The Gamification of Learning using a Mobile App at UC San Diego

Marlo Young, MLS
Overview

- Gamification Defined
- UC San Diego Library Case-Study
- Q&A
Game Center

Start using Game Center with your Apple ID to play games online with your friends, wherever they are.

Apple ID  m2young@ucsd.edu

Password  Required
Some Statistics

• Average video game player has been playing games for over 12 years

• 26% of people playing games are over 50

• 27% (62 million) U.S. Internet users play at least one game on a social network a month

• Social gaming is a billion dollar a year biz & growing at a rapid pace
Gamification

“The use of game mechanics, aesthetics and game thinking to engage people, motivate action, promote learning, and solve problems” in non-game contexts.

-Karl Kapp

*The Gamification of Learning & Instruction*
Gamification

- Core, underlying element is game play
- Integration of game characteristics, game-based techniques
- Into real-world tasks, learning, training, etc.
- Main goal is to motivate
Etymology

Noun: Gamification - gam(e) + -ification. Verb; gamify gerund: gamifying.
... the infusion of game design techniques, game mechanics, and/or game style into anything. http://gamification.org/wiki/Gamification

What is Gamification? | Gamification.org

Gamification is the concept of applying game-design thinking to non-game applications to make them more fun and engaging.

GAMIFICATION.ORG

Like · Comment · Share
Expected to reach $2.8 billion in 2016

Source: M2 Research
Games and Gamification

Time-to-Adoption Horizon: Two to Three Years

The games culture has grown to include a substantial proportion of the world’s population, with the age of the average gamer increasing with each passing year. As tablets and smartphones have proliferated, desktop and laptop computers, television sets, and gaming consoles are no longer the only way to connect with other players online, making game-play a portable activity that can happen in a diverse array of settings. Gameplay has long since moved on from solely being recreational and has found considerable traction in the military, business and industry, and increasingly, education as a useful training and motivation tool. While a growing number of educational institutions and programs are experimenting with game-play, there has also been increased attention surrounding gamification — the integration of gaming elements, mechanics, and frameworks into non-game situations and scenarios. Businesses have embraced gamification as a way to design incentive programs that engage employees through rewards, leader boards, and badges, often with a mobile component. Although more nascent than in military or industry settings, the gamification of education is gaining support among educators who recognize that effectively designed games can stimulate large gains in productivity and creativity among learners.

Gamification, or the notion that gaming mechanics can be applied to routine activities, has been employed successfully by a number of mobile apps and social media companies. One of the most popular incarnations over the years has been FourSquare, with a reward system that encourages people to check into locations to accumulate rewards — a notion that has paved the way for a host of resources that similarly gamify everyday life. Untappd and Tipsi, for example, are apps that allow users to document and receive badges for each different type of beer and wine they have tried, while Simple.com is a gamified banking service that helps users master their finances. It is not uncommon now for major corporations and organizations, including the World Bank and IBM, to consult with gaming experts to inform the development and design of large-scale programs that motivate workers through systems that incorporate challenges, level-ups, and rewards.

While some thought leaders argue that the increasing use of game design in the workplace is a short-lived trend that yields short-term bursts of productivity, companies
80% of learners would be more productive.

61% of CEOs, CFOs, and senior executives take daily game breaks at work.

183 Mil active gamers in the U.S.

$5.5Bn the gamification market in 2108.

350 companies have launched gamification projects since 2010.
Game Mechanics
Constructs of Rules or Methods Designed for Interaction

- **Points**: Measure a user's achievements in relation to others. Can double as currency to exchange for rewards.
- **Badges**: Reward achievements visually.
- **Levels**: Encourage users to progress and unlock new rewards.
- **Leaderboards**: Organise players by rank.
- **Challenges**: Encourage engagement by offering specific tasks to complete.
- **Accelerated Feedback Cycles**: Provide timely feedback.
- **Clear Goals and Rules of Play**: Make the game rules and objectives transparent.
- **A Compelling Narrative**: Enhance the story and context.
- **Challenging But Achievable Tasks**: Ensure tasks are difficult enough to be motivating but possible to complete.
Games

- System: set of interconnected elements
- Players
- Abstract: “game space” abstraction of reality
- Challenge
- Rules
- Interactivity
- Feedback
- Quantifiable Outcome
- Emotional Reaction
UC San Diego SCVNGR Challenge
SCVNGR: The Platform

What is SCVNGR?
SCVNGR is a game all about doing challenges at places.

