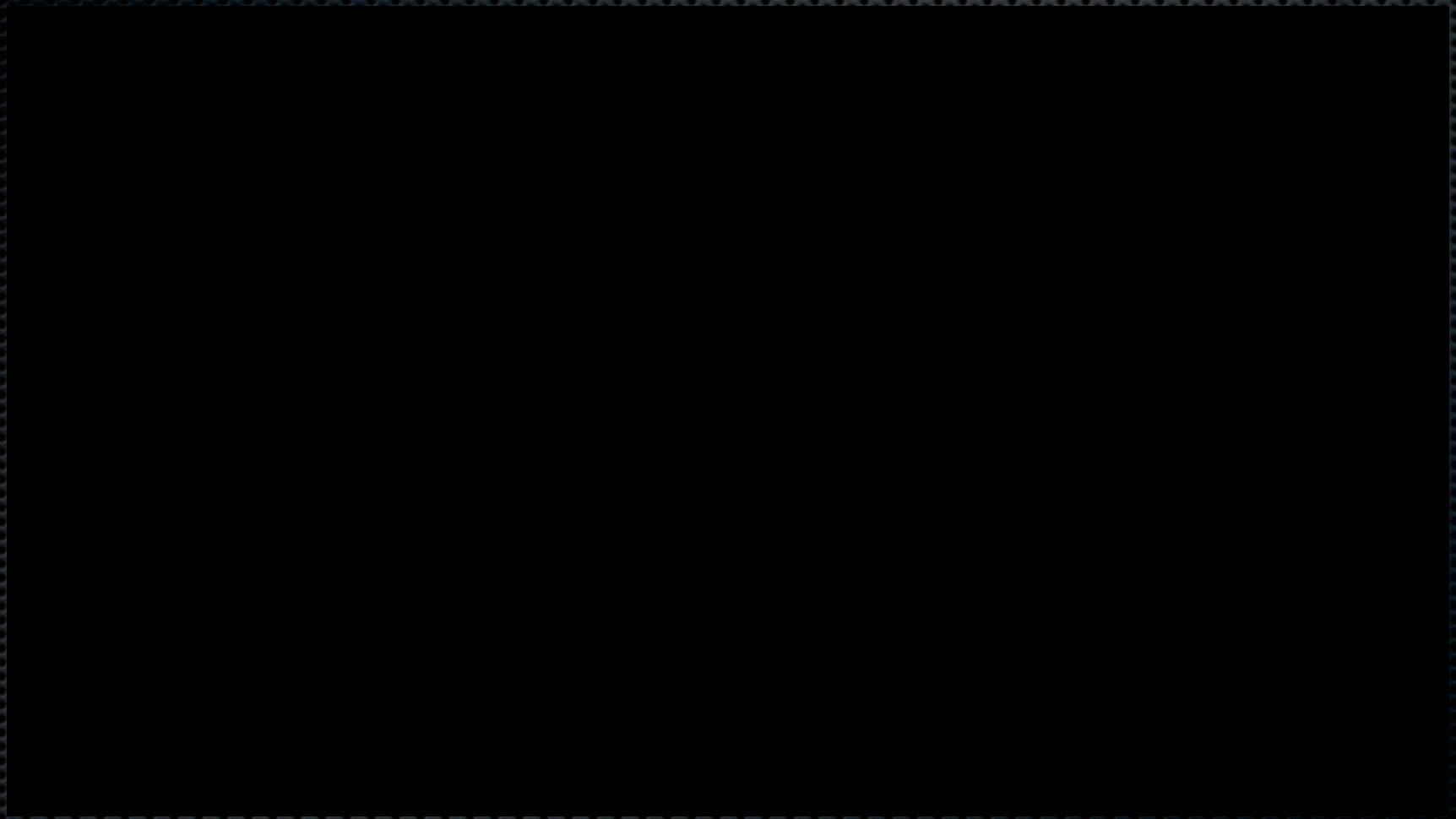
Gamifcation

Paul Anderson - Classroom Game Design



Our Presentation will begin shortly

Gamifcation

and Social Media in Small Learning Communities

Monterey 2013

Introductions

- Alan Gersten - Project Director, e-Business Academy
- Justin Thomas - Academy Social Studies
- Nathan Goodrich - Academy English

We all teach at the sophomore level in two small learning communities:
The e-Business academy and the TEACH academy.

We share almost all the the same students.

Century High School

- Inner city school located in Santa Ana, California (2700+ students)
- Lowest Achieving High School in Orange County
- Federal SIG (School Improvement Grant) School
  - 3rd year of transformation
  - Highest API gains in 2011-2012 school year in our county
  - Moving to academy models across the board

Our kids struggle in school with language, academics, and have very limited resources to aid in success.

American Indian or Alaska Native	0.08%
White (not Hispanic)	0.57%
Asian	3.44%
Hispanic or Latino	95.59%
Pacific Islander	0.00%
Multiple or No Response	0.16%
Socioeconomically Disadvantaged	83.00%
English Learners	52.00%
Students with Disabilities	8.00%

Did you Know?

