

HOW TO MOTIVATE MODERN LEARNERS WITH GAMIFICATION



Elucidat

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TABLE OF CONTENTS

Introduction

Chapter 1. The Challenge

Chapter 2. Is Gamification The Right Solution?

Chapter 3. Gamification Best Practices

Chapter 4. The Role Of Learning Technology

About Elucidat



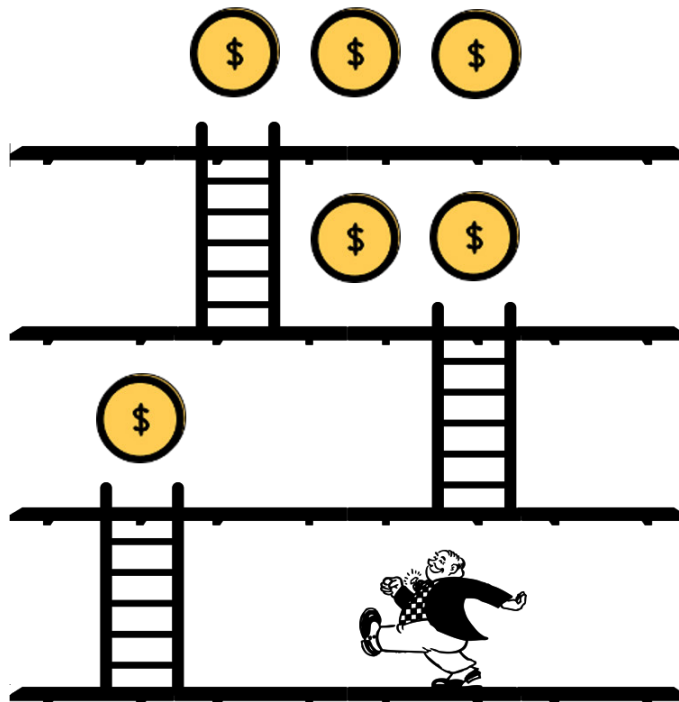
INTRODUCTION

Are you struggling to engage and motivate your learners? Gamification in elearning has been a hot topic in recent years.

We all love games. The feeling of accomplishment, of improving, of beating an opponent, and the feedback and rewards that you get are the sorts of things that keep you coming back for more.

Gamification is the application of these same gaming-mechanics to non-game activities, with the aim of getting you to participate and engage in a desired way. For example, think about how frequent flyer programs work. There's something deep within us that likes to make the progress from silver status to gold status.

L & D teams are hooking into this psychology in order to make their initiatives more engaging and effective.



