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# GROW TRAINING COURSE DAY 2



**k.A.NE.**



**# # # TARABA**



## GAME STIMULATE LEARNING

Play is a crucial component of **cognitive development** from birth through adulthood.

Learning through games encourages **the acquisition and development of various hard and soft skills**, as it stimulates problem-solving, encourages experiential learning and increases motivation.

The player learns through repetition, failure, ongoing and non-threatening feedback and accomplishment of goals in a risk-free environment, which is aligned with clear objectives.

# ONE WORD!

*What is the first word that comes to your mind when it comes to “**games**”?*



Go to [www.menti.com](https://www.menti.com)



## GAME STIMULATE LEARNING

Maintaining **students' engagement** and reigniting their enthusiasm for learning in the classroom are probably among the **main challenges** teachers face.

**Games** can play a crucial role in this because they may promote a student centred pedagogy that **facilitates a more personalised learning approach**.

Crucially, **educators need to grow into a new role** when using games in the classroom: the role of **facilitator of learning**. Teachers as facilitators provide their students with resources, opportunities and guidance, as students take on agency for other aspects of their learning

# What is gamification?

***Gamification is:***  
*the application of game design elements and game principles into non-gaming contexts.*







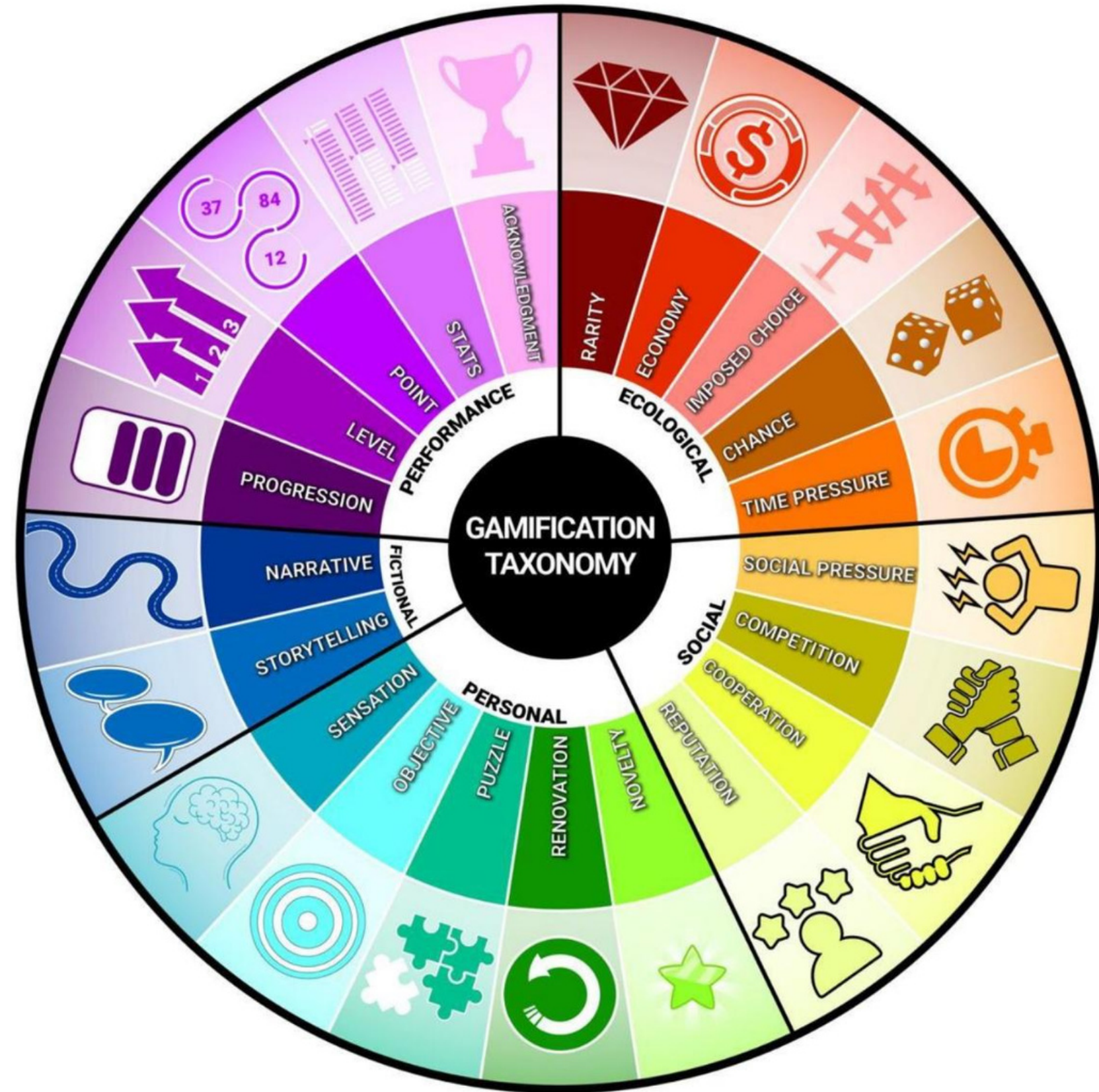
What does that mean?

