



**mich8elwu** Michael Wu Ph.D.

@

[@winklab](#) Our case studies, downloadable here [ow.ly/77Fs0](#) have lots of ROI. Also summarize in book [ow.ly/77Fu2](#) [#commschat](#)

25 Oct



**mich8elwu** Michael Wu Ph.D.

[@edwardboothjr](#) social convo is already fun. Problem is twitter's 140char limit that make it less engaging. could try g+ next time [#commschat](#)

25 Oct



**han\_ma** Han Ma

12 outrageous PR stunts- and the lessons learned. [bit.ly/pigtn9](#) [#PRDaily](#) [#PR](#) [#PRStudChat](#) [#pr20chat](#) [#commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

[#commschat](#) If u like 2 read more abt [#gamification](#), pls go 2 my latest blog [ow.ly/77zLK](#) All gamification posts [ow.ly/77zIV](#)

24 Oct



**bsak** Barbara R. S.

In good [#gamification](#), everyone has potential to become recognized superfan b/c system supposed to track all actions - [@mich8elwu](#) [#commschat](#)

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

RT [@LithiumTech](#): Check out the [@lithiumtech](#) case study about giffgaff's community: [bit.ly/LTgiffgaff](#) [#commschat](#)

24 Oct



**ehchkay** Haresh Kumar

RT [@lithiumtech](#): Discuss [#gamification](#) w/ [@mich8elwu](#) 8pm uk time / noon pacific Use [#commschat](#) tag or [bit.ly/mYHCI4](#)

24 Oct



**CommsChat** CommsChat

We'll be putting up a transcript in the morning. Night all! [#commschat](#)

24 Oct



**CommsChat** CommsChat

It's 9pm here in the UK, so that's it from us. Thank you to [@mich8elwu](#) and everyone who took part tonight. [#commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

That is why we see ppl gamifying everything, from edu, work, health & fitness, political process etc, applicable beyond marketing [#commschat](#)

24 Oct



**CommsChat** CommsChat

@

[@mich8elwu](#) that's a nice thought to end on! [#commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

Gamification supposedly fix these broken rules in the real world [#commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

unfortunately in reality, many rules and systems are broken as in Jane McGonigal's book reality is broken [#commschat](#)

24 Oct



**PeterMasseyBudd** Peter Massey

[#commschat](#) BUt isn't the issue how businesses can think about the issue of customers? see o2 and giffgaff...

24 Oct



**CommsChat** CommsChat

RT [@mich8elwu](#): [@commschat](#) an important aspect of a well design game is that it has rules that are enforced to make the game fair. [#commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

[@commschat](#) an important aspect of a well design game is that it has rules that are enforced to make the game fair. [#commschat](#)

24 Oct



**CommsChat** CommsChat

@

[@mich8elwu](#) so it's an "in it to win it" type situation? [#commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

in a good gamification, every1 has potential 2 become recognized superfan, b/c gamification system supposed to track all actions [#commschat](#)

24 Oct



**shot7news** Richard Budman

MT [@mich8elwu](#) [#Gamification](#) = use of game attribute to drive game like player behavior in a non-game context [#commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

[@commschat](#) the things is that gamification don't just reward the superfans, they apply equally to all participants (players) [#commschat](#)

24 Oct



**erinkoro** erinkoro

RT [@commschat](#): [@erinkoro](#) I think everyone has one of those (metaphorical) signs! [#commschat](#) (mine isn't metaphorical - haha!!) :)

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

Got to go devise some game mechanics to get my daughter to bed, but thanks all for the lovely [#Commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

[@erinkoro](#) precisely, gamification tracks user action/interaction metrics, so they can reward & recognize them properly and fairly [#commschat](#)

24 Oct



**CommsChat** CommsChat

... run the risk putting off other potential customers? [#commschat](#)

24 Oct



**CommsChat** CommsChat

Ok, our last topic tonight: Doesn't the idea of providing rewards for %super fans+... [#commschat](#)  
24 Oct



