

Incorporating Fun: A Gamification Framework Aligned with QM

Center for Online Learning & Teaching Technology

Dr. Ram de la Rosa

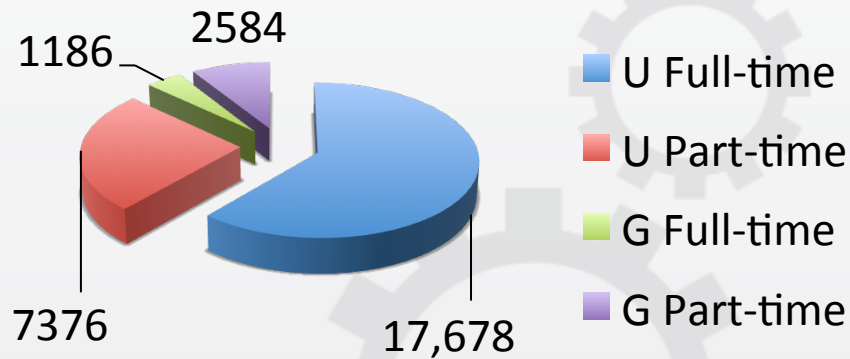
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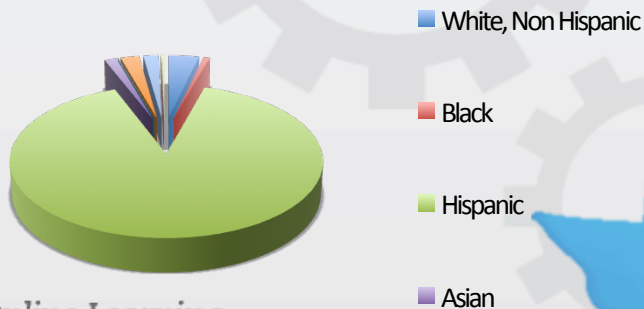
University of Texas Rio Grande Valley Demographics

Student Population

Total Population: 28,824



Student Ethnicity



Programs

- Undergraduate: 64
- Masters: 49
 - 9 Fully Online
 - 6 Accelerated
- Doctoral: 4
- Cooperative Doctoral: 2
- Online Enrollment: 9,976

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UTRGV Online Programs

Fully Online Programs

- Business Administration (MBA)
- Business Administration (Spanish MBA)
- Bilingual Education (MED)
- Educational Technology (MED)
- Kinesiology (MS)
- Mathematics (MS)
- Nursing Administration (MSN)
- Nursing Education (MSN)
- Spanish Translation & Interpreting (MA)

Certificates

- Court Interpreting (Graduate Certificate)
- Digital Literacy Leader (Graduate Certificate)
- E-Learning (Graduate Certificate)
- Film Studies (Minor)
- Master Reading Teacher (Graduate Certificate)
- Spanish Translation (Graduate Certificate)
- Technology Leadership in Education (Graduate Certificate)
- TxVSN Digital Literacies (Graduate Certificate)

Accelerated Online Programs

- Business Administration (MBA)
- Business Administration in Health Care Administration (MBA)
- Health Sciences in Health Care Administration (MS)
- Health Sciences in Clinical Laboratory Sciences (MS)
- Public Affairs (MPA)
- Special Education (MED)

Partially Online Programs

- Applied Arts & Sciences (BAAS)
- Criminology & Criminal Justice (BSCJ)
- Curriculum & Instruction (MED)
- Health Services Technology (BAT)
- Multidisciplinary Studies (BMS)
- Nursing (BSN)

Center for Online Learning & Teaching Technology

Our Mission

The Center for Online Learning & Teaching Technology, a department of the Division of Academic Affairs, supports and fulfills the mission of the University of Texas Rio Grande Valley by providing services and facilities that promote, support, and integrate best pedagogical practices in applied technologies in teaching, learning, and research for traditional and web-based learning offerings.

Our Staff

- 18 Full Time

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How We Started



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What is Gamification?

