Gamification in Learning

The Good, The Bad & The Ugly
Gamification in Learning: The Good, The Bad & The Ugly

**Online Resources Site (Go Green!):**

Provides access to session materials, examples & other electronic resources. Also provides copies of slide presentations, contact information & more. You can access these materials via your laptop, tablet or smartphone.
Session Presenters

Robert Gadd
Cofounder & President

Dave Smelser
VP, Business Development
Brief Company Snapshot

• **Formed in 2002** by software development & media experts; 100s projects (POC/Pilot/Production)

• End-to-end mobile content & training delivery technologies under the **CellCast® Solution** brand feature phones, smartphones, tablets & more

• Complement core offerings with consulting, support, content production & custom development services

• Headquartered in **USA** with teams in New Zealand & partners in US, Canada, APAC and EMEA

• Three Dozen+ **Industry Awards** received to date

• 120+ enterprise installations, **1.2M+ licensed users worldwide** (online & mobile)

• ISO 9000 & 27001 Certifications in Process
40+ Awards & Recognition (Our Badge Wall!)

- **Innova&on in mLearning Gold Award** – Dec 2014
- **Innova&on in mLearning Gold Award** – Jan 2014
- **Innova&on in mLearning Gold Award** – Dec 2012
- **Innova&on in mLearning Gold Award** – January 2012
- **Best mLearning Tool Gold Award** – May 2011
- **Mobile Sales Train & Perf Gold Award** – Dec 2014
- **“Tests Go Mobile” September 2008**
- **“FreePad Solution” September 2003**
- **Winner: Best mLearning February 2012**
- **“Best Sales Training” DevLearn Nov 2010 with Verizon (VZW)**
- **Innovation Gamification Gold Award** – Jan 2014
- **“Best in Show” mLearnCon June 2015 with Samsung**
- **“Best in Show” mLearnCon July 2014 with AutoTrader**
- **“Qualcomm Award” mLearnCon June 2013 - Home Depot Canada**
- **TrainingIndustry.com Gamification WatchList Oct 2014**
Engaging Online Portals

Mobile Apps & Mobile Web

Social Networking & Collaboration

Game Mechanics & Game Dynamics

Enterprise Security (125+ features)

APIs & Connectors (REST, xAPI)

“Unified User Experience” = UUX
Audience Poll #1

• Which area(s) of “Gamification in Learning” are of most interest to you?
  A. Learning games
  B. Serious games
  C. Gamification
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Part 1: Market Dynamics
Part 2: Gamification Primer
Part 3: Gamification Tools, Platforms & Solutions
Part 4: Use Case Profiles, Outcomes & Demos
Part 5: Wrap Up + Q&A
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Part 1:
Market Dynamics
Gamification vs. GBL vs. Serious Games

- **Knowledge Content**
  - Gamified Learning

- **Conceptual Content**
  - Game-Based Learning

- **Skill Content**
  - Simulations

Source: GameOn Learning!
Gamification vs. GBL vs. Serious Games

Gamification G-B-U

**The Good**: Easier to plan, apply to a variety of use cases. Cost effective too!

**The Bad**: Appeals to certain audiences (but not everyone); doesn’t transform content

**The Ugly**: Avoid “lipstick on a pig” syndrome
Gamification vs. GBL vs. Serious Games

Game-Based G-B-U

**The Good**: Polished approach, a variety of templates & tools are available; well liked by most audiences

**The Bad**: Tools & templates can be restrictive; still the early days of these solutions

**The Ugly**: Connectivity to other “authoritative systems of record” can be challenging
Gamification vs. GBL vs. Serious Games

**Serious Games G-B-U**

**The Good**: Impressive! Immersive, Infotainment-focused,

**The Bad**: Costly (to very costly) to produce; bigger, multi-disciplinary teams

**The Ugly**: Making changes, shelf life for some content.
Gamification vs. GBL vs. Serious Games

Knowledge Content

Conceptual Content

Gamified Learning

Game-Based Learning

Skill Content

Simulations

Source: GameOn Learning!
Games are Everywhere!

