Introduction

Gamification is a powerful tool. Like any powerful tool, it can be used for great benefit and good as well as be harmful if used for unethical purposes

Source: http://ethics.gamified.uk/

1. Honesty

◼ Gamification designers should be honest with both users and clients.

◼ Clients should be made aware that Gamification is not a magic bullet. In most cases, it is a long term investment.

◼ Gamification should not be used as a way to dishonestly gather information that a user would not freely give up under other circumstances.

◼ Gamification designers will not claim propriety of other's published work.

2. Integrity

◼ Gamification should take into consideration accepted regional social practices, personal or ethical boundaries and general human rights, and should not be used to manipulate people into breaking them.

◼ Gamification should not be used for illegal activities (as defined by the laws of the countries and locales for which its use is intended).

◼ Gamification should not be used to manipulate children for commercial purposes.

3. Transparency

◼ Encourage openness about the system to both users and clients, (within the limits of copyright, intellectual property and trade secrets), such as;

- What the aims of the system are
- What data the system will collect
- How the data collected is to be used

◼ Encourage free access to information.

◼ Never share personal data without the appropriate consent.

4. Quality

◼ As a gamification designer, you should always provide the best service and experience possible for every user and client.

5. Respect

◼ Gamification should not be used to make statements justifying violence, encouraging abuse, or endorsing prejudice.

◼ Consider the impact and sustainability that projects and workshops may have on the environment.

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Code of Ethics