“The craft of deriving fun and engaging elements found typically in games and thoughtfully applying them to real-world or productive activities”

Yu-kai Chou (2015)

In educational context:

“On its surface, gamification is simply the use of game mechanics to make learning and instruction more fun. It seems "fake" artificial or like a shortcut. It's not. Underneath the surface is the idea of engagement, story, autonomy, and meaning”

Kapp (2012)

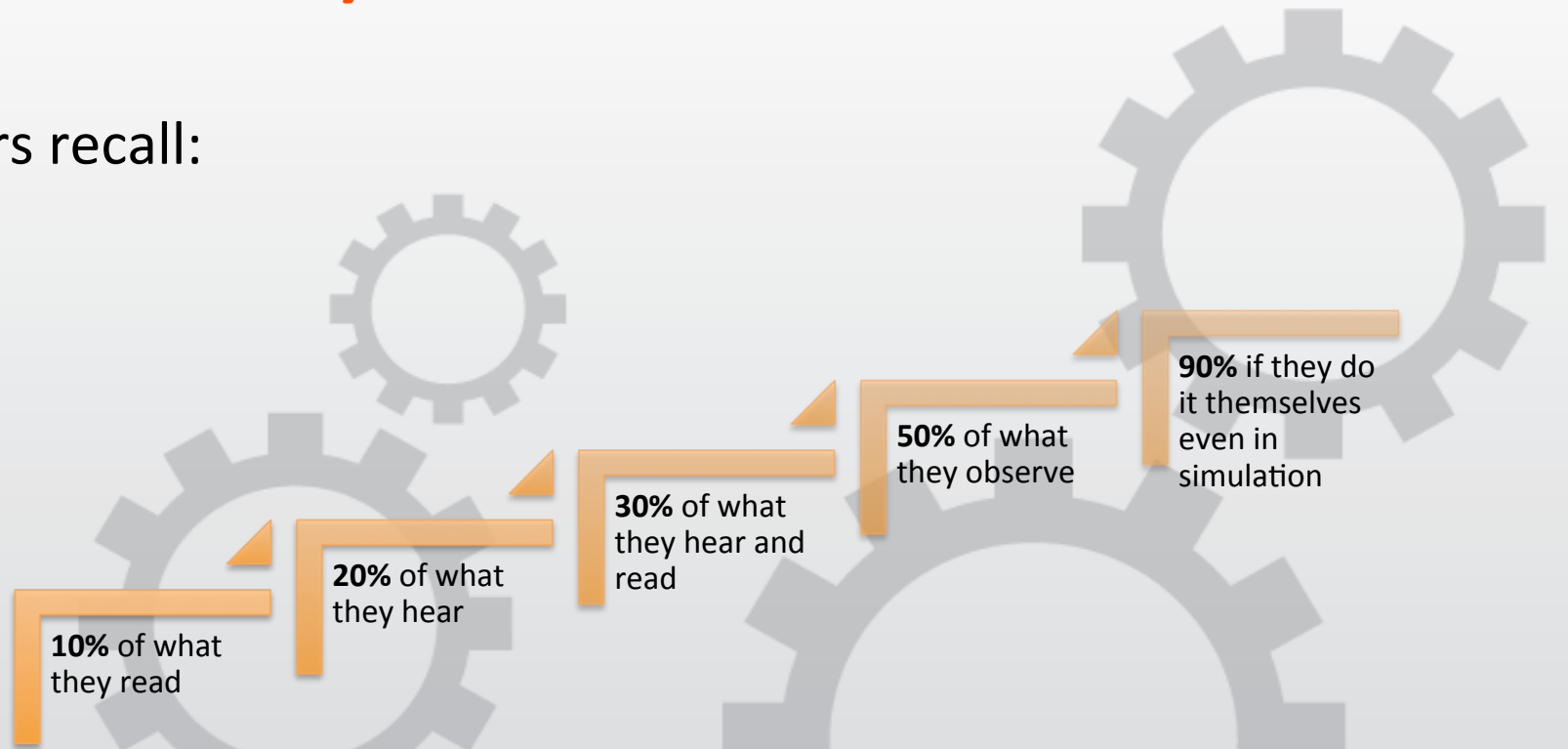
Why Gamification?

- Motivation
- Engagement
- Retention
- Stimulate Productivity and Creative Inquiry
- Create Positive Change Behavior
- Knowledge Acquisition in a Fun Way



Why does it matter?

