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5 Powerful Ways to Use Games in eLearning

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Where our game story begins...
Part of the digital mix

Creative elearning
Games and simulations
Interactive video and VR
Learning apps
Microlearning
LMS Platform
New phase for games

22.4% Five-year growth rate
Today’s session

• 5 reasons to consider games
• 5 things that make a good learning game
• 5 proven core dynamics of learning games
• 5 business use cases of learning games
• 5 ways to integrate games into digital learning
What are the key traits of a game?
Key traits of a game

- **Goal**: Provides a sense of purpose
- **Rules**: Creates a framework for achievement
- **Feedback**: Motivation to continue
- **Voluntary**: Challenging activity seen as pleasurable
“Playing a game is the voluntary attempt to overcome unnecessary obstacles”

Bernard Suits
What makes a learning game?
A good learning game has

- A learning goal that aligns with the game goal
- Scoring that is linked to learning and mastery
- Challenges with a measurable outcome
- Immediate feedback
- Replayability
Definitions

**Gamification**
Using game mechanics and game thinking to engage people, or motivate behaviour change and action in a non-game context.

**Learning games**
Using a game to teach knowledge, skills or abilities. People learn through the game play. Looks and feels like a self-contained game.

**Game simulations**
Using a realistic and risk-free environment where people can practice behaviours and see the consequences of decisions.
“Engage me or enrage me.”

Marc Prensky
5 reasons to consider games
Everyone’s playing games
What percentage of top executives play casual games at work?
70%

What percentage of executives play games at work?
01

GEN

10,000 hours
02

Hard fun = positive stress

- Confident
- Optimistic
- Stimulated
- Active
- Alert
Learning through failure

“No one likes to fail. So how is it that gamers can spend 80% of their time failing, and still love what they're doing?”

Nicole Lazzaro
Enabling mastery

“Fun from games arises out of mastery...out of comprehension. With games, learning is the drug.”

Raph Koster
Statistically proven better results

Meta analyses comparing traditional elearning to games:

• Declarative up 11%
• Procedural up 14%
• Retention up 9%

T Sitzmann, Wouters et al
What makes a bad game?
5 things that make a good learning game
01 Intrinsic motivation

- Fun, Fiero & Flow
- Mastery
- Autonomy
- Relatedness
02 Serendipity

Align player goals with business goals

PLAYER GOALS  GAME GOALS  BUSINESS GOALS
Player personas

Collaboration
  Intrinsic
  Multi-player
  Campaign
  Emergent

Competitive
  Extrinsic
  Solitary
  Endless
  Scripted
Effective scoring

- Tie scoring to learning
- Shift away from winning
- Fearless focused failure
- Reinforce realities of the job
- Add variability if competitive
One small step at a time

- Scaffolding
- Develop expertise over time
- Difficulty increases gradually
What theme do they have in common?
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Race to the finish
5 proven core dynamics of games in elearning
01 Exploration
02 Matching & sorting
Territory acquisition
Show Santiago the rating scales and discuss that, while his rating is yet to be calibrated, in your opinion when measured against his peers he is underperforming. It would be unrealistic for his to expect a "high" performance rating.

Acknowledge that Santiago is relatively new to a challenging work environment. He has shown promise in some areas; however, others do need improving.

Explain to Santiago that high confidence is a positive; however, several failures have been reported, such as extended breaks and inappropriately delegating his work.
What business challenges are games good for?
Onboarding
Customer Engagement
Leadership development
Regulatory compliance
Workplace safety
Common desirable skills & behaviours

- Problem solving
- Decision making
- Rules & procedures
- Team collaboration
5 business use cases of games in elearning
01 Compliance game
Customer service game
Leadership Skills game
Customer education game
05

Onboarding game
5 ways to integrate games into elearning
01 Capstone
Part of a blend

The Learning Week
Each day has a different learning outcome

- Monday: Emotional intelligence
- Tuesday: Personalisation
- Wednesday: Positive language
- Thursday: Meeting the customer's needs
- Friday: The customer challenge

- Indemnity Lane
Mini game with elearning
Global initiative
Key takeaways

1. Learning games are becoming a mainstay of the digital mix
2. Statistically proven better results
3. Games can be used to support a wide range of business challenges
4. Align learning goals to game goals to maximise learning success
5. Make your games challenging, people learn more through failure.