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Contextually: Sets up the leaderboard to show leaders by category. A content site might display a leaderboard in the business section containing people who contribute in that area, in the fashion section for the top fashionista contributors, and so on. Time: Sets up the leaderboard to show, for example, weekly or monthly leaders.

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Gamification is the process of using game thinking and game mechanics to solve problems and engage users, according to Gabe Zichermann, author of the upcoming book "The Gamification Revolution ...

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Gamification is the application of game-design elements and game principles in non-game contexts. It can also be defined as a set of activities and processes to solve problems by using or applying the characteristics of game elements. ... The Gamification Revolution - How Leaders Leverage Game Mechanics to Crush the Competition. McGraw Hill.

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