Learners recall:



80% of learners say that their productivity would increase if their university was more game-like

Elearninginfographic.com

Gamification Misconceptions

1. Gamification and Game Based Learning are the same
2. Gamification is simply Points, Badges, and Leaderboards
3. Gamification is just a buzzword



Types of Gamification



Content Gamification

- Story
- Challenge
- Curiosity
- Characters
- Immediate Feedback
- Opportunity to fail
- Mystery

Structural Gamification

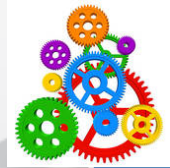
- Points
- Badges
- Leaderboards
- Levels

Gaming Elements



Dynamics

- Emotions
- Narrative
- Progression
- Constraints
- Relationships



Mechanics

- Challenges
- Chance
- Competition
- Cooperation
- Feedback
- Resources Acquisition
- Transactions
- Rewards
- Turns
- Win State



Components

- Achievements
- Avatars
- Points
- Badges
- Boss Fight
- Combat
- Content Unlocking
- Levels
- Avatars
- Badges
- Leaderboards
- Content Unlocking
- Gifting
- Teams
- Quests

There are more to games than their elements.

Activity



Motivation

Extrinsic

The desire to do something because of external rewards such as awards, money and praise.

Points, Levels, Badges

Intrinsic

The desire to do something because it is enjoyable, meaningful and you want to do it.