![FarmVille](image1)

![Fitbit](image2)

![Apple Watches](image3)

![Monopoly](image4)

![Clash of Clans](image5)
Historical Incentive/Loyalty Programs

Let's take a look at some popular & historical examples:
Historical Incentive/Loyalty Programs

Let’s take a look at some popular & historical examples:

CHALLENGE:
While all of these programs contained elements of Gamification (rewards, levels, badges & challenges), they generally lack engagement mechanics that can leverage technologies like real-time data analytics, mobility, cloud services & social media platforms that can accelerate and improve outcomes.
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Part 2: Gamification Primer
What is Gamification?

**Definition:** Gamification is the use of elements of game play in non-game contexts that provides rewards and incentives for learners that *can* drive individual/organizational engagement.
What is Gamification #2?

Gamification is using game-based mechanics, aesthetics, and game thinking to engage people, motivate action, promote learning, and solve problems...the two common types are structural gamification and content gamification which are not mutually exclusive.

Dr. Karl Kapp
Games vs. Gamification Hall of Fame

Gabe Zichermann

Jesse Schell

Karl Kapp
Hall of Fame: Gabe Zichermann

As a result in a series of changes in demographics, technology, and the competitive landscape, smart companies...are increasingly turning to play and games as a way of radically reinventing their organizations...They’ve realized that their strength is in marshaling the intelligence, motivation and – most critically -- engagement of their communities to drive their business objectives.”

Gabe Zichermann
*The Gamification Revolution*
Game Mechanics & Dynamics

**POINTS**
Measures a learner’s achievements in relation to others; doubles as currency for rewards

**BADGES**
Visual reward achievements

**LEVELS**
Encourages learners to progress and unlock new rewards

**LEADERBOARDS**
Rank order participates in meaningful ways

**CHALLENGES**
Encourage engagement by offering specific tasks to understand/complete/master

Drive Engagement Via…

**ACCELERATED FEEDBACK CYCLES**

**CLEAR GOALS & RULES OF PLAY**

**COMPELLING NARRATIVE/STORY**

**CHALLENGING BUT ACHIEVABLE TASKS**
Hall of Fame #2: Jesse Schell

CMU Professor Jesse Schell is a researcher, game designer & businessman as well as one of the early thinkers in the gamification space.

“Badges, yeah! That’s what I want. Let’s just slap some badges on there and we’re done!”

“Have you heard about this thing called chocolate? It’s really good! I’m going to put it on everything!”

CHORUS: YEAH!
Hall of Fame: Dr. Karl Kapp

“Games, gamification and simulations are becoming a critical part of the learning toolkit for every organization. The problem is that developing effective games, gamification experiences and simulations is tough work. It requires the right balance of instructional elements with game elements...knowing which interactive learning experience is right for which type of learning outcome. It requires careful analysis of learning needs combined with just the right level of engagement, fun and motivational elements.”

Dr. Karl Kapp
Author & Researcher
Dr. Kapp’s Elements of Game-enabled Learning

1. Define/Deliver around a Story or Theme
2. Organize the Players & Groups Competing
3. Define Levels & Achievements to Attain
4. Set Goals & Rewards to Earn
5. Select Appropriate Tools & Methods
6. Map Learning Tasks to Learning Objectives
7. Develop Communications Plan (before/during/after)
8. Administer the Game & Monitor the Outcomes
9. Measure Engagement & Impact (business results)
Where do we start a gamification project?...
Start By Comparing Gamification Types

1. **Structural Gamification** – The application of game elements to propel a learner through content with no alteration or changes to the content; wherein the content does not become game-like, the structure around the content does. The primary focus is to motivate learners to go through the content and engage them in the process of learning through rewards.

2. **Content Gamification** - The application of game elements and game thinking to alter content to make it more game-like. For example, adding story elements to a compliance course or starting a course with a challenge instead of a list of objectives are both methods of content gamification.
Where Should You Use Gamification?

1. Encourage Learners
2. Motivate Action
3. Influence Behavior
4. Drive Innovation
5. Skill Building
6. Knowledge Acquisition
Evaluate the Motivation Types

First Day with the Star Chart

Second Week with the Star Chart

Artist Copyright: Kristin Bittner
Evaluate the Motivation Types

- **Extrinsic Motivation** – Behavior undertaken to obtain a reward or to avoid punishment
- **Intrinsic Motivation** – An activity or behavior taken for its own sake, the enjoyment it provides, the learning it permits or the feeling of accomplishment it evokes
- *Balance efforts to include both - use PLBA as well as elements like learner control, a sense of challenge & visible path toward mastery*
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**Part 3:**
Gamification Tools, Platforms & Solutions
Selecting Your Gamification Tools

- Programming languages
- Game engines
- Template-based authoring tools

Customization vs. Learning Curve
Gamification Platforms/Engines/Tools
Innovative Authoring Tools with “Game” Game

Lectora

eLearning brothers

Golf Challenge
Welcome to the Golf Challenge!
Choose your game character to begin.
Innovative Authoring Tools with “Game” Game
Innovative Game-centric Authoring Tools
Innovative Gamification Examples

MindTickle!

