

# Engaging Students: Using Gamification to Engage the Online Learning Experience?

Dr. Risa Blair, Kaplan University

Dr. Tina M. Serafini, Kaplan University

# Agenda:



- Intro to Gamification
- Technology vs. Instructor
- Examples of Gamification
- Future Implication



# Who Uses the Technology?



How many of you are using games for learning now?



# What is Gamification?



## Why is gamification important in education?

- What do today's learners want?
- Define gamification?





# Technology verses Instructor Impact?



Instructors are part of the solution!

- Feedback
- Structure
- Attention
- Tools (Dirksen, 2010)



# Example Using Gamification...



## Ten Examples of Gamification for Learning



# Example Using Gamification...



- Learn to read, write, and speak a foreign language
- Visually and interactively learn a language basics
- Build from basic to complex sentences
- Work at your own pace!





# Example Using Gamification...



- Learn a language while helping translate the Internet into other languages!
- You learn for free while creating value
- Solving a problem, computers cannot solve!



Luis von Ahn is the A. Nico Habermann Professor of Computer Science at Carnegie Mellon University.

- He builds systems that combine humans and computers to solve large-scale problems that neither can solve alone.

<http://www.youtube.com/watch?v=cQl6jUjFjp4>



# Example Using Gamification...



**Lumosity**—‘brain training program’


- Improve attention
- Improve flexibility
- Improve Memory
- Improve problem solving skills


**According to Lumosity,  
“Its your Brain, Just Brighter!”**

So, how does it work?

# Example Using Gamification...



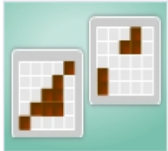


Home My Brain Profile Games

 love-my-brain ▾

SUNMONTUEWEDTHUTODAYSAT

Welcome to Lumosity! Get started by completing your first training session.

Highlights of Today's Training:




Start Training →

Your Brain, Just Brighter!

Training Reminders ⚙

**My BPI** —  
Speed —  
Memory —  
Attention —  
Flexibility —  
Problem Solving —

**Training History**  


**Lumosity Points** 00010

# Example Using Gamification...



Firefox

CogniFit Inc (US) | <https://www.cognifit.com>

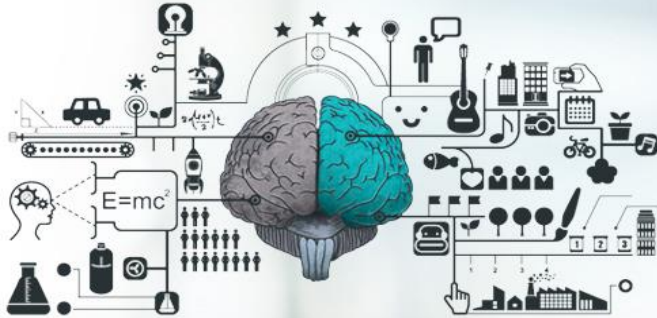
Wikipedia (en)

CogniFit


For Professionals FOR KIDS ENGLISH

Improve your cognitive abilities while having fun

Join Today Login



We are Science  
Scientifically validated brain training program



The image shows a screenshot of the CogniFit website in a Firefox browser. The website has a blue header with the CogniFit logo and navigation links for 'For Professionals', 'FOR KIDS', and 'ENGLISH'. The main content area features the text 'Improve your cognitive abilities while having fun' and two buttons: 'Join Today' (green) and 'Login' (yellow). To the right of the text is a large illustration of a brain with various icons connected to it, representing different cognitive functions and scientific concepts. Below the main content area is a blue banner with the text 'We are Science' and 'Scientifically validated brain training program', accompanied by a play button icon over a brain diagram. The browser's address bar shows the URL 'https://www.cognifit.com' and the page title 'CogniFit Inc (US)'. The Windows taskbar is visible at the bottom of the screen.