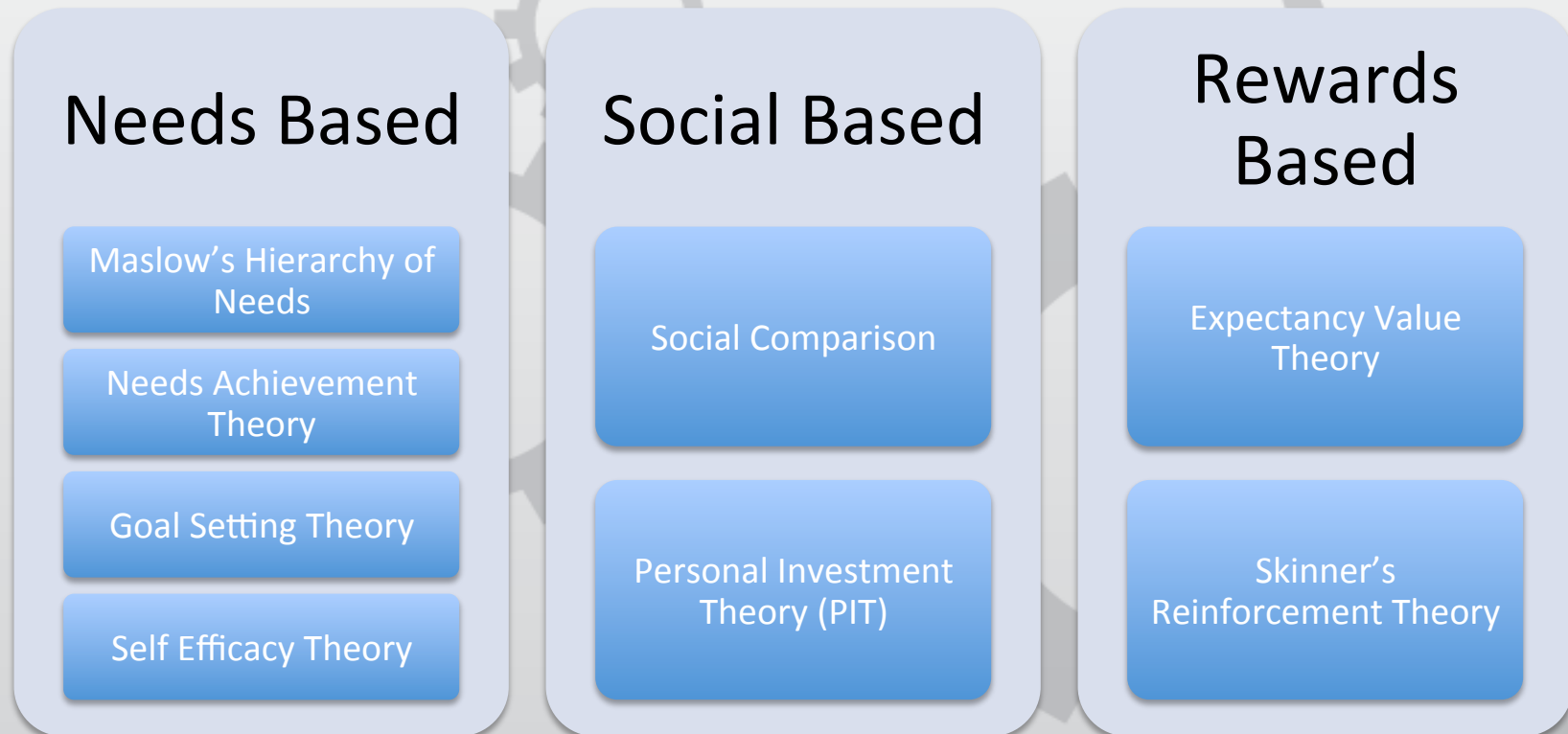
Maslow's Hierarchy of Needs

Need to learn and assimilate

A Proposed Model of Motivation

Self-Determination Theory – Comprehensive Theory

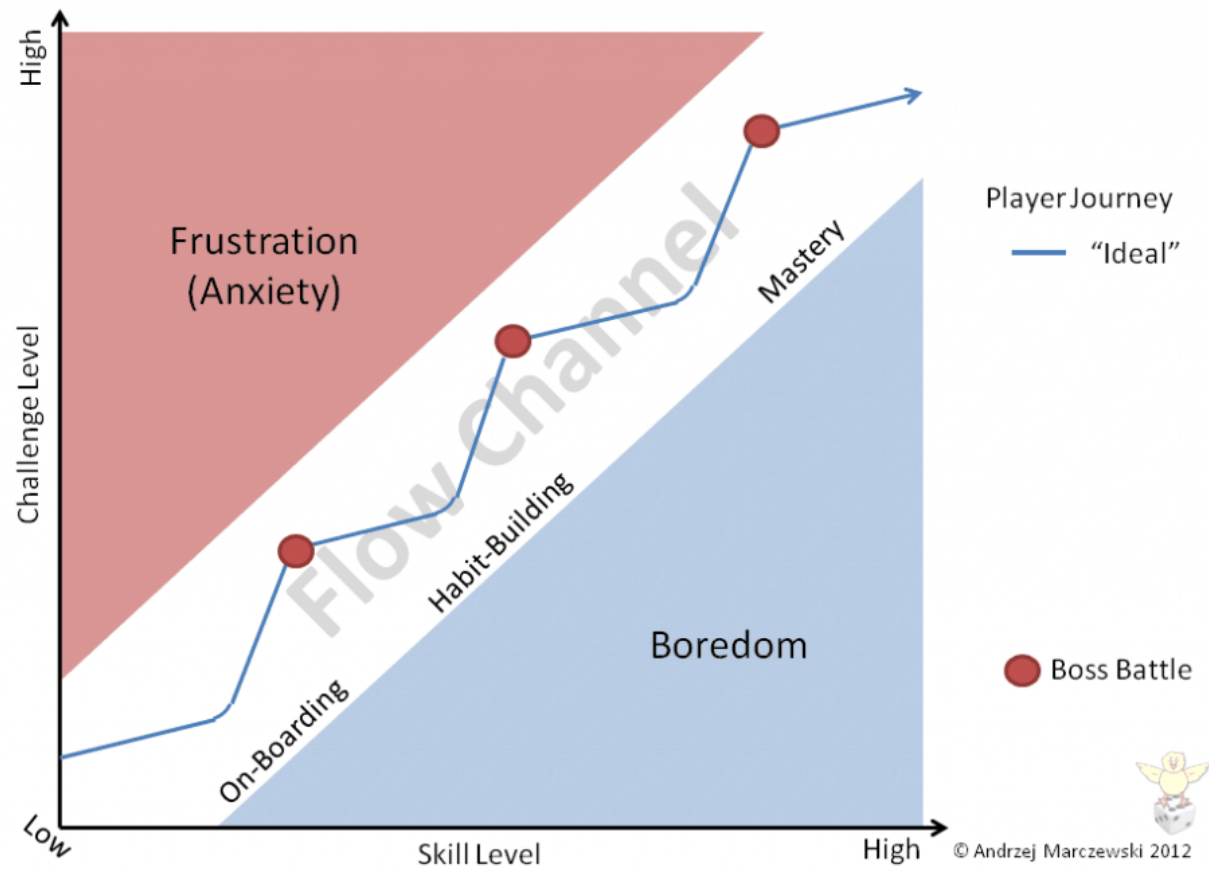
←-----Intrinsic ----- Social ----- Extrinsic -----→



Model of motivation (based on Richter et al, 2015, Ryan & Deci, 2000 and Vassileva, 2012)

