Zsolt Olah (Comcast University)

"GAMIFICATION* CASE STUDY: RELEASE YOUR INNER ANGRY BIRD"

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"GAMIFICATION* CASE STUDY: RELEASE YOUR INNER ANGRY BIRD"

*"Gamify is not for everyone. Serious side effects may include but are not limited to increased learner engagement, prolonged attention span, altered game-thinking, and in rare cases even serious games. Gamify may also cause habit forming behaviors such as risk taking or facing difficulties to progress through levels for mind-bogglingly worthless awards and badges, in extreme cases just for the sake of loss aversion. Gamify may cause instant gratification, race against time and in really rare cases elimination. Symptoms may also include caring about instant and delayed feedback, leaderboard position, social status, shiny virtual goods and the act of gifting. Not all participants are guaranteed to survive. Many, who suffer from DBP (death by PowerPoint) tried Gamify with good results. Gamify is not Game-based learning. Make an epic choice. Choose Gamify over Game-based learning. But please, ask your L&D professional before you try Gamify."

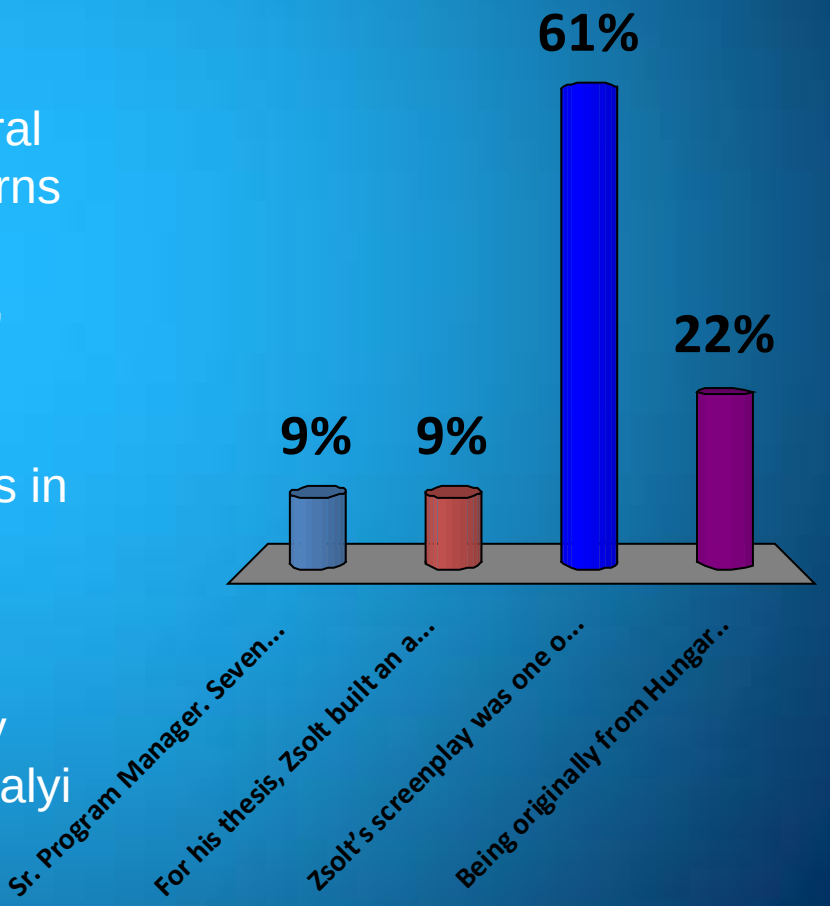
Quick facts about the presenter. Which one is **not** true?

A. Sr. Program Manager. Seven years with Comcast University. 15 years of experience in elearning.

B. For his thesis, Zsolt built an artificial neural network that simulated how the brain learns to add numbers together, while his roommate used his brain to play a game, called Civilization (and did not graduate).

C. Zsolt's screenplay was one of the finalists in an international screenplay writing competition in 2013.

D. Being originally from Hungary, personally met and talked with Mihaly Csikszentmihalyi ("*Flow: The Psychology of Optimal Experience*") in Hungarian.



Team Leaderboard

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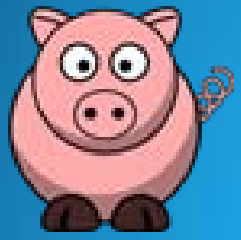
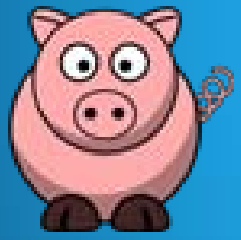
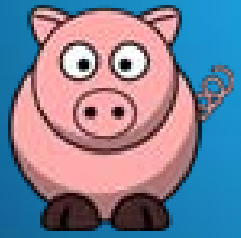
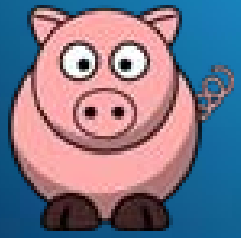
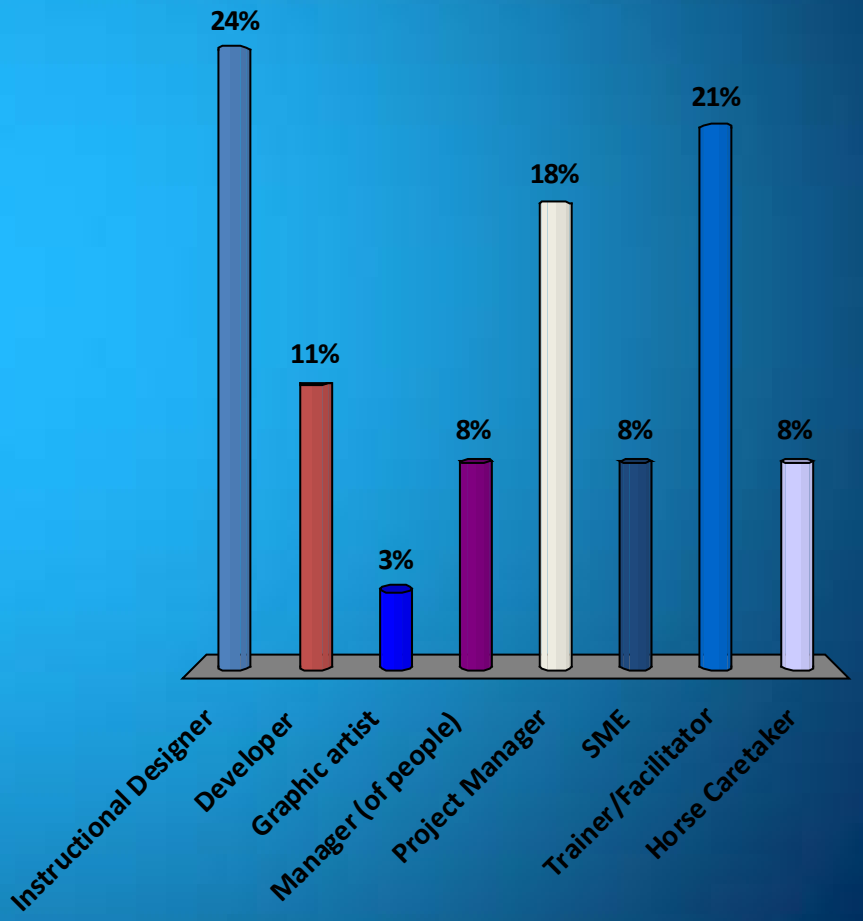
B		33.2
C		34.75
D		37
E		32.75

