Get in the Game to Create Materials for Learners
WEBINAR OVERVIEW

- Pre-learning activity
- Gamification: what is it? What makes it useful?
- Gamer Psychology & why gaming traits rock!
- Why gamification fails sometimes too
- Examples of successful gamification in adult literacy
- Tips, tricks and key ingredients for good gamification
- Resources for further learning
- Q & A
The Popularity of Gaming

- 58% of Canadians are video gamers
- A booming industry
- Interest in table-top games is on the rise
- Domino effect: additional game-based businesses and events
What is Gamification?

• The act of applying game-design elements and motivations to a non-game setting to increase engagement, change behaviour, or achieve a specific, desired result

• “Learning is not made into a game; the features of games which entice players to engage are used to draw in learners”
Spot the Gamification!

• Marketing (Dropbox)

• Physical Education (Fitbit)

• Reading (Choose Your Own Adventure!)
Motivation: Gamification

• With buy-in, gamification can be translated to even more platforms
  o Health and wellness
  o Addiction and recovery

• Understanding the motivations associated with gaming is the key
Core Drives of Gaming

1. Epic meaning & Calling
2. Development & Accomplishment
3. Empowerment & Creativity
4. Ownership & Possession
5. Social Influence & Relatedness
6. Scarcity & Impatience
7. Unpredictability & Curiosity
8. Loss & Avoidance
Gamer Psychology

Explorers, Achievers, Socializers and Killers
3 Ingredients for Successful Gamification

Instructions: Take one standard learning activity. Change the title so it includes the words “EPIC JOURNEY!”, sprinkle liberally with badges and point values, and put a leader board at the front of the room. Repeat for all learning activities and use with all learners. Gamification complete!

Or... be sure that learners feel a sense of:

- Meaning
- Mastery
- Autonomy
Helpful Gaming Traits

- Problem solving
- Collaboration skills
- Intense focus
- Continual skill development
- The ability to fail, learn from that failure, and try again
It’s a **RUMBLE** in the classroom jungle!

“If you liked it then you should have put a badge on it”

Let’s play! Okay, I know we’re really getting an insurance quote, but isn’t it more fun this way?
Examples of Gamification in Adult Literacy: Brant Skills Centre’s Literacy Apps

- Homophone App (1) focused on mastering “tricky” words and leveling up to a gold checkmark

- Punctuation App (2) focused on “beating the clock” by dragging and dropping appropriate punctuation into sentences

Epic meaning & Calling (1&2)
Development & Accomplishment (1)
Empowerment & Creativity (2)
Social Influence & Relatedness (1)
Scarcity & Impatience (2)
Examples of Gamification in Adult Literacy: Gateway to Learning’s ArduCopter Course

• Sandwiching literacy concepts in a think-outside-the-box course with particular appeal to disengaged young male learners
• Piece by piece: both the course work and the ArduCopter build

- Meaning
- Mastery
- Autonomy

Epic meaning & Calling
Development & Accomplishment
Empowerment & Creativity
Ownership & Possession
Social Influence & Relatedness
Unpredictability & Curiosity
Examples of Gamification in Adult Literacy: LLSC’s Maker Modules

• 12 hands-on technology modules based on experimentation
• Learner involvement in module selection
• Pre- and post-visit activities
• Play based and fun!

- Epic meaning & Calling
- Empowerment & Creativity
- Social Influence & Relatedness
- Unpredictability & Curiosity
- Scarcity & Impatience

✓ Meaning
✓ Mastery
✓ Autonomy
Examples of Gamification in Adult Literacy: Ufl/learndirect’s “Runner”

- Mission-based and action-packed
- Embedded challenges involving listening, reading and grammar
- Aligned to the England & Wales Adult Literacy Core Curriculum

- Meaning
- Mastery
- Autonomy

Epic meaning & Calling
Development & Accomplishment
Ownership & Possession
Unpredictability & Curiosity
Examples of Gamification in Adult Literacy: LLSC’s Project

- Bringing literacy to the basketball court
- The cool factor: the 94Fifty Smart Sensor Basketball, App, and Smart Net
- Using a driving force already in play for the intended audience

Epic meaning & Calling
Development & Accomplishment
Empowerment & Creativity
Ownership & Possession
Social Influence & Relatedness
Scarcity & Impatience
Unpredictability & Curiosity
Loss & Avoidance

✓ Meaning
✓ Mastery
✓ Autonomy
So, You’re Ready to Gamify!

Bring on the motivation and engagement!

- Find out what makes your learners tick
- Connect the activity to the learner’s goals
- Let them track their progress and achievements
- Provide a safe space for play
"Gamification and Adult Literacy: Investigating the history, impact and execution of gamification principals in adult education"

"Using Gamification Techniques to Increase Learner Comfort with Typing",

"Gamification Tips for Educators"

http://www.llsc.on.ca/about-us/resources
The Gamification Research Network’s Bibliography, containing dozens of academic papers, case studies, blogs and websites discussing the use of gamification in education:
http://gamification-research.org/bibliography/

Badgeville’s Gamification Wiki, providing an introductory resource for educators interested in using gamification techniques:
https://badgeville.com/wiki/education
You can contact Summer after the webinar at:
literacylink@gmail.com | 519-681-7307
Or visit Literacy Link South Central online at:
www.llsc.on.ca