**erinkoro** erinkoro

I like to wear a sign around my neck that says, "Make me feel important." [#gamification](#) = acknowledging my contributions. [#commschat](#)  
24 Oct



**mich8elwu** Michael Wu Ph.D.

basically, a well gamify community --> greater community participation --> more vibrant community --> successful ROI [#commschat](#)  
24 Oct



**mich8elwu** Michael Wu Ph.D.

@  
[@commschat](#) They use those game mechanics 2 drive comm participation: ie post useful content, viral content, answer Qs, share idea [#commschat](#)  
24 Oct



**mich8elwu** Michael Wu Ph.D.

@  
[@commschat](#) giffgaff's success is a combination of using game mechanics such as rank/reputation, leaderboard, categorical experts [#commschat](#)  
24 Oct



**LithiumTech** Lithium Technologies

Check out the [@lithiumtech](#) case study about giffgaff's community: [bit.ly/LTgiffgaff](http://bit.ly/LTgiffgaff) [#commschat](#)  
24 Oct



**CommsChat** CommsChat

RT [@mich8elwu](#): giffgaff also gamify their R&D through ideation, they generate 200+ idea/mo w/ 200+ implemented so far, 75 in dev [#commschat](#)  
24 Oct



**mich8elwu** Michael Wu Ph.D.

giffgaff also gamify their R&D through ideation, they generate 200+ idea/mo w/ 200+ implemented so far, 75 in dev and 100+ in rev [#commschat](#)  
24 Oct



**cXchanging** CommunicatorsXchange

..& we're more likely to share rewards with others, bring others in, to share the feel good feeling & to say 'look what I did!' [#commschat](#)

24 Oct



**CommsChat** CommsChat

Can we have some insight on what exactly it was that giffgaff did to produce those results? [#commschat](#)

24 Oct



**berkson0** Alan Berkson

@

[@mich8elwu](#) They've been around a LONG time. Used them at my IT firm for years. [#commschat](#)

24 Oct



**cXchanging** CommunicatorsXchange

@

[@LithiumTech](#) Good point, I think it's also about getting a reaction, reward. Even when not personal, we like to get a 'well done' [#commschat](#)

24 Oct



**LithiumTech** Lithium Technologies

RT [@mynewsdesk\\_uk](#): NPS = net promoter score. CSAT = customer satisfaction [#Commschat](#)

24 Oct



**erinkoro** erinkoro

RT [@mynewsdesk\\_uk](#): NPS = net promoter score. CSAT = customer satisfaction [#Commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

[@berkson0](#) cool, I don't know of them, will check it out [#commschat](#)

24 Oct



**berkson0** Alan Berkson

@

[@mich8elwu](#) Best I've seen was experts-exchange.com. Gamify your community AND make money off it. [#commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

@berkson0 community building requires lot of userside action too. If u gamify those action, u build relationship more effectively #commschat

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

NPS = net promoter score. CSAT = customer satisfaction #Commschat

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

@

@blogbrevity : ) #Commschat

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

@berkson0 yes, it is both, gamification + community building. they gamify community participation, so can build community faster #commschat

24 Oct



**blogbrevity** Angela Dunn

@

@mich8elwu TY Michael - have to run! #commschat

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

RT @mich8elwu: giffgaff community generated 10k Questions, w/ 145k response w/ avg response time < 93 second 24/7- amazing result #Commschat

24 Oct



**CommsChat** CommsChat

@

@mich8elwu might need some help on those acronyms for our UK listeners (and me...) #commschat

24 Oct



**SheilaS** Sheila Scarborough

Keeping an eye on the UK's #commschat (going on now) as possible model for new #AWCchat for @AWCConnect

24 Oct



**blogbrevity** Angela Dunn

@

@mynewsdesk\_uk @CommsChat Gr8 to learn more about #gamification! TY! Have to run. :-)  
#commschat

24 Oct



**berkson0** Alan Berkson

@

@mich8elwu Is [giffgaff] gamification or community building? (or both, I guess) #commschat

