SKYE Multimedia

Gamification is a robust and effective method of creating learning experiences that are more engaging and powerful than simply clicking a box. The trick to harnessing its vast possibilities is to focus on ways to creatively use gaming elements to deliver experiences that aren't possible with traditional learning or that which takes place in a face-to-face environment. In other words, if you take a game and mash it together with your learning, the experience probably won't be nearly as fresh and exciting. Instead, try the following ideas.

1. Make it Challenging

Challenges stir motivation and encourage the learner to improve both their knowledge and skills. If these challenges provide targeted feedback while also still being achievable, learning will be engaging, effective and relevant.

- Make reaching the next level contingent on answering vital questions correctly
- Provide bonuses and other opportunities to advance
- Using a storytelling element engages, entertains and informs students — all at once

2. Make it Engaging

When applying gamification to learning, it helps to think of your learners as being players that are beginning as novices with an eye on becoming a master. It is this element that makes games so successful. Some people even find particular games addictive. By borrowing these gamification strategies, your learning environment can prompt learners to persevere so they can get to the next stage.

- Set small challenges that can be easily reached to achieve a larger goal
- Quests utilizing a straight-forward quiz to start, encourage students to continue while also motivating them
- Interact with learners via audio and video
- Provide feedback so students can learn when they make mistakes, reducing their frustration and fueling their learning and motivation

3. Foster Accomplishment

Provide areas where learners can actively see their progress using scores, tests or a combination of the two. With each level or progression of difficulty, allow students to collect an award of some type. Badges are a popular method of doing so since they are highly visible and can be easily modified to suit each new level. Each time a level is unlocked, an award of achievement can be issued. In the case of training in areas such as compliance, successful mastery of the compliance subject can be acknowledged by the issuance of badges or awards. Displaying badges earned and other achievements in a central area gives learners a sense of the larger picture as well as a tangible feeling of accomplishment.

Successfully marrying gamification and eLearning involves careful thought to keep it fresh, relevant and exciting, without feeling like a gimmicky setup. While it can be tempting to apply traditional game elements such as puzzles to learning modules, doing so is likely to fall flat. Instead, use gamification to enhance those elements of modern gaming that cannot easily be modified and crossed over to electronic mediums. Consider adding some gamification elements to the next learning project and see how your students respond to its delivery and its presentation.