Let's watch this:





## Game elements in gamification





# GAME IN THE CLASSROOM

**Gamification** – applying game mechanism and dynamics into non-game environments

**Serious games** – games designed specifically for learning a certain topic or skill

**Games for thematic learning** – using games not specifically designed for learning but for entertainment to engage students in learning about a certain theme or topic

**Game Design** – using the process of game design to develop key skills and creative capacity

# Is gamification a new thing?

## Scouts Forester Activity Badge



Discover how to manage and identify trees – and help preserve our woodland.

### How to earn your badge:

- 1 Identify at least eight common types of tree that grow in your area, including both deciduous and coniferous.**
- 2 Find out how to identify trees using identification keys.**
- 3 Prepare the soil and successfully transplant a young tree.**
- 4 Find out how both natural woodland and commercial forests are managed.**  
Be aware of the damage these areas may be exposed to from wind, frost, fire and animals.
- 5 Show how to select, use and care for forestry equipment, and know the safety issues involved.**
- 6 Show how to fell and trim out a tree or lay a hedge.**

Companies have been using gamification strategies to promote their products for years, using:

**-POINT SYSTEMS**

**- LOYALTY AWARDS**

**- MEMBERSHIP LEVELS**

**THE MORE YOU USE A PRODUCT OR A SERVICE, THE MORE BENEFITS YOU GET. SEE FOR EXAMPLE THE FREQUENT FLYER SYSTEMS OF THE AIRLINES!**



**Gamification leverages several fundamental human needs to motivate and engage participants, including:**



The desire for rewards, such as prizes or gifts



The need for progress and the feeling of improvement



The drive for competition and the desire to win



The need for recognition and status



The tendency towards altruism and solidarity



The innate desire for fun and enjoyment



**And now,  
let's play...**

Split in groups of 3-4 people.

Explore one of these applications:

Group 1:



Group 2:



Group 3:



What are the game elements that this application is using?

What type of benefits does it offer to its users?

What would you say are the most important aspects of this game? What do you think works best?

What would you improve?



## What gamification is not!



What is very important to remember is that although **gamification** uses game elements in non-game settings and it **is not to be confused with game-based learning**, which uses pre-existing or specially developed games to reach desired learning outcomes.

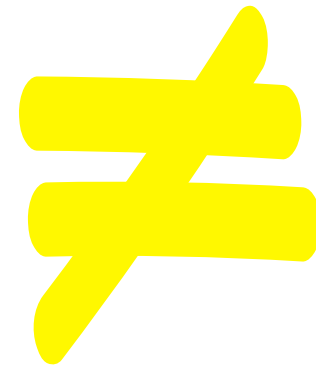


**Gamification is mainly used as a tool** to increase engagement and motivation of the users/learners. By setting specific goals to be reached, badges to be earned, levels to be conquered, the users are more inclined to work towards achieving these goals.

# GAMIFICATION OR GAME-BASED LEARNING

## GAMIFICATION

Gamification means applying game elements and mechanics into non-game environments to engage and motivate learners.



