



 ADULT
LEARNING
SYMPOSIUM

The Game Plan: Using Gamification Strategies to Engage Learners as Active Players.

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TODAY'S MENU



Tutorial Stage

Adult Learners: Who are they?

Entry Stage

What is Gamification?

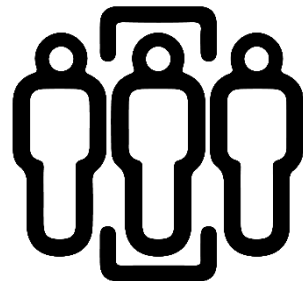
Popular Games and Their Appeal

Boss Stage

Strategy and Mechanics 1: Tribalism and Microcommunities

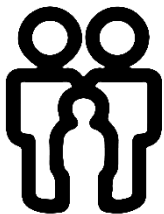
Strategy and Mechanics 2: Player Agency and Freedom of Choice

Strategy and Mechanics 3: Levelling Up



Tutorial Stage

Adult Learners: Who are they?



- At least 25 years old and above
- Typically holding full-time or part-time employment
- Open towards personal, skill or social development
- Large influence from external responsibilities (family, work, bills)
- Typically draws from a larger pool of work and life experience
- Pragmatic, value-based learning



Extern

al Responsibilities (Family, Work, Bills)

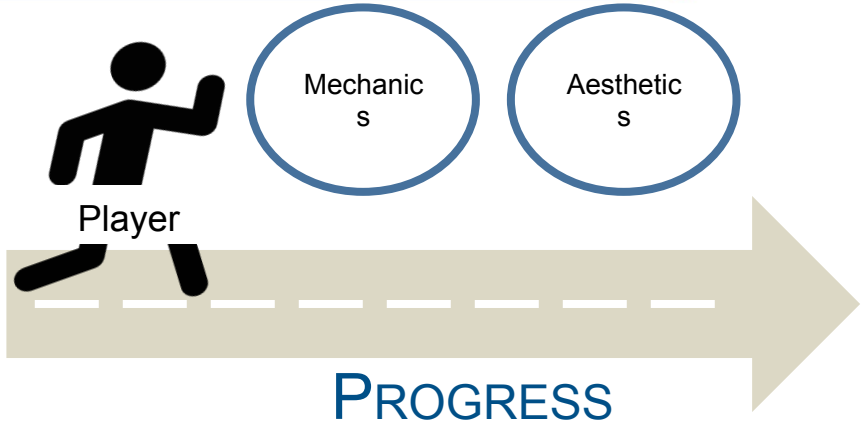
- Physical Aging
- Accessibility (Course availability, Physical Presence)

Internal

- Fear of Change (E.g New Tech, Methodologies)
- Preference of Passive to Active Learning Styles
- Social fears and anxieties



ENTER GAMIFICATION...

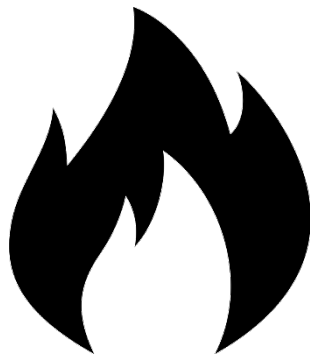


WHAT IS



ATION





POPULAR GAMES TODAY AND THEIR APPEAL.



Candy Crush Saga

Total Number of Downloads: 3 Billion
Number of Monthly Users: 293 Million
Average Revenue per Month US\$ 63 Million



Monopoly

Total Number of Sales: >300 Million
Number of versions: >600 unique versions
Years Since Publishing: 83 (1930)



What is the average age of a gamer in 2017?
The average age of a gamer in 2017 is 35 years of age.

<http://www.bigfishgames.com/blog/2017-video-game-trends-and-statistics-whos-playing-what-are-the-trends/>