24 Oct



**mich8elwu** Michael Wu Ph.D.

not to mention that their CSAT score are very high 84% and NPS = 73... keep in mind that Apple's NPS is about 75 #commschat

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

RT @mich8elwu: #giffgaff gamify customers to self-support, drive WOM, create viral content, & co-design future product/services #Commschat

24 Oct



**mich8elwu** Michael Wu Ph.D.

The giffgaff community generated 10k Questions, w/ 145k response w/ avg response time of < 93 second 24/7 -> amazing result #commschat

24 Oct



**berkson0** Alan Berkson

MT @mich8elwu: good gamification must take measure to prevent [gaming]as much as possible to make gamification fair, therefore fun#commschat

24 Oct



**mich8elwu** Michael Wu Ph.D.

#giffgaff gamify their customer to self-support, drive WOM, create viral content, & co-design future product/services #commschat

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

@commschat I'll use 1 of our client as example of what gamification can achieve. giffgaff 1 of fastest growing sim mobile network #commschat

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

RT @CommsChat: Ok, our next topic for tonight: What concrete results can gaming mechanics produce? #Commschat

24 Oct



**CommsChat** CommsChat

RT @erinkoro: A good point in today's #commschat tweetchat: #gamification needs to be FUN!  
cc @mich8elwu @LithiumTech #commschat

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

@

@berkson0 yes - I know. I used the words intentionally : ) #Commschat

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

@berkson0 good gamification must take measure to prevent that as much as possible to make the gamification fair, therefore fun #commschat

24 Oct



**CommsChat** CommsChat

Ok, our next topic for tonight: What concrete results can gaming mechanics produce? #commschat

24 Oct



**erinkoro** erinkoro

A good point in today's #commschat tweetchat: #gamification needs to be FUN!  
cc @mich8elwu @LithiumTech

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

@berkson0 b/c most gamification out there now involves some kind of reward, so ppl often game them to get the reward #commschat

24 Oct





**berkson0** Alan Berkson

@

**@mich8elwu** For the consumer or the producer? [#commschat](#)

24 Oct



**blogbrevity** Angela Dunn

@

**@CommsChat** What about shares? And Google Analytics metrics like "time on page" and # pages viewed? Those are things I measure. [#commschat](#)

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

@

**@blogbrevity** yes - really! Blog 'hits' charts within news sites are not uncommon and there is no room for regular 'losers'. [#Commschat](#)

24 Oct



**LithiumTech** Lithium Technologies

Want regular insights from **@mich8elwu**? Follow his blog on the **@lithiumtech** [#Lithosphere](#): [bit.ly/WuBlog](http://bit.ly/WuBlog) [#gamification](#) [#commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

**@berkson0** if you make the metrics time bounded & reciprocity based, and transparent, then it can become good gamification metric [#commschat](#)

24 Oct



**CommsChat** CommsChat

@

**@blogbrevity** certainly journos at sites which prioritise pageviews face a huge amount of pressure to reach targets [#commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

**@commschat** gamification system r hard b/c they also need 2 be fair, so that metrics are not cheatable. otherwise not fair->no fun [#commschat](#)

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

@

@berkson0 in some contexts - this kind of reward framework encourages a specific type of journalism which can be 'gamed!' #Commschat

24 Oct



**CommsChat** CommsChat

@

@mich8elwu @berkson0 ... but maybe I was wrong! #commschat

24 Oct



**berkson0** Alan Berkson

@

@mich8elwu Unless the person creating the content is the target of the gamification, I suppose #commschat

24 Oct



**CommsChat** CommsChat

@

@berkson0 If you make getting views/comments into a system by which you get rewards, then yes I think that's gamifying #commschat

24 Oct



**mich8elwu** Michael Wu Ph.D.

ppl r motivated by social cohesion, want to stand out among crowd, want 2 b unique, social provide proper context for comparison #commschat

24 Oct



**jacqui\_fleming** Jacqueline Fleming

Do you have any questions about #gamification for @mich8elwu? Listen into #commschat... (client)

24 Oct



**CommsChat** CommsChat

#commschat RT @mich8elwu: b4 [SM] game mechanics only leverage fun for the player/user, w/ social, it can leverage social facilitation/comp.

