Badges, Levels, Leaderboards, Accolades! Gamifying the learning experience

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What’s gamification?

Gamification is the use of game thinking and game mechanics in non-game contexts to engage users in solving problems and increase users' contributions.
What gamification is NOT:

- Superficial addition of badges, points, and rewards
- Trivializing of learning
- New to learning professionals
- Perfect for every learning situation
- Easy to create
Gamification elements
Goals and Rules

Formulate clear and explicit goals
Keep the rules simple
Conflict, competition, or cooperation

Competition and cooperation are most effective
Keep the number of competitors small
Foster cooperation
Time

10 min
Rewards and achievements

Completion achievements

Measurement achievements
Rewards and achievements

Use measurement achievements
Keep the number of rewards limited
Don’t make them random
Points

Consider using points for:
- Status indicators
- Progress
- Unlocking access to course content
Badges

Typically awarded for non-linear accomplishments.
Leaderboards

New Rank!

1. Alex 1,586,884
2. Danil 1,586,884
3. Andrea 1,586,884
4. Brooke 1,586,884

Player Profile

Alex

Record of the week 1,586,884
The best result 1,586,884

Tournament Results

Share

Play
When using points, badges, and leaderboards:

- Allow for personalized leaderboards
- Structure leaderboards by groups
- Create a simple point system
- Let learners display achievements
- Use badges for non-linear progress
Levels

Basic

Intermediate

Hard

1
Choose it carefully
Combine different types of feedback
Stories and characters

Characters should be similar to learners
Beginning, middle, and end of story
Enough details
End on a happy note
Freedom to fail

Let the learners know
Don’t make failure permanent
Multiple paths to success
Scoring

Make it transparent
Use scoring to drive behavior
Consider more than one dimension
Tie score to learning improvement
Types of gamification
Types of gamification

Content

Structural
Content gamification

Application of game elements to a learning content.

Various level of applications, from very simple to very complex
Story, challenge, mystery and characters are used as the core elements
Many a times, modelled on popular games
Most common application is in quizzing
Content gamification examples
Content gamification examples
Geography Quiz - Countries and Capitals

Spin the Wheel

Michael Jordan won six championships during the 1990s with which NBA basketball team?

- Chicago Bulls
- Boston Celtics
- Los Angeles Lakers
- New York Knicks

Click the Hit button to rotate the wheel. Answer the question for the topic, which the arrow is pointing to.
Structural gamification

Application of game elements to the environment of any activity to motivate the completion of that activity in a desired manner.

In learning, mostly it is to propel learners to complete the learning content.
Most common implementation in LMS.
Does not need modification of learning contents.
Points, badges and leaderboards are the most widely used mechanics.
Structural gamification examples

Airline frequent flyer program
Global Corporate Challenge
One real-life example

Learning - Gamification in Adobe Captivate Prime
Gamification

Gamification feature engages learners and motivates them to achieve their goals by using gaming techniques. Learners can compete with their colleagues to score points for various learning activities and achieve bronze, silver, gold, and platinum levels. Administrators can specify the allocation of points to each task.

Levels

3,500 Bronze  3,500 Silver  3,500 Gold  3,500 Platinum

Tasks

Fast Learner
- On completing a specific number of courses per Month
  +500 10 Courses  +1000 20 Courses  +2000 30 Courses  +3000 40 Courses  +4000 50 Courses  +5000 60 Courses  +6000 70 Courses

Self Driven Learner
- On signing up for the other course besides the prescribed courses per Month
  +500 10 Courses  +1000 20 Courses  +2000 30 Courses  +3000 40 Courses  +4000 50 Courses  +5000 60 Courses

Upskill
- On completing a specific number of competencies
  +500 10 Courses  +1000 20 Courses  +2000 30 Courses  +3000 40 Courses  +4000 50 Courses

Reference
- For referring back a bookmarked course after 10 days of course completion.
  +500 10 Courses  +1000 20 Courses  +2000 30 Courses
Resources
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