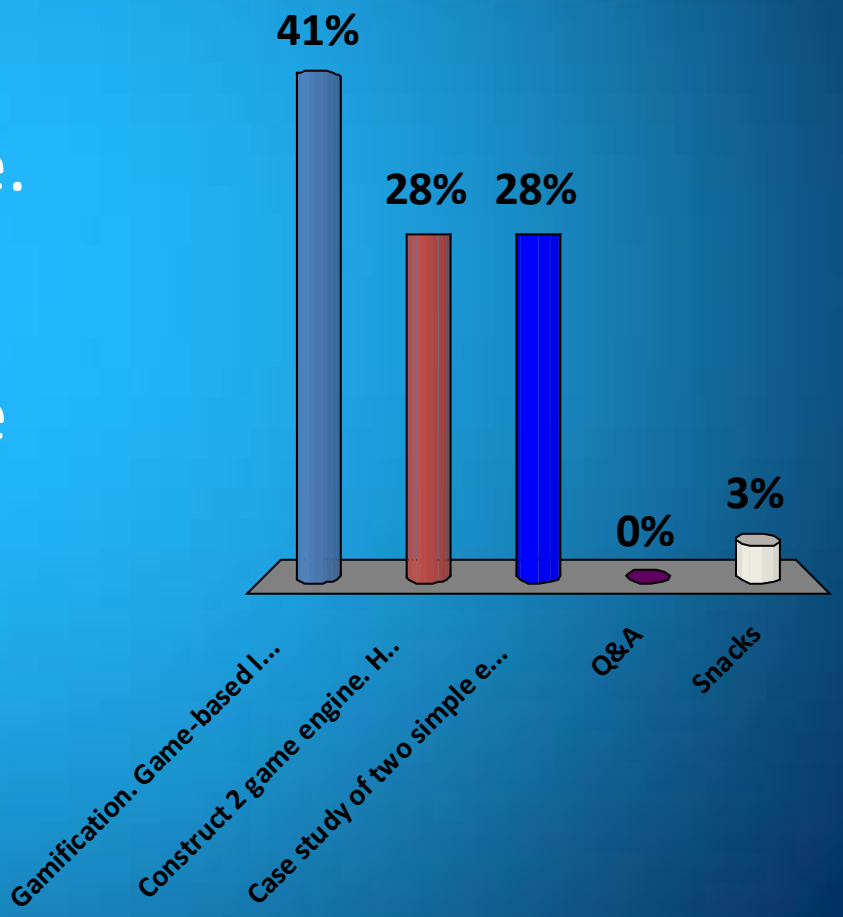
What's your role at the company? (multiple)

A. Instructional Designer
B. Developer
C. Graphic artist
D. Manager (of people)
E. Project Manager
F. SME
G. Trainer/Facilitator
H. Horse Caretaker



What excites you most on today's agenda? Select TWO.

A. Gamification. Game-based learning. Game thinking. Anyone suspicious?
B. Construct 2 game engine. How to "gamify" learning?
C. Case study of two simple examples. PDF and FAQ gamified.
D. Q&A
E. Snacks



"GAMIFICATION" – HOW SUSPICIOUS ARE YOU ABOUT IT?

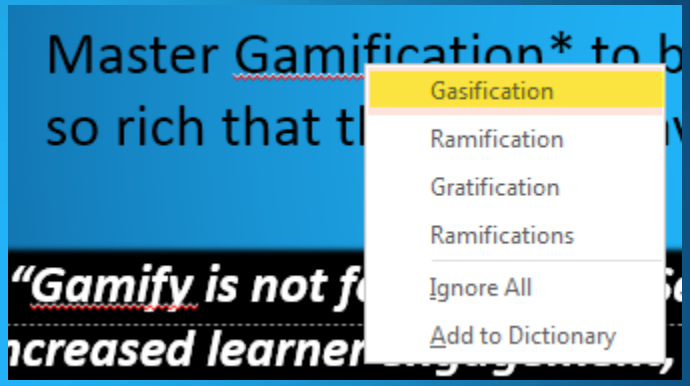
game *noun* \gām\

: a physical or mental activity or contest that has rules and that people do for pleasure

: a particular occurrence of a game

: one of the games that are part of a larger contest (such as a tennis match)

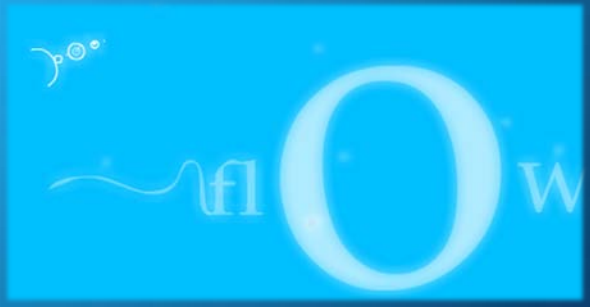
http://www.merriam-webster.com/dictionary/game



Yes, you should be.