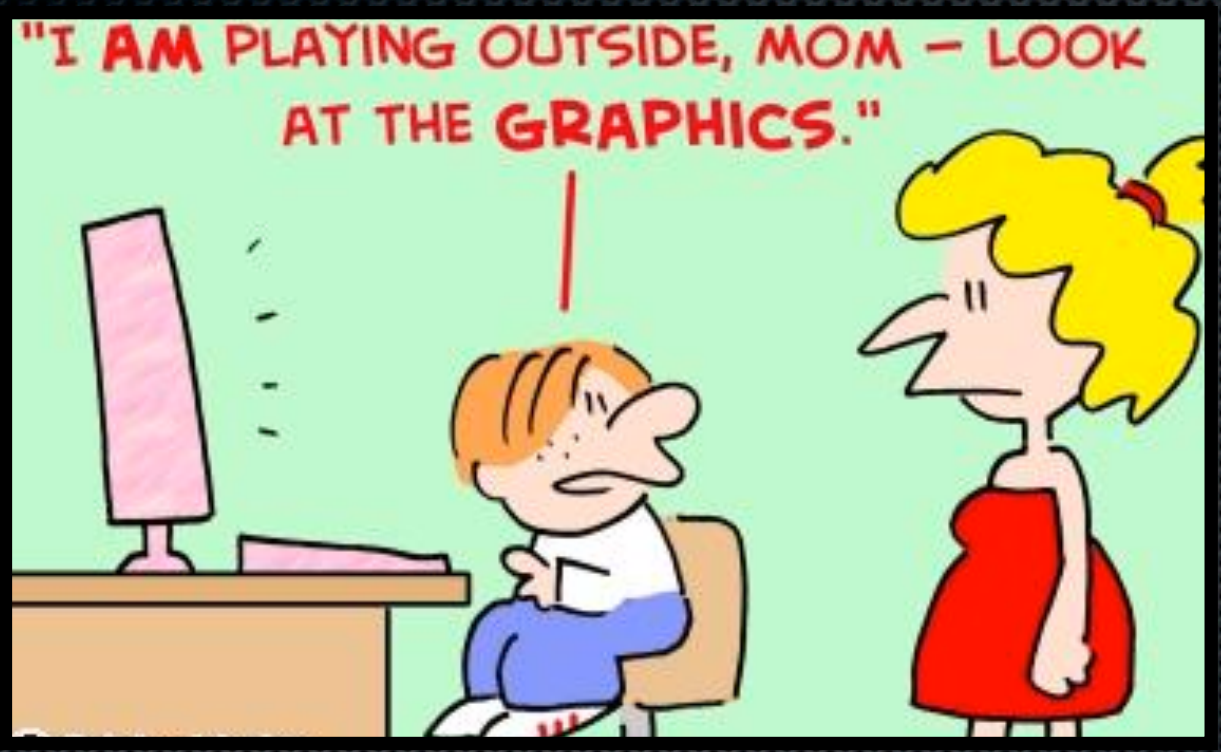
The average american child has spent 10,000 hrs gaming by the age of 21
and
10,080 hrs in school from 5th grade to graduation

What is Gamification?

as defined by wikipedia:

It refers to service design aiming to provide game-like experiences. In practice gamification commonly applies to non-game applications and processes. Gamification's proponents argue that it works by making technology more engaging, by encouraging users to engage in desired behaviors, by showing a path to mastery and autonomy, by helping to solve problems and being more engaging, and by taking advantage of humans' psychological predisposition to engage in gaming.

Or simply put..using game techniques to make activities more engaging and fun.



Our kids are not like us:
They're natives, we're immigrants

Why We Gamified?

as defined by wikipedia:

It refers to service design aiming to provide game-like experiences. In practice gamification commonly applies to non-game applications and processes. Gamification's proponents argue that it works by making technology more engaging, by encouraging users to engage in desired behaviors, by showing a path to mastery and autonomy, by helping to solve problems and being more engaging, and by taking advantage of humans' psychological predisposition to engage in gaming

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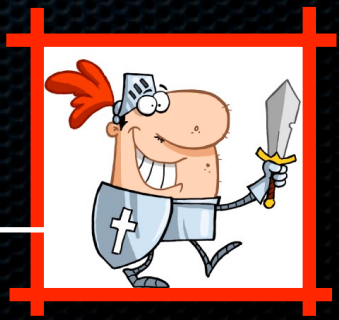
To use a service design for curriculum that provides game-like experiences. That encourages and motivates students to engage while developing mastery, and by taking advantage of humans' psychological predisposition to engage in gaming

"Why is motivation such a big problem? because all learning requires effort, and , like crime, people rarely do it without a motive."

Marc Prensky, Author, Don't Bother Me Mom - I'm Learning

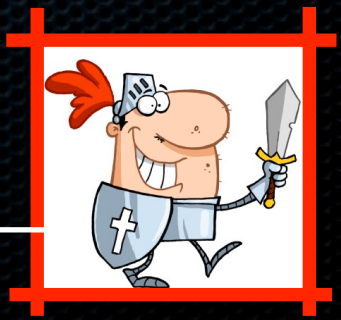
What exactly are we doing?