Flow-Theory

Flow and the Player's Journey

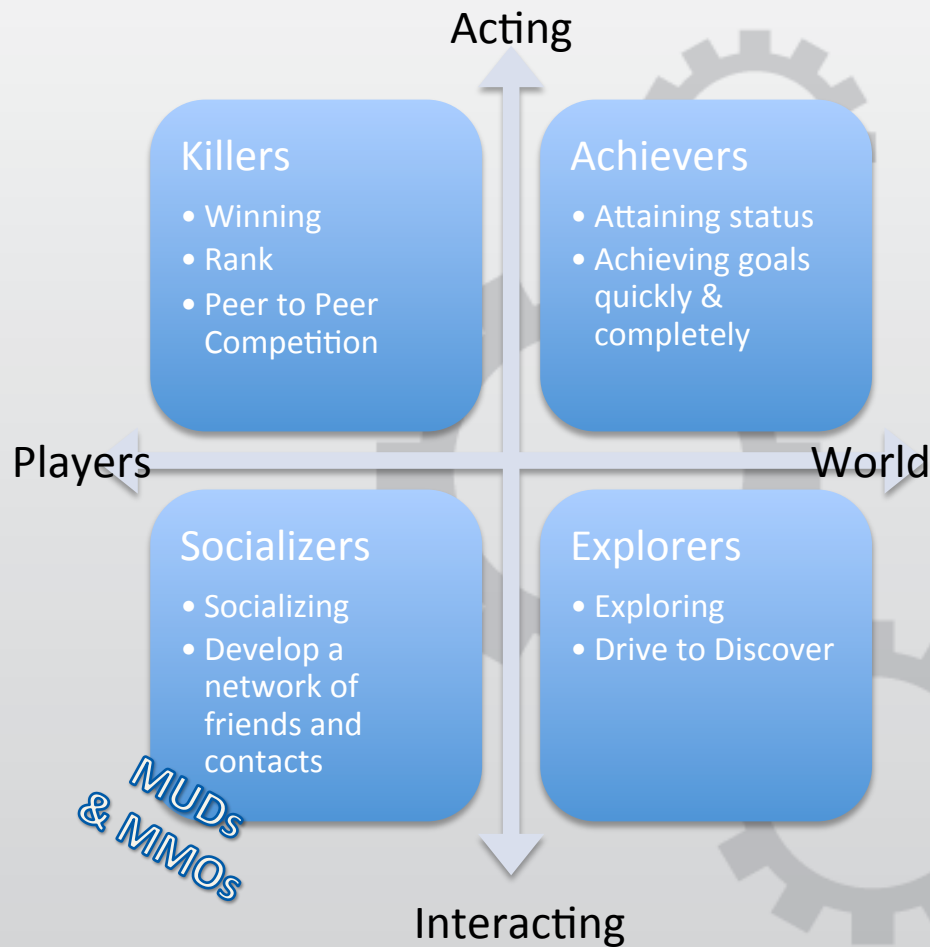


Activity



Player Types

Bartle's Player Type (1996)



Kim's Player Types (2012)



Lazzaro's 4 Keys 2 Fun

Hard Fun (Challenge + Mastery)

- Like opportunities for challenge, strategy and problem solving
- Structured
- Emotions: frustration and Fiero (personal triumph)
- Increases Engagement

Easy Fun (Novelty)

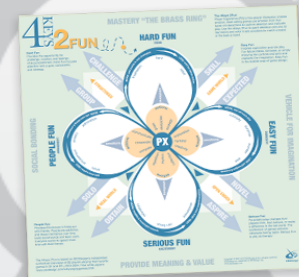
- Like intrigue, curiosity, exploration & role play
- Emotions: wonder, awe and mystery
- "bubble wrap of game design"

Serious Fun (Meaning)

