Gamification

Elevate Teachers Conference
Summer 2019

Elise Brown
Professional Development Coordinator
elise.brown@mdek12.org
VISION
To create a world-class educational system that gives students the knowledge and skills to be successful in college and the workforce and to flourish as parents and citizens

MISSION
To provide leadership through the development of policy and accountability systems so that all students are prepared to compete in the global community
1. All Students Proficient and Showing Growth in All Assessed Areas

2. Every Student Graduates from High School and is Ready for College and Career

3. Every Child Has Access to a High-Quality Early Childhood Program

4. Every School Has Effective Teachers and Leaders

5. Every Community Effectively Uses a World-Class Data System to Improve Student Outcomes

6. Every School and District is Rated “C” or Higher
Session Goals and Training Signals

During this session, participants will develop a definition of gamification and explore the key elements and mechanics involved in gamification.
Self-Reflection

What are your favorite games to play (phone, tablet, laptop, gaming system, etc.) and why?
Definition
“I like to jump right into games. I only watch tutorials when I can’t figure something out.”

Kimora (14 years old)
“When I die or lose, I feel frustrated, but I keep playing because I want to succeed.”

-Haven (13 years old)
Hook ‘em with Gaming

I’LL JUST PLAY FOR AN HOUR OR SO

AAAND IT’S DAWN
Understanding Chemicals in the Brain

- Serotonin
- Cortisol
- Norepinephrine
- Dopamine
The use of game mechanics improves the abilities to learn new skills by 40%. Game approaches lead to higher level of commitment and motivation of users to activities and processes in which they are involved.
80% of learners would be more productive.

183 Mil active gamers in the U.S.

61% of CEOs, CFOs, and senior executives take daily game breaks at work.

350 companies have launched gamification projects since 2010.

$5.5Bn the gamification market in 2018.
Gamification Mechanics

Common Mechanics

- Challenges
- Point System
- Badges
- Levels
- Leaderboards
Challenges

- Flex: Connected
- 8,608 steps
- 7.16 km
- 1,348 calories burned
- 50 active minutes

Today
- No exercise yesterday
- 1 st 6 lbs to go
- 15 hr 12 min
- 1,287 calories eaten
- 234 calories over
- 1,500 ml

Last Week: 83,150 steps
- Mo: 8,608 steps
- 1/18: 7,899 steps
- 1/17: 4,447 steps
- 1/16: 13,122 steps
Point System

Earn more points today

1. Watching a video: 10 Points
2. Leaving a review: 10 Points
3. Read our Articles: 10 Points

There are many other ways to earn points.

Learn more
Badge System
Levels

Issac Hamasaki
Local Guide • Level 2

22 points

View details

CONTRIBUTE REVIEWS PHOTOS EDITS
Leaderboards

When you’re in the top 5 on Kahoot

End quiz
Using Gamification to Drive Motivation

Interaction  Acknowledgment  Redemption

Hedman, 2018
Skin Conductance Test

Hedman, 2018
Game Design in Mind During Planning

Discovery

Students Buy-in

Onboarding

Train Students

Scaffolding

Students Use Skills to Reach Goals

Endgame

Students Understand the Purpose

1-player
Understanding Chemicals in the Brain

- Serotonin
- Cortisol
- Norepinephrine
- Dopamine
Gamification in Education

- Engages
- Generates Trust
- Improves Performance
- Practice
Gamification in Education

It engages: It **improves retention** of learned content **by 90%**, thanks to the adventure aspect, which turns learning into an entertaining and appealing activity for the student.
It generates trust: Because it is a videogame, the user can relax and their self-confidence improves by 20% compared to other learning methods.
It improves performance: Game dynamics motivate the student, increasing their performance and improving skill development by 20%.
Gamification in Education

It is based on practice: The student learns thanks to experiential learning.
Discussion

When you're at a professional development and the presenter calls on you to participate.
Summing It All Up

GAMIFICATION

Reward Learning Goal

Organizational Productivity

Skill User Engagement

Achievement Challenge


Elise Brown
Professional Development Coordinator
elise.brown@mdek12.org
662-404-6872