Get your head in the game!

http://www.youtube.com/watch?v=fXIeFJCqsPs



http://interactive.usc.edu/projects/cloud/flowing/

Do You Run?
Do you watch the Amazing Race?

Teams, Time, Elimination, Leaderboard, Quest, Luck, Difficulty, Risk, Turns, Reward, Resource Management, Random, Collecting, Feedback, Points, Exchange, Achievements, Social Status, Communal Collaboration, Survive, Rescue/Escape, Victory Points, Territory Control, Race, Epic Choice/Detour, Checkpoint, Goals, Capture, Identity, Mastery, Competition, Winning, Curiosity, Ownership, Free, Meaning, Loyalty, Instant Gratification

“Gamified Running”

If the “The Amazing Race” is gamified running? What is…

Top Chef?	Gamified cooking.
Biggest Loser?	Gamified weight loss.
Real Housewives of Orange County?	Gamified… That’s another presentation itself.

From Disengaged People to Angry Birds

Gamification | Game-Based Learning | Serious Games

"Content Delivery eLearning"

Gamification

Game-based Learning

Serious Games

More game elements = "More like a real game."

Angry Birds

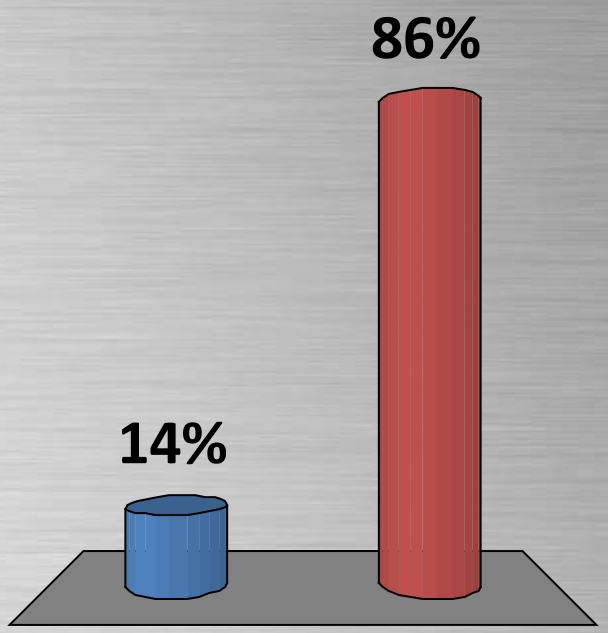
Gamification of Learning
Why Angry Birds?

What can we learn from the birds?

British Intelligence Help Request from the WHOD: What shall we do?

A. Ignore the WHOD and move on

B. Check the WHOD out



British Intelligence Request from the WHOD Unit!

ATD! Stop.

Heinous crime in the Museum of Art over the weekend. Stop. The WHOD Unit is clueless. Need help. Stop. Got four suspects based on unreliable eye witness testimonies. Stop. Got police video: almost useless.

More info in the evidence kit. Stop.

Pub closes in an hour! Need you to solve the case. Full stop.

Cheers, 007 (on behalf of the WHOD Unit)

Move on

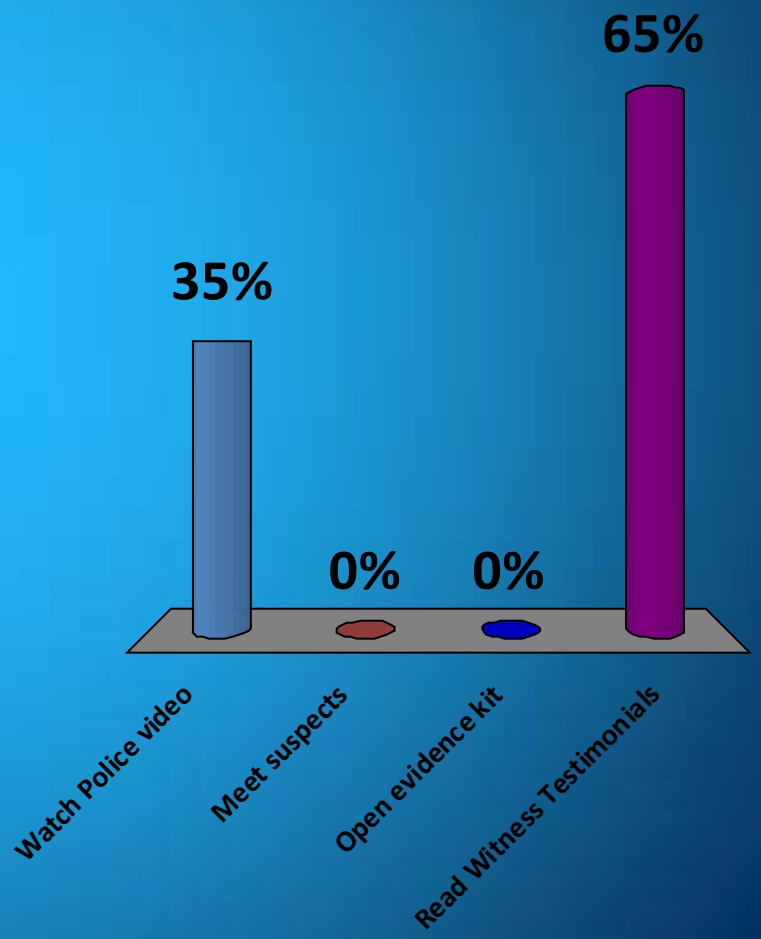
What next?

A. Watch Police video

B. Meet suspects

C. Open evidence kit

D. Read Witness Testimonials



Police Video Footage

Back

Crime Suspect Lineup

Back

WHODUNIT?

WHOD UNIT?

