

Gamification in eLearning:

What is it and how can you use it?

A Scout Talent Group webinar

...in collaboration with





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Housekeeping

- Your microphones are on mute so we can't hear you, however we'd love your participation
- We'll launch some Audience Polls throughout the session
- If you have any questions or comments, please type them into the Zoom chat function on your screen
- The webinar recording and slides will be emailed afterwards

Today's agenda

- Gamification principles – what is it? What does it look like?
- How to use gamification effectively in a learning context?
- The psychology behind why certain gamification elements work (and don't work!)
- How learning platforms, including Padmore City, use gamification to successfully engage learners.

POLL

Would you describe yourself as a gamer?



**Is gamification
just a buzzword
or fad?**

What is gamification?

“The application of typical elements of gaming (e.g. point scoring, rules of play, competition with others) to other areas of activity..”

The promise of gamification is to make the hard stuff in life fun e.g. education

Where does gamification fit within a learning design framework?

LEARNING DESIGN FRAMEWORK

Philosophy	People develop skills through doing (constructivist approach to education) as opposed to instructivist approach i.e. traditional one-way face-to-face lecture or webinar
High-level learning design ¹	Scenario-based learning (or learning through 'immersive storytelling')
Learning Design Strategy ²	Deliver contextualized educational content through real-life characters (learning agents) and scenarios within a virtual city themed learning experience platform.
Learning Design Tactics ³	Engage – Learners build avatar to represent and navigate through Padmore City's virtual experience Deliver – Residents of the city (learning agents) delivery content through real-life scenarios. Scenarios are limited to 20-30 min per task to ensure bite-sized, digestible learning Coach – A mentor will guide the Learner through Projects via a chat bot, providing 'in-the-moment' feedback and scores Assess and Recognize - Varied assessment through-out the platform that is fed into a leaderboard (Optional)

**GAMIFICATION
SITS HERE**

1 – Broad approach, a step down from over-arching philosophy towards education

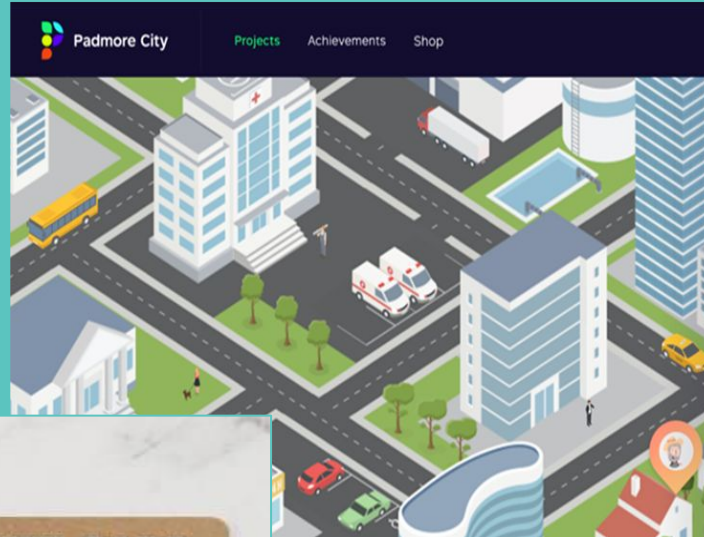
2 – Plan of action designed to achieve skill development

3 – Detailed moves through which you enact your Learning Design strategy

SCOUT TALENT

SEE PEOPLE FIRST

Gamification examples



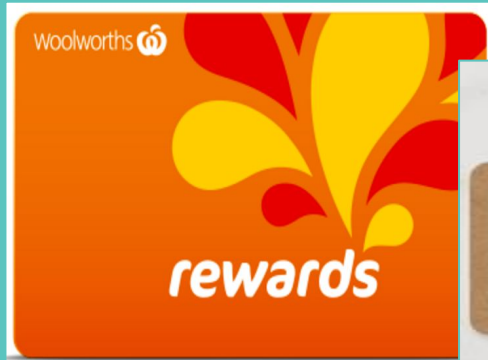
Awards & Badges



Perfect Score



Perfect Score



RANK	LEARNER	HOURS COMPLETED	TOTAL SCORE
1	 Jimmy McPhedran	24.33	1826.165
2	 Angie Robson	8.75	454.32

What *not* to do



POLL

Do you participate in any of the following?

Frequent flyer programs

Woolies rewards

BP rewards

None

Psychology: Tailoring learning to individuals



Psychology: Tailoring gamification elements to individual learners

- Leaderboards - may not work for everyone
- Badges - sustained interest?
- Virtual pets? - Early days



The challenge

- COVID-19
- New legislation, JobKeeper
- Overwhelmed help desk receiving 40K+ calls per day

The solution

- Contextualised eLearning

The results

- Quick training and competency building
- Excellent consumer service

Gain better picture of learners

- Probation assessment tool
- Performance evaluation tool
- Candidate assessment/HR tool
- Benchmarking your organisation's knowledge Australia-wide & assessing knowledge gaps.

Gamification and Learning Statistics

83% of employees claim they feel more motivated when their training is gamified

69% of employees intend to stay with a company for 3+ years if they use gamified activities!?!

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Learning Design Strategy² Deliver contextualized educational content through real-life characters (learning agents) and scenarios within a virtual city themed learning experience platform.

Learning Design Tactics ³

Engage – Learners **build avatar** to represent and navigate through Padmore City’s virtual experience
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Coach – A mentor will guide the Learner through Projects via a chat bot, providing **‘in-the-moment’ feedback and scores**
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Questions

Recap

- Gamification in learning is not the be-all and end-all - it is a **learning design tactic**
- As part of well thought-out and executed learning design framework, gamification can be the **icing on the cake**
- Different individuals are motivated by different things - incorporate **various gamification elements** to keep all your learners engaged
- eLearning and gamification data can help you **gain a better picture of your learners/cohort.**



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