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

@commschat yes, social made gamification easier in a way that gamification can leverage more ways to motivate individuals #commschat

24 Oct



**KyanaHansson** Kyana Hansson

@

[@mich8elwu](#) who doesn't like a little healthy competition, right? [#commschat](#)

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

Some journalists / bloggers are being paid (or sacked) based on the 'game' metrics of views and comments. [#Commschat](#)

24 Oct



**CommsChat** CommsChat

@

[@mich8elwu](#) and has social made gamifying brands essentially easier - because engagement is now across media? [#commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

[@kyanahansson](#) b4 game mechanics only leverage fun for the player/user, w/ social, it can leverage social facilitation/competition [#commschat](#)

24 Oct



**jacqui\_fleming** Jacqueline Fleming

I'm RTing some comments from the [#CommsChat](#) live Twitter chat happening now with [@LithiumTech](#)'s [@mich8elwu](#) (client).

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

[@kyanahansson](#) perfect... gamification often leverage social b/c humans r social animal, motivated by social acceptance [#commschat](#)

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

RT [@mich8elwu](#): analytics is a huge part of gamification. if you want to reward ppl, u need to know what they did & reward fairly [#Commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

[@kyanahansson](#) simply showing your colleague's performance, how many items they check off correctly, etc, can motivate you [#commschat](#)

24 Oct



[mynewsdesk\\_uk](#) Mynewsdesk UK

@

[@mich8elwu](#) Just like how one-arm bandits are perfectly calibrated to keep us coming back for more, while robbing us blind! [#Commschat](#)

24 Oct



[mich8elwu](#) Michael Wu Ph.D.

@

[@kyanahansson](#) if checking item off a list is boring, gamifying that can be way much more effective [#commschat](#)

24 Oct



[CommsChat](#) CommsChat

RT [@mich8elwu](#): analytics is a huge part of gamification. if you want to reward ppl, u need to know what they did & reward fairly [#commschat](#)

24 Oct



[mynewsdesk\\_uk](#) Mynewsdesk UK

@

[@CommsChat](#) I read that every time we get follow or friend request a little spurt of 'cuddle hormone' oxytocin is released! [#Commschat](#)

24 Oct



[mich8elwu](#) Michael Wu Ph.D.

@

[@mynewsdesk\\_uk](#) all that requires tracking and analytics to figure out what they did and how much, how frequent, how valuable, etc [#commschat](#)

24 Oct



[KyanaHansson](#) Kyana Hansson

@

[@mich8elwu](#) interesting and effective much better than checking items off a list! [#commschat](#)

24 Oct



[mich8elwu](#) Michael Wu Ph.D.

@

[@mynewsdesk\\_uk](#) analytics is a huge part of gamification. if you want to reward ppl, u need to know what they did & reward fairly [#commschat](#)

24 Oct



**berkson0** Alan Berkson

MT @mich8elwu: u reward ppl 4 something they already like to do, they get into a feedback loop-> amplify advocacy #commschat #gamification

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

@commschat yup, u reward ppl for something they already like to do, they get into a feedback loop--> amplify advocacy #commschat

24 Oct



**LithiumTech** Lithium Technologies

RT @commschat: @mich8elwu "engagement loop" a great term, as it's such a cyclical thing. #commschat

24 Oct



**CommsChat** CommsChat

3rd topic for tonight: How has social media changed the nature of gamification? #commschat

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

@commschat yes, recognition is also a motivational aspect of gamification. and it is extremely important. recognition and access #commschat

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

We don't have explicit gamification in Mynewsdesk tool, but there's fun to be had in the analytics! Compete to get best coverage! #Commschat

24 Oct



**CommsChat** CommsChat

@

@mich8elwu "engagement loop" a great term, as it's such a cyclical thing. #commschat

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

@kyanahansson progress bar is a simple kind of game mechanics that makes ppl think the task is simpler than it is so they do them #commschat