Go places.
Visit your favorites or discover new ones.

Do challenges.
They're quick, easy and fun.

Earn points!
And share your activity with friends.

On the web at www.scvngr.com
Get started: Click places to find places nearby. Wherever you are, check-in and do some challenges.
Project Goals

• Pilot and assess platform to transform & scale in-person library orientation

• Apply Millennial learning preferences: Interactive & engaging Social, blended learning Competitive & fun Technology-rich

• Promote digital & info fluencies
Play the UC San Diego Library SCVNGR Challenge

During Welcome Week, find teammates and play the SCVNGR Challenge to win prizes and represent your college!

GET STARTED!

During Welcome Week, find teammates and play the UC San Diego Library SCVNGR Challenge using your mobile device to win prizes and represent your college!

Rules:

- Play in teams up to four people (one person must have a smartphone, iPod Touch, or iPad).
- Earn extra points by doing the "Share You're Here" options at each library challenge.
- SCVNGR challenges must be completed between 9/21-9/28 at Midnight to be entered to win.
- Teams with the highest score entered to win iPod shuffles for each team member.
- GOOD LUCK!

Download the free SCVNGR app to your iPhone, iPod Touch, iPad, or Android, then find the various UC San Diego Library challenges to begin playing.

- iTunes App Store
- Android Market

QUESTIONS?

Have questions? Let us know. Leave a comment here and we'll reply asap.
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<thead>
<tr>
<th>Nearby Places</th>
<th>Address</th>
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<tbody>
<tr>
<td>Geisel Library</td>
<td>UC San Diego</td>
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<td>UC San Diego</td>
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MY TREKS

UC San Diego Library
16th 6 / 14 challenges 19 pts

NEARBY TREKS

Triton Trek 2012
Follow the trek, complete challenges...

Alere
Get to know the Alere campus in a...

Andrea's Pub Crawl Hunt!

University of San Diego
Become a Torero!

University of San Diego
Become a Torero!

Test
Test

CHALLENGES IN TREKS

An Ancient Civilization
Part of the UC San Diego Library...

Sweet Music
Part of the UC San Diego Library...

Library Jewels
Part of the UC San Diego Library...

It's a Plane
Part of the UC San Diego Library...

American Cinematograph...
Part of the UC San Diego Library...

Facebook Luvvv
Part of the UC San Diego Library...

Journeyman Awaits
Part of the UC San Diego Library...

Find Me, If You Can
Part of the UC San Diego Library...
Challenge

Geisel Library  UC San Diego

Meet & Greet
Find somebody who works in the library, introduce yourselves, and take pic :)

Take Picture
American Cinematographer...

Find a copy of American Cinematographer in the library and upload a pic of the front cover. Hint: it can be found in 3 different places.

Take Picture
Challenge

Biomedical Library

+3 Copy-Cam It

Biomed has 2 study rooms with Copy-Cams that capture what you write on the white board. Find a Copy-Cam, draw your best pic of the ocean, then take a photo.

Take Picture

The Copy-Cam is currently out of order...

Huang L. - Biomedical Library
Find Me, If You Can

Go to 1st Floor and find Room 1041 for your clue. How do you find and reserve study rooms in the library?

Hello World

Congrats! You've done your first challenge! How does it feel? Here's to many more!

Sweet!
Points this trek: 19
Challenges done: 6 / 14

ACTIVITY

Jenny E.
Meet & Greet
@Geisel Library
Hannah!
about 19 hours ago

Jenny E.
Facebook Luvvv
@Geisel Library
about 19 hours ago

Catherine S.
Show Some College Spirit!
@Geisel Library
ERC, The Awkwards
about 20 hours ago

+2 Number of floors
Well done! You just earned 2 points!