# Example Using Gamification...



Healthmonth.com

A screenshot of the Healthmonth.com website displayed in a Firefox browser window. The browser's address bar shows 'www.healthmonth.com'. The website's main heading is 'Live healthier, for fun!' in a large, orange, sans-serif font. Below this heading, there are two buttons: 'Spin the wheel' in a light blue box and 'Try it for free' in a green box, separated by the text '· or ·'. To the left of the text is a circular 'wheel of fortune' graphic divided into eight segments, each containing a different health-related icon: a magnifying glass over a bottle, a globe, a clipboard, a fish, a plant, a candle, a person on a treadmill, and a sun/moon with clouds. To the right of the wheel, there is a paragraph of text explaining the game's purpose: 'Health Month is a game to help improve your diet, fitness, mental health, relationship health, and financial health – while enjoying it!'. Below this is another paragraph: 'Health Month is about taking the SCIENCE of nutrition and behavior change and combining it with the SOCIAL GAMES of the recent social web to help people improve their health habits in a fun and sustainable way. If you can enjoy the process of living healthier, you're much more likely to stick to it.' At the bottom of the page, it says 'Works great with:' followed by the Fitbit logo. The browser's status bar at the bottom shows navigation links for 'Home', 'Log In', and 'Sign Up', and a taskbar with various application icons.



# Example Using Gamification...



Microsoft...a game that teaches you how to use Microsoft Office!



# Example Using Gamification...



Improve behavior in your classroom with ClassDojo!

Firefox

www.classdojo.com/about

Wikipedia (en)

CLASS DOJO

Home About Stories Ideas Teacher resources Sign up or Login

## Find out more about ClassDojo

Other questions we can help with

- [Let us know!](#)
- [What is ClassDojo?→](#)
- [How does it work?→](#)
- [Who uses ClassDojo?→](#)
- [Other frequently asked questions→](#)

## What is ClassDojo?

ClassDojo is a classroom tool that helps teachers improve behavior in their classrooms quickly and easily. It also captures and generates data on behavior that teachers can share with parents and administrators

Better learning behaviors, smoother lessons and hassle-free data - and its free!

# Example Using Gamification...



Set Teaching Goals & Track the Students Progress!

A screenshot of a web browser window displaying the Goalbook website. The browser's address bar shows the URL 'https://goalbookapp.com'. The website's header includes navigation links for 'Home', 'Research', 'About Us', and a 'Sign in' button. The main content area features the 'GOALBOOK' logo, where the 'A' is stylized as a mountain peak with a red flag on top. Below the logo is the tagline 'Success for Every Student' in a large, handwritten-style font. Underneath this is a smaller line of text: 'Goalbook empowers teachers to adapt instruction using research-based strategies.' A colorful illustration depicts a group of people, including children and adults, on a mountain trail. Some are sitting on a log, looking at a map, while others are standing or walking. A small dog is also present. In the background, there is a large mountain and a body of water. To the right of the illustration, a text block reads: 'Our online Toolkit of learning goals and teaching strategies, along with our best-in-class professional development, empower teachers to adapt instruction for special populations.' At the bottom of this section are two large green buttons with white text: 'I'm a Teacher' and 'I'm an Administrator'. The browser's taskbar at the bottom shows various application icons, including Windows, Edge, File Explorer, Word, and Chrome.



# Example Using Gamification...



Course Hero: Students can 'customize' their study programs

Firefox

www.coursehero.com/sitemap/schools/51-UPenn/

Course Hero

Study Resources ▾ Tutors ▾ Flashcards ▾ Log-in Sign up

Search Course Hero

By School

By Subject

By Standardized Tests

By Book

Upload Documents

UPenn

UPenn is a semi-private Ivy League university in Philadelphia, Pennsylvania. At UPenn, students can major in a broad variety of subjects ranging from Science and Government to History and earn undergraduate as well as post-graduate degrees.

Home > Schools > UPenn

220k

Like

437

g+1

308

Tweet

UPenn

Undergrad Students:	11,765 students
Enrolled Students:	24,832 students
Acceptance Rate:	13%
Online Application:	<a href="#">UPenn Application</a>
Website:	<a href="#">UPenn Website</a>

Department List

Study Documents

School Information

www.coursehero.com/study-materials/



# Example Using Gamification...



Coursera: Interactive Ivy-League Education  
in Your Home!