Anna Gamebino
Job: Game Mechanic
"Feel free to make an epic choice."

Bonnie Socialite
Job: Social Mechanic
"One good turn deserves another."

Charles Moody
Job: Motivator
"Instant Gratification: best thing after sliced bread."

Dave Victorino
Job: Victory Conditioner
"Race. Capture. Survive."

Usual Suspects

The Evidence Kit

What's the missing piece?

Social Mechanics

Motivator

Game Mechanics

?

Humor

Lucky Duck

Victory Condition

The Evidence Kit

Back

Witness Notes

"There was a peculiar smile on her face as she mentioned *game-based learning*."

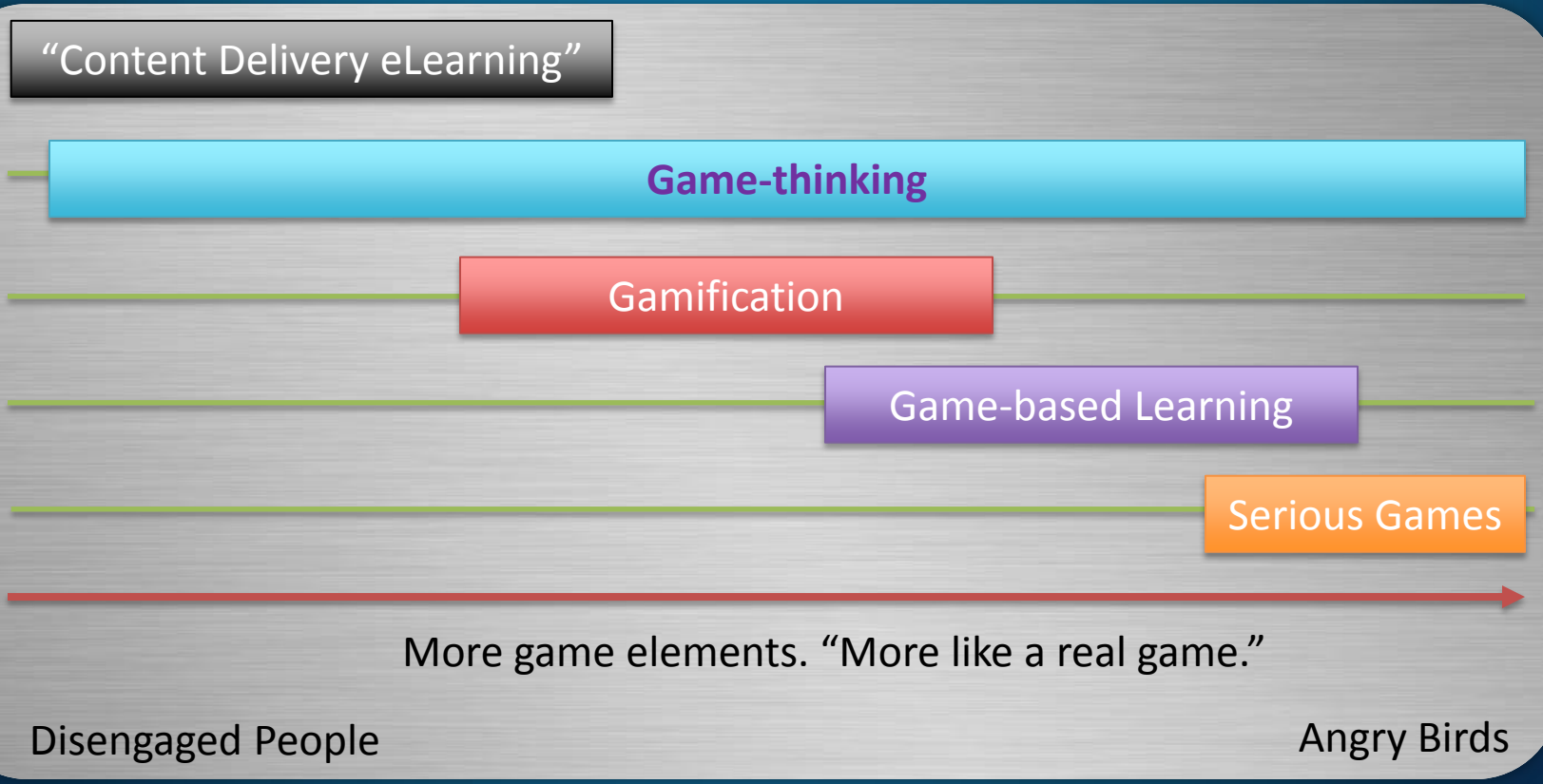
"We clearly heard him saying he has *simulated* resurrection from DBP many times with the help of *game-thinking*."

"They were listening to Lady GaGa's Poker face, while acting like it's all part of a *serious game*."

Back

From Disengaged People to Angry Birds

Gamification | Game-Based Learning | Serious Games



Team Leaderboard

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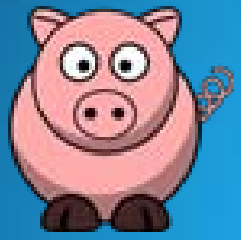
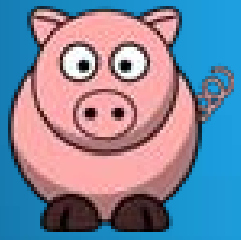
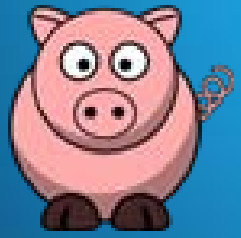
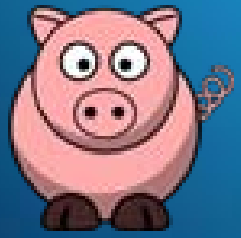
B		38.2
C		39.75
D		42
E		37.75