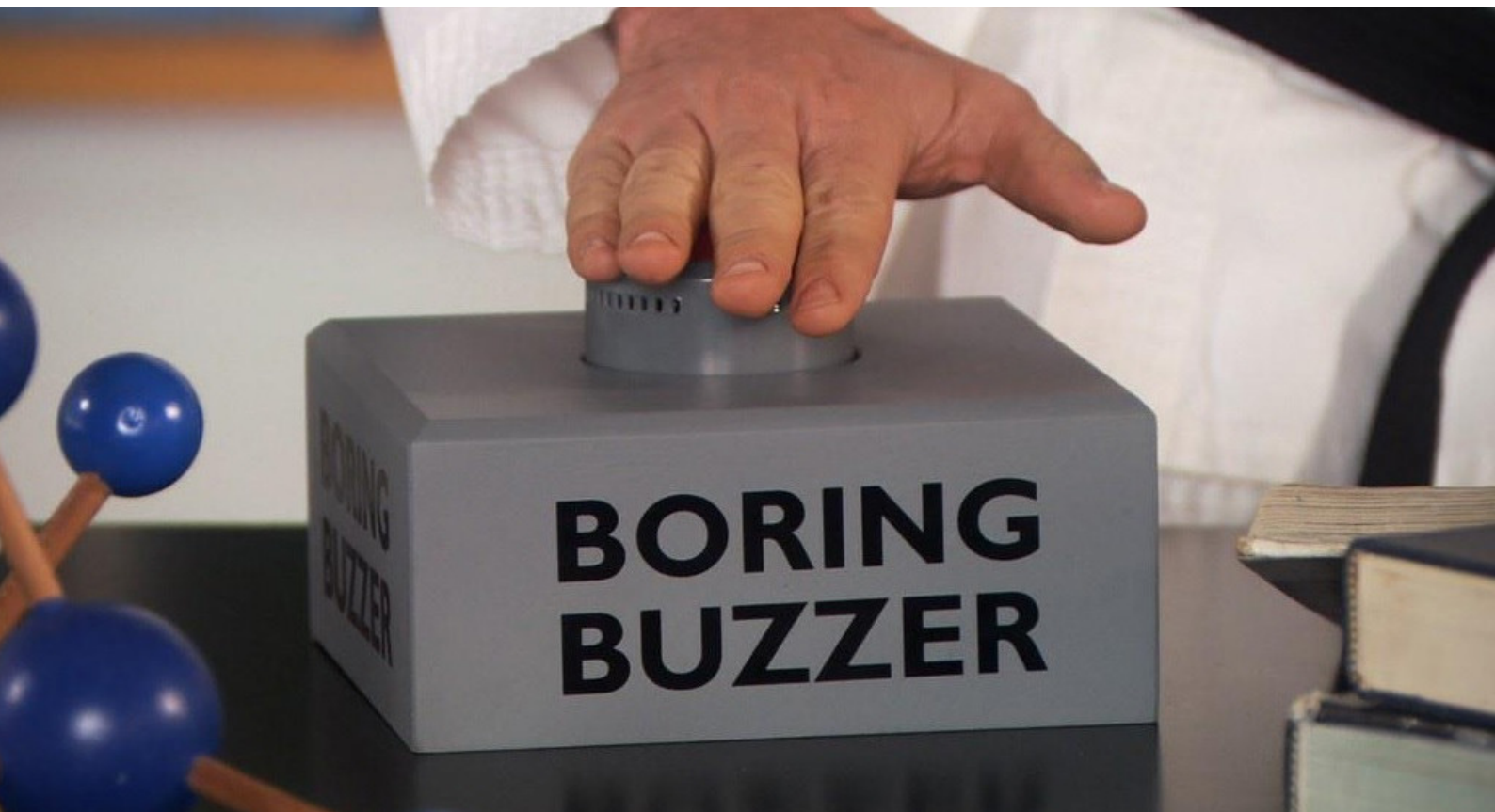
THE CHALLENGE

Learners in 2016 are distracted, impatient, and overwhelmed. They are rarely separated from their electronic devices; they habitually check texts and emails while scanning for feedback from apps, alerts, and notifications.

So how do you motivate learners in 2016?

Sixty two percent of learners indicated that they would be more motivated to learn if leaderboards and colleague competition were elements in their learning. Many elearning tools have now built gamified elements into their platforms. Learners are also motivated by competing against themselves.

In this paper we'll review some ways you can implement gamification into your learning so you can motivate learners.



IS GAMIFICATION THE RIGHT SOLUTION?

Before you race off and implement gamification in your learning, you first need to take a step back and consider if gamification is the right solution.

WILL IT IN FACT HELP YOUR MOTIVATION PROBLEM?

HERE ARE FIVE QUESTIONS YOU NEED TO ASK YOURSELF:

1. What is the goal? Why are learners doing it?

This question helps you focus on what the course needs to achieve.

- Do you need to engage the learners? Try hooking your learner in with a warm-up: How many questions can they get right in thirty seconds? How many mistakes can they spot in the statement?
- Do they need to improve their performance? Or build collaboration with other learners? Try giving them polls or scoring so they can compete on leaderboards.
- Is there knowledge or information learners need for their job? Give them a quick quiz to see how much they know, then branch to parts of the course where they're a little shaky.
- Do they need to develop new skills or simply need to know about some important changes in the business, new product or service developments, or new rules or laws they need to comply with? Give them challenges, quests, or problems to solve that they can relate to.
- Knowing where you're going with the course can help you settle on the strategies best suited to reaching your goal.

2. What is the desired outcome?

At the end of your course, do learners need to know more about a topic? If so, you might want to build a quiz at the end so they can measure their progress and see their achievements.

Or they may need to understand where they can go to get support, in which case give them a challenge to find answers by linking to other resources or websites.

Perhaps they need to become competent at specific tasks. For example, in the immersive interactive video Lifesaver, learners need to show they can perform CPR. The course makes use of the following gamifying elements:

- Beat the clock feature – decision objects are timed to simulate the real event, where time is of the essence and making swift decisions can help save a life.
- Levels are unlocked as you advance through the scenario by gaining points for correct decisions.

