4 Cs to an A+ Learning Experience

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#AECT19
What do you hope to get today?
What are you going to do?
My goal is for each of you to take away at least one actionable item you can try within the next 30 days.
What is gamification?
GAMIFICATION

the use of game design elements in non-game contexts

~ Sebastian Detering
“You aren’t going to make games. You are going to make games work for you.”

Gabe Zichermann
Activity #1
Favorite Game Stories
“Fun is just another word for learning.”

Raph Koster
8 KINDS OF FUN
Marc Leblanc

Fantasy
Narrative
Challenge
Fellowship
Discovery
Expression
Submission
[Fantasy means] mental images of things not present to the senses or within the actual experience of the person involved
“Story is the language of experience, whether it’s ours, someone else’s, or that of fictional characters.”

Lisa Cron
51.3% Reading passage
59.3% Treasure hunt
Ebbinghaus’ Forgetting Curve
(How much of something do we forget each day?)

- very quick loss
- 20 min (58% left)
- 1 hour (44% left) ...already halfway gone!
- 1 day (33% left)
- 6 days (25% left)
GAME Plan
GOALS
AUDIENCE
MECHANICS
EXPERIENCE
“If you don’t know where you are going, you’ll end up someplace else.”

Yogi Berra
1. Between a Rock and a Hard Place
   - 0/12 Raging Earth Elemental slain
2. And That's Why They Call Them Peons...
   - 0/10 Frightened Peon rescued
3. I Got Your Parts Right Here...
   - 0/10 Spare Part
4. Bad News Bear-er
   - Kadrak wants you to speak to Commander Grimfang in Zoram Strand.
“... the best way to motivate people ... is by facilitating progress – even small wins.”

Teresa Amabile
MAKE PROGRESS VISIBLE
Activity #2
Redesign a course
“The proper question is not, ‘how can people motivate others?’ but rather, ‘how can people create the conditions within which others will motivate themselves?’”

Why We Do What We Do, Edward Deci
SELF-DETERMINATION THEORY
AUTONOMY

COMPETENCE

RELATEDNESS
Activity #3
Learner Persona
GOALS
AUDIENCE
MECHANICS
EXPERIENCE
Isn’t 10 million just a number? … I don’t mean to belittle your collection.
I’d be the 7th person to do it ... More people have walked on the moon.
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80%
That moment when you have been stuck on a level in Candy Crush for too long.
Activity #4
Sprint Time
Case Study
Gamification Concepts
Creative Confidence
Activity #5
Takeaways and Nudges
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