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Gamification and Kahoot

Promoting youth employment in remote areas in Jordan -(Job Jo)

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What is gamification?



- the use of game-design elements and game principles in non-game contexts
 - to engage users and change behavior
- More specifically:
 - use of game-thinking and game mechanics in a non-game context in order to improve user engagement, crowdsourcing, ease of use, usefulness, learning etc.
- An example: for websites, means to encourage users to engage in specific behaviors that increase the site use

Why use gamification?



"if you include notions of play, you can get people to do things they otherwise might not want to do."

Gamification links with the following:

- We like to play
- We like to be good at things
- We like to see how we measure up against others
- We like to win
- We like to compare with others

Why gamification?



- Game is not the goal
- Engaging users and changing their behavior is the goal

Game mechanics



- What are game mechanics?
- *Tools and techniques that can be utilized to build a highly motivational user experience*

Game mechanics - examples

- Voting



Game mechanics - examples



- Follow



Game mechanics - examples



- Collect



Game mechanics - examples

- Unlock
- Lottery



Game mechanics - examples



- Grades/Points

- basic elements of a multitude of games and gamified applications

- Leaderboards

- competitive indicators of progress that relate the player's own performance to the performance of others



Other Game mechanics

- Badges
 - visual representations of achievements
- Performance graphs
 - performance compared to preceding performance
- Meaningful stories
 - analogies of real-world settings
 - can inspire or motivate players



Other Game mechanics

- Avatars



- Teammates

- bring conflict, competition or cooperation

Other Game mechanics



- Achievements
- Appointments
- Behavioral Momentum
- Blissful Productivity
- Bonuses
- Cascading Information Theory
- Combos
- Community Collaboration
- Countdown
- Discovery
- Epic Meaning

Other Game mechanics



- Free Lunch
- Infinite Gameplay
- Levels
- Loss Aversion
- Ownership
- Progression
- Reward Schedules
- Status
- Urgent Optimism
- Virality