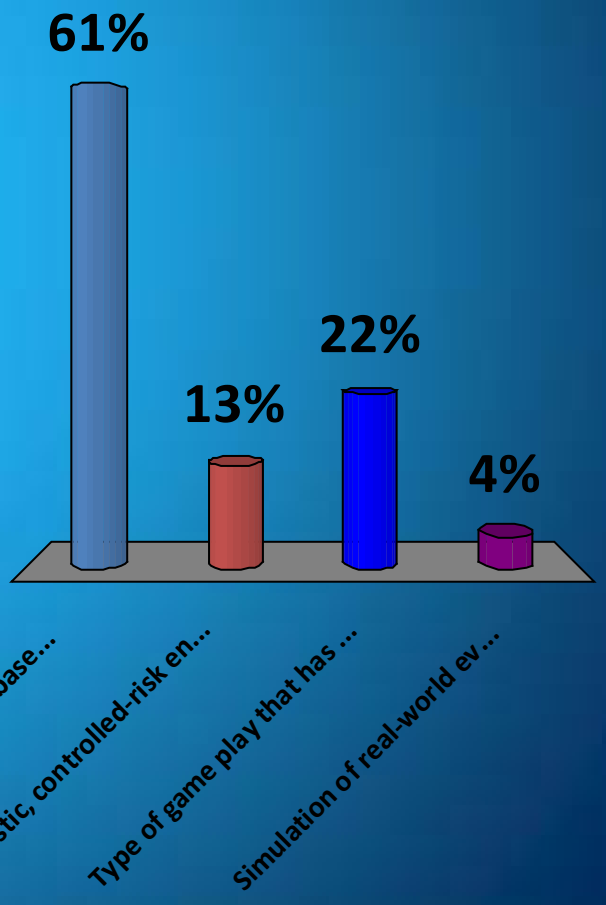
Suspect Interview: What is Gamification?

A. Process of using game-based mechanics, aesthetics, and game-thinking to engage people, motivate action, promote learning, and solve problems.

B. Realistic, controlled-risk environment where learners can practice behaviors and experience the impacts of decisions.

C. Type of game play that has defined learning outcomes. Generally, it is designed to balance subject matter with gameplay and the ability of the player to retain and apply said subject matter to the real world.

D. Simulation of real-world events or processes designed for the purpose of solving a problem. Often multi-player platforms including mini-games within.



Team Leaderboard

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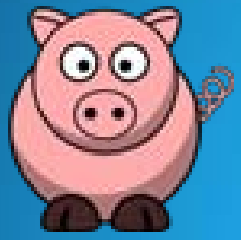
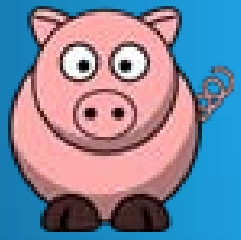
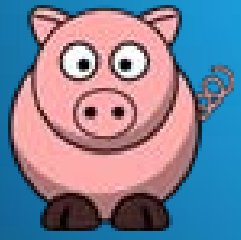
B		44.2
C		47.25
D		52
E		40.25

Who is Jaakko Lisalo?

"Every day, users spend 200 million minutes -- 16 years every hour -- playing Angry Birds. Three trillion pigs have been popped."

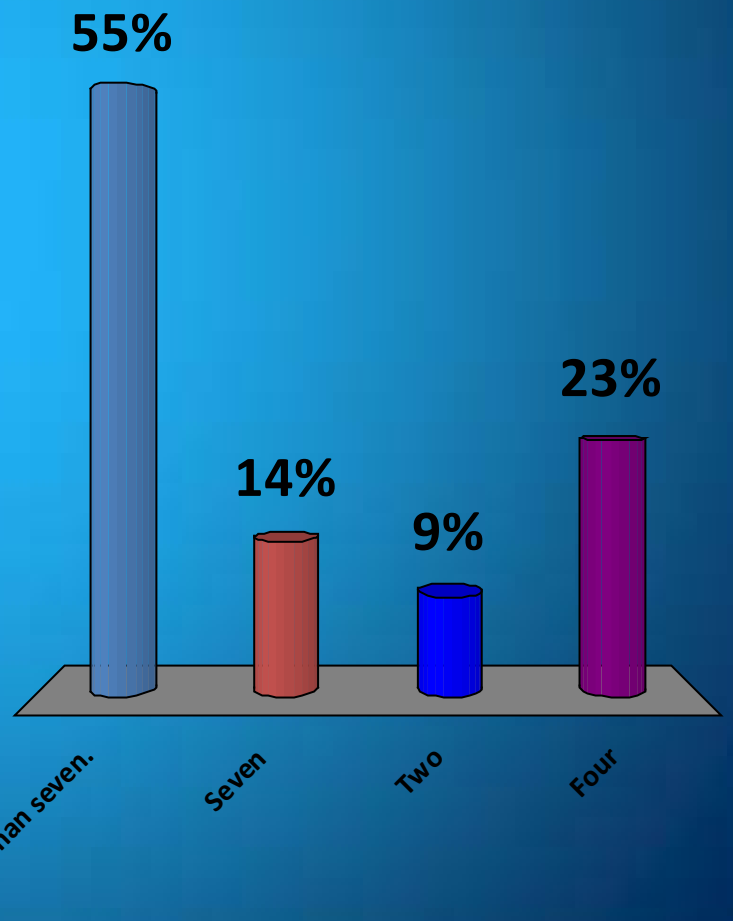
Suspect Interview: How many types of gamification (of learning) are there?

