INTERNATIONAL CONFERENCE AND EXPOSITION

May 6-9, 2018 | San Diego, California

Content Community Global Perspectives

TU408

Isn't Gamification Just -coating Boring E-Learning Content?

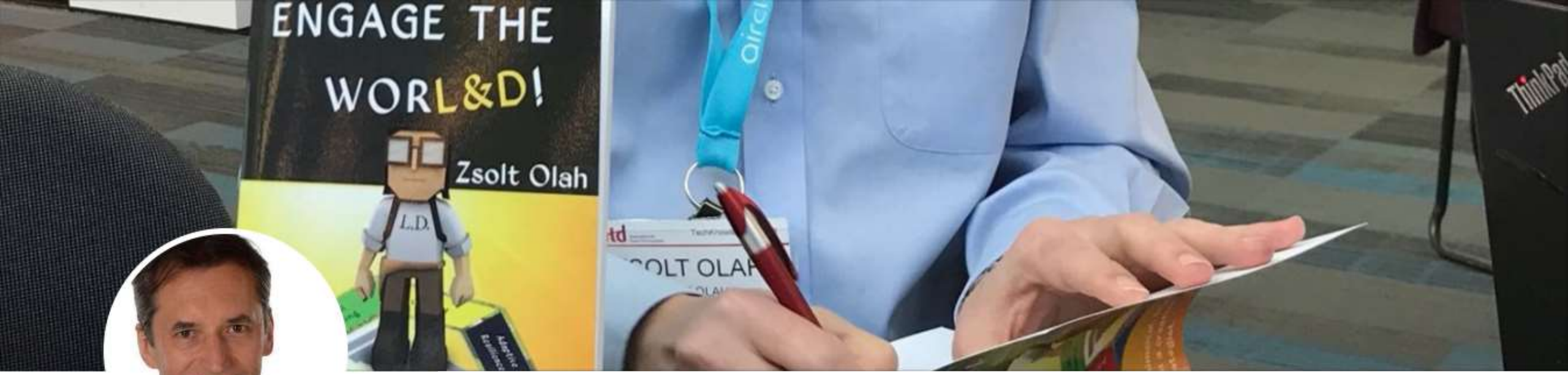
by Zsolt Olah

It hurts!

Isn’t gamification just sugarcoating boring eLearning content?

Adobe Stock by Imcsike

Edgewater, FL 1992



Learning Consultant | Author | Speaker | Movers & Shakers 2018 | MVP

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kineo
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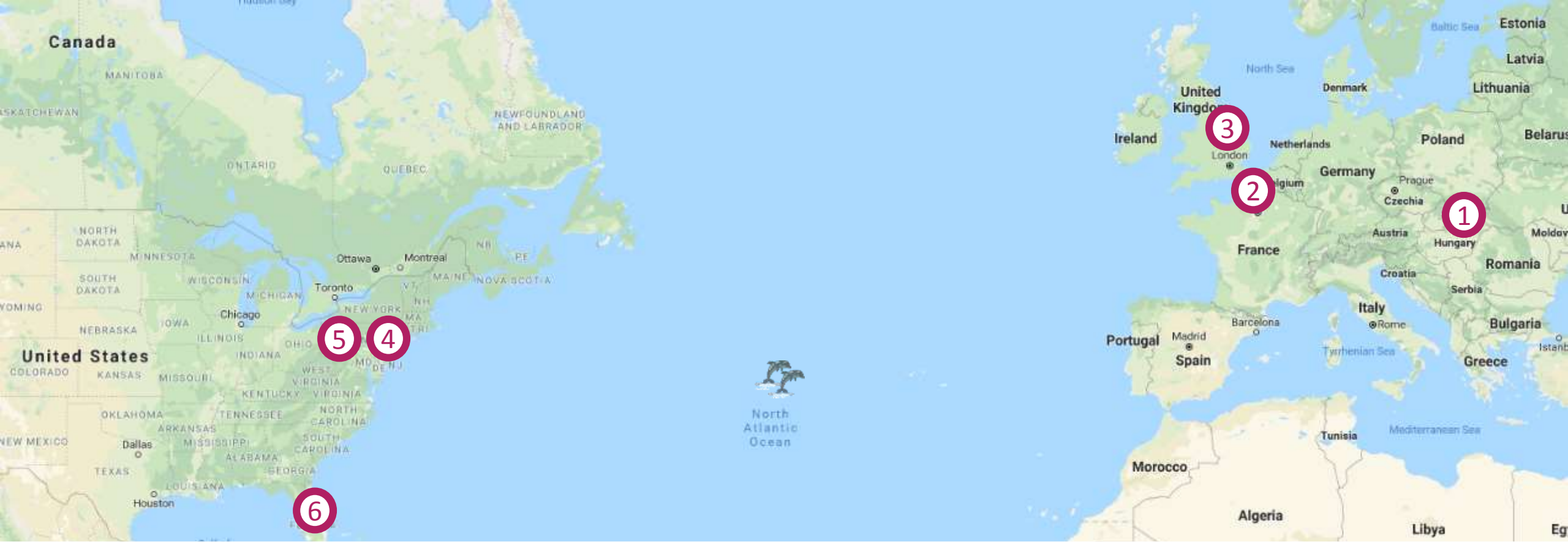
*"...**zsolt of lightning** ...one of the most **original** and **creative** people in the industry."*
– Tom Kuhlmann, Chief Learning Architect of Articulate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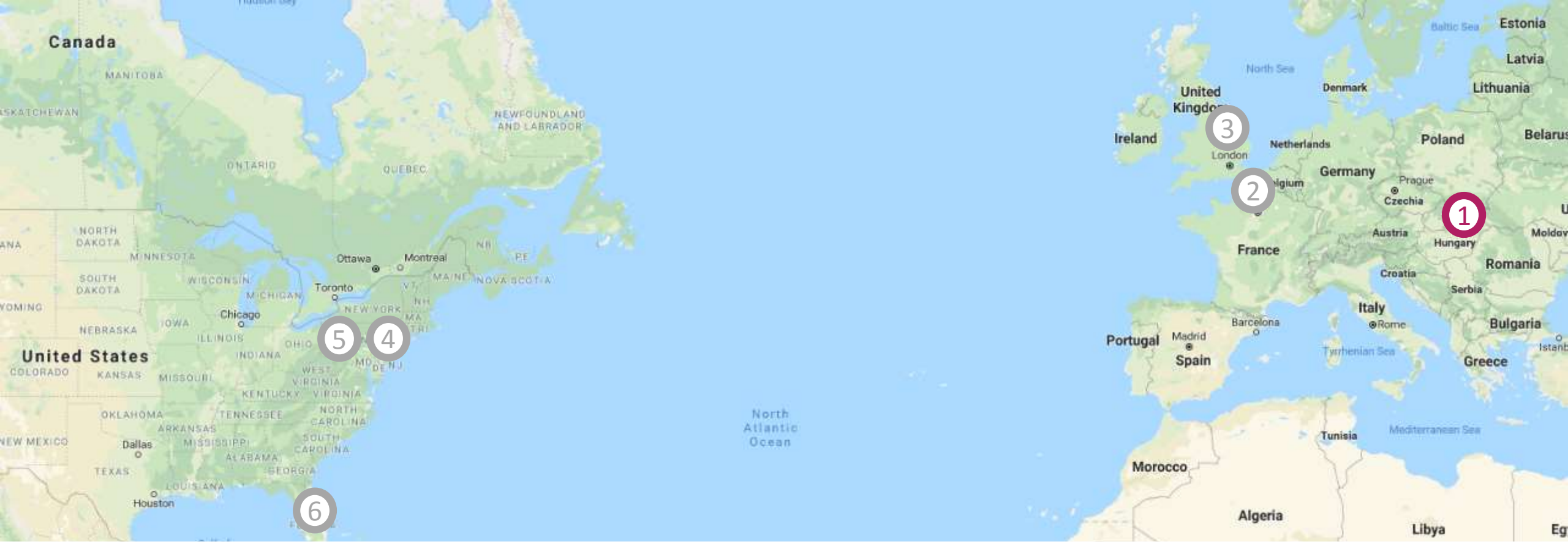
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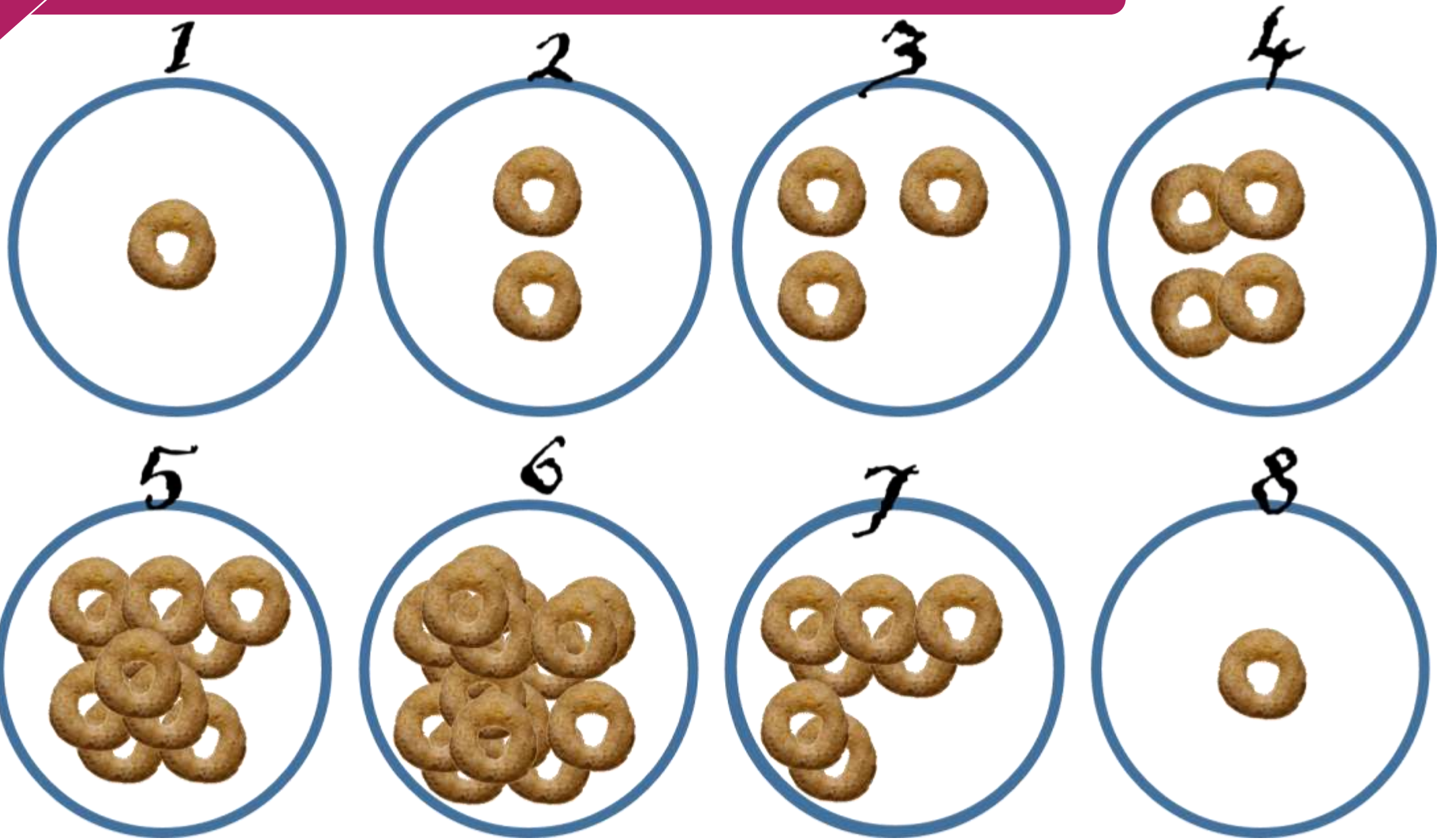
MAGIC