- Collaborate and plan curriculum (horizontal teaming)
- Use social media 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



Collaboration & Planning

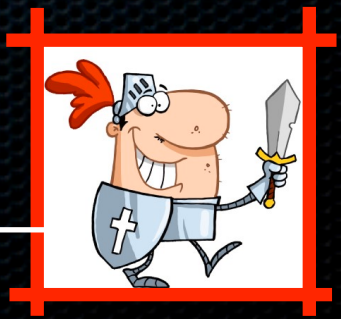
- Past History
- Current Collaborations
  - Comic Strip - Comic Life
  - Business Letter - Industrial Revolution
  - Green Light Project - Movie Trailer
  - Gamification of our classrooms

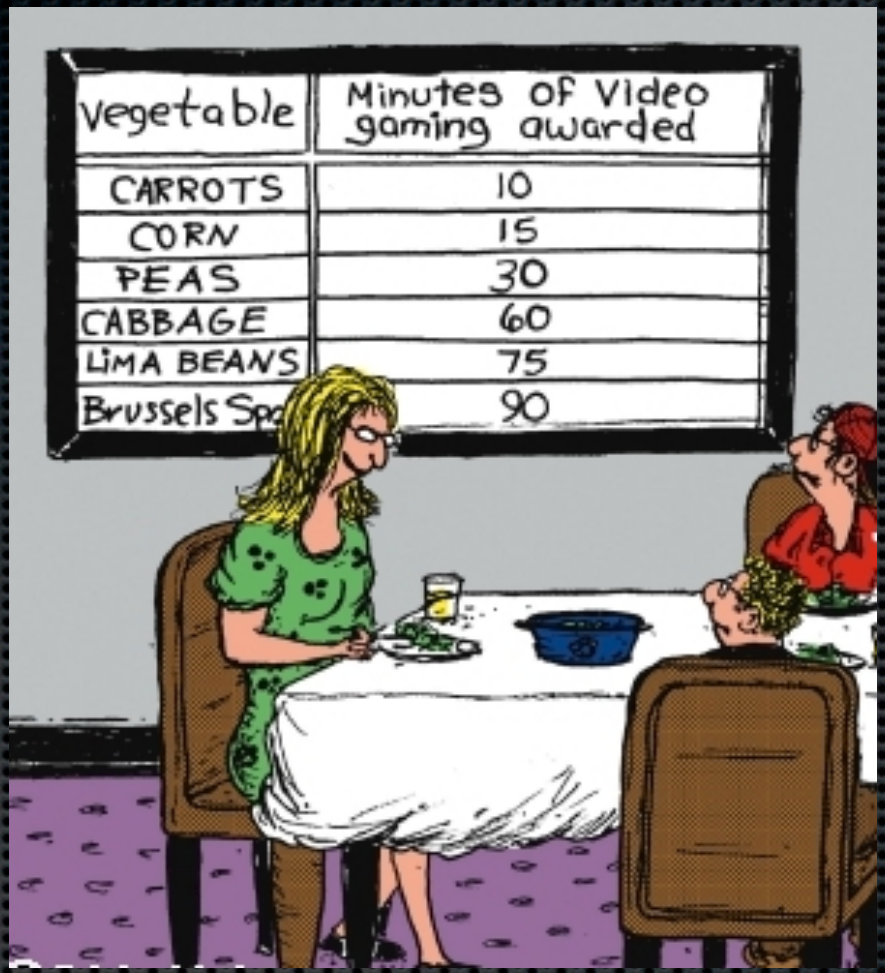


"What happened in school today? Read my blog."

Social Media in the Classroom

- Edmodo
- Google Docs-Google Drive
- Teacher Websites
- Blogger
- Exploring
  - Facebook
  - Twitter



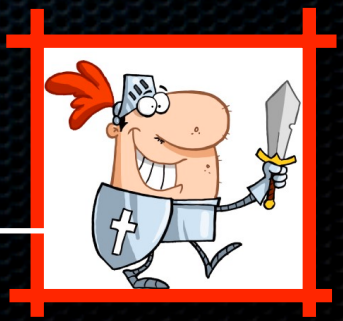


"The most important thing that educators can learn from game designers is *how* to keep a player engaged."

Marc Prensky, Author, Don't Bother Me Mom - I'm Learning

Incentives & Rewards

- Achievement Badges
- Leveling
- Titles
- Gold
- Academy Village Shops



JURY OF ENGLISH MAJORS

What Has Goodrich Done?

- Major Focus Motivation
- All major writing assignments have gold attached if turned-in on-time
- An INSANE amount of gold is offered for 1hr of weekly SSR after school
- Maintains Goodrich's Galaxy of Galactic Goodness where gold can purchase space-themed rewards and challenges

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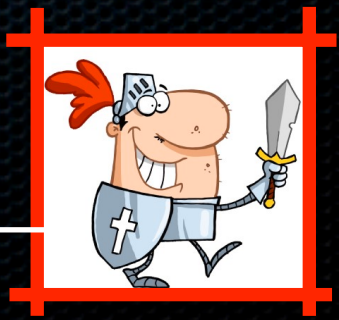