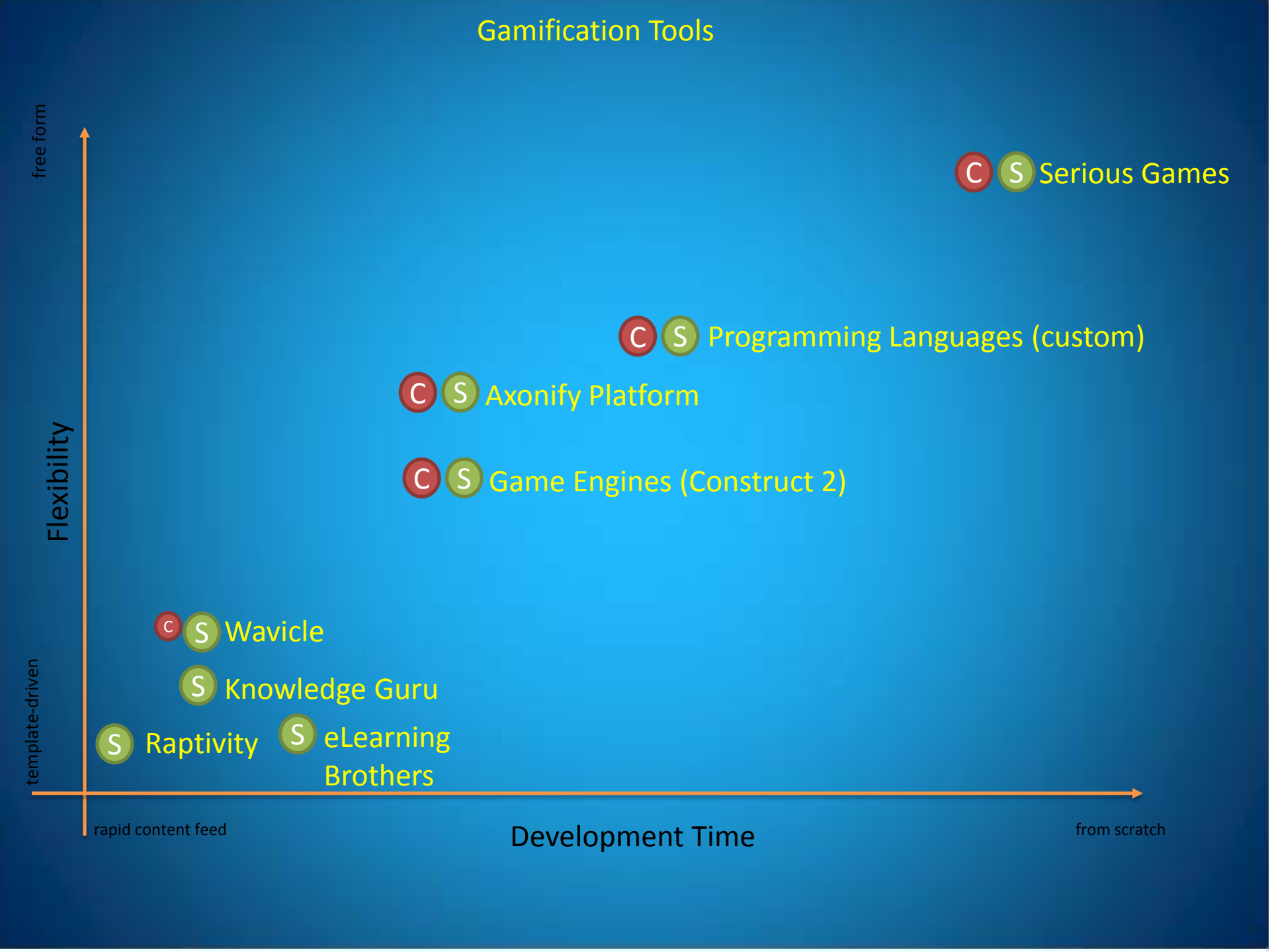
A. More than seven.

B. Seven

C. Two

D. Four




Gamification Tools
free form
Flexibility
template-driven
C S Serious Games
C S Programming Languages (custom)
C S Axonify Platform
C S Game Engines (Construct 2)
C S Wavicle
S Knowledge Guru
S Raptivity
S eLearning Brothers
rapid content feed
Development Time
from scratch

Suspect Interview: How many types of gamification (of learning) are there?

A. More than seven.

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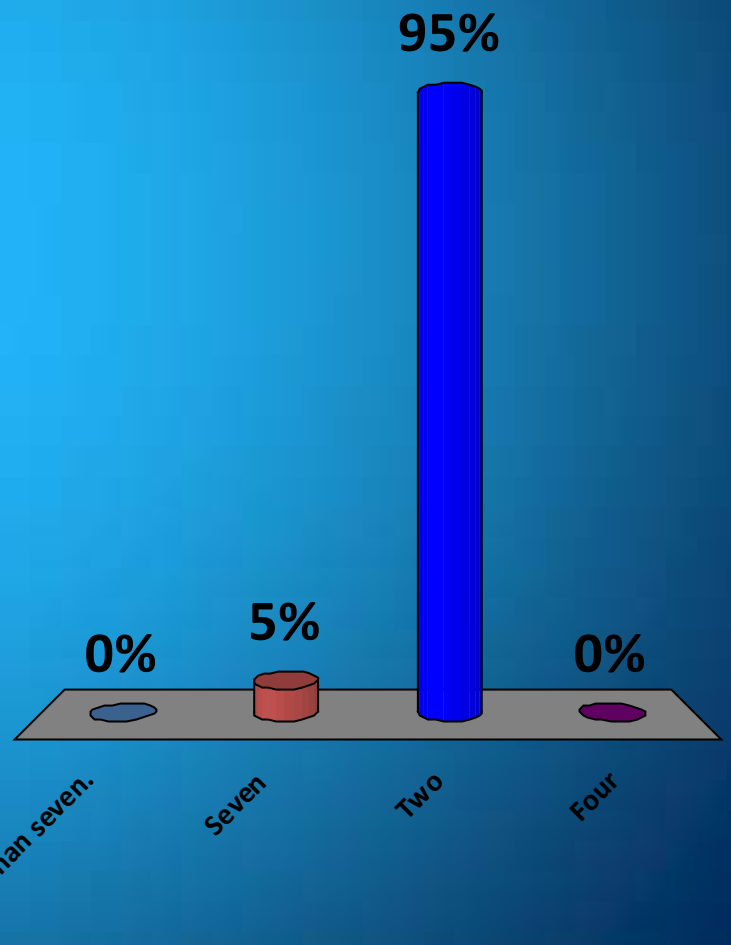