Prizes

Medals

Goodies Won

Leaderboard

- Beijing Office: 40 50 100
- US HQ: 30 60 100
- Indian Dev Center: 40 50 100
- Australia Sales: 28 55 120
- Mexico Operations: 30 60 100

Updates

- Jim WON Gold Medal
- Anita (India) has moved up to
Innovative Structural Gamification Examples

Kimberly Martin
Director - Deloitte Leadership Academy
Deloitte
Member since 6/15/2012

A record of outstanding success in both domestic and international environments including mastery of leading cross-functional teams to deliver products on time and under budget. Managed third-party relationships on both the technical and business level. Responsibilities have included all aspects of the product lifecycle from the discovery phase of a business case through the product’s ultimate end of life.

Certified Project Management Professional (PMP®) by the Project Management Institute (PMI®). PMP® certification is the world’s most recognized professional credential for individuals associated with project management.

Kimberly's achievements

Welcome to the Leadership Academy
Watch the introductory video
Connect with your professional network through LinkedIn and Twitter Integration
Populate your profile details
Get your learning priorities

Latest Update

50% Faster Course Completion
36% Greater Weekly Retention
47% Higher Daily Return Rates
Innovative Serious Game Initiatives
Innovative Serious Game Initiatives
Innovative Gaming, Quizzing and Gamification Platforms
Innovative Gaming, Quizzing and Gamification Platforms
Innovative Gaming + eLearning Tools

Learn about blood by answering questions. Help Leuk through the bloodstream to get to the next level.

You’ll need to use the purple keypad to move Leuk. Make sure you avoid the blood cells or else you’ll have to restart.

Melslearninglab.com
LMS Platforms

- saba
- CallidusCloud
- Cornerstone
- successfactors
- totara
- OnPoint Digital

Open Source Tools

- Alphaplug
- LearnDash
- Userinfuser
- BadgeOS
- We Issue
- OpenBadges
Alternative Learning Platforms with Simple Game Mechanics
Group Exercise
Let’s explore the intersection of mobile, gamification & xAPI
Scan this QR Code using your app

Go the menu, select “Attend Session”
Part 4: Gamification for Learning Use Cases, Outcomes & Demos
What are the Results?

Success Across a Variety of Use Cases:
✓ Pure T&D
✓ Onboarding
✓ Compliance
✓ Innovation
✓ Leadership
✓ Product Launch
✓ Sales Training

The Rule of Thirds
• Great!
• Why Not?
• Nope!

Positive Outcomes
• Utilization (250% to 2000%)
• Engagement Levels (Cust Sat)
• Sustained Interest (more but different)
Org: Great Clips for Hair

Reqs: Franchise Personal Services Training

Market: Launched Dec 2011 for 500 Franchise Operators; Expanded to 1.5K salon operators & store associates in summer 2012 & into mobile delivery summer 2013; now 20K

Overview: Great Clips operates 2K+ salons through franchisees across US, Canada & international markets. Looked to upgrade five year old online learning portal to update the learning experience with modern look & feel plus advanced learning functionality.

Introduced in Q4 2012, the new Portal was an instant success with salon managers who began taking online courses and assessments at an increased rate of more than 900% over the previous traditional Learning Portal. Phase 2 expanded reach/added mobile access options including access via new in-store Apple iPads.
Online Portal Experience

iPad Experience
Measured Results & Outcomes

**The Good**: Great example of the power of structural gamification in its fourth year; online & via shared tablet; cool gamecard!

**The Bad**: Active participation generally follows a “rule of thirds” principle though engaged group equals 50%+ of all stylists

**The Ugly**: Ongoing nature of the “Master Game” concept disenfranchised some participants – that was changed!
**CO:** Latham & Watkins (Top Ten Law Firm)

**Reqs:** Gamified Certification Training for Staff

**Market:** Launched May 2013 for 350 technical resources across US, EMEA & APAC, expanded for all non-lawyer staff in Q4

**Overview:** Firm was first looking for a way to drive engagement in various IT certification programs. Was OnPoint customer to implement gamification module as a standalone system (not tied to core LMS or bolt-on mobile learning platform). Gamified system elements are a combination of formal learning assignments and informal learning interactions including third party content.