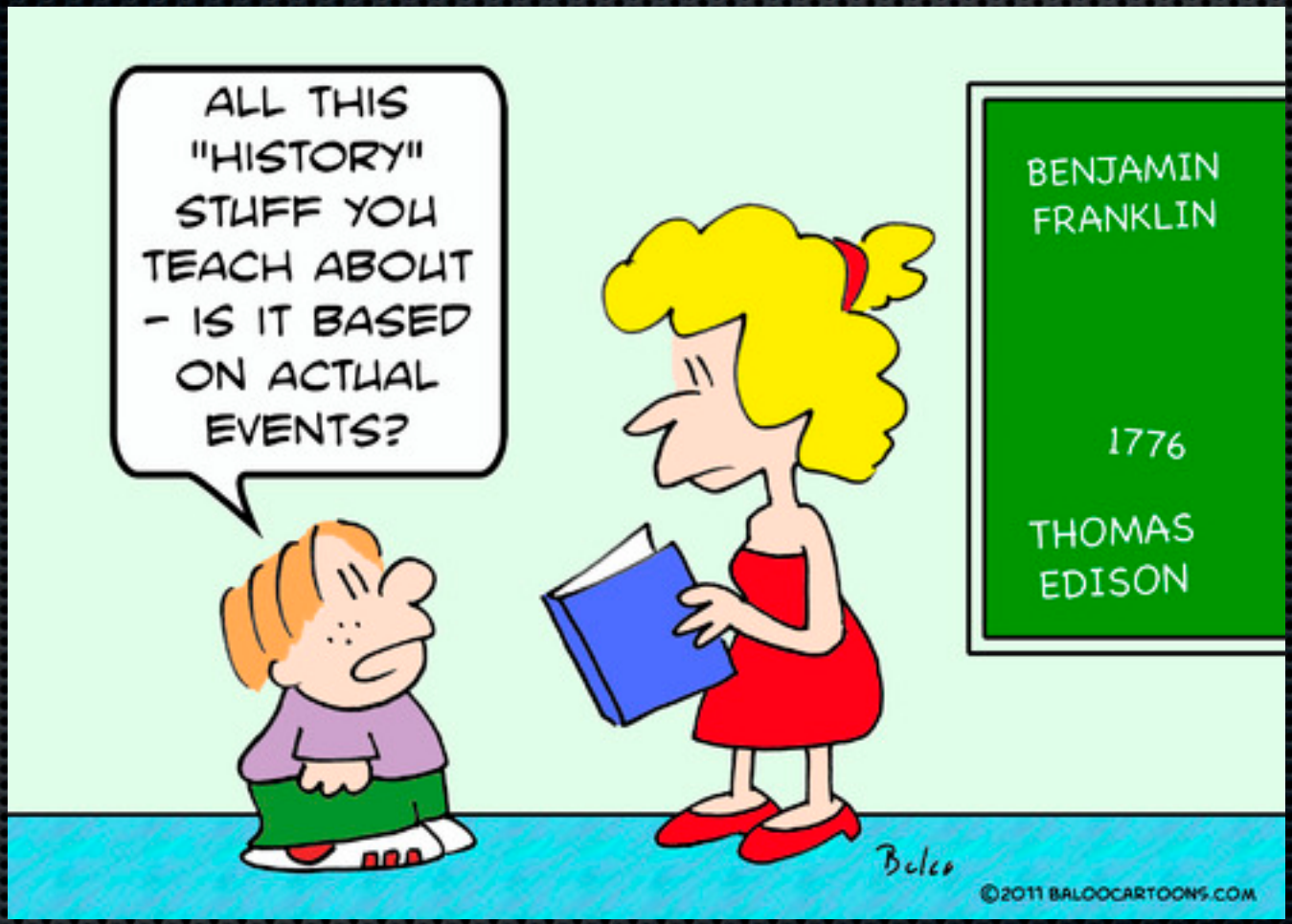
ALL THIS "HISTORY" STUFF YOU TEACH ABOUT - IS IT BASED ON ACTUAL EVENTS?
BENJAMIN FRANKLIN
1776
THOMAS EDISON
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What Has Thomas Done?

- Major Focus Motivation/ Engagement
- All major tasks are based on experience points which lead to mastery of the social studies curriculum. This leads to gold and intangible rewards.
- Major assignments lead to gold.
- Maintains Thomas Tools and Treats where gold can purchase hero - based theme rewards and challenges

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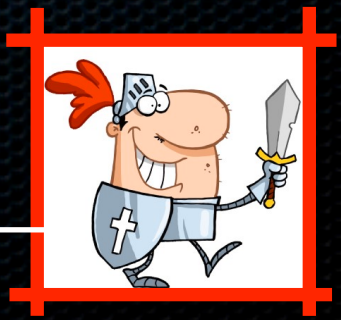

I DIDN'T KNOW THAT WAS AN OPTION...
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4-7
MARK PARISI

What Has Gersten Done?

- Major Focus Mastery/ Engagement
- Instituted the gamification in our program. Level system
- To earn gold, mastery must be attained
- Maintains Gersten's Gadgets & Grub where gold can purchase hero - based theme rewards
- Embraces Web 2.0 technologies and uses them in classroom
- Program banker and controls all transactions

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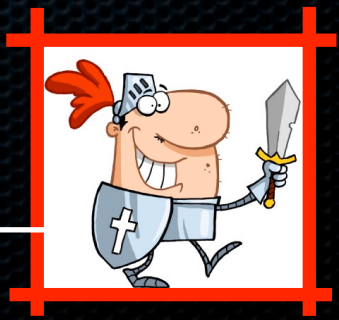

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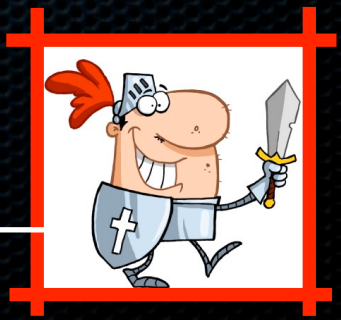
HOW TO MAKE ANGRY BIRDS

How is it working?