Team Leaderboard

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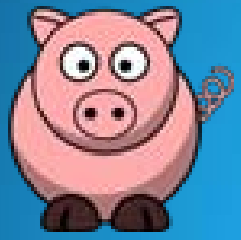
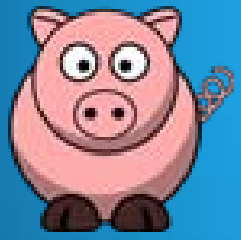
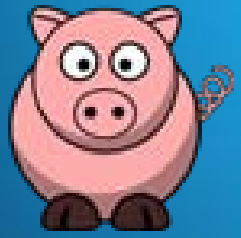
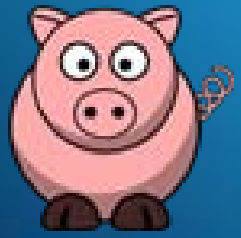
B		66.2
C		67.25
D		72
E		60.25

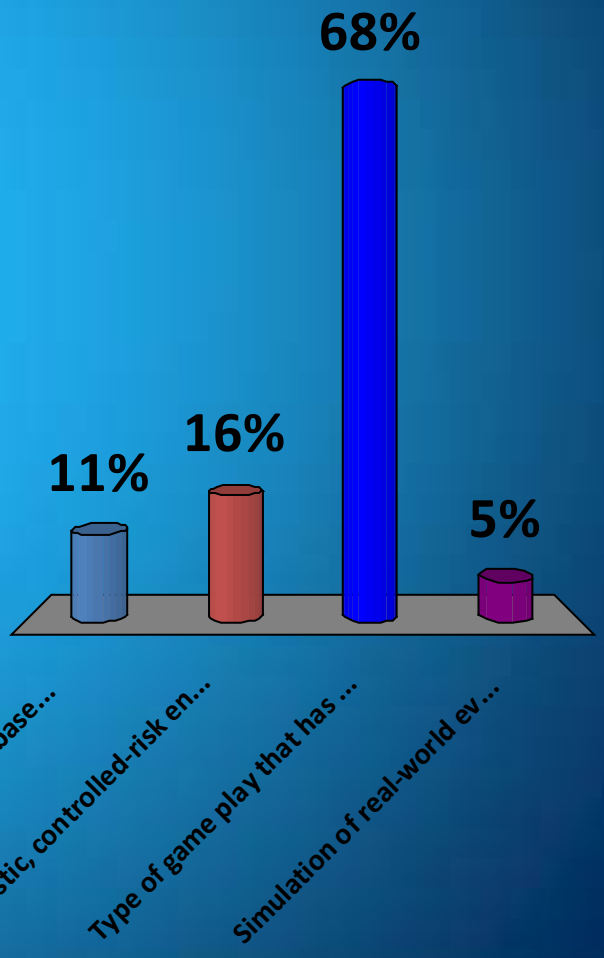
Suspect Interview: What is Game-based learning?

A. Process of using game-based mechanics, aesthetics, and game-thinking to engage people, motivate action, promote learning, and solve problems.

B. Realistic, controlled-risk environment where learners can practice behaviors and experience the impacts of decisions.

C. Type of game play that has defined learning outcomes. Generally, it is designed to balance subject matter with gameplay and the ability of the player to retain and apply said subject matter to the real world.

D. Simulation of real-world events or processes designed for the purpose of solving a problem. Often multi-player platforms including mini-games within.



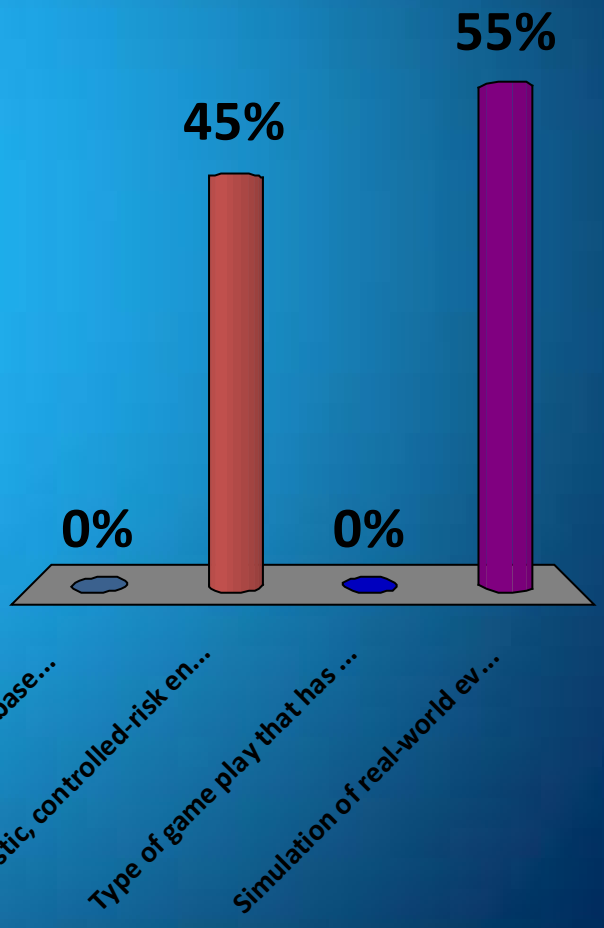
Suspect Interview: What is a Simulation?

A. Process of using game-based mechanics, aesthetics, and game-thinking to engage people, motivate action, promote learning, and solve problems.

B. Realistic, controlled-risk environment where learners can practice behaviors and experience the impacts of decisions.

C. Type of game play that has defined learning outcomes. Generally, it is designed to balance subject matter with gameplay and the ability of the player to retain and apply said subject matter to the real world.