WORD

GAMIFICATION

if
Gamification = Playing Games
Dentist = Tooth Fairy

Gamified Breakfast



Gamified Free Rice

examples

“Gamification is not NECESSARY about creating or playing games.”

What is gamification about?

“People.
Motivation.”

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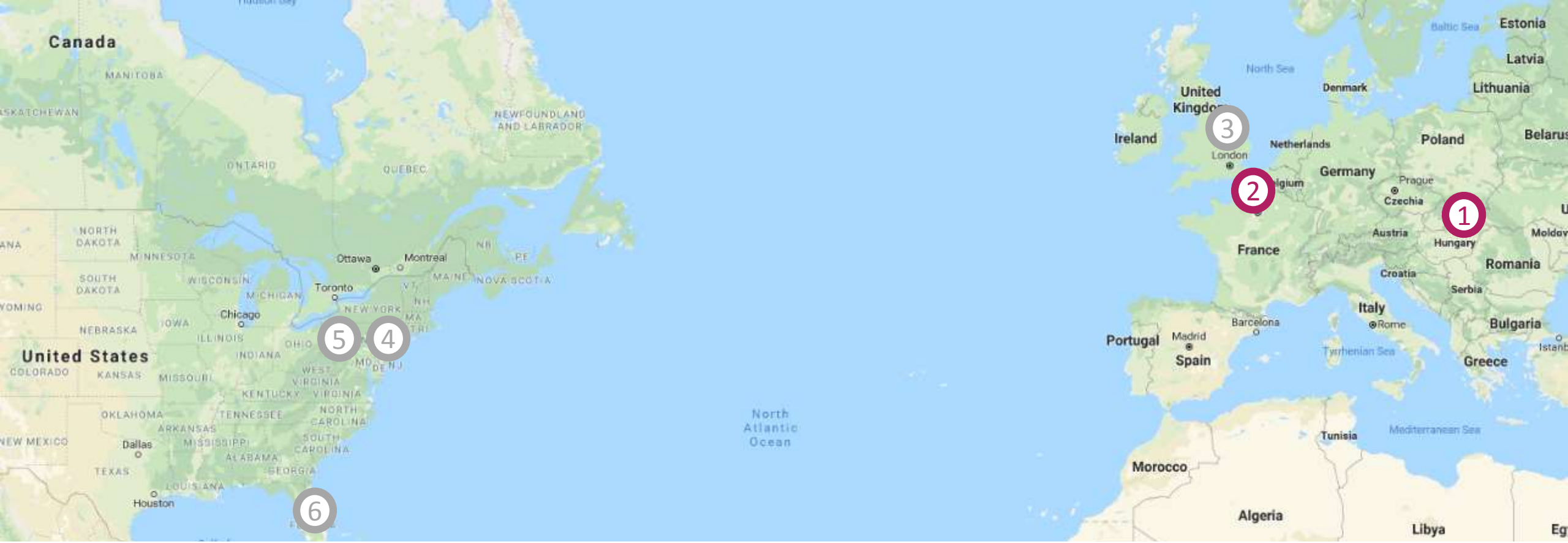
You can't motivate people.

