

## Handbook of Research on Gamification Dynamics and User Experience Design

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Currently, it is essential for organizations to create strategies to engage their audiences through innovative game-like experiences. It is, therefore, necessary to highlight the contribution of digital technologies that enable organizations to affect their audiences. Before gamification can be used for this purpose, however, there are many features that must be put into the game design. This essential reference discusses the dynamics of gamification, and the ways games may be designed with an emphasis on user experience. Covering topics such as user engagement, design principles, user motivations, gamification artifacts, and more, this book is an ideal reference for game developers, interdisciplinary researchers, technology developers, and academicians.

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