3. Who will the learner be as a game player?

Are learners better off doing your course alone or collaboratively with other learners? Is it designed for personal improvement or as an engagement activity? Can you pitch learners against each other in order to motivate them?

← Spot the fake smile

Select the fake smile from the two images below.

Time spent: 7



REAL OR FAKE?



CAN YOU TELL?

If your learners are lone wolves, try adding a 'beat the clock' feature to get them totally engrossed in the activities. For example, is this spot the fake smile challenge, learners have to keep an eye on the time while they undertake the interactive tasks.

Other gamification techniques for lone wolf learners could be opportunities to improve their score (provide an interactive quiz with scoring that they can take as many times as they like), and ways to challenge themselves (lock the next level until they get the correct response).

Or are you learners team players? Does it make sense to pitch them against others? Let your learners record their score for a quiz or collect and display badges. Use dynamic scoring to set up leaderboards so learners can compete against each other alone or in teams.

4. What does the interaction framework look like?

Do your learners need to access lots of information in your course? Can you deploy case studies that convey information in a familiar context? What tasks



and actions do learners need to be able to do? Depending on your answers to these sorts of questions, you can begin looking for the kinds of interactions that will deliver a good learning experience.

Instead of giving learners information, give them scenarios in which they are immersed in real-life situations and have to make decisions in order to move to the next stage of the story.

Medieval Swansea is an example of scenario-driven elearning with branching. Learner's journey through a series of stages to unlock a medieval mystery. Interactive challenges allow them to gather points and bonuses in order to tackle the quest.

5. What variables will learners choose from?

Consider the options that learners will need to weigh up.

- Do they need to decide between objects to take on a mission? (Select job aids to help complete a task).
- Do they need to answer a question correctly in order to unlock the next task? (A yes/no question or a multiple choice question, set a rule to allow the learner to move to the next question or along a pathway).
- These sorts of questions will help you anticipate what you need to include in your storyboard or how your project view may look.

Each question can lead a learner down a different pathway. You need to factor in these sequences when you design the course. Storyboarding the course with each different learning path is a good way to visualize your course before you begin to build.

GAMIFICATION BEST PRACTICES

If you're simply taking a game and apply it to online training, you're doing gamification wrong!

For example, think of gamified training that's based around a word search or a board game. These forms of gamification can be expensive to create and often offer little value to the learner.

Instead, you need to find ways to use gaming elements to create better experiences that are not possible with traditional learning mediums.

HERE ARE FIVE BEST PRACTICES TO HELP YOU GET STARTED.

1. Use leaderboards to benchmark learners against other learners

Learning is motivational when it's social and fun. You must appeal to your learners' competitive instincts and create opportunities to challenge them against someone else rather than a computer.

Leaderboards celebrate people's strengths and show them where they can improve. A great example of the use of leaderboards in online training is the Heineken Capability Academy. In this gamified online training, learners earn points as they progress through the activities, which pushes them up the leaderboard. Prizes are awarded to top scoring learners and teams.

2. Personalize learning experiences

Personalizing the learning experience involves creating unique pathways for each learner so that the training best caters to his or her individual needs. For the learning designer, this means abandoning the linear approach that presents learners with one route along the learning path and thinking of ways to tai-

lor the course to each person, based on the decisions they make when posed with challenges. So, instead of giving the learner a body of knowledge to digest and then setting them a quiz, try turning that on its head by setting them a series of challenges and presenting the knowledge as responses to the choice they make.

You can take this one step further by using branching. Depending on their responses to challenges, learners branch down different pathways through the course. Scenarios pose the challenges to learners, and the decisions the learners make have consequences. There are elearning authoring tools available, such as Elucidat, that can help you to create branching scenarios quickly and easily.

Visually show the impact of learners' decisions in the interface by changing the screen color or the background images in response to these decisions.

3. Use multiple variables to challenge learners

To take adaptive learning one step further, you can use multiple variables in each question or challenge so that learners have to weigh up options and make tradeoffs. Working with multiple variables makes players consider cause-and-effect relationships, weigh multiple options, and prioritize their efforts.

For example, in the BBC Finance Game, users are thrown a challenge at each level and scored according to the decision they make, based on four scoring criteria: budget, staff satisfaction, and the quantity and quality of output. Dynamic scoring allows for points to be lost and won across a range of skills.

In this Fraud Prevention example by Elucidat, learners are challenged to see if they can detect a fraudulent scenario.

Learners win badges if they correctly identify fraudulent scenarios. Multiple variables are at play here – friends are involved and learners must consider how their actions might affect them. While there is some technical knowhow needed to build this kind of program, modern elearning tools – such as Elucidat –

Choose your scenario

Welcome! In this fraud protection course you have the freedom to choose your own path, we want you to see how fraud affects different people.

Which scenario would you like to look at?

Make your choice to continue.



have these features built in. The real skill in building this type of gamification is knowing how to create scenarios and weigh the scoring.

4. Use meaningful values to keep score

Don't just use points; instead, chose something meaningful.

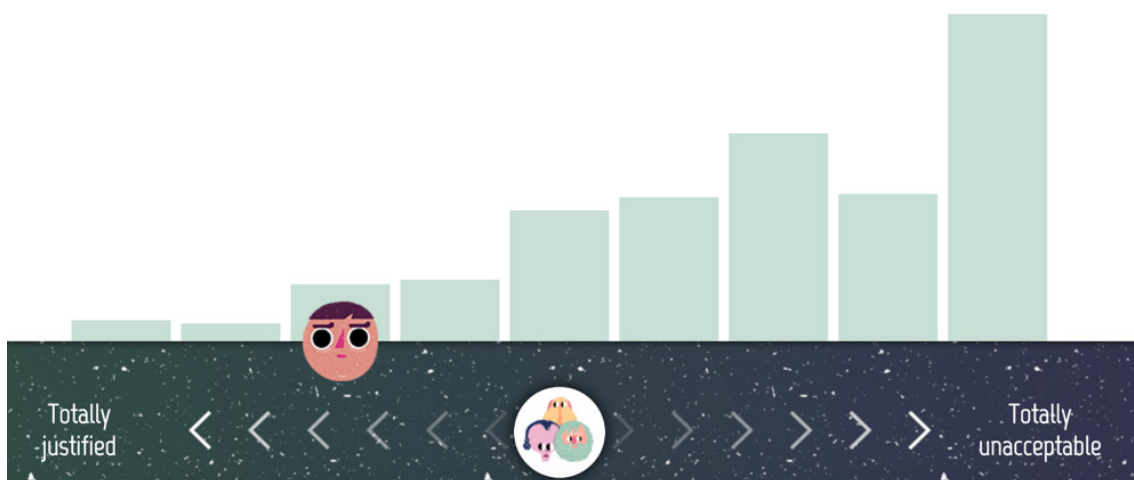
For example, if you're conducting training for your customer service team, use satisfaction level as the value to keep score. This makes it easier for learners to relate to the scenarios because the score or points system is related to their job.

Let's look at an example by Open University called To Lie Or Not To Lie. In this game, results are delivered in an interactive graph that represents how other

learners have answered the questions. This is more powerful than simply putting up a results screen with a yes or no answer.

You chose 3.
5.1% of people agreed with you.

Maybe you believe lying doesn't matter at all—it all depends on the effects of the lie?



5. Unlock new levels when sections are complete

Like in a game, consider locking levels or chapters in the online training so that levels only open up when the learner has successfully completed a number of set tasks.

Medieval Swansea (built using [Elucidat](#)) is a rich-media instructional game that has learners take on the role of detective to solve a historical mystery.

Learners are taken through a series of stories with lots of stages to unlock in solving the mystery. They have to overcome interactive challenges in their quest to gather points and bonuses. Each time a witness is interviewed, learners receive an achievement which unlocks the next stage.

THE ROLE OF LEARNING TECHNOLOGY

Learning technologies can enable gamified learning experiences that increase motivation. But don't rush out and buy learning technologies based on gamification features. Remember to always determine the gamification elements you want to implement before evaluating the technology.

Most organizations will use a combination of an authoring tool and learning management system. The authoring tool can help you create branching scenarios for your challenges, personalized experiences and blocked content. The LMS can help you reward learners with badges and keep track of scores using leaderboards.

Recommendation authoring tool:

- [Elucidat](#)

Recommended LMS tools:

- [Docebo](#)
- [LearnUpon](#)
- [Cornerstone](#)

ABOUT ELUCIDAT

Large organizations and online training providers rely on Elucidat to help them simplify and accelerate their elearning authoring. Build high quality, multi-device learning quickly for the modern workplace using [Elucidat's authoring platform](#).





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