They motivate themselves.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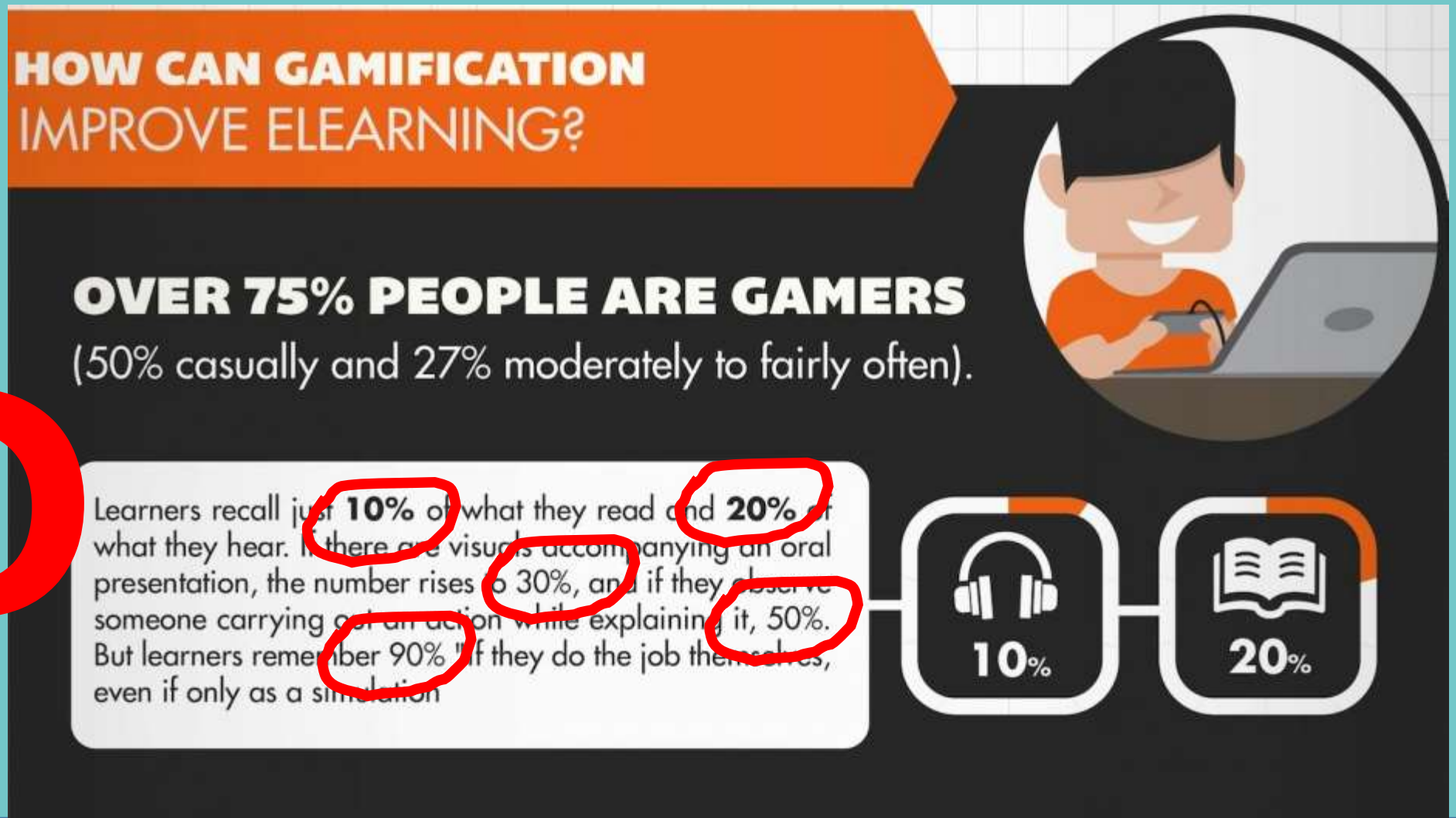
What is gamification?

“Use of game design elements in non-game contexts.”

by Sebastian Deterding

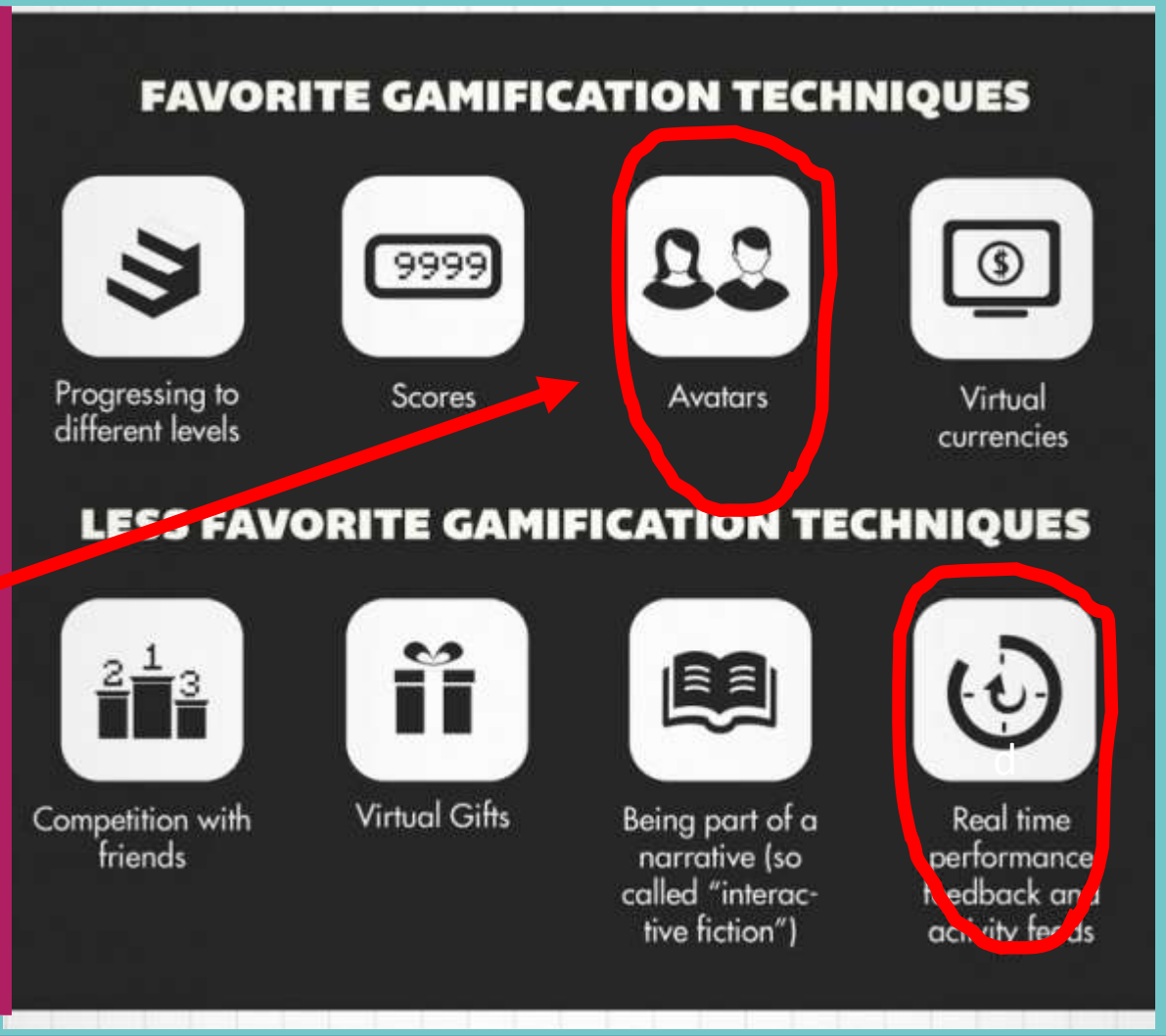
Does gamification improve learning?