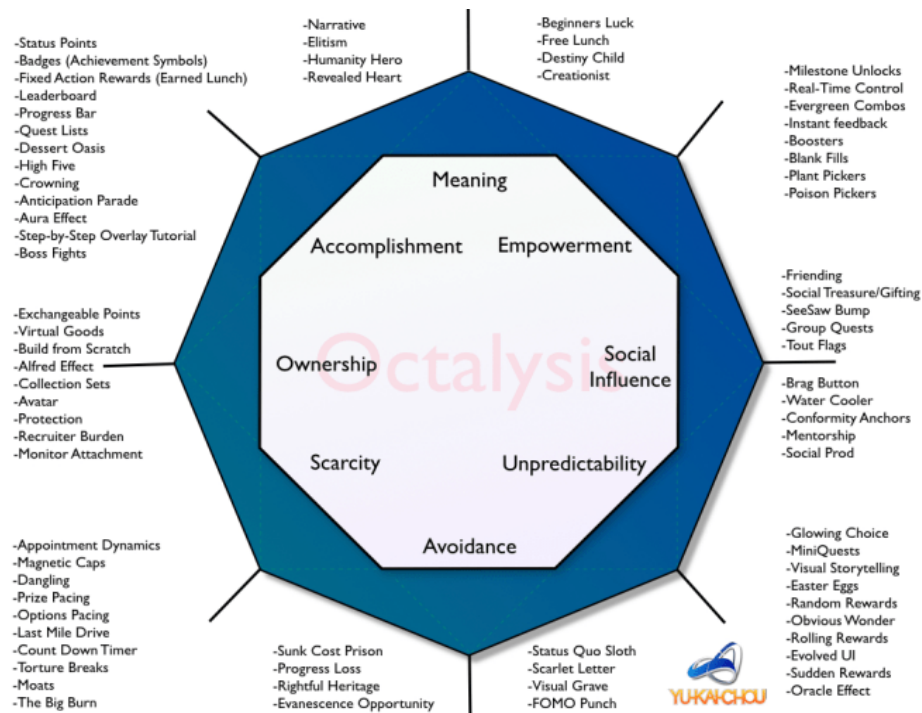


Features of Gamification

Human-Focused Design

Study of Core Human
Psychological Drives

Maximising Human Motivations
through Enhancing Engagement
Experiences



Octalysis Framework, Yu-Kai Cho
(2014)



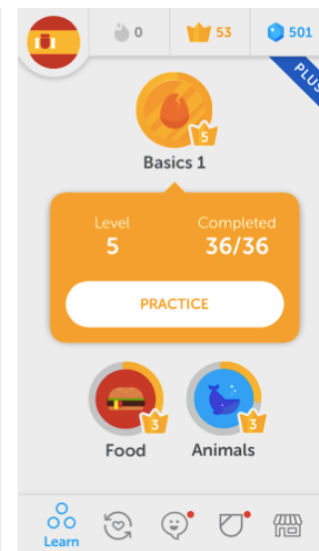
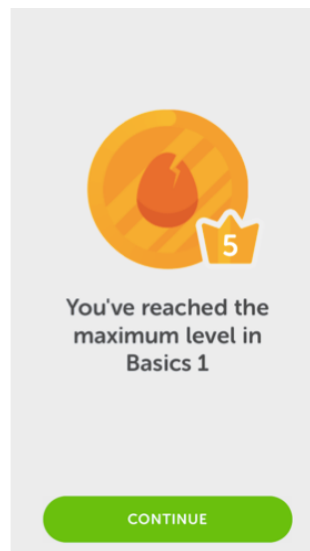
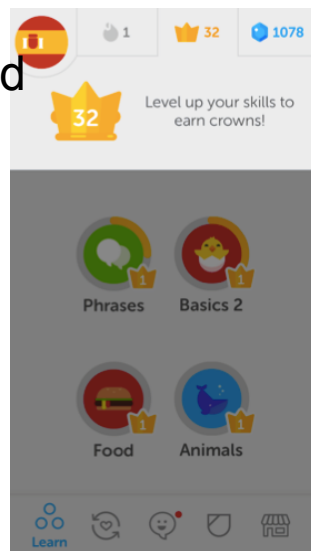
DuoLingo is a game-based language learning app that allowed users to learn languages through gaining levels and completing challenges and quests.

In Game Accomplishment

Building Communities

Ownership and Achievement

DuoLingo





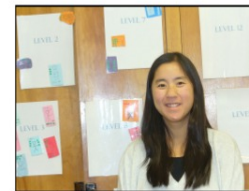
CASE study

MathLand was created as an overarching game structure to motivate students to master the Maths curriculum in Michigan, Ohio.
Kate Fanelli used:

Leaderboard and Point Systems

Personal Student Avatars

‘Boss Levels’ and Quests



Math teacher uses gamification to help at-risk students succeed

by Peter Ross

Kate Fanelli is happy now. It turns out her new approach to teaching actually has a name.

"When somebody would ask me to explain what MathLand is, it would take me 20 sentences to explain it," says Fanelli. "Now I just call it gamification."

The special-education high school math teacher from Canton, MI, just west of Detroit, has enjoyed a string of teaching victories since she launched MathLand, her gamified high-school math program, five years ago.

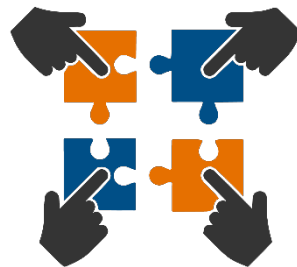
"A couple of students have commented that the class is set up like a game," says Fanelli, "Though I never tell them that. They might be tempted to rage against the machine if they thought I was trying to take their fun and make it educational. I just present MathLand as a simple grading system with levels and MathLand guys. They love that."