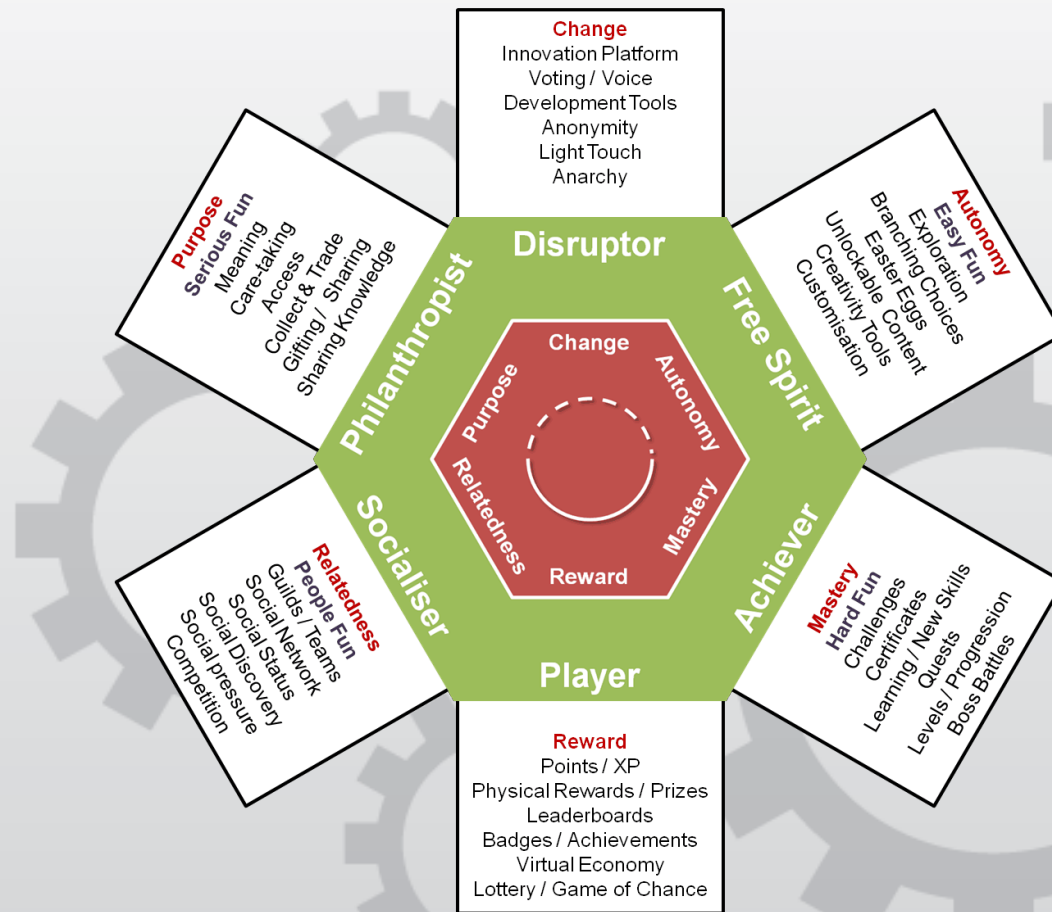
- Like meaningful experiences, value & sense of progress
- Emotions: aspire, excitement, focus, relaxation

People Fun (Friendship)

- Like social interaction (communicate, compete, collaborate)
- Emotions: Amusement, schadenfruede (taking pleasure in the misfortune of others)