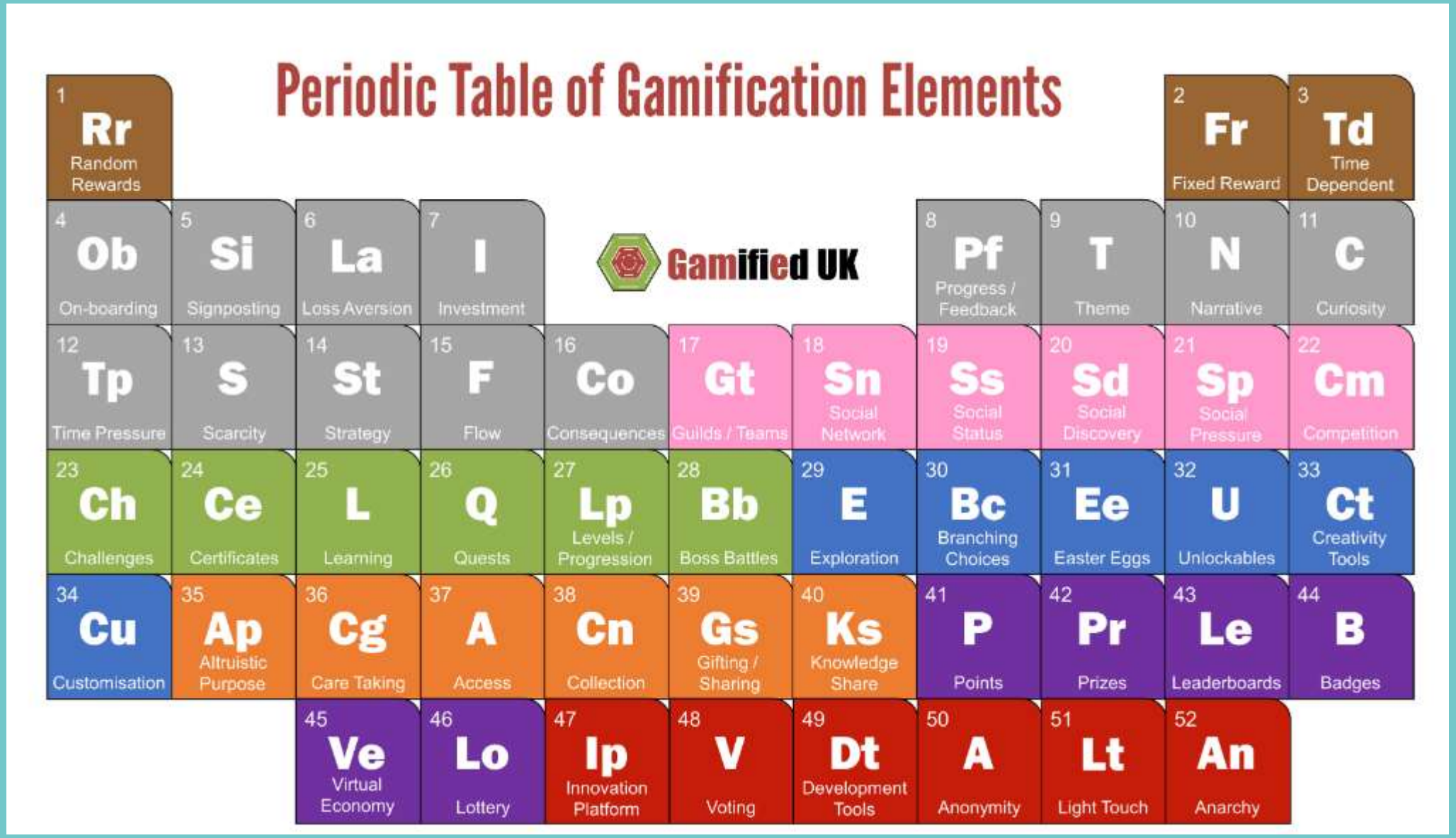


"… the positive effect of gamification on engagement appeared to lessen over time..."

Does gamification increase engagement with online programs? A systematic review
Jemma Looyestyn, Jocelyn Kernot, Kobie Boshoff, Jillian Ryan, Sarah Edney, Carol Maher
http://journals.plos.org/plosone/article?id=10.1371/journal.pone.0173403#references

What **game elements/mechanics** should I use to make learning



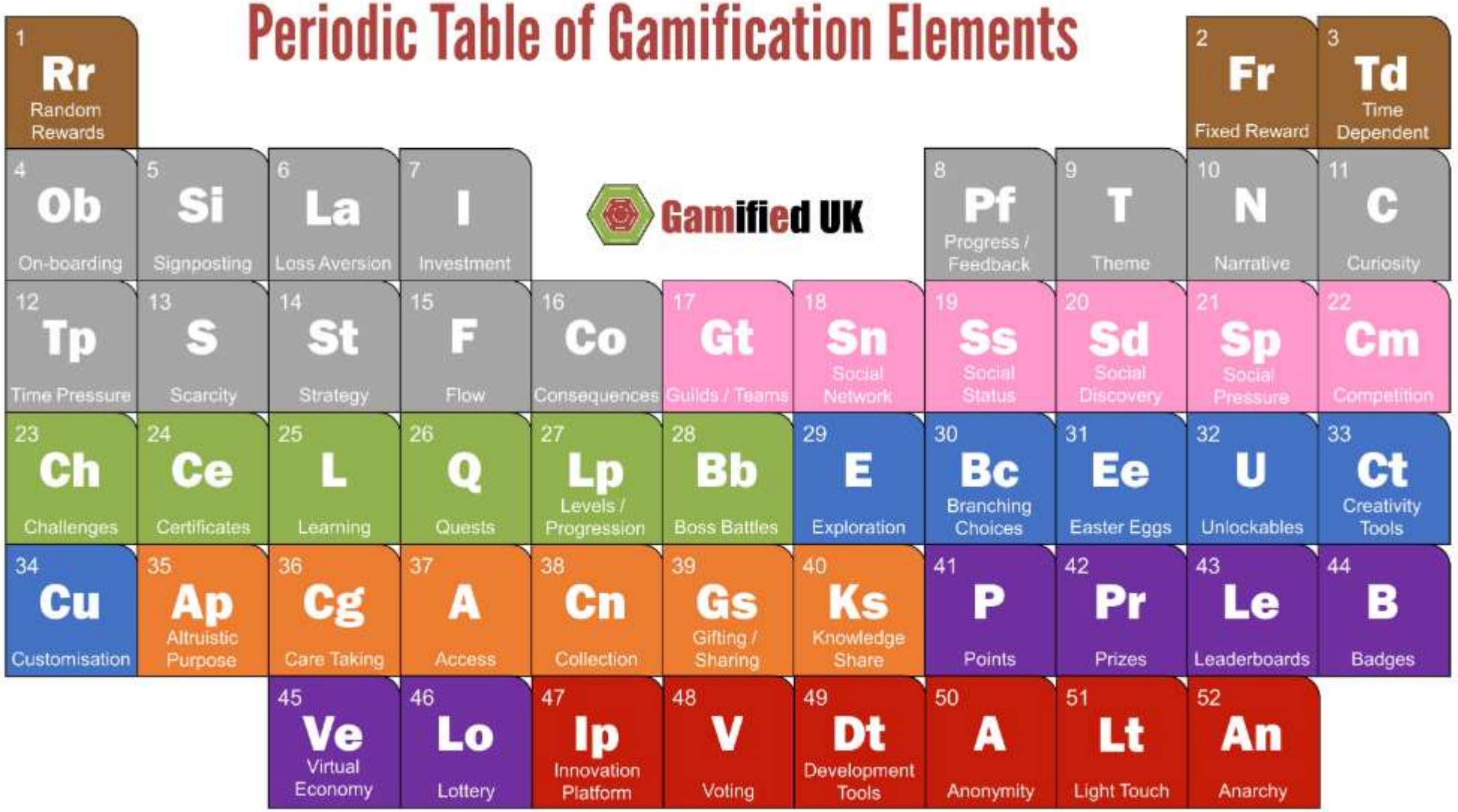


by Andrzej Marczewski

"[...]certain motivational affordances (which otherwise received positive comments) were felt as negative (such as ones encouraging competition), lending credence to the idea that **different player types experience the same affordances differently**..."

Does Gamification Work? — A Literature... (PDF Download Available). Available from: https://www.researchgate.net/publication/256743509_Does_Gamification_Work_-_A_Literature_Review_of_Empirical_Studies_on_Gamification [accessed Mar 30 2018].

