Social gamification

Collaboration, Interaction, reflection

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Background & Work

Search & Selection (1999-2000)
UX Consultant (2000-2002)
PhD Games & Learning (2002-2005)
Ass. Professor IT-University CPH (2005-2007)
Serious Games Interactive (2005-)
Gametools (2016- )
We are...

- Founded in 2006
- Gametools joined in 2016
- Use games for more than entertainment
- Won several awards for our productions
- 15 Employees
- 5 Nationalities
- Developed +150 digital & +30 physical games
Audience, we have a problem
Game-based learning is not really working in schools
Social gamification exercise #1

Is GBL working in schools?

1). Think of your answer
2). Turn left to find a co-player.
3). What does he/she thinks

4). Count to 3 and show your answer
   1 finger= Yes
   2 fingers=No

5). Discuss why for 2 minutes

6). Guess whether you changed your co-players mind

7). Count to 3 and show your answer
   1 finger= Yes
   2 fingers=No
Loads of challenges
Kahoot has solved it

- Fast to learn
- Little preparation
- Free-to-buy
- Teacher in control
- Inherent social
- Content free
- Browser
- Always-on
- Class-based
- Simple
Unfortunately its what we know students don’t learn from, and at best useful for close-looped learning
Similarities to eLearning challenges
Meta-studies suggest we are off target

- Use learning theory to inform game design and experience
- Include Instructional support (reflection, modelling, collaboration, modalities, feedback and personalisation)
- Take an active approach to the ‘game’ not just clicking

(Sources: Sitzmann & Eli, 2010; Wouters & Oostendorp, 2013)
Other solutions or Why I hate Minecraft

- Design-thinking
- Minecraft
  - Tools NOT games
    (certainly not learning games)
- Game literacy
- COTS
- Scratch
As Brian Sutton-Smith once said about Play Theory. With all this horseshit there has to be a pony somewhere. The same must be true for game-based learning. But today there is too much horseshit.
Blissful ignorance
or harsh realities

Quiz

Social gamification
Quiz exercise

Who allegedly invented the term gamification
• Gabe Zichermann
• Clark Abt
• Nick Pelling

Where was it invented
• Company
• Military
• University
Social gamification exercise

Each of you grab your cell phone (or paper)

Write down the most important challenges (ONE) for game-based learning in the classroom. (Research allowed). Don’t show or tell any-one

Now turn to your left-side esteemed colleague, and shake hands.

Rock/paper/scissors who is the master mind, and who is riddle-solver

The riddle-solver can ask 10 questions. Master Mind can only say yes/no

So what happened? And was it different than the quiz?
It is really different?

<table>
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<th>The Quiz</th>
<th>Social gamification</th>
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</thead>
<tbody>
<tr>
<td>Easy</td>
<td>Complex</td>
</tr>
<tr>
<td>Non-intrusive</td>
<td>Challenging</td>
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<tr>
<td>Facts</td>
<td>Knowledge</td>
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<td>Passive</td>
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<td>Competition</td>
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<td>Tense</td>
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<td>Close-loop</td>
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<td>Fake learning</td>
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The good, the bad, and the ugly

All classroom based, and use PBL gamification. All testified to the power of gamification in shaping learning and dynamics.

**Study 1: The bad (Hanus & Fox, 2015)**
- Get points for doing things, and positive feedback loop (eg. play a video or use 10 sources in paper to get points)

Negative outcomes

**Study 2: The good (Iosup and Epema, 2014)**
- Get points for solving ‘real’ problems (eg. ask good questions that 3 other students like to get extra points or unlock extra content.)

Positive outcome

**Study 3: The ugly (Fyn, BT)**
- Get points for discipline.
- Negative feedback loop.
  (eg. talk during class or use iPad for irrelevant things)

Chaotic outcome
Somewhere we got lost

Games have inherently been social until computers came along, and the most important dynamic is human quirkiness.

We are constantly trying to find the way to put everything into computers for complex problems that needs to be handled outside.

We need to find ways to keep game-based-learning simple, cheap, flexible etc. For it work inside schools.
Corporate examples

- **Buddy on steroids**: Shape and connect employees.
- **Engine**: Automation loop that brings you through the 4Cs
- **Gamification**: Use mechanics, exercises and twists to nudge in right direction
- **Network**: Involve existing and new employees as resources, guides and sparring partners
- **Broaden out**: Create value and activity w. new and existing employees
Social gamification sketch

Mechanic

Knowledge
Reflection
Discussion


Classroom
Teacher=Facilitator
Student=Learner/Peer
More curious?

Academic

Borderline

Developer

Gametools.dk

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