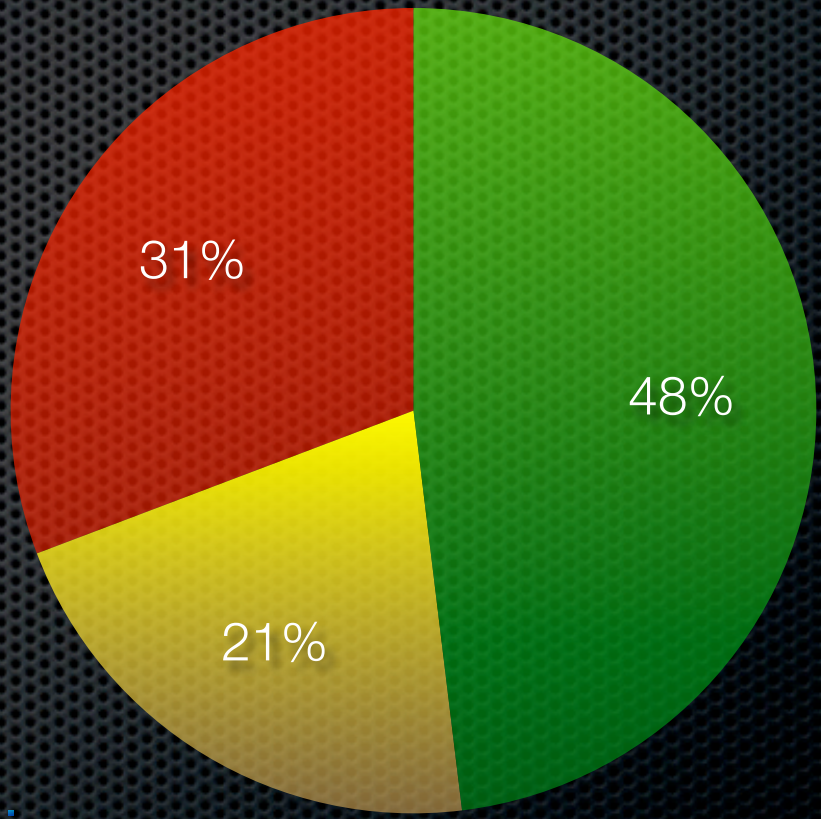
- Student Survey Results



The gamification of the classes is designed to help motivate and engage students. Has the game like "level" system motivated you....

100%

Motivated Students

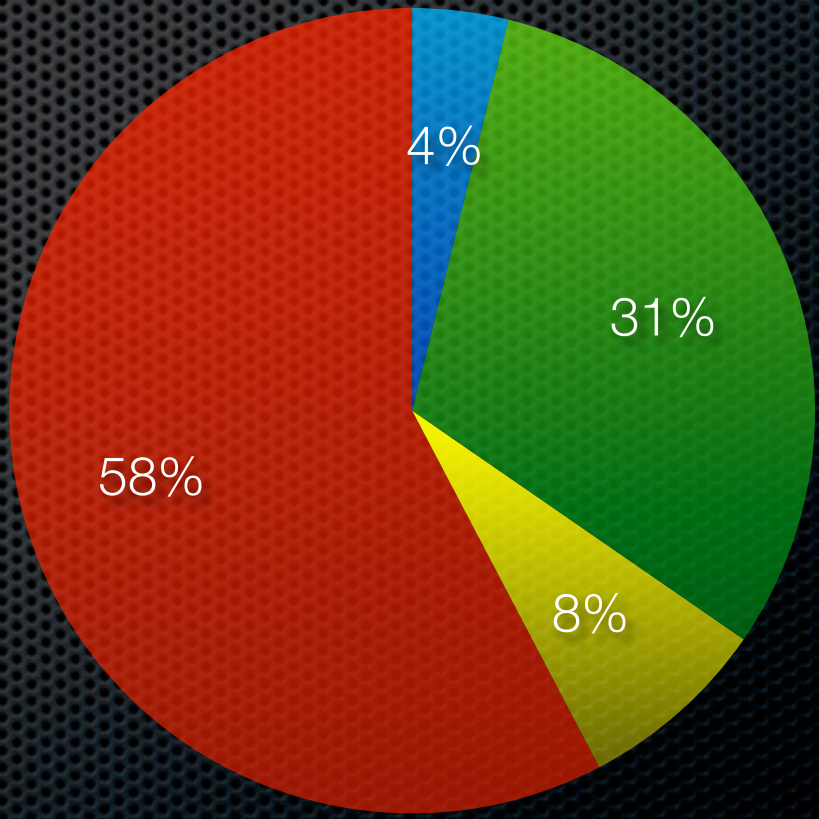


- Not at all
- Some what
- to complete work you might not have done
- to compete against others in class

How has the leveling process and the ability to compete against other students effected your performance in class?