Aren’t we all competitive?



by Andrzej Marczewski

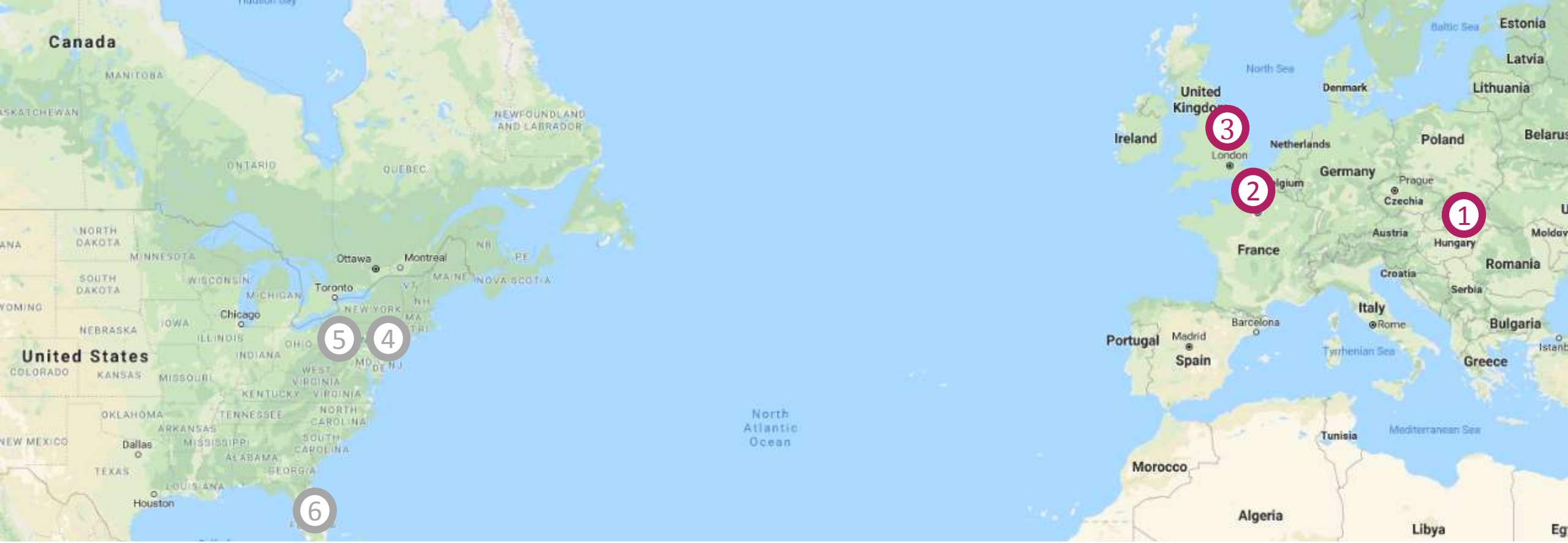
DO NOT START WITH GAME MECHANICS...
START WITH
MIND MECHANICS

START WITH MIND MECHANICS

"…The authors conclude that the **starting point** in gamifying online education should be **learners' needs**, **motivations and goals**, rather than a platform-centric approach that strives to use technical features to hit some pre-defined performance metrics."

Hansch, A., Newman, C., & Schildhauer, T. (2015). Fostering Engagement with Gamification: Review of Current Practices on Online Learning Platforms. (November 23, 2015). HIIG Discussion Paper Series No. 2015–04. Retrieved from http://dx.doi.org/10.2139/ssrn.2694736.

“Do not start with game mechanics or platforms. Start with mind mechanics. Start with people.”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GAME
THINKING

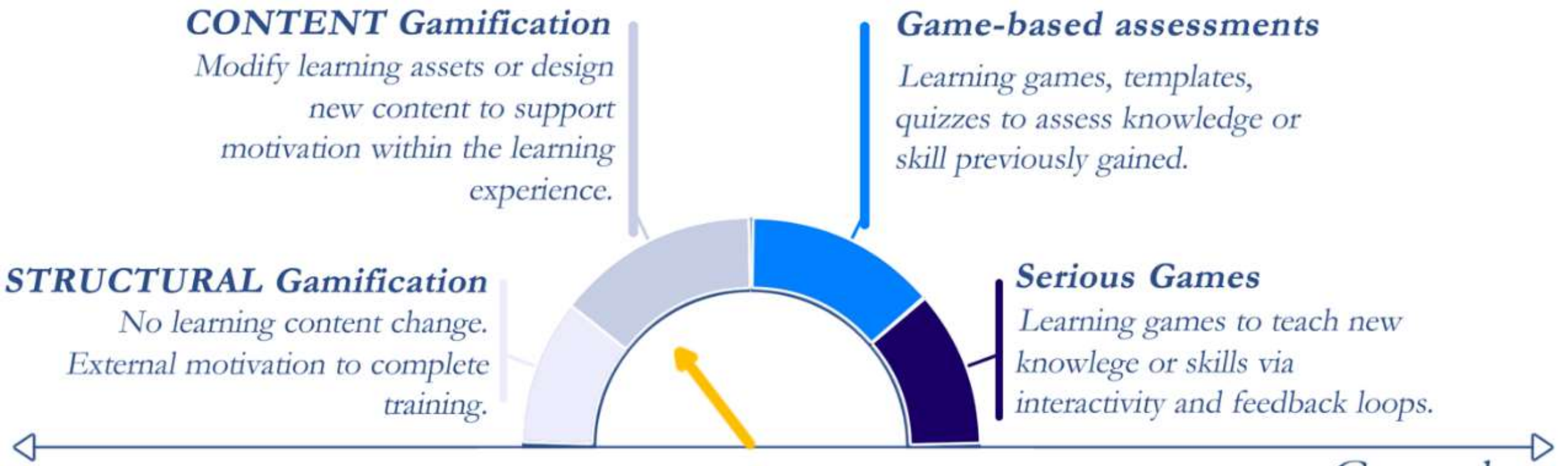
"… merely making an activity **seem like a game** impacts learners' engagements."

Lieberoth, A. (2015). Shallow gamification – psychological effects of framing an activity as a game. Games and Culture, 10(3), 249–268.

GAME THINKING:

Content will not fly.
Actions will.

Game Thinking for L&D!



NO Gameplay

Game mechanics to support motivation to change behavior.

Extrinsic vs. Intrinsic Motivation

Action-Driven Design

User to make meaningful choices, followed by consequences and positive feedback loop.

Instructional Design focus shfts from content to action.

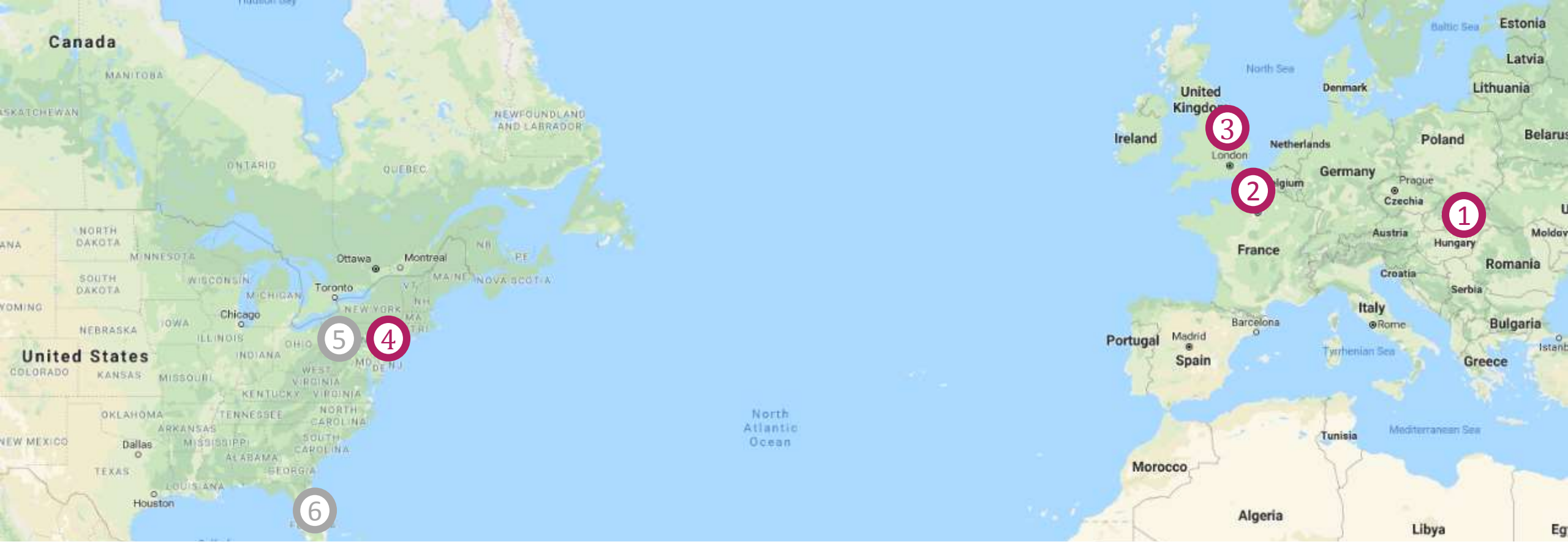
Gameplay

Game mechanics to support learning via interaction.