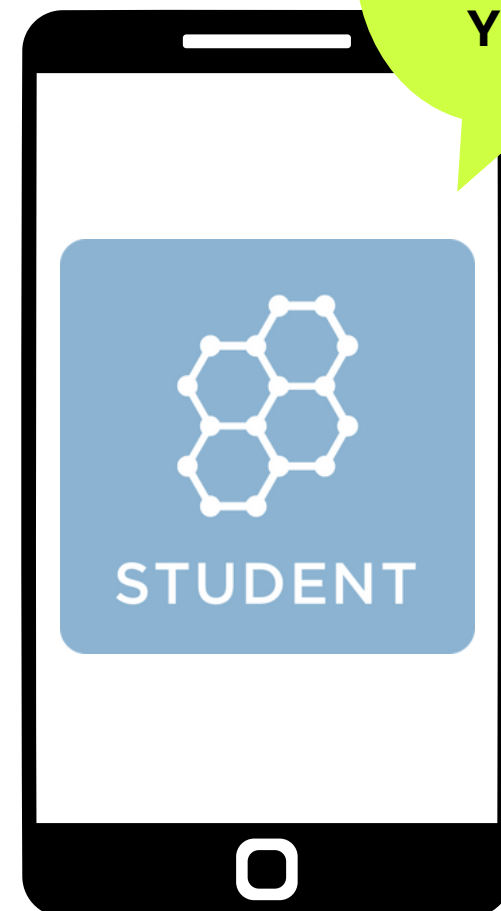
## GBL

Game-based learning is a teaching approach whereby learning is an outcome of playing a game itself.

# TASK:

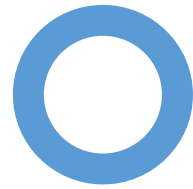
## GAMIFICATION or GAME-BASED LEARNING?

Go to SOCRATIVE – Student  
Login – Enter the Room Name  
YOUNET – Enter your name



You will read about different classroom situations. You have to guess whether it is an example of Gamification or Game-based learning.





**Game-based learning examples**



## WHEN TO USE IT?

### GAMIFICATION

- To engage and motivate learners
- To encourage learners to take specific actions and behaviours
- To promote a positive spirit of competitiveness

### GBL

- To engage and motivate learners
- To repackage existing academic content
- To promote critical and strategic thinking

## What are the benefits of gamification?

- Increased engagement and motivation among participants
- Improved learning outcomes and knowledge retention
- Enhanced user experience and enjoyment
- Increased loyalty and retention among customers or users
- Improved productivity and performance among employees or team members
- Better tracking and analysis of participant behavior and performance
- Reduced training costs and increased efficiency in skill development
- Potential for increased revenue or business growth through gamified marketing or customer engagement strategies
- Increased self-esteem and user satisfaction







## Gamification planning



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## What is *gamification strategy*?

A gamification strategy is a deliberate plan that involves the use of gamification techniques to achieve particular objectives. This approach includes identifying the intended audience, specifying the goals, selecting suitable game mechanics, designing the user experience, and evaluating the results.

