The five most commonly used mechanics in gamification are: Points, Badges, Levels, Leaderboards, and Challenges (Zichermann & Cunningham, 2011). Game mechanics help motivate and incentivize behavior.

Today, gamification is being applied in several areas (Hamari, Koivisto, & Sarsa, 2014), for example education, marketing, work and so on. Gamification is the craft of deriving all the fun and addicting elements found in games and applying them to real-world or productive activities which is used widely in many domains.

Gamification

Gamification has emerged recently as an important concept in the theory and management of cultural heritage information (Constantopoulos & Dallas, 2010). It is not only experiments on all kinds of digital technology as the medium for their new display to promote the cultural history but also designs of gamification to enhance the fun which use of game mechanics and concepts in non-gaming applications. Gamification proposes as a solution for engaging people in individually and promote sustainable behaviors which has been applied to various domains to increase user engagement and interaction. This study takes History Hero as a case which is a famous mobile guide to promote cultural history in Taiwan. History Hero opens a new trend to promote cultural history which combines with technology. It has been cooperating with almost 40 well-known institutions. Such as many famous museums, history sites and academic institutions in U.S. and Europe. History Hero uses an interactive way to introduce history which increases participation and interaction of users. The study shows that both gamification and digital curation are new trend to promote cultural history and many foreign cases has been used in many applications recently. Besides History Hero, this study also analyzes several cases of gamification combines with digital curation. This study generalizes the core concept and important value through the applications of the cultural history promotion via gamification based digital curation. By exploring case studies can be summarized how gamification combines with digital curation. It is expected that this study could provide some advice to promote cultural history in the future.

Keywords: Cultural History Promotion, Digital Curation, Gamification

1. Introduction

Digital curation has been applied to various domains which emerges recently as an important concept in the theory and management of cultural heritage information. Curation has different definition and explanation. Nowadays, curation suggests the importance of newer concepts such as editing, framing, promoting, translating, narrative construction, and resampling (Graham & Cook, 2010). Giaretta (2005) defined digital curation as broadly interpreted, is about maintaining and adding value to, a trusted body of digital information for current and future use. Based on Wang, Kwan and Huang (2014) defined digital curation, this study defines digital curation in the following way: Digital curation is in digital environment. Users address the growing critical need to more effectively create, manage, use, and add value to digital information. Digital curation has following characteristics:

1. From the perspective of objective: Information providers based on a certain objective who recombine knowledge and information then give a new interpretation, in order to achieve the goal of information providers expect. For instance, education, marketing, promotion, etc.
2. From the perspective of implement environment: Digital curation implements in digital, the cloud environment. For instance, in web2.0, Social Networking Service environment.
3. Information providers or curators concentrate information from different sources which present by remix, mashup or syndication way.
4. Information providers (or curators) concentrate information from different sources which present by remix, mashup or syndication way.
5. Information provides (or curators) can provide information what audiences like and need, it also provides audiences participate or create.
6. Audiences can promptly explore and browse in curation environment.

Digital curation aggregates information and gives it a new concept. The core concept of digital curation is not only the preservation and maintenance of a collection or database but some degree of added value and knowledge (Schmidt, Ghering, & Nicholson, 2011). The term digital curation is increasingly being used for the actions needed to add value to and maintain these digital assets over time for current and future generations of users. Schmidt, Ghering, & Nicholson (2011) defined digital curation as broadly interpreted, is about maintaining and adding value to, a trusted body of digital information for current and future use. Based on Wang, Kwan, and Huang (2014) defined digital curation, this study examines the core concept and important value through the applications of the cultural history promotion via gamification based digital curation.

2. Digital curation

Curation originates in cultural heritage institutions which preserves cultural heritage, such as museums, art galleries. With the spring up of internet and social connection of information-exploding age, curation has different definition and explanation. Nowadays, curation suggests the importance of newer concepts such as editing, framing, promoting, translating, narrative construction, and resampling (Graham & Cook, 2010). Giaretta (2005) defined digital curation as broadly interpreted, is about maintaining and adding value to, a trusted body of digital information for current and future use. Based on Wang, Kwan, and Huang (2014) defined digital curation, this study defines digital curation in the following way: Digital curation is in digital environment. Users address the growing critical need to more effectively create, manage, use, and add value to digital information. Digital curation has following characteristics:

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3. Gamification

Gamification is a trendy topic and a subject in academic development. This study generalizes the core concept and important value through the applications of the cultural history promotion via gamification based digital curation. Digital curation combines gamification which enable user to learn cultural history in an amusing way. It is expected that this study could provide some advice to promote cultural history in the future.

Keywords: Cultural History Promotion, Digital Curation, Gamification

4. History Hero

Gamification and digital curation has been a trending topic and a subject in academic development. This study generalizes the core concept and important value through the applications of the cultural history promotion via gamification based digital curation. Digital curation combines gamification which enable user to learn cultural history in an amusing way. It is expected that this study could provide some advice to promote cultural history in the future.