What else is going on here
Edward W.  about 17 hours ago
@Geisel Library

Check-in
Unlocked a badge!
Hello World

1 comment  1 person

Jenny E.  about 18 hours ago
@Geisel Library

Show Some College Spirit!  +3
Warren college. Team Jenny.
The UC San Diego Library

Tuesday

Whether you're playing the SCVNGR Library Challenge or not during Welcome Week, you can still monitor player activity and rankings. Highest scoring team wins iPod Shuffles!
http://scvngr.com/treks/14280
Huang Li
Last day of SCVNGR! and we have quite a competition here ;)  
Unlike · Comment · September 28 at 6:37pm

View all 5 comments

The UC San Diego Library
Your ipod shuffles are @ the front info desk in Geisel. Enjoy! :)  
October 4 at 4:15pm · Like · 1

Huang Li
Thank you!! We had a lot of fun and we learned a lot about the libraries from this!  
October 4 at 9:21pm via mobile · Unlike · 1

Christina Cady
I'm looking forward to the rest of this quarter!  
Unlike · Comment · September 28 at 6:28pm

View all 3 comments

The UC San Diego Library
We wish you success and great memories @UCSD! Way to play SCVNGR!!  
September 28 at 6:48pm via mobile · Like

The UC San Diego Library
Congratulations, Team Awkwards!! You have won iPod shuffles :) Great playing!  
October 4 at 10:44am · Like

Huang Li
One more round of some library love!! Good morning libraries! ;)

Write a comment...
### Overall trek stats

<table>
<thead>
<tr>
<th>Places</th>
<th>Challenges</th>
<th>Activity</th>
<th>People</th>
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<td>110</td>
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### Places in this trek

<table>
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<th>Point Value</th>
<th>Challenge Activity</th>
<th>Total Place Activity</th>
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<tbody>
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<td>American Cinematographer?</td>
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<tr>
<td>Geisel Library</td>
<td>Find Me, If You Can</td>
<td>+3</td>
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<td>Geisel Library</td>
<td>It's a Plane</td>
<td>+4</td>
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<td>Geisel Library</td>
<td>Solaris</td>
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<tr>
<td>Geisel Library</td>
<td>Laughing 1</td>
<td>+2</td>
<td>48</td>
<td>756</td>
</tr>
</tbody>
</table>
Total Activity & Unique Visits

last 28 days

Activity

Quick Stats

all-time

all-time

658 challenges done

168 visits

98 unique visitors

1.71 visits per person

13.7% social coefficient

Tu most popular day
Results for #SCVNGR geisel

Tweets
Top / All / People you follow

Christina Cady @ChristinaCady
just did the Dr. Seuss challenge @ Geisel Library on #SCVNGR
scvn.gr/POnvj
Expand

Christina Cady @ChristinaCady
just did the For Namesake challenge @ Geisel Library on #SCVNGR. scvn.gr/SUHD8E
Expand

Christina Cady @ChristinaCady
just did the Number of floors challenge @ Geisel Library on #SCVNGR. scvn.gr/SiywY
Expand

Christina Cady @ChristinaCady
just did the Forbidden Fruit challenge @ Geisel Library on #SCVNGR. scvn.gr/QLaLQg
Expand

Christina Cady @ChristinaCady
just did the Name The Name challenge @ Geisel Library on #SCVNGR. scvn.gr/SpRQh8
Expand

Christina Cady @ChristinaCady
just did the Name This Person challenge @ Geisel Library on #SCVNGR. scvn.gr/QwBH9t
Expand

Christina Cady @ChristinaCady
just did the Third Floor challenge @ Geisel Library on #SCVNGR
scvn.gr/QwBGSQ
Findings

- High level of innovation, ROI, student engagement
- Phase 2 vs. 1 far greater participation & engagement. 500% increase.
- Offering as a stand-alone event OK
  - Greater reach if integrated into program or learning assignment
- Campus adoption, shared licensing of tech a challenge
Questions?

Thank You!

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