96%

Motivated Performance

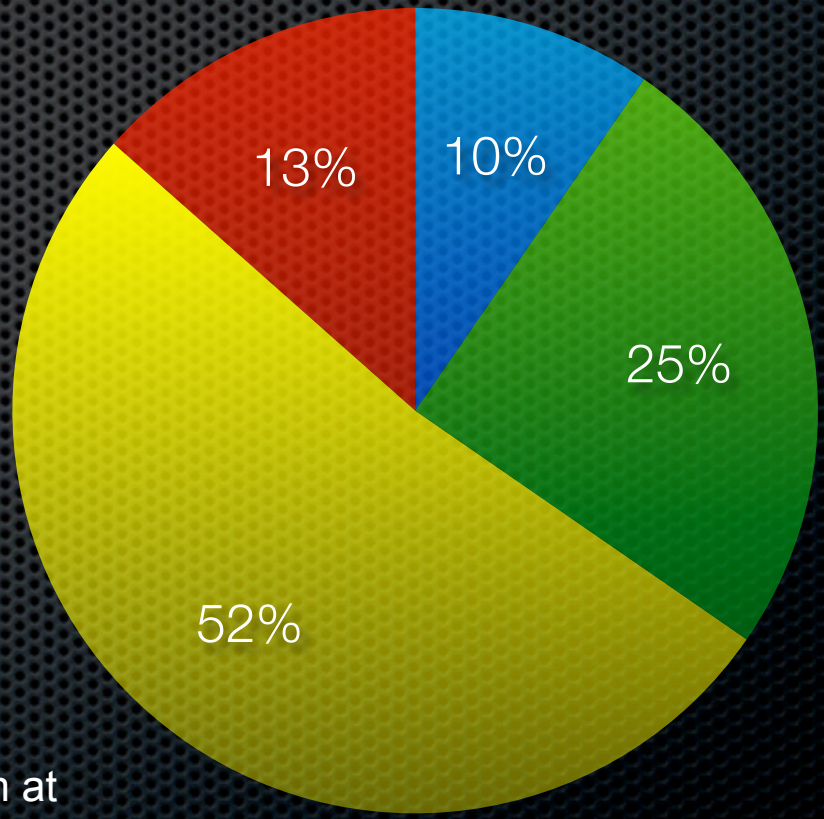


- Has had little to no effect on my performance
- It has motivated me to make sure I turn work in on time
- it has motivated me to strive to be one of the top students in the class
- it has motivated me to try harder and turn in work that was missing

How important is for you to see how you rank compared to other students in the class on the leader boards or ranking list

77%

Liked Being Ranked

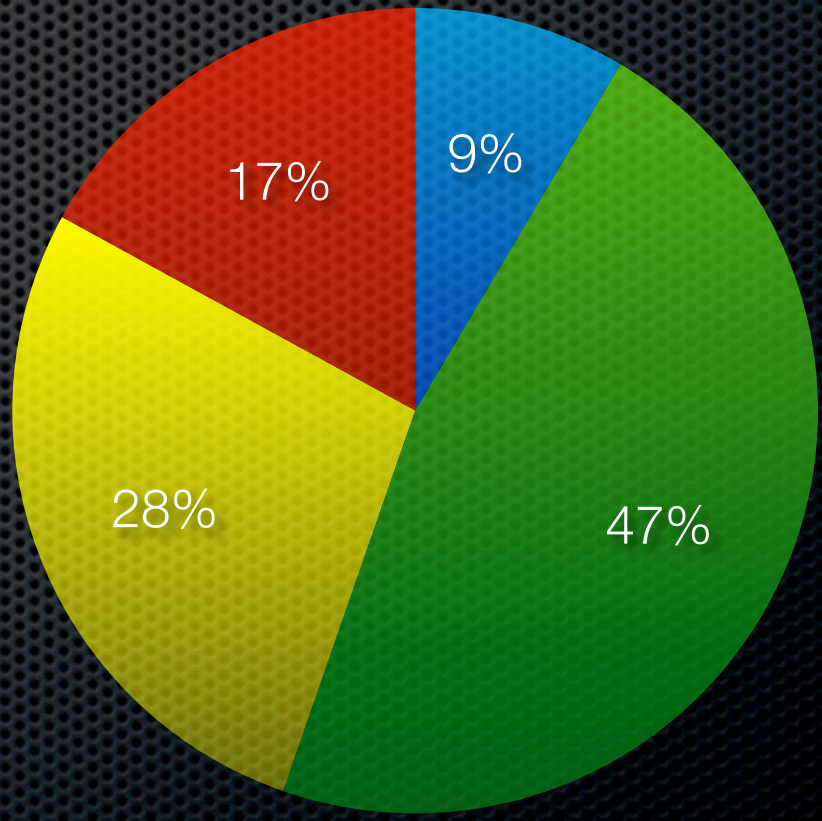


- I don’t like being ranked against others
- I am OK with the rankings as they let me see where I am at
- I like the rankings because it motivates me to improve my rank
- I like the rankings because it motivates me to push myself to reach the top in class

Has the awarding of badges motivated you ?