24 Oct



**CommsChat** CommsChat

@

@mynewsdesk\_uk and recognition by a company! acknowledging that there are people on both sides of the corporate/individual divide [#commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

It is a positive feedback loop. In gamification ppl call this engagement loop. [#commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

Eventually, those behavior is amplified so significantly that an ordinary user can become an brand advocate or evangelist [#commschat](#)

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

@

@CommsChat Yes, as in recognition among your peers? [#Commschat](#)

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

@mynewsdesk\_uk yes, the unpredictability, the potential reward, and fun are all part of the motivation factor, factor #1 [#commschat](#)

24 Oct



**CommsChat** CommsChat

@

@mynewsdesk\_uk definitely, and there's a recognition aspect as well I would think? [#commschat](#)

24 Oct



**csumm** Cathy Summers

RT @mich8elwu: Gamification = use of game attribute to drive game like player behavior in a non-game context [#commschat](#)

24 Oct



**KyanaHansson** Kyana Hansson

Listening in: @CommsChat: #gamification and how brands can use it to find and engage with their consumers #commschat+

24 Oct



**mich8elwu** Michael Wu Ph.D.

The game mechanics then kicks in to reward the behaviors that the brands want to drive, so they persist those desirable behaviors #commschat

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

I guess the idea is that we are all susceptible to the draw of game mechanics. Eg unpredictable rewards, competition, achievement #Commschat

24 Oct



**mich8elwu** Michael Wu Ph.D.

from the Behavioral model, by making the gamify action simpler (or perceived simpler), you give the player more ability factor #2 #commschat

24 Oct



**mich8elwu** Michael Wu Ph.D.

@  
@commschat In terms of gamification, you don't really target them, you simply make it simpler for them to participate. #commschat

24 Oct



**LithiumTech** Lithium Technologies

RT @mynewsdesk\_uk: There is a game element to Twitter. People sometimes play to be rewarded with retweets! #commschat

24 Oct



**mich8elwu** Michael Wu Ph.D.

if you already have a game that help you achieve a different goal, I call those serious games, not gamification #commschat

24 Oct



**CommsChat** CommsChat

... How can you target the people who are most likely to participate? #commschat

24 Oct



**CommsChat** CommsChat

Ok, we should probably move onto the next topic or we won't cover everything! Next up... [#commschat](#)

24 Oct



[mynewsdesk\\_uk](#) Mynewsdesk UK

There is a game element to Twitter. People sometimes 'play' to be rewarded with retweets! [#Commschat](#)

24 Oct



[mich8elwu](#) Michael Wu Ph.D.

@

[@commschat](#) nongame context because game don't need to be gamify further. you gamify education, work, marketing, exercise etc [#commschat](#)

24 Oct



[mynewsdesk\\_uk](#) Mynewsdesk UK

Yes so game mechanics are like when LinkedIn shows completion progress bar to encourage you fill in all parts of your profile. [#Commschat](#)

24 Oct



[mich8elwu](#) Michael Wu Ph.D.

@

[@commschat](#) but games certainly can drive user behavior such as facilitation, competition, collaboration, sharing, even addiction [#commschat](#)

24 Oct



[CommsChat](#) CommsChat

@

[@mich8elwu](#) thanks - so what would be an eg of a non-game context? [#commschat](#)

24 Oct



[LithiumTech](#) Lithium Technologies

RT [@mich8elwu](#): Gamification = use of game attribute to drive game like player behavior in a non-game context [#commschat](#)

24 Oct



[blogbrevity](#) Angela Dunn

RT [@mich8elwu](#) games & gamification are not the same. [#gamification](#) is the use of game attributes in a non-game context. [#commschat](#)

24 Oct





**mich8elwu** Michael Wu Ph.D.

Gamification = use of game attribute to drive game like player behavior in a non-game context **#commschat**

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

@commschat let me clarify games & gamification are not the same. gamification is the use of game attributes in a non-game context **#commschat**

