

## **CIVITAS e-course: gamification**



**Date of Production:**

03 Jan 2017

**Topic:**

Mobility management

Traffic and demand management

Gamification is the process of taking something that already exists – a website, an enterprise application, an online community – and integrating game mechanics into it to motivate participation, engagement, and loyalty.

Gamification takes the data-driven techniques that game designers use to engage players, and applies them to non-game experiences to motivate actions.

This e-course, part of the [CIVITAS Initiative](#)'s extensive catalogue of online learning, introduces gamification, explains how it is increasingly being used in the transport sector to influence choice behaviour, and provides examples of gamified mobility solutions.

The CIVITAS e-courses are individual courses that can be followed online, anyplace, anytime. Each e-course is concluded with an online test.

[CIVITAS Learning Centre](#) certificates are given to participants who have successfully passed the course. An e-course takes approximately 1-2 hours.

To access the CIVITAS e-learning course on gamification, visit the [CIVITAS Learning Centre](#).

Documents:

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