Mechanics-Dynamics-Aesthetics Framework

Evolution Need Over Time: Exploring => Onboarding => Scaffolding => Mastery

“Game Thinking: content will not fly. Actions will.”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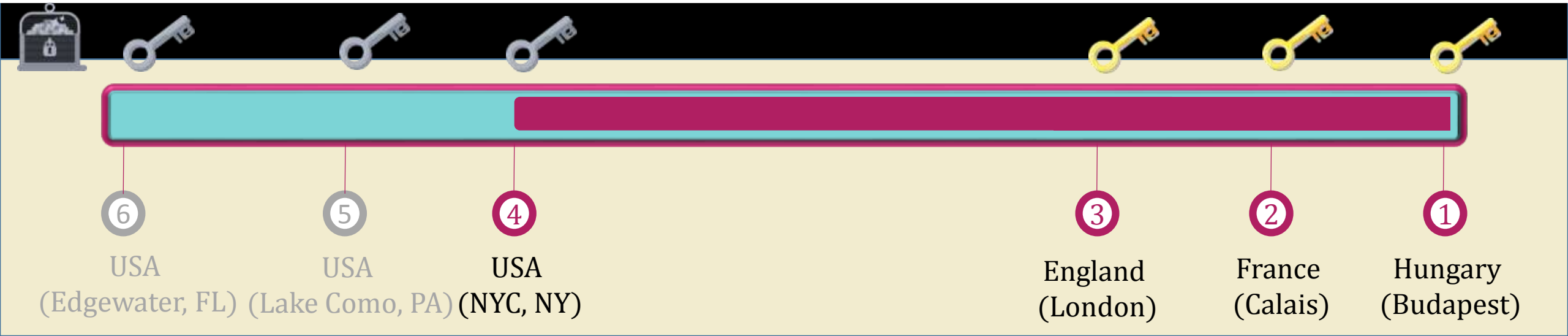
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“Where do I start? Use Cathy Moore’s action mapping.”

“Gamification of learning. Where do I start?”

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https://www.linkedin.com/in/zsoltolah1/

“Talk to them about the concept of game-thinking rather than gamification. Thinking like a game-designer is a more impactful way to view perceived earning problems or issues.”

Dr. Karl Kapp
2017 LinkedIn Top Voice Education |Promoting Game-Thinking

“I would give an answer in two questions :) What do you want your learners to feel? How can we make them master of their learning journey? “

Dr. Marigo Raftopoulos
Strategic Business Advisor | Digital Media Specialist | Global Keynote Speaker

“Start by understanding why you feel you need to add gamification. If it is because the materials are not great, start by making them great. Then start considering game design concepts such as adding narratives, leveling systems, etc.”

Andrzej Marczewski
Senior Solution Consultant | Gamification

“Don’t start with game mechanics. Start with ‘mind mechanics.’ Start and end with people. Read all these experts and Cathy Moore’s Action Mapping.”

Zsolt Olah
Author of Engage the WORL&D!
Learning Consultant at Kineo

“I'd start by asking them what they want to do and get them off of gamification and thinking first about desired results. And then from there look at gamification if it's a viable option.”

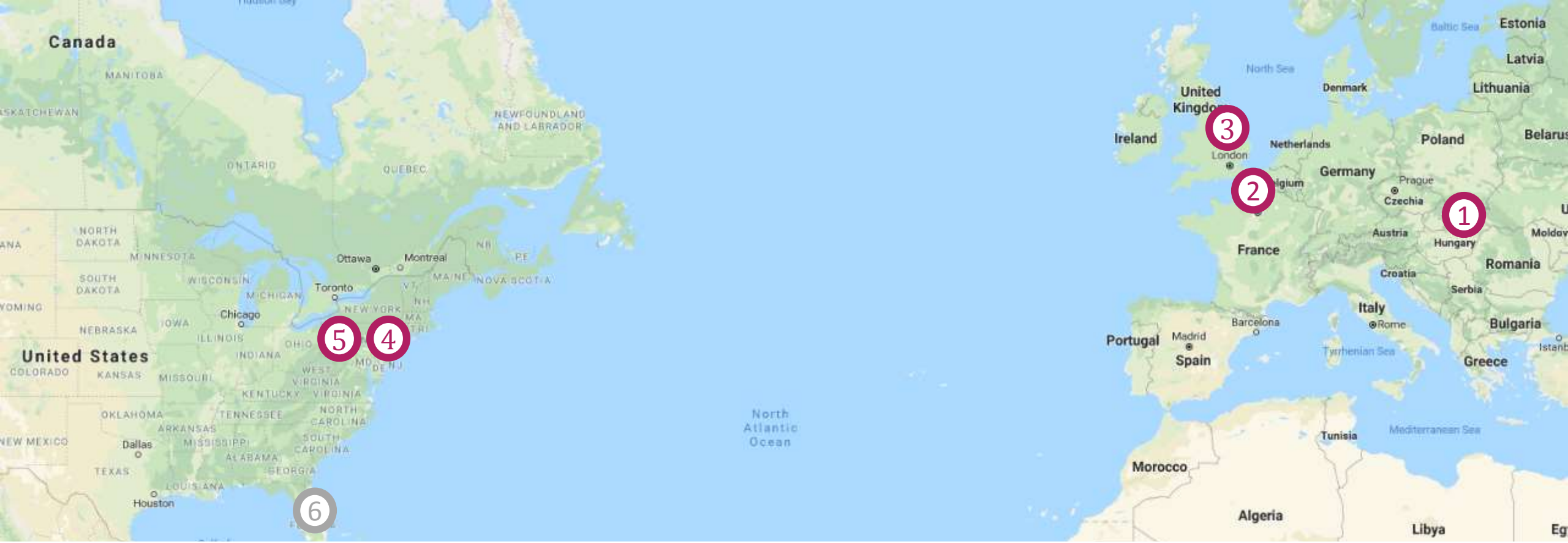
Tom Kuhlmann
Chief Learning Architect at Articulate

“I'd gamify a simulation of the most critical, authentic Performance Competence Requirements, of Performing Tasks to Produce Outputs to Stakeholder Requirements.”

Guy W. Wallace
Performance Analyst & Instructional Architect for Enterprise Learning & Development

“I would start with why? Why will Gamification apply? And if the reasons are plausible then I would use my 3 level learning gamification framework to achieve the intended business or learning reasons for the course.”