24 Oct



**blogbrevity** Angela Dunn

Imprtnt 4 **#gamification** > motivation, ability + trigger. If they happen @ the same time, humans tend to take action. ~ @mich8elwu **#commschat**

24 Oct



**LithiumTech** Lithium Technologies

RT @mich8elwu: 3 factors are: motivation, ability, and trigger. If they all happen at the same time, human tend to take action **#commschat**

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

Shout out to @richardsedley. He likes a bit of game mechanics vs gamification ; ) **#Commschat**

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

@mich8elwu game mechanics/dynamics are just one of many way to drive Advocacy type of actions. If brands can leverage them well **#commschat**

24 Oct



**CommsChat** CommsChat

@

@mich8elwu so how does introducing games into a brand bring those three things together? **#commschat**

24 Oct



**CommsChat** CommsChat

RT @mich8elwu: gamification use game mechanics 2 drive desirable behavior 4 brands: [...]sharing WOM, creating viral content etc. **#commschat**

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

**@commschat** Those 3 factors are: motivation, ability, and trigger. If they all happen at the same time, human tend to take action **#commschat**

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

**@commschat** The reason that game mechanics and game dynamics work is because they drive a temporal convergence of 3 factors **#commschat**

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

**@commschat** gamification use game mechanics 2 drive desirable behavior 4 brands: For ex: sharing WOM, creating viral content etc. **#commschat**

24 Oct



**blogbrevity** Angela Dunn

@

**@mich8elwu** Hi Michael! Excited to see you in a Twitter Chat! Looking forward to hearing about **#gamification**. :) **#commschat**

24 Oct



**CommsChat** CommsChat

So, first up tonight for **@mich8elwu**: How does using **#gaming**mechanics produce brand advocates? **#commschat**

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

**#commschat** hi **@mich8elwu** **@commschat** and everyone! Adam here behind the red square...

24 Oct



**LithiumTech** Lithium Technologies

Hey Stream - we're going to be tweeting for the next hour about **#gamification** - join us & **@mich8elwu** for **#commschat** starting now!

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

@commschat it's my pleasure to be here. looking forward to an interesting and engaging convos on #gamification #commschat

24 Oct



**CommsChat** CommsChat

We're going to be discussing #gamification and how brands can use it to find and engage with their most passionate consumers #commschat

24 Oct



**CommsChat** CommsChat

We're delighted to welcome @mich8elwu from @lithiumtech to tonight's chat #commschat

24 Oct



**mynewsdesk\_uk** Mynewsdesk UK

#commschat on #gamification about to start...

24 Oct



**CommsChat** CommsChat

Hi everyone and welcome to tonight's #commschat. This is Molly, deputy editor @communicatmag #commschat

24 Oct



**mich8elwu** Michael Wu Ph.D.

@

@commschat yup, my twitter handle is @mich8elwu all in 1 word. the chatroom seem to show @mich and then 8elwu separately. Beware! #commschat

24 Oct



**CommsChat** CommsChat

Just a quick notice-the site is breaking up @mich8elwu's handle so make sure you tag your tweets if you want him to see them! #commschat

24 Oct



**Fireefly** Melanie Vigil

RT @lithiumtech: Discuss #gamification w/ @mich8elwu 8pm uk time / noon pacific Use #commschat tag or bit.ly/mYHC14

24 Oct



**CommsChat** CommsChat

Ten minutes before [#commschat!](#) [commschat.com/commschat-now](http://commschat.com/commschat-now) or use the hashtag to participate. [#commschat](#)

24 Oct



**blogbrevity** Angela Dunn

MT [@LithiumTech](#) [#gamification](#) w/ [@mich8elwu](#) noon pacific/ 8p uk - use [#commschat](#) tag or [bit.ly/mYHCI4](http://bit.ly/mYHCI4) to participate.

24 Oct



**LithiumTech** Lithium Technologies

Discuss [#gamification](#) w/ [@mich8elwu](#) 8pm uk time / noon pacific - use [#commschat](#) tag or [bit.ly/mYHCI4](http://bit.ly/mYHCI4) to participate.

24 Oct