Microsoft® Research Faculty Summit



Productivity Games

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Generation Gap



- Larger generation than baby boomers
- Most tech-savvy generation
- Most "gamer" generation*
 - 50% of all Americans play video games
 - 81% of all business people 34 and younger have played video games

* <u>Got Game</u>, Wade, Beck, Harvard Business School Press

Games and Work

Engagement
Morale
Trust
Productivity
Innovation





Games Don't Succeed Everywhere



	Employee Skills		
	Core	Unique	Expanding
In-Role Behaviors			
Organizational Citizenship Behaviors			

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Language Game - Problem Space



Windows ships in about 100 languages

Windows has thousands of user interface dialogs

Windows developers do NOT speak every languages

How do we effectively validate the quality of the translation?

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"It's pretty addictive once you start playing so maybe you need a health warning on the homepage!"

-John

the

"It's really cool! ...a very innovative and fun way to improve loc quality. " -Dean "...this adds even more motivation to my passion in contributing to the quality of our products!"

-Tigran

Language Quality Game

demo

References



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