An Coppens
Founder, owner and chief game changer at Gamification Nation



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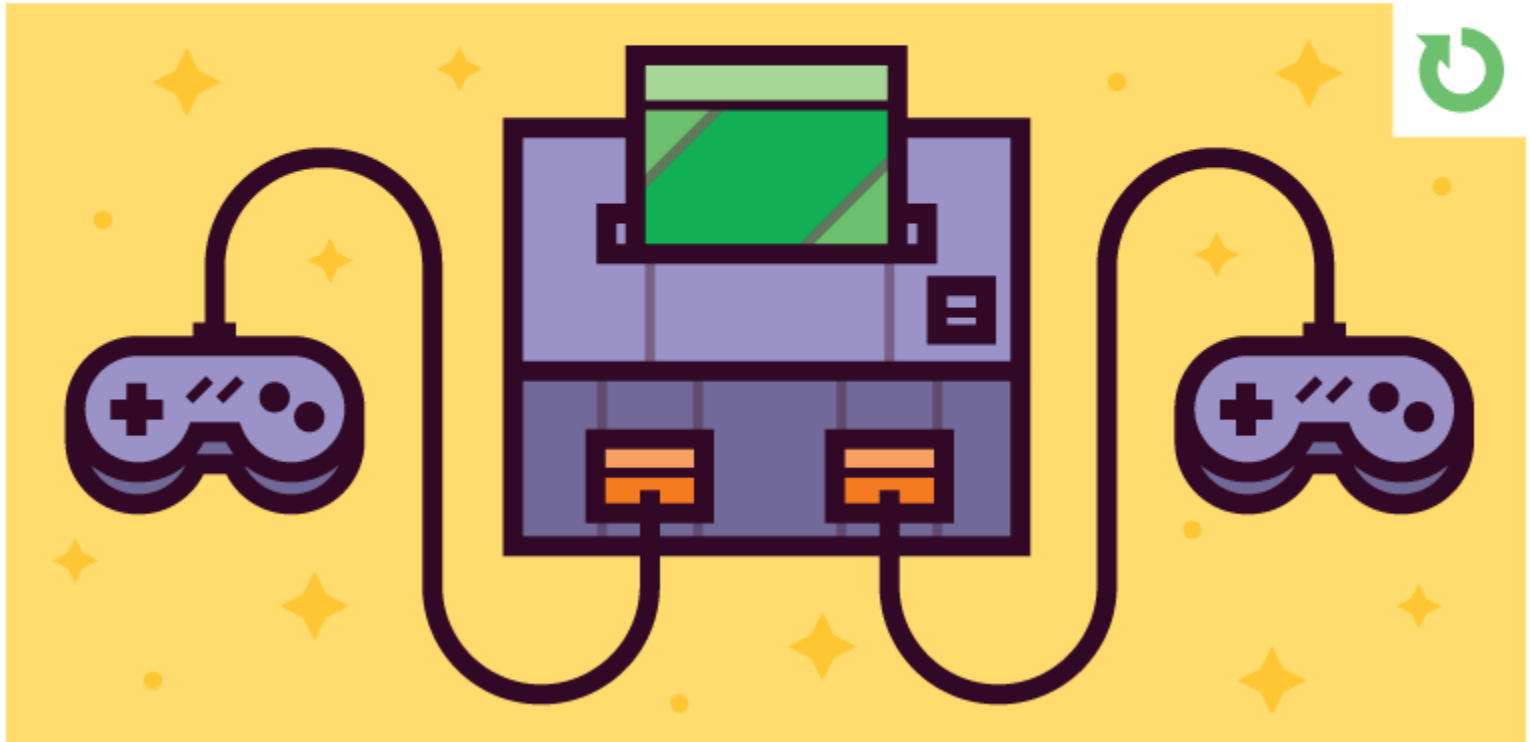
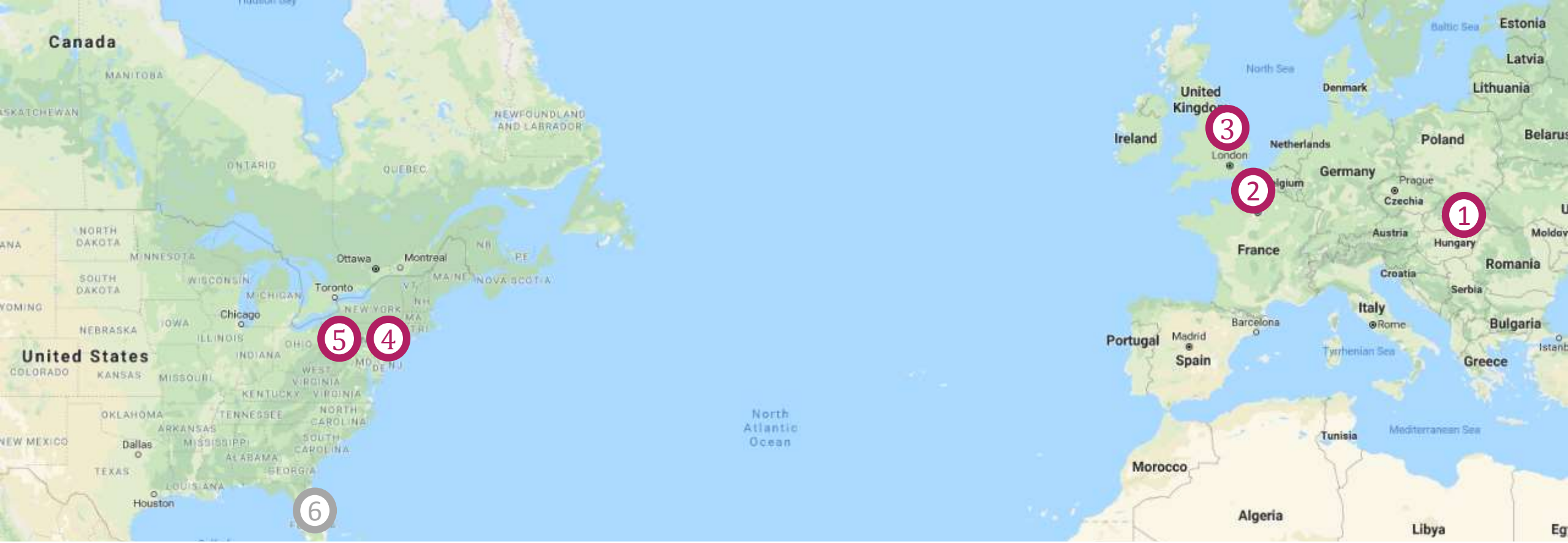
40+ Gamification Examples in E-Learning #102