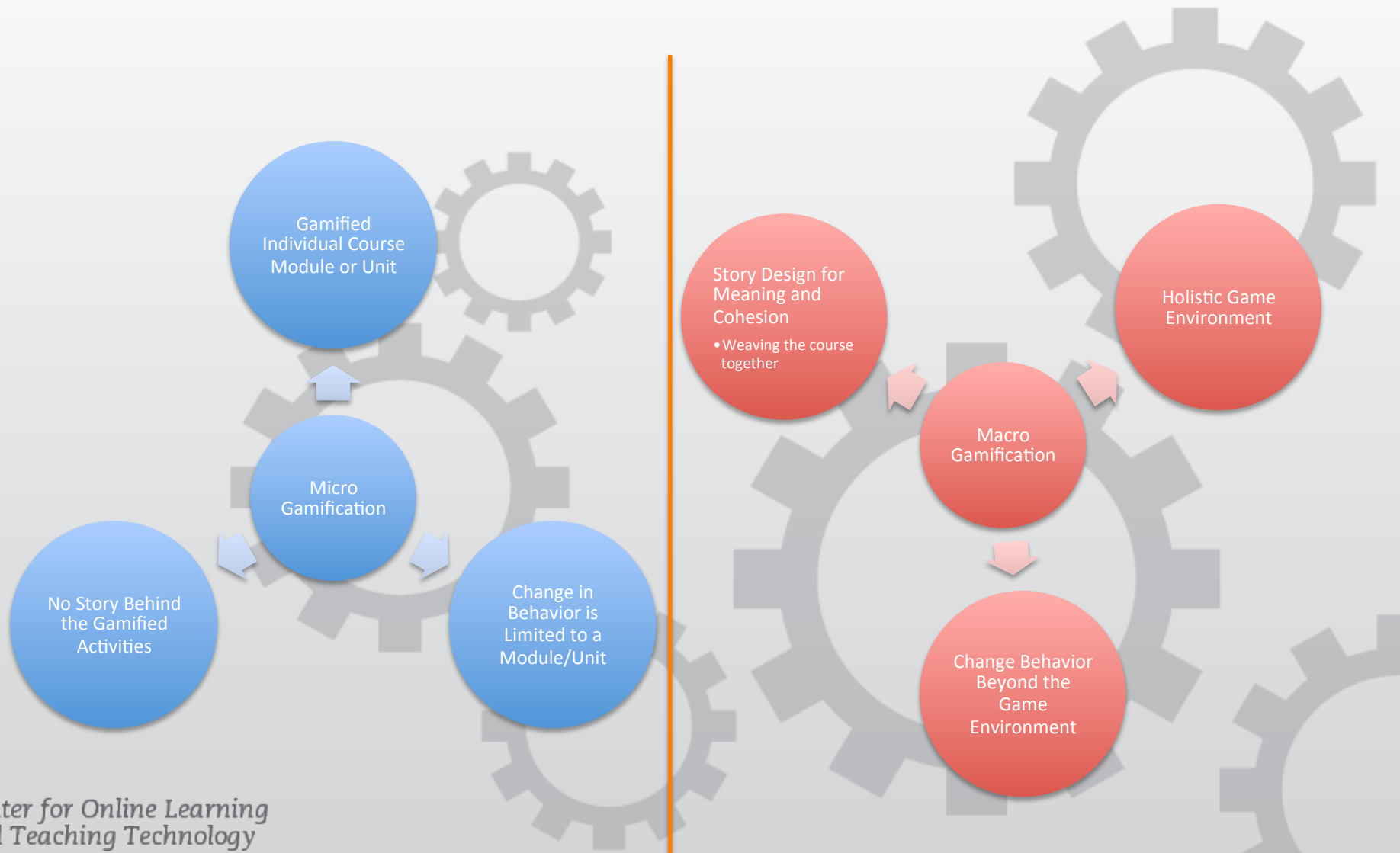
Andrzej Marczewski: User Type 2.0



Activity



Micro & Macro Gamification



Consequences of Bad Design

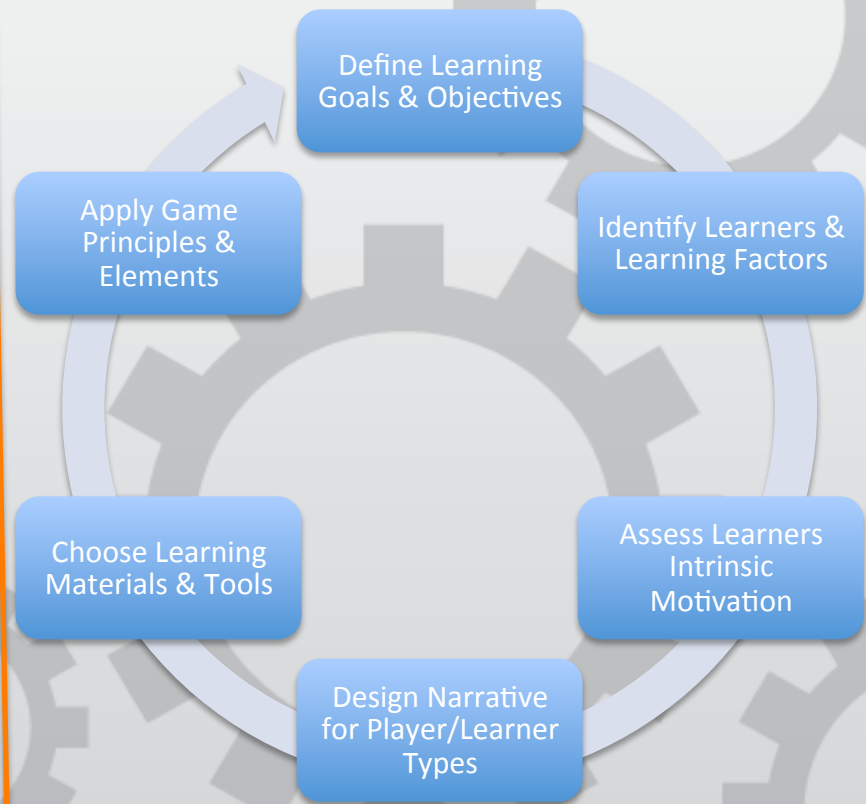


Framework