**Results:** The program has proved extremely successful since inception. In Year 2, 94% of L&W’s technical staff gained certifications and **utilization of their training programs increased 1750%**.
Measured Results & Outcomes

**The Good:** Great example of the power of structural gamification. Now in its third year, most IT staffers are better trained & more engaged in their learning.

**The Bad:** Not directly connected into their corporate LMS or TM systems; certifications are entered via batch updates

**The Ugly:** Content offerings are standard vendor packages without any zing or flare
Name (Market): Autotrader/Cox Automotive Group

Use Case: Sales Training/Product Launch

Tech Set: CellCast Solution v5 & Online

Overview: Mobile and online delivery of blended learning experiences for new sales associate onboarding and ongoing product training. Game mechanics were added to annual sales training initiatives to increase engagement & accelerate learning. Game mechanics were used in formal learning assignments as well as informal learning interactions including group discussions and the creation/submission of user generated content.

Audience: 1K + sales professionals across USA, now 10K+ across multiple divisions.

Results: Launched October 2013; 90%+ of sales associates completed training during launch period – over 80GB of UGC uploaded & shared across all regions & departments. Program saved ATC $1M in FY 2014.

Earned Recognition
- Demofest “Best in Show” - mLearnCon ’14
- 2014 Gold Award mLearning – Brandon Hall

Gold Brandon Hall Excellence Awards Technology 2014
2015 Finalist
Measured Results & Outcomes

The Good: Award winning + highest levels of engagement attained for any training program; mixed formal & informal to train & reinforce new sales concepts, GR8 badges

The Bad: User-Generated Content features proved too popular – stressed the network & forced app/platform updates

The Ugly: IT management’s unanticipated BYOD policy adoption caused ripples but were accommodated
**Name (Market):** BlackBerry, Ltd

**Use Case:** Channel & Partner Education

**Tech Set:** CellCast Solution v5

**Audience:** Sales teams at major carriers & “big box” retailers across BlackBerry’s channel (110K+).

**Overview:** Expand the learning delivery channel beyond online training courses and ILT by making product training about new BlackBerry 10 devices available via mLearning **on any device**. Content will be available via a combination of mobile web browser & native apps across the array of popular mobile handsets & tablets (*not just BlackBerry*). Weekly content was scheduled & pushed to learners to prepare them to sell BB10 devices throughout 2013. Functionality includes messaging, collaboration & integrated game mechanics.

**Results:** Launched January 2013, expanded globally covering 110K workers in 25 countries in 14 languages.
UX uses Responsive Web Design for newer devices & a customized UI for legacy BlackBerry 5-7 handsets.
Learning Samples - BlackBerry

- Customizable Menu & User Experience
- Dynamic List of Assignments
- Animated Presentations, PDFs & ePUBs
- High-Definition Videos
Assessments, Quizzes & Surveys
Variety of Messaging Options & Social Feeds
Internal/External Market Updates
RSS & Atom New Feeds
Applied Game Mechanics

Measured Results & Outcomes

**The Good:** Participation levels & overall engagement proved quite high due to bursty nature of the learning program

**The Bad:** Leaderboard-oriented competitions & incentive rewards programs are not always a good market/cultural fit

**The Ugly:** Challenging to connect to various 3rd party Incentive Reward platforms for nominal gain
Part 6:
Wrap Up + Q&A Session
Audience Poll #2 – Revisit

• After having walked through some examples of Gamification in Learning, which of these three categories are most immediately applicable to your organization?
  – Game-based Learning
  – Serious Games
  – Gamification
Summary of Lessons Learned…
Through 4 Years & 40+ Projects

1. Strong Curb Appeal
2. Simple Elegance
3. Have Defined Missions
4. Target Your Audience
5. Mix Formal with Informal
6. Favor “Peninsulas over Islands”
7. Value Experience over Hype
8. Launch, Measure & Iterate
9. Question Misguided Logic
10. Toe up to the starting line!
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We’re Finished!
Thanks for Inviting Us to ATD South Florida!