The screenshot shows the Coursera website homepage. The browser window has a Firefox address bar with the URL <https://www.coursera.org>. The page features a large banner with the text "Take the world's best courses, online, for free." and a search bar with the placeholder "What would you like to learn about?". Below the banner, it says "Join 7,413,746 Courserians. Learn from 642 courses, from our 108 partners." and a link "How it works »". The page also displays three featured courses: "Analytic Combinatorics" by Princeton (Mar 28th), "High Performance Scientific Computing" by Washington (Mar 31st), and "Organizational Analysis" by Stanford (Mar 31st). The bottom of the page shows a Windows taskbar with various application icons.

Firefox

<https://www.coursera.org>

W - Wikipedia (en)

**coursera**

Courses Specializations Institutions About | Sign In Sign Up

## Take the world's best courses, online, for free.

What would you like to learn about?

Join 7,413,746 Courserians.  
Learn from 642 courses, from our 108 partners.

[How it works »](#)

University of Geneva »

**Analytic Combinatorics**  
Princeton • Mar 28th

**High Performance Scientific Computing**  
Washington • Mar 31st

**Organizational Analysis**  
Stanford • Mar 31st

Windows taskbar icons: Start, Internet Explorer, File Explorer, Microsoft Word, Firefox, Google Chrome, and others.

# Example Using Gamification...



## Brainscape: A Mobile & Web-Based Education Platform

A screenshot of the Brainscape website displayed in a Firefox browser window. The browser's address bar shows the URL 'https://www.brainscape.com'. The website's header includes the Brainscape logo, navigation links for Features, Subjects, Research, About, and Blog, and links for Sign In and Sign Up. The main content area features a large image of a hand pointing at a glowing square, with the text 'Learn Faster' and 'Find, create and share smart flashcards, based on brain science.' Below this, there are icons for a laptop, tablet, and smartphone, with the text 'For Desktop and iOS devices.' To the right, a large green box displays the number '6,719,798' and the text 'Students, Teachers, Professionals, and Life-long Learners', with a prominent green button labeled 'Get Started Free'. A 'Feedback' button is visible on the right side of the page. The bottom of the screenshot shows a Windows taskbar with various application icons.

# Opportunities for Gamification...



How can we leverage gamification applications in the online classroom to engage students?

- What is the 'value' to a student?
- How do we motivate students?



# Teaching Opportunities



What future implications do educators see through gamification?





# Resources:



- Bold Learning Solutions (2014). Brainscape. Retrieved from: <https://www.brainscape.com/>
- Chou, Y. (2013). Top Ten Education Gamification Examples that will Change Our Future. Retrieved from: <http://www.yukaichou.com/gamification-examples/top-10-education-gamification-examples/#.U1gUNldlixp>
- Class Twist, Inc. (2011-2013). ClassDojo: Improve Student Behavior. Retrieved from: <http://www.classdojo.com/about>
- Course Hero, Inc. (2014). Helping Students Learn More Effectively. Retrieved from: <http://www.coursehero.com/sitemap/schools/51-UPenn/>
- Corcoran, E. (2010). The 'Gamification' of Education. Retrieved from: <http://www.forbes.com/2010/10/28/education-internet-scratch-technology-gamification.html>
- Dirksen, J. (2010). Creating Game-Like Engagement for Learning. Learning Solutions 2010 Presentation. Retrieved from: <http://usablelearning.com/2010/05/11/game-like-engagement-for-learning-slides/>
- Gamification.org (2014). What is Gamification? Retrieved from: <http://badgeville.com/wiki/Gamification>

# Resources:



- Goalbookapp.com (2014). GoalBook: Success for Every Student. Retrieved from: <https://goalbookapp.com/>
- Healthmonth.com (2014). Health Month: Live Healthier, For Fun! Retrieved from: <http://www.healthmonth.com/>
- Lee, J.J. (2013). Game Mechanics to Promote New Understandings of Identity and Ethnic Minority Stereotypes. Digital Culture & Education (DCE), 4(3), ISSN: 1836-8301. Retrieved from: <http://www.digitalcultureandeducation.com/>
- Menvielle, G. (2014). Great Gamification Examples: 2048 and Girlfriendly. Retrieved online: <http://www.rudebaguette.com/2014/04/03/great-gamification-examples-2048-girlfriendly/>
- Microsoft (2011). Ribbon Hero 2. Retrieved from: <http://www.ribbonhero.com/>
- Werbach, K. (2012). Gamification. Retrieved from: <https://www.coursera.org/course/gamification>

# QUESTIONS?

