Getting Started with Gamification

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Jane McGonigal at TED (2010, video)

http://www.ted.com/talks/jane_mcgonigal_gaming_can_make_a_better_world.html
A 20-minute summary of McGonigal's thesis that games teach the critical skills we need to solve the world's largest problems.

Reality is Broken: Why Games Make Us Better and How They Can Change the World (McGonigal, 2011)

http://realityisbroken.org/
McGonigal's book goes more in-depth on her thesis and showcases a number of examples of real games that have been developed to solve real problems.

Gabe Zichermann: Gamification Master Class (2011, video)

http://oreilly.com/catalog/0636920017622
A three-hour video workshop on putting game mechanics to use. Targeted toward marketers, but contains good information for education and other fields. Includes activities to help you develop the right experience for your "players."

Gamestorming (Gray, Brown, and Macanufo, 2010)

http://oreilly.com/catalog/9780596804183
Not quite what I was looking for for my needs, but might be of interest to you if you're looking for new ways to promote collaboration within a group. The games from this book are non-technological in nature.

Gamification by Design (Zichermann and Cunningham, 2011)

http://oreilly.com/catalog/0636920014614
A book version of the Gamification Master Class videos. I have not read this book yet.

Flow: The Psychology of Optimal Experience (Csikszentmihalyi, 2008)

http://www.amazon.com/gp/product/0061339202/
Referred to as many experts in game design and gamification as a must-read book (which, unfortunately, I haven't gotten to yet). See http://www.ted.com/talks/mihaly_csikszentmihalyi_on_flow.html for a TED talk from Csikszentmihalyi on the topic of flow.

Drive: The Surprising Truth about What Motivates Us (Pink, 2009)

http://www.danpink.com/
See also http://www.youtube.com/watch?v=u6XAPnuFjJc for a 10-minute animated version of

Pink talking about motivation.

***Designed for Use: Create Usable Interfaces for Applications and the Web* (Mathis, 2011)**
http://pragprog.com/book/lmuse/designed-for-use
This book's focus isn't on gamification, but does have a good chapter on how we can learn from games in order to make other software (or content) more engaging via game mechanics.

Gamification Blog
http://gamification.co/

Gamification Wiki
http://gamification.org/