

Reading Garden



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Reading Garden is a casual game designed to motivate university students through the long-term motivational problem of reading a course textbook over a semester. In *Reading Garden*, players grow gardens to level up. Advanced gameplay mechanics are unlocked with a special in-game currency. Players earn this currency by answering a short comprehension quiz based on the assigned readings from the textbook.

Our results from two semester-long studies show that participating in simple cooperative social play motivated players to personally read more of the textbook, while competing using the leaderboards did not. Cooperation may be more motivating than competition when applied to long-term motivational problems.