91%

Motivated By Badge Awards

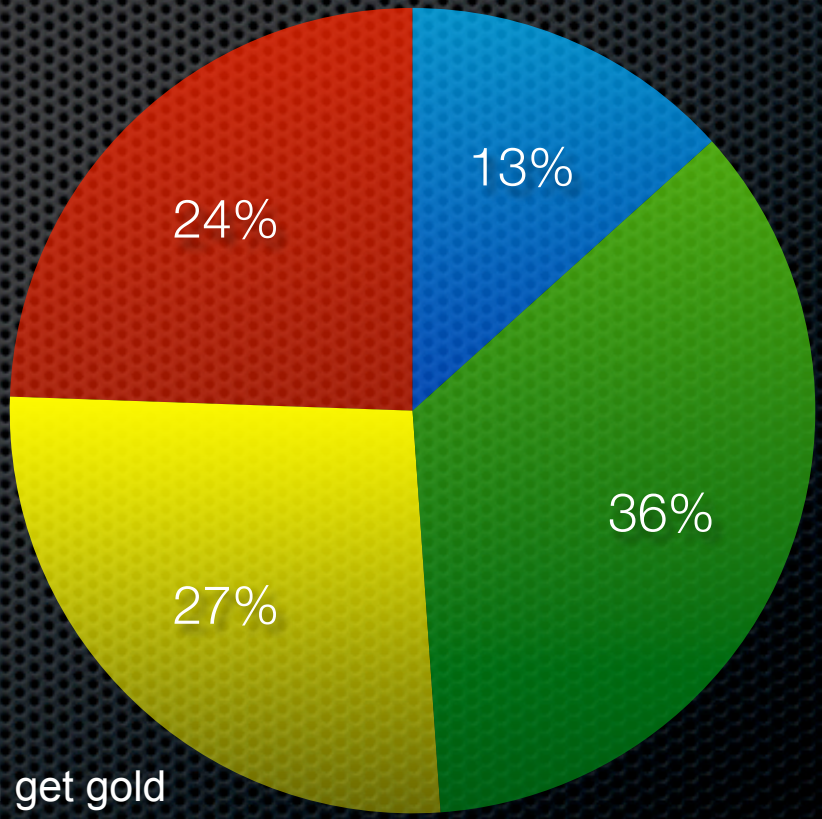


- It has little or no effect on my motivation
- It has motivated me to do things I would normally not do
- It motivates me to do more so that I can have a lot of badges
- It has motivated me to strive to be one of the top badge earners in class

Has the Academy Shops and the things they sell motivated you ?

87%

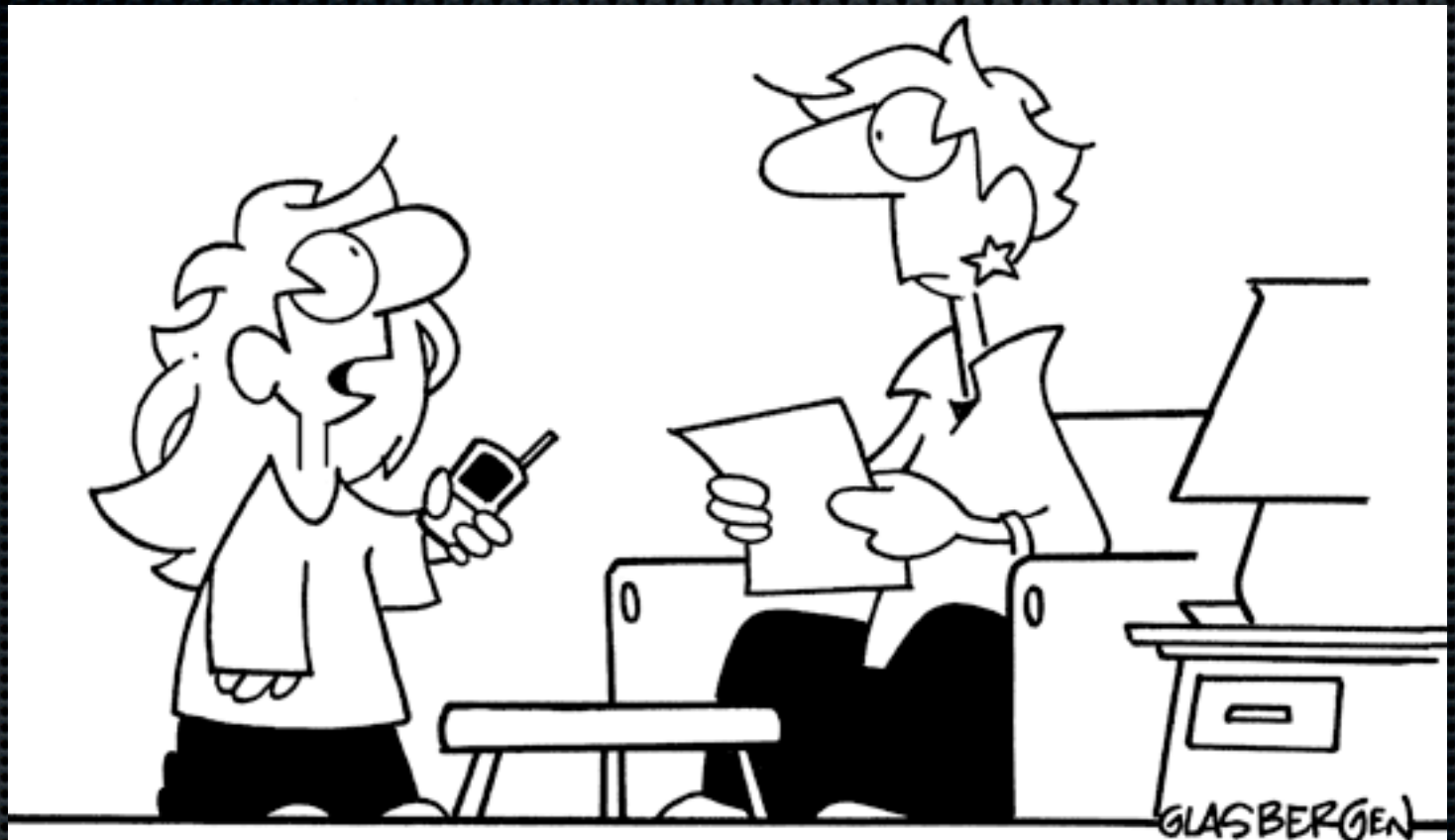
Motivated By Shops



- It has little or no effect on my motivation
- It has motivated me to catch up on missed work so I can get gold
- It motivates me to do more so that I can earn a lot more gold
- It has motivated me to strive to be one of the top gold earners in class