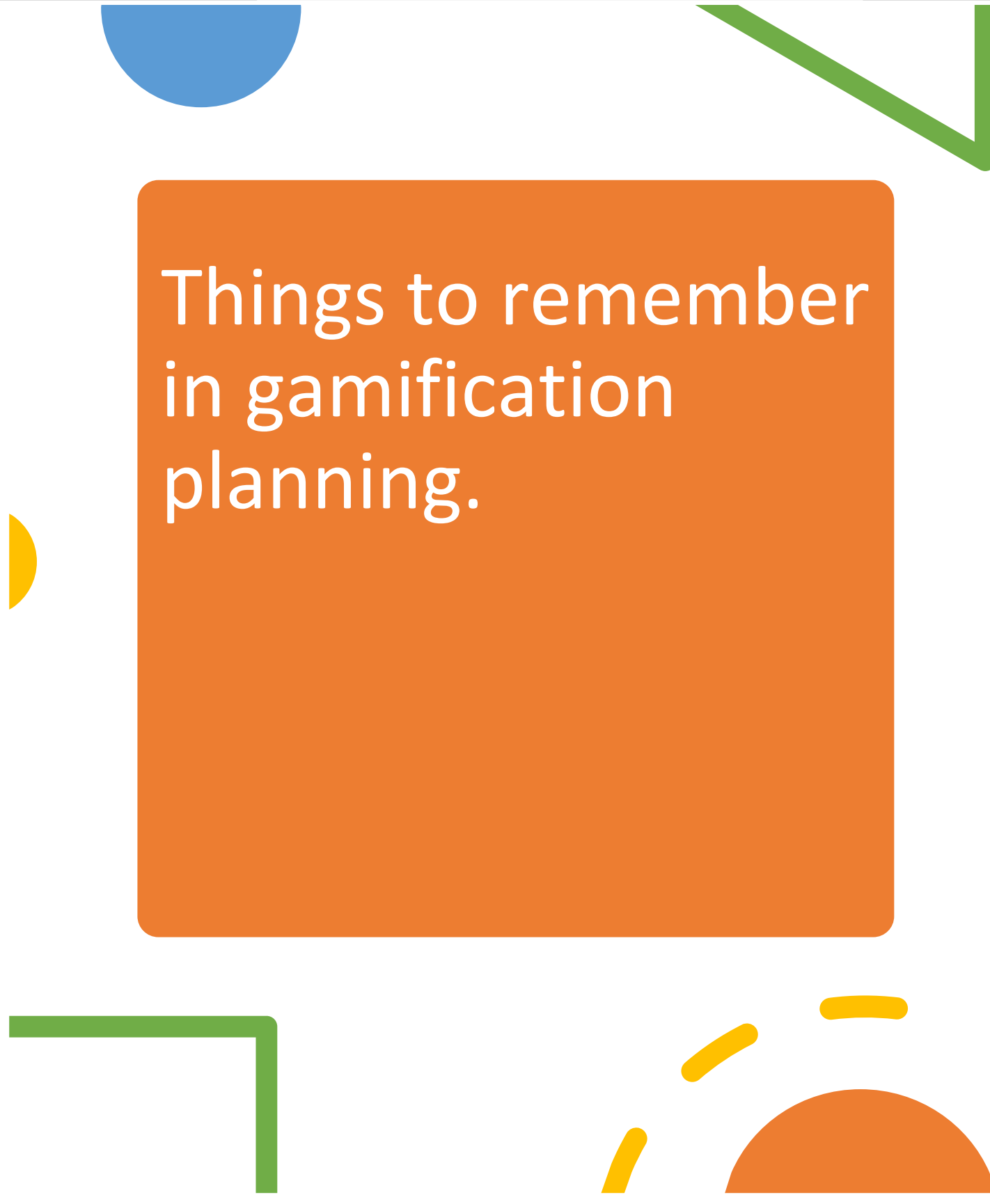


## What is the value of gamification strategy?

Gamification strategies have the potential to improve **engagement, motivation, and performance**. Users are more likely to **enjoy their tasks**, feel more **motivated** to perform well, and **achieve better outcomes**.

Gamification can **enhance learning retention, productivity, collaboration, and overall satisfaction**.

Gamification planning can generate **valuable data and insights** into employee/learner behavior and performance, which can be leveraged to **inform decisions and improve operational efficiency**.

