying involves players laying down objects in order to gather points or affect the game world.	Curiosity
<b>Time Events</b>	Anything related to time constrains, from countdowns to time missions. Create a feeling of losing stuff and avoidance. Great to gather people. If no one sees them they are useless. If time is too long it is not special at all.	Power Vengeance
<b>Total Rankings</b>	Standing that shows your global position.	Status Vengeance
<b>Trading Systems</b>	Stems that allow players to trade, auction houses, market, vendors, etc. Creates a real feeling of economy. Radically increase social contact.	Saving Social contact Status Vengeance
<b>Turns</b>	Turns allow players to act or respond in sequence	Low Expedient Social contact
<b>Tutorial</b>	Learning tool to develop the player's skills on that game. Helps people to get in the game. Provides them with "Power" and teaches them. Some tutorials are borings, long, or not even worth doing. It needs to be creative and helpful.	Acceptance Order Tranquility

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# The 16 WHYs & Gamification

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