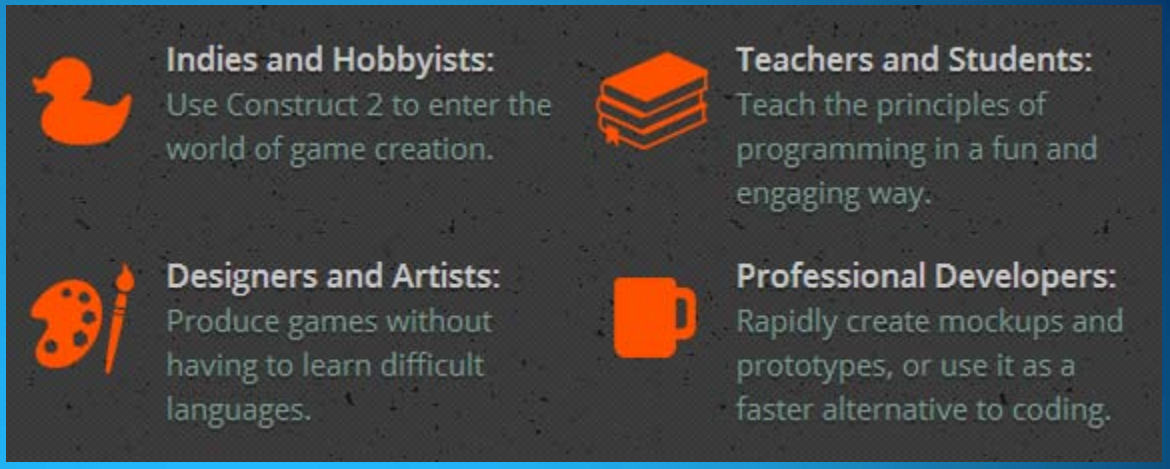
D. Simulation of real-world events or processes designed for the purpose of solving a problem. Often multi-player platforms including mini-games within.



“CONSTRUCT 2” GAME ENGINE

*“**Construct 2** is a powerful ground breaking HTML5 game creator designed specifically for 2D games. It allows anyone to build games — no coding required!”*

https://www.scirra.com/construct2



“Lost Garden” design by Daniel Cook (Lostgarden.com)

EXAMPLES

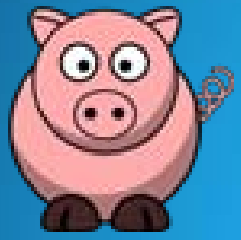
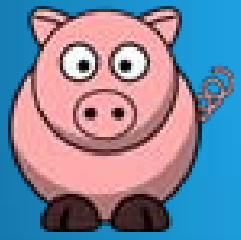
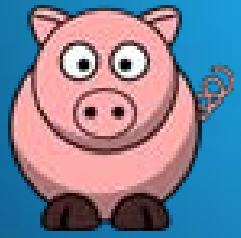
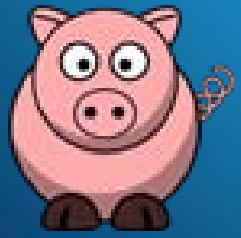
Product Knowledge Games

HTTPS://WWW.VIZITIME.COM/ATD/PK/

Basic Negotiation Game (work in progress)

HTTPS://WWW.VIZITIME.COM/ATD/NEGOTIATION/

Team Leaderboard

A		72.4
B		72.2
C		73.92
D		78.67
E		67.75

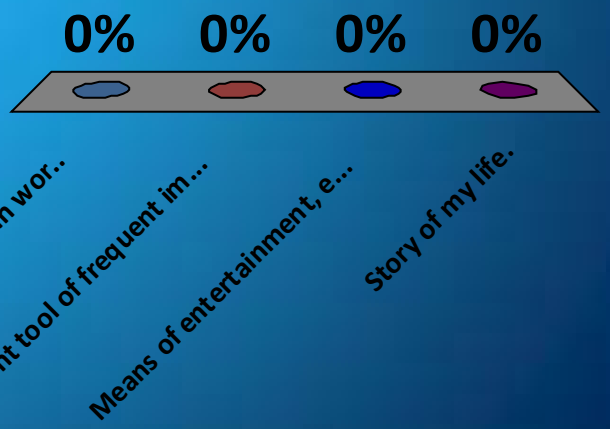
Suspect Interview: What's the missing piece?

A. Conveying of events in words and images.

B. Ancient tool of frequent improvisation and embellishment.

C. Means of entertainment, education, cultural preservation, and often instilling moral values.

D. Missing in action. Story of my life.



Story telling: what's your story?

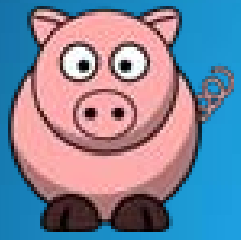
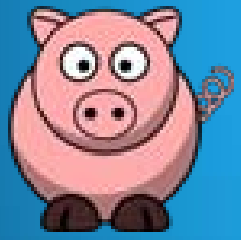
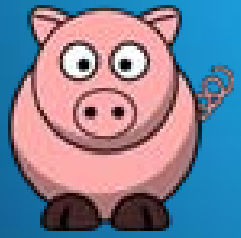
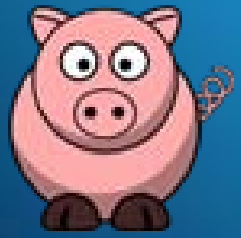
In Hollywood the first ten pages of a screenplay can make or break your success. Readers may drop it right there after seeing only 10% of your work unless they're emotionally hooked (**e**Hook).

Imagine if learners could drop out after 10% of your elearning. Do you eHook them?

Can be as simple as:

"The birds are angry because the pigs stole their eggs."

Final Team Leaderboard

A		72.4
B		72.2
C		73.92
D		78.67
E		67.75

RESOURCES

Construct 2
https://www.scirra.com/construct2

Free Graphics (CC licenses)
http://opengameart.org/

http://lunar.lostgarden.com/labels/free%20game%20graphics.html

http://letsmakegames.org/resources/art-assets-for-game-developers/

Elaborate Gamification Framework (not for the faint hearted)
http://www.yukaichou.com

Zsolt's Linked-In profile to connect
http://www.linkedin.com/in/zsoltolah1/

Suspect	WHOD	Motivator (What motivated them?)	Game Mechanics (How did they do it?)	Social Mechanics (Who else was involved and how?)	Victory Condition (What was their goal?)
Anna Gamebino					
Beatrice Socialite					
Charles Moody					
Dave Victorino					

Write your game elements in the cell you think they fit best. Max three items in each cell!!

HOMEWORK: WHODUNIT?

Thank you!