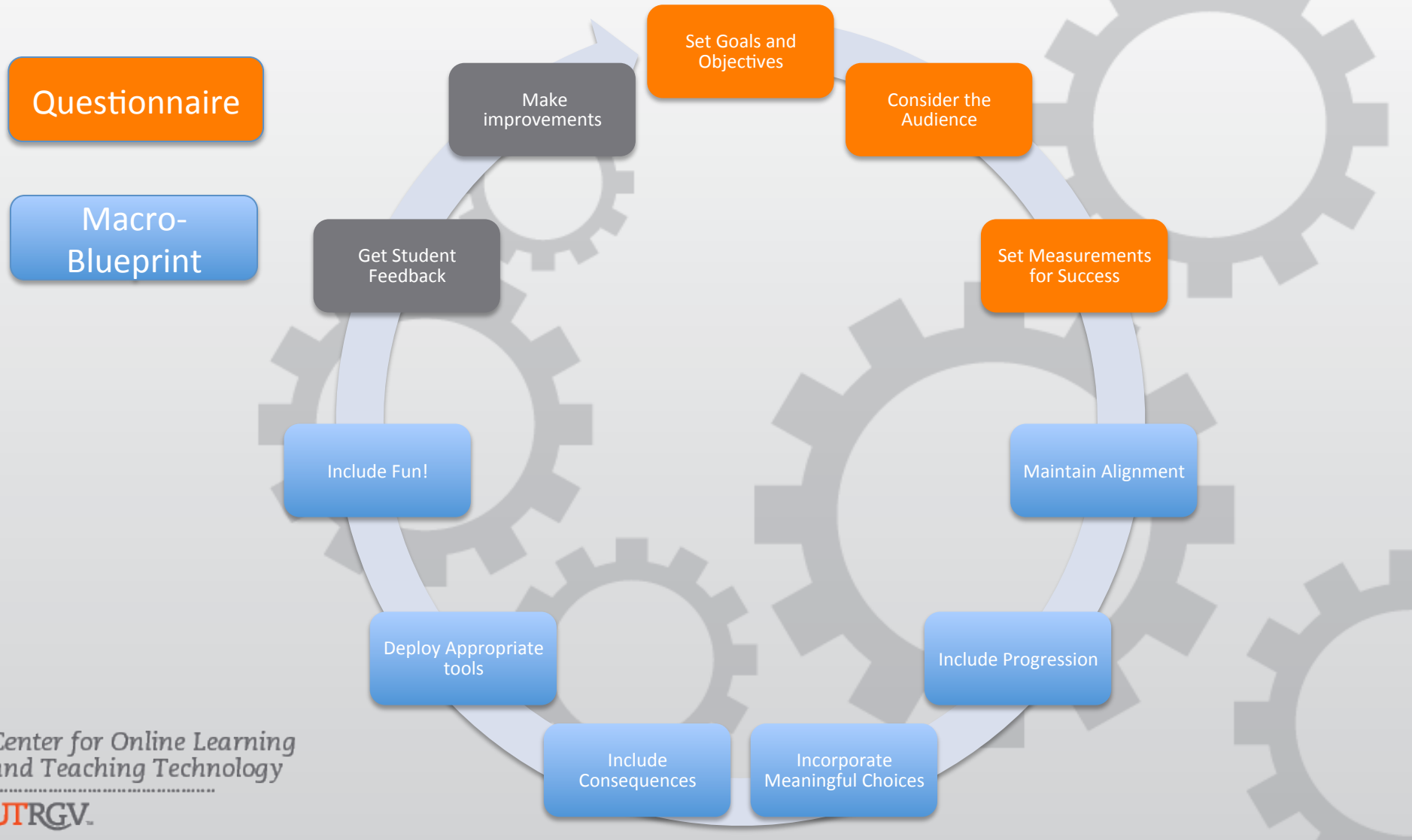
Werbach & Hunter Game Design



Jones Holistic Gamified Framework



Guiding Framework



UTRGV Gamification Process/ Framework

THE UNIVERSITY OF TEXAS - RIