



# Get in the Game to Create Materials for Learners

# WEBINAR OVERVIEW

*What is it?*

- 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

*How do I do it?*

*Do I even WANT to do it?*

# 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

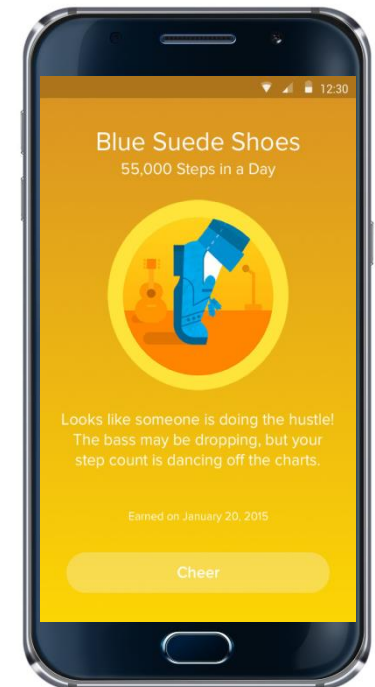
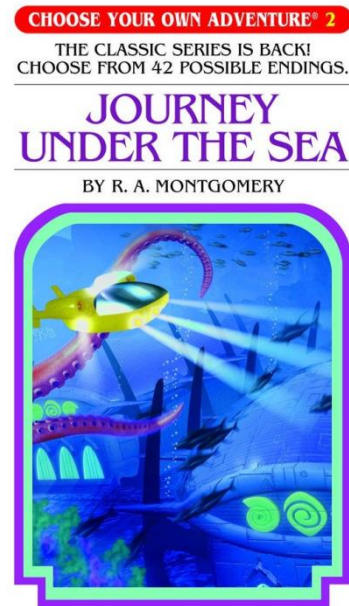
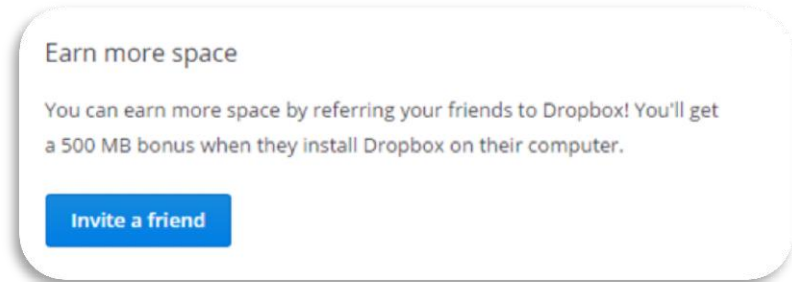
# What is Gamification?

- 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”



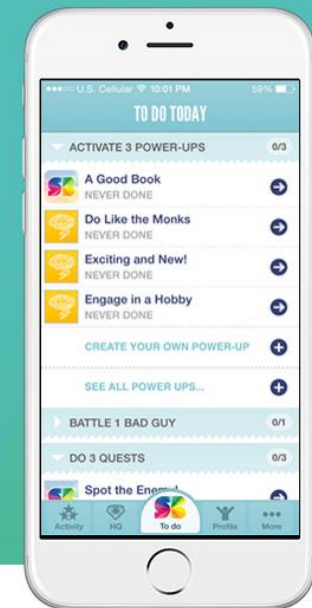
# Spot the Gamification!

- Marketing (Dropbox)
- Physical Education (Fitbit)
- Reading (Choose Your Own Adventure!)



# Motivation: Gamification

- With buy-in, gamification can be translated to even more platforms
  - Health and wellness
  - 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:

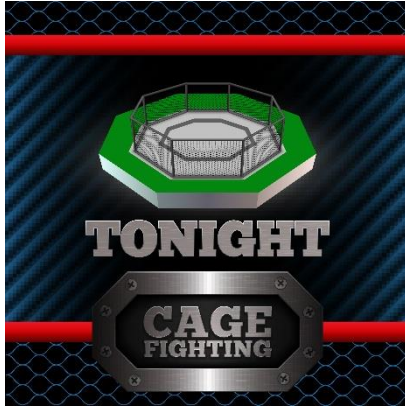
- Meaning
- Mastery
- Autonomy

# Helpful Gaming Traits

- Problem solving
- Collaboration skills
- Intense focus
- Continual skill development
- The ability to fail, learn from that failure, and try again



# When Gamification Goes Wrong



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



- ✓ Meaning
- ✓ Mastery
- ✓ Autonomy

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!



- ✓ Meaning
- ✓ Mastery
- ✓ Autonomy

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

# Examples of Gamification in Adult Literacy: Ufl/learnirect'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

INNOVATIVE PLACE-BASED LITERACY OUTREACH

- 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



- ✓ Meaning
- ✓ Mastery
- ✓ Autonomy

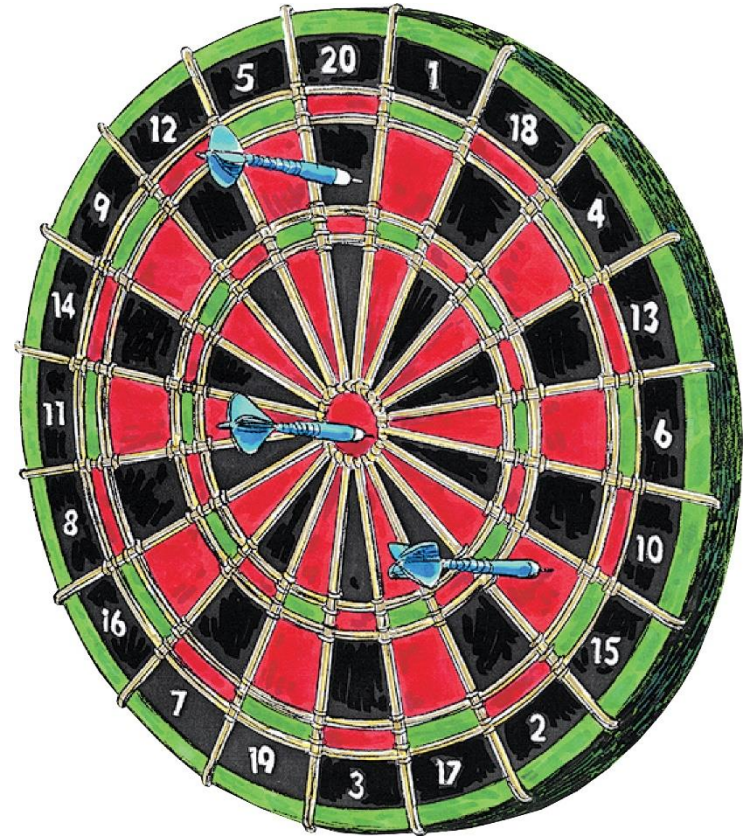
Epic meaning & Calling  
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Loss & Avoidance



# 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




# Literacy Link South Central Resources

- “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 background of the slide is a light cream color with several dice scattered across it. The dice are white with black pips, and they are shown from various angles, some appearing to be in motion or just having been rolled. The dice are positioned around the central text boxes, creating a playful and thematic atmosphere.

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>

# FEEDBACK

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Or visit Literacy Link South Central online at:

[www.llsc.on.ca](http://www.llsc.on.ca)