https://community.articulate.com/articles/gamification-examples-elearning



“Would you rather die of cognitive overload from engagement or face the death of boredom?”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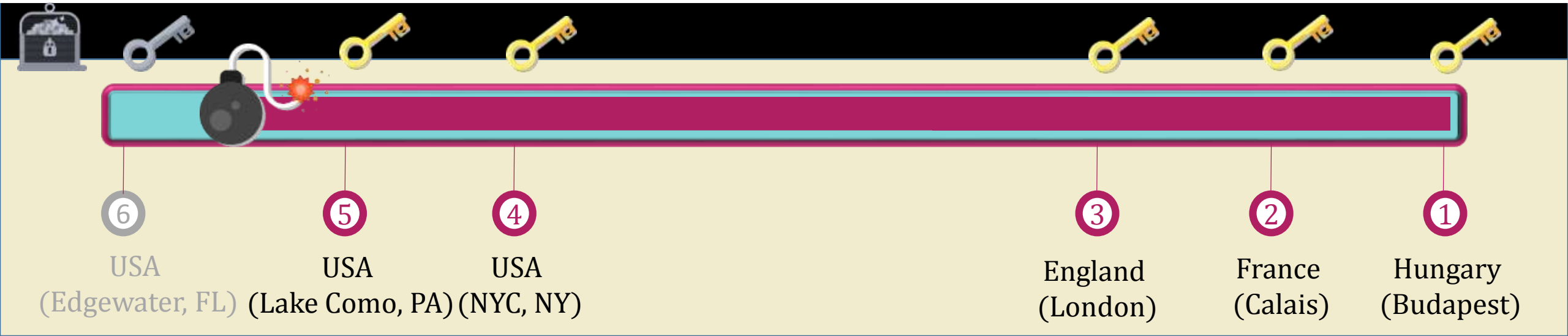
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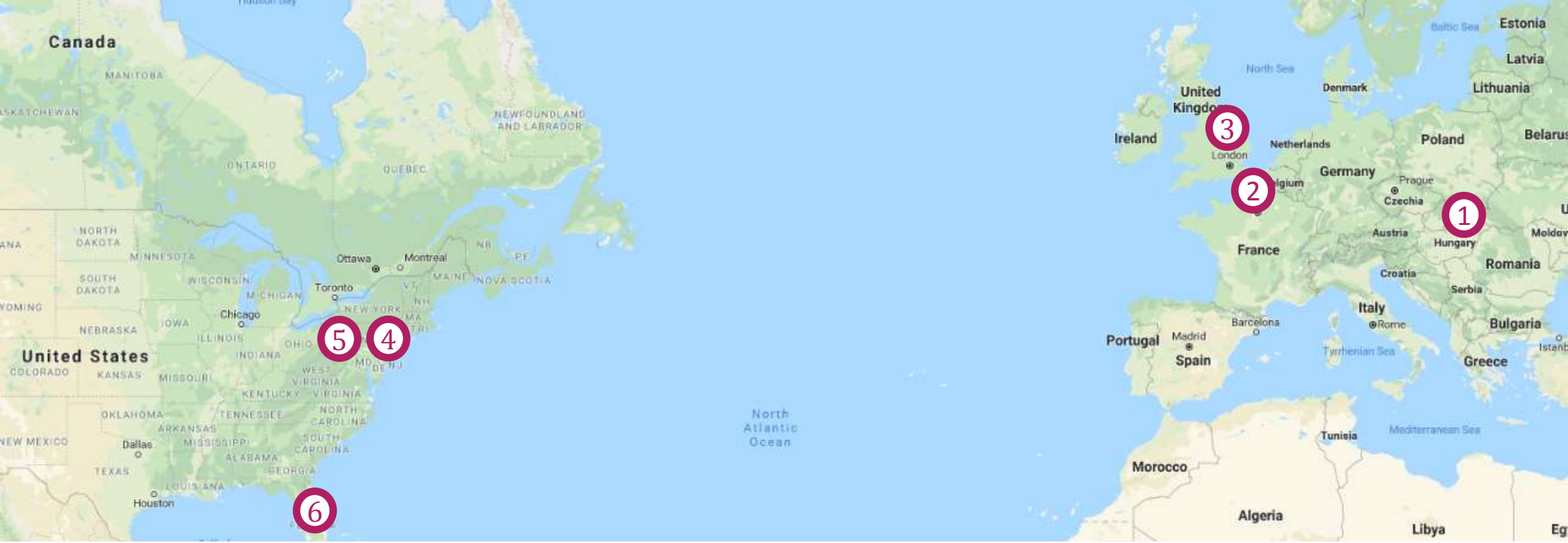
Are we going to go there?



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Before You Run With Game Thinking

Do you really want some behavior change?

NO → STOP the hamster! Checkbox training course. Don't waste resources on game thinking or action mapping.

YES ↓

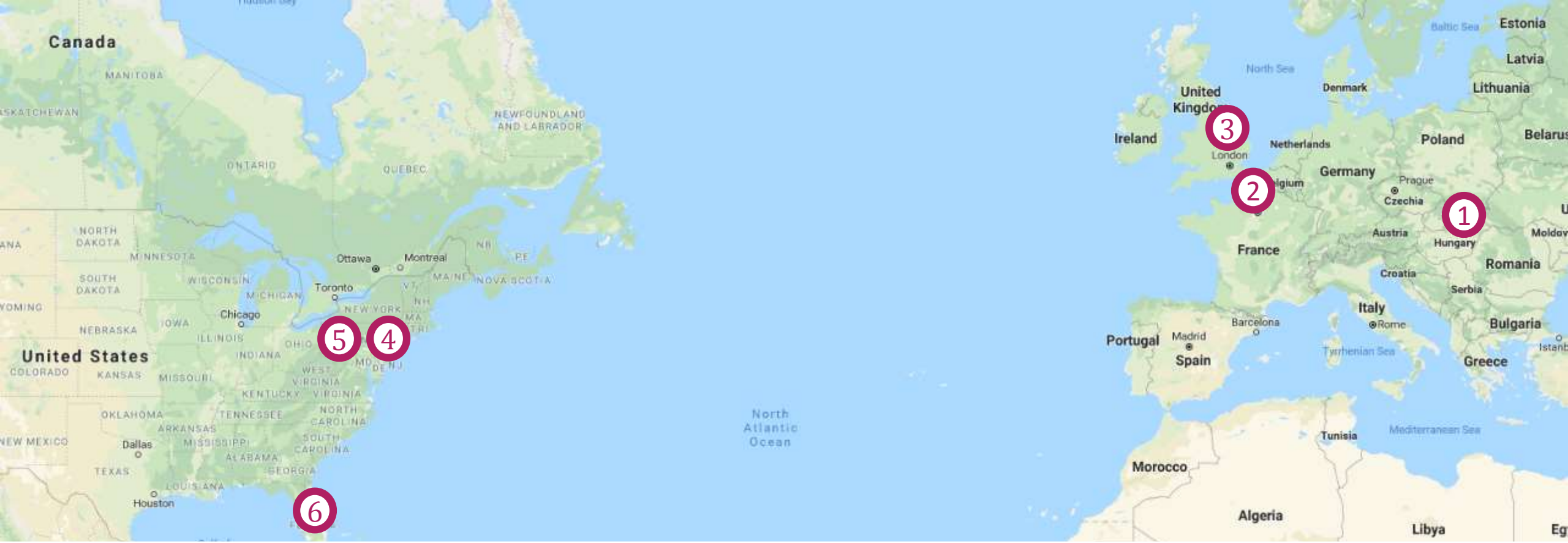
- ❑ What's your business goal? What do you want to achieve?
- ❑ How are you going to measure it?
- ❑ Who can make it happen?
- ❑ What should these people do to make it happen?
- ❑ Are they doing it?
- ❑ Why not? What holds them back? (Use Cathy Moore's Action Mapping)
  - ❑ Memory knowledge? (recall)
  - ❑ Tools knowledge? (use)
  - ❑ Skill? (practice)
  - ❑ Motivation? (nudge)
  - ❑ Environment you can't control? (who should we connect with who can)
- ❑ (At this point, you have a good understanding what stakeholder and SMEs think the problem is about. Forget it for a second. Go, and observer your target audience; even better talk to them; even better, do their job for a day.)

- ❑ Let's talk about interventions!
  - ❑ Is a checklist enough? Do a checklist.
  - ❑ Is a job-aid enough? Do a job-aid.
  - ❑ Is just-in-time, task-based support enough? Do that.
  - ❑ No? Might need some "learning."

What do you want to achieve?
"Content won't fly. Actions will."

- ❑ Motivating engagement
  Sometimes gameful design itself is enough.
- ❑ Motivating completions
  Short term? Leaderboard, share it with leaders. Structural gamification.
- ❑ Motivating learning
  Storytelling, challenges, quests, social elements, etc. Content gamification.
- ❑ Motivating performance
  Integrate the "learning" world with the working world. Daily/weekly challenges. Access to ondemand learning if needed.
- ❑ Assessing knowledge
  Simple recall? Game templates, simple games.
- ❑ Assessing skills
  Game-based learning, simulations. ILT? Use a game show template with manual performance evaluation.
- ❑ Learning complex behavior

“What do you want to achieve? How is it going to be measured?”



CONGRATULATIONS!

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3 England (London)

2 France (Calais)

1 Hungary (Budapest)

KEY TAKEAWAYS

"Gamification is not NECESSARY about creating or playing games."

"Do not start with game mechanics or platforms. Start with mind mechanics. Start with people."

"Game Thinking: content will not fly. Actions will."

"Where do I start? Use Cathy Moore's action mapping."

"Would you rather die of cognitive overload from engagement or face the death of boredom?"

"What do you want to achieve? How is it going to be measured?"

Edgewater, FL 1992

SESSION NUMBER & TITLE

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