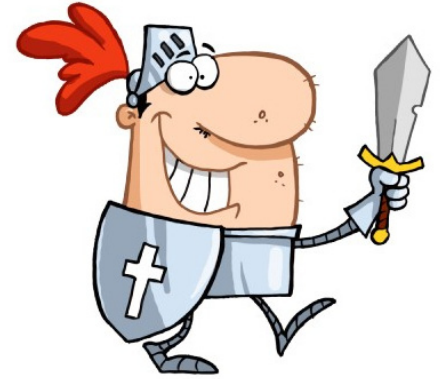


# Gameification

and Web 2.0 in the Classroom



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## School Snap Shot

Located: Santa Ana

Started in Fall 2000 : Currently in 17th year, 14 graduating classes

Student Enrollment: Sophomores (60) Juniors (59) Seniors (59)

96% Hispanic • 83% Socioeconomically Disadvantaged • 52% English Learners

**The average American child has spent 10,000 hrs gaming by the age of 21 and 10,080 hrs in school from 5th grade to graduation**

Did you Know?



### Why We Gamified - Low Motivation • Sense of Only Doing the Minimum to Pass

To use a service design for curriculum that provides game-like experiences. One which encourages and motivates students to engage while developing mastery, and by taking advantage of humans' psychological predisposition to engage in gaming

"Whenever I have to go to school I have to power down"



### What Exactly are we Doing - Our use of Gamification Strategies

Collaborate and plan curriculum (horizontal teaming).

Use an Educational management tool as a foundation for driving our design. Providing tasks, achievements, and rewards for mastery.

Trying to motivate and engage students to participate in their own success.

I'm Rich!



### Social Media in the Classroom- They're the Natives, We are the Immigrants

Moving Toward a fully Digital Environment

Edmodo - "Facebook" for Education: Acts as our foundation tool for gamification

Teacher Web Sites : Hub for rewards, resources and assignments

Google Docs and gmail : no more software inequality • collaboration • cloud-based storage

Blogging - posting opinions and work for others to view • commenting & defending of work • always "open" discussions



### How it All Works - What Motivates the Kids of Today? Beats Me!

Achievements: things kids can do to get noticed or recognition

Leveling: Competitive and open for all to see • leader boards

Titles: Suffixes, Prefixes, guilds • kids get to choose their own names

Money: in the form of academy gold • capitalism in the classroom • classroom economy

Academy Village: The Marketplace Where Heroes Shop. Check it out! <http://www.sausd.us/Page/21637>



### How is it 'Actually' Working - Challenges we are facing.....

Growing Pains: Coordination • Initial development for curriculum

Time Consuming: updating leader boards and grading in timely manner.

Balancing Student workload • what's collaborative and what's subject specific

College Prep Focus? are we preparing them for success beyond high school

Financial Commitment: Incentive cost real "gold" • academy funds for student motivation

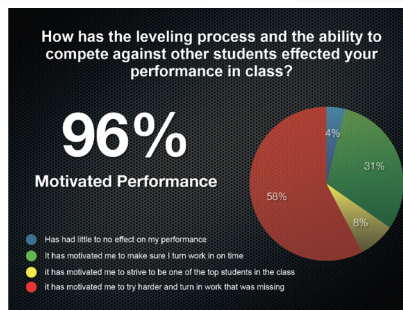
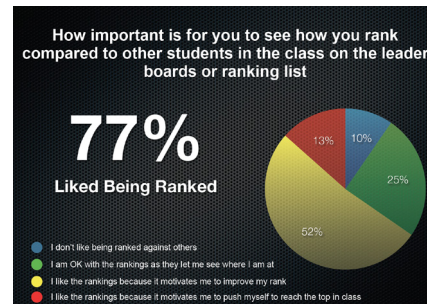
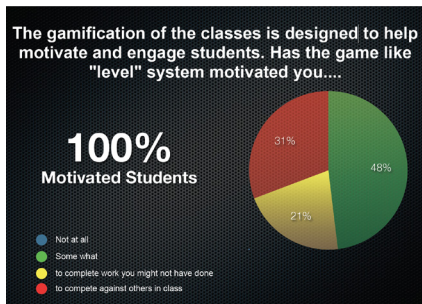






## What the Kids are Saying - Market Survey Results

- We compete because we all want to be the best.
- It does motivate me to do better in school and to succeed-its been really helpful.
- It makes me proud to know that I am able to go against other students. I want to be the on the highest rank!
- It has motivated me to try my best and turn in my work on time.
- This makes me finish my work that I have incomplete.
- It has been motivating me to turn in all my work and missing work as well.
- It motivates me not cause of the stores and the board thing but cause I would want to change my grade to a higher grade!!!!
- It shows me what I have to finish to make it to the next level. Also I know what every task is worth which is very motivating to finish it quicker when its worth a lot of points.
- It motivates me because it keeps me on task and on track to finish all my work on



## Where is this all Going? - Evolution of the Experience

Dedicated iPad labs • then Chromebooks (1-1) for our sophomores • Now schoolwide Journey/Quested based • Exploring "Hearthstone" as incentive • Developing Over-arching Theme Dynamics - Unlocks of special rewards • pacing refinement • Guilds Emotion that Drives Engagement: Surprise • Envy • Connection • Food Rewards Competitive vs. Cooperative vs. Self Expression - we need to make sure we touch on all areas Social Incentives: Addressing player needs -constant self assessment - maintain the "flow" challenge vs. skills



## Resources - Exploring Gamification in Education

Personal Links for gamification: <http://www.sausd.us/Page/19381>  
 More Personal Links for gamification: <http://www.sausd.us/Page/21732>  
 Gamification Wiki: [http://gamification.org/wiki/Gamification\\_of\\_Education](http://gamification.org/wiki/Gamification_of_Education)  
 Don't Bother Me Mom-I 'm Learning; Marc Prensky (Book)  
 Fun Inc-Why Gaming will dominate the 21st Century - Tom Chatfield (Book)  
 Cell Phones in the Classroom- A practical Guide for Educators- Liz Kolb (book)