Student Comments

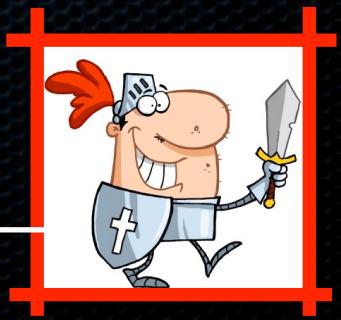
- We compete because we all want to be the best.
- It does motivate me to do better in school and to succeed-its been really helpful.
- It makes me proud to know that I am able to go against other students.
- I want to be the on the highest rank!
- It has motivated me to try my best and turn in my work 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 time.



**“My teacher isn’t qualified to teach spelling!
She spells U ‘y-o-u’. She spells BRB ‘r-e-t-u-r-n’.
She spells BFN ‘g-o-o-d-b-y-e’...”**

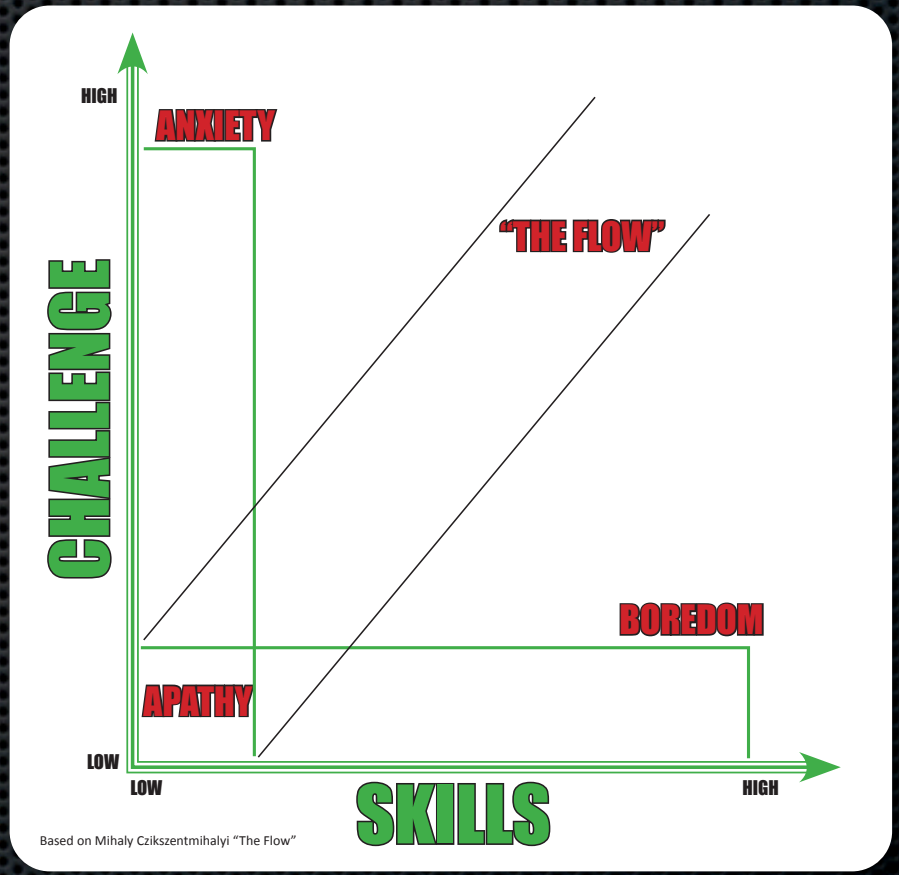
How is it working?

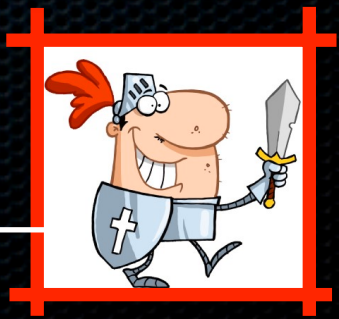
- **Challenges**
  - Coordination & Initial development
  - Time Constraints
  - Financial Commitment
  - Transition to Common Core
  - Balancing Student Workloads
  - The “College Prep” focus



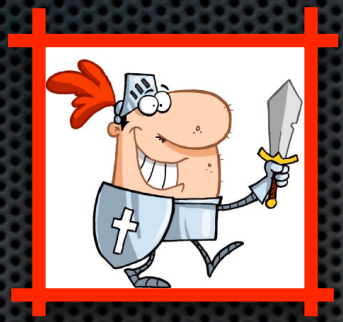
Where will we be going?

- **Evolution of the Experience**
  - **Journey/quest based**
    - Leads player to mastery
    - Overarching Theme
  - **Dynamics**
    - Unlocks
    - Pacing
  - **Aesthetics**
    - Emotion drives engagement
    - Surprise-Connection-Envy
  - **Social Incentives**
    - Addressing player needs
    - Needs change over time
    - Competitive-Cooperation-Self Expression
    - Reputation





Questions?



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