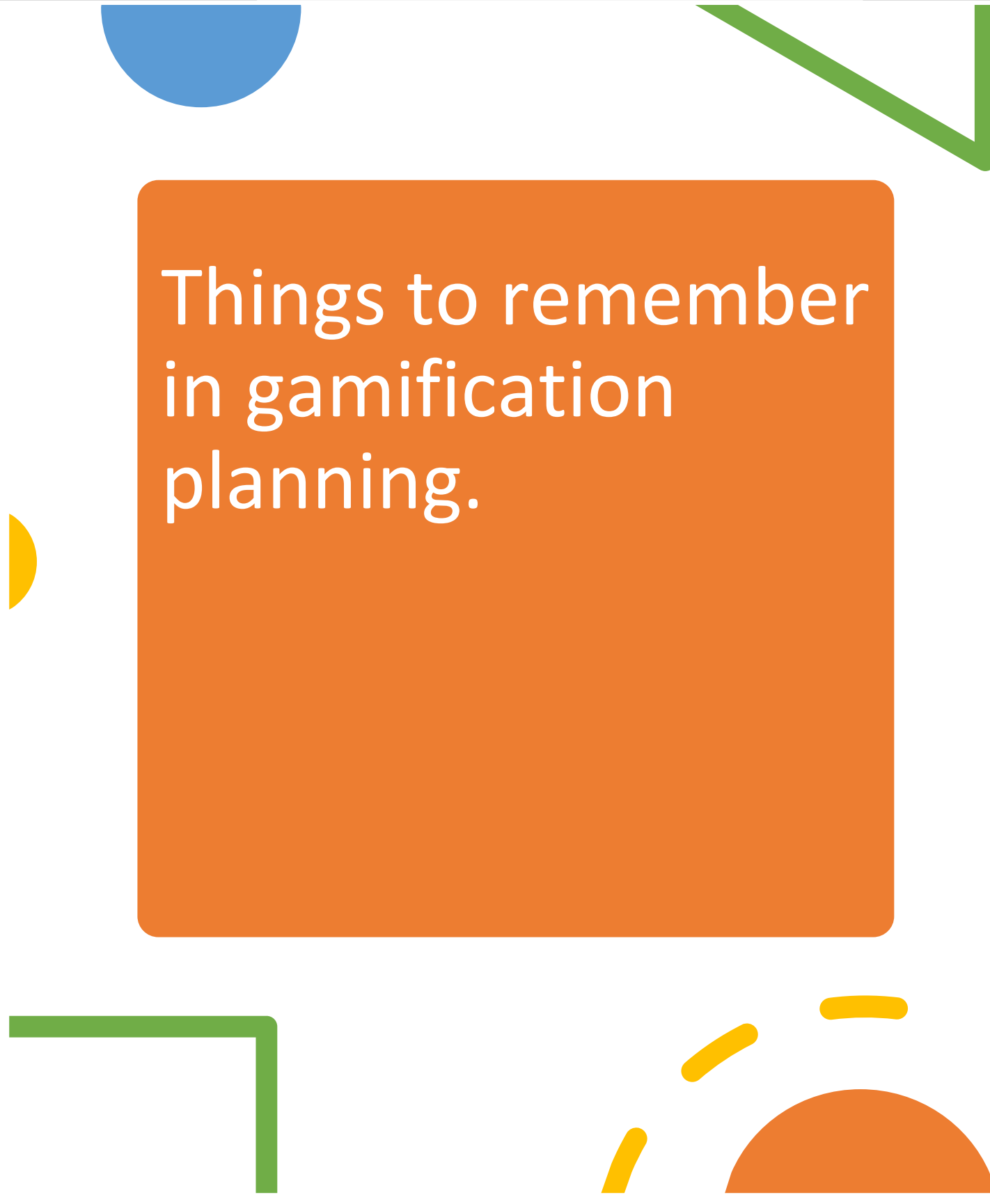


Things to remember  
in gamification  
planning.

## **Participation is optional**

Creating a play space based on optional elements will raise the chances of participants finding meaning and building internal motivation to engage with the non-game context.





Things to remember  
in gamification  
planning.


### Gamification is **NOT**:

- Simply creating a game.
- Simply adding points and badges to an activity and expecting it to magically become more engaging.
- A design style.
- An easy thing to do or to learn (an understanding of psychology, human behavior and much more goes into it).
- The solution for everything.

## Things to consider, when planning gamification:

- Identify the target audience and their needs and interests.
- Define the objectives and goals that the gamification strategy is intended to achieve.
- Select the appropriate game mechanics and design elements that align with the objectives and appeal to the target audience.
- Determine the user experience and the journey that the participants will go through, from onboarding to completion.
- Incorporate meaningful rewards and incentives that motivate and engage the participants.



A hand holding a pen is positioned over a color calibration chart. The chart features a grid of various color patches, including primary, secondary, and tertiary colors, as well as grayscale and skin tones. A semi-transparent circular text box is overlaid on the chart, containing the text "Your turn to design a gamification strategy... Are you ready?". In the background, a blurred image of a color wheel and other design materials are visible.

Your turn to design  
a gamification  
strategy...  
Are you ready?



# Your tasks:

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**Group 01:** You are a company that sells chocolates, and you want to launch a marketing campaign that includes gamification. Design your gamification strategy.



**Group 02:** You are youth workers, and you want to motivate your young people to volunteer in community activities using gamification. Design your gamification strategy.



**Group 03:** You have a travel booking website and you want to encourage your users to use more trips and explore new destinations. Design your gamification strategy.



**Thank you  
for your  
attention!**