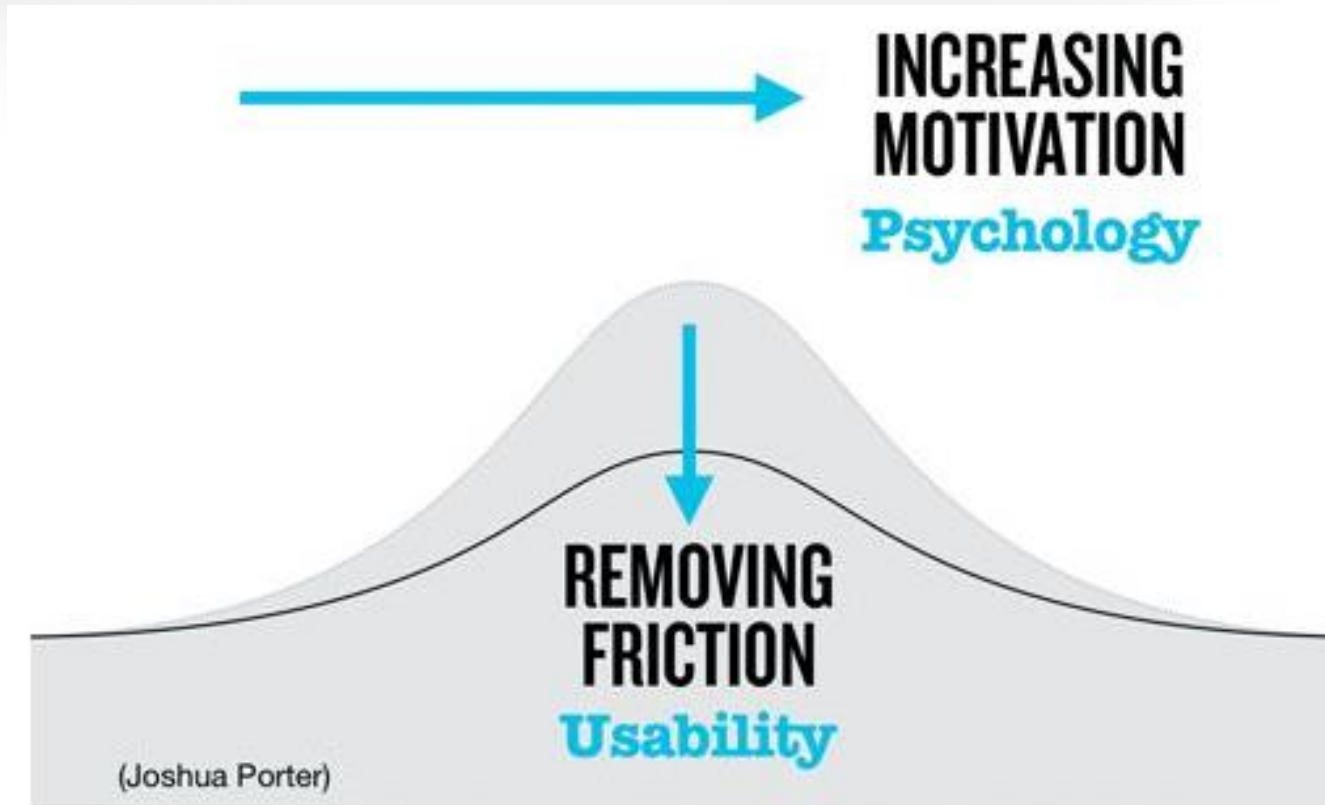
Common gamification techniques

- Progress bars
- Activity feeds
- Real-time feedback
- Virtual currency
- Gifting
- Challenges and quests
- Trophy case
- Mini games within other activities

Feedback loop



Gamification and psychology



Breakout Session: User Types



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<http://www.gamified.co.uk/user-types/#.U7wwMvldXDS>

Breakout Session: User Types



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Other Gamification Examples *Jobjo*

Profile Strength: **Intermediate**



About

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We've written one for you: "Experienced Assistant Professor with a demonstrated history of working in the higher education industry. Strong education professional skilled in Computer Science, Java, LaTeX, Scrum, and Algorithms."

Other Gamification Examples



LinkedIn

- Some issues:
 - Reaches 100%: it could continue well beyond 100
 - Have to complete the steps in order to progress
 - There are indications on how steps can be completed though

Case study: computer science



- Used in many online platforms for developers



Gamification in Stack Overflow



- And other Stack Exchange sites
- **Reputation**
 - you would get 10 points when your answers were upvoted
- **Upvotes**
 - They get the most useful answers to the top
 - They send the person who wrote the answer a signal that their efforts helped someone

Gamification in Stack Overflow

- Badges



Why you need to understand gamification



- In an organizational context it can assist in:
 - Understanding how people react to gamification
 - You are prepared for what to expect
 - Gamification can be utilized in different ways
 - Can see which way is better
 - Gamification can be applied in different cases
 - Engaged learning
 - Way to engage employees for productivity

Gamification at work



- Can be used to run a business like a game
- Some guidelines:
 - Small but frequent rewards
 - Mutual obligations to teammates
 - Data that comes in short bursts rather than long documents

<https://venturebeat.com/2010/10/05/gamification-business/>

Gartner about gamification

- *Gartner*: a world-leading information technology research and advisory company
- Claimed that by 2015, 40% of Global 1000 organizations will use gamification as the primary mechanism to transform business operations

Gartner about gamification

- Gamification will have a significant impact on:
 - Innovation
 - The design of employee performance
 - Globalization of higher education
 - Emergence of customer engagement platforms
 - Gamification of personal development

Kahoot



- <https://kahoot.com/>
- game-based learning platform
- designed for social learning, with learners gathered around a common screen such as an interactive whiteboard, projector, or a computer monitor

Kahoot



- players are required to frequently look up from their devices
- all players connect using a generated game PIN shown on the common screen
- use a device to answer questions created by a teacher, business leader, or other person
- questions can be changed to award points

Kahoot in business



- Kahoot can be used in an organizational context
- To engage employees

References and bibliography *Jobjo*



- <https://en.wikipedia.org/wiki/Gamification>
- Gamification at Work: Designing Engaging Business Software, <https://www.interaction-design.org/literature/book/gamification-at-work-designing-engaging-business-software>
- <http://bethgoldman.com/wp-content/uploads/2013/10/gamification-at-insideview.pptx>



Kahoot example



- <https://create.kahoot.it/details/flags-from-around-the-world/be68c11e-35eb-4106-a590-225a6fff82b0>