Fanelli's school accepts students referred from throughout her county who struggle with emotional issues. These mostly-capable students arrived at Fanelli's school after exhausting the resources of their local districts. Their emotional issues manifest themselves as extreme versions of classroom problems that most teachers would recognize:

- Work avoidance
- School avoidance
- Acting out in class
- Poor relationships with school personnel
- A reluctance to work independently

Fanelli's job is to get her students to successfully complete the three math courses that are mandatory for high school graduation in her state. Curiously, this new champion of gamification is not a gamer herself.

<https://www.scribd.com/document/97223668/Case-Study-in-Gamification>



Gamification Strategies for Adult Learners



Strategy I: Creating Learning Tribes

A TRIBE is any group of people, small or large, which are connected to one another, a leader, and an idea. A tribe unites people and utilizes the power of a team to make amazing things happen. It's about the strength of the connection and the meaning behind a purpose, not the number of people involved.

Strategy I: Micro-Communities



Overarching Beliefs

Micro-Community Alignment

Community Role

Strategy I: Micro-Communities



Participant Type **F**ARMERS

Risk Adverse

Stable and Safe

Dividends

Participant Type **H**UNTERS

Aggressive Risk-

Takers

High-Risk, High Rewards



Commandments of Learner Tribe- Building

1. Tribes must be relevant to learning objectives.
2. Tribes should have different learning outcomes from each other.
3. Tribes should be facilitated to pursue their own 'destiny' within the learning syllabus.



Strategy II: Levelling Up – Tiering Growth and

Progress
LEVEL UP
HUMAN

Strategy II: Levelling Up



Allow for participants to chart their learning growth through rise in ranks and tiers

- Scaled with Completion
- Scaled with Competence
- Scaled with Application



Levelling Up unlocks new content, objectives and skills

- Incremental Competency
- Incentive to Grow



Earnable Badges, Medals and Currency

- 'Wealth Accumulation'
- Aesthetic Growth Representation

Strategy II: Levelling Up



CLASSCRAFT Armand Brits gained 10 coins. Terra Elementals (10D)

	Dillon Bassani	Joshua Frack	Vuyo Malaba	Katherine van Wyk
HP	32 / 45	17 / 45	22 / 40	22 / 60

Earth

Katherine van Wyk

Level 3 118

HP **22** / 60

AP **60** / 60

XP **2680** / 3000

Teleport

2



Upping Your Learning Through Levelling Up

1. Provides Ownership & Possession over Learning
2. Progress and Competency Tracker
3. Personal and Self-Directed Learning Strategies



Strategy III: Skill Trees



Strategy III: Skill Trees



Skill Trees display and track the growth of Player Characters within a game setting.

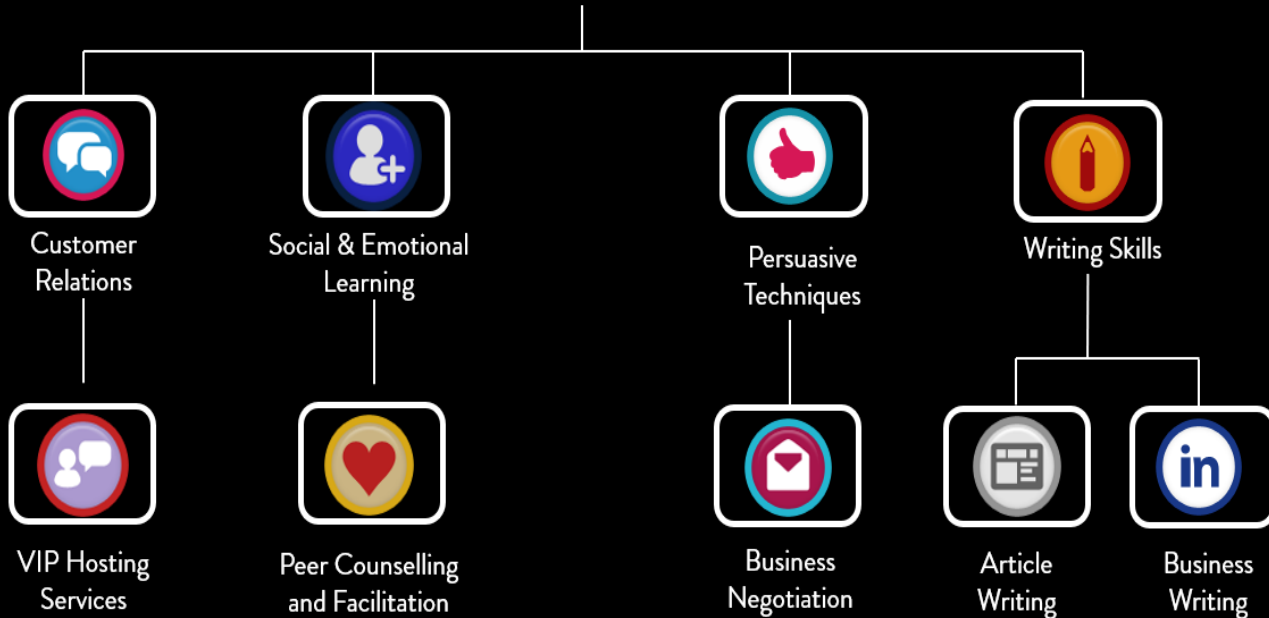
- Multiple Trees to Develop
- Growth in Skill Trees often unlocks new skills/abilities
- Players optimise their skill trees to suit their characters best





EFFECTIVE COMMUNICATIONS

Basic Communication Skills





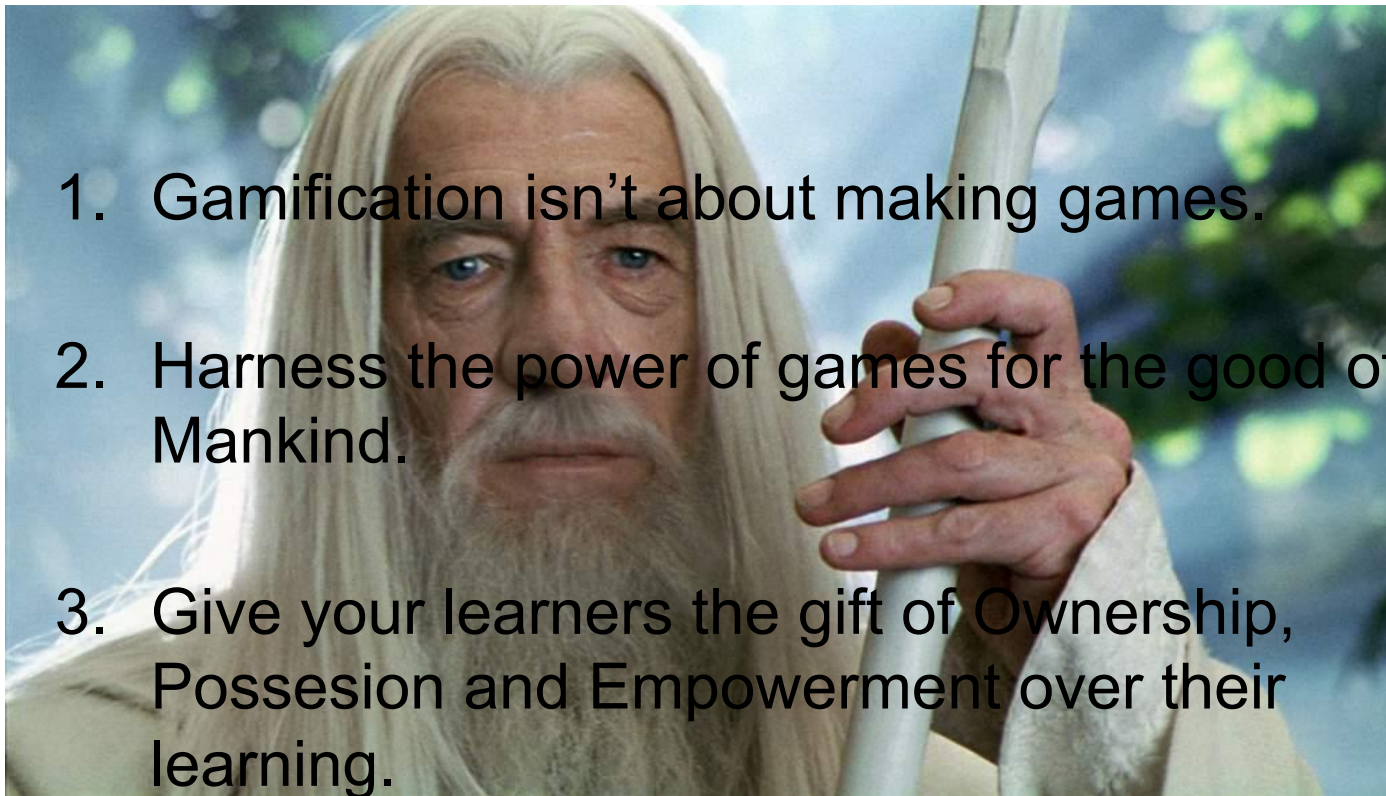
Skill Trees in Organizational Training Needs Development

1. Allows individuals to strategise their personal growth within the organization
2. Allows individuals to see their growth potential in particular skill sets
3. A great way for L&D teams to chart and monitor the progress of their staff members

What Did We Learn Today?



1. Gamification isn't about making games.
2. Harness the power of games for the good of Mankind.
3. Give your learners the gift of Ownership, Possesion and Empowerment over their learning.



GAME ON!

