

From *Digital Game-Based Learning* (McGraw-Hill, 2001)

Why Games Engage Us

by Marc Prensky

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Games are a form of **fun**. That gives us *enjoyment and pleasure*.

Games are form of **play**. That gives us *intense and passionate involvement*.

Games have **rules**. That gives us *structure*.

Games have **goals**. That gives us *motivation*.

Games are **interactive**. That gives us *doing*.

Games have **outcomes and feedback**. That gives us *learning*.

Games are **adaptive**. That gives us *flow*.

Games have **win states**. That gives us *ego gratification*.

Games have **conflict/competition/challenge/opposition**. That gives us *adrenaline*.

Games have **problem solving**. That sparks our *creativity*.

Games have **interaction**. That gives us *social groups*.

Games have **representation and story**. That gives us *emotion*.

Marc Prensky is an internationally acclaimed thought leader, speaker, writer, consultant, and game designer in the critical areas of education and learning. He is the author of *Digital Game-Based Learning* (McGraw-Hill, 2001), founder and CEO of Games2train, a game-based learning company, and founder of The Digital Multiplier, an organization dedicated to eliminating the digital divide in learning worldwide. He is also the creator of the sites <www.SocialImpactGames.com>, <www.DoDGameCommunity.com> and <www.GamesParentsTeachers.com>. Marc holds an MBA from Harvard and a Masters in Teaching from Yale. More of his writings can be found at <www.marcprensky.com/writing/default.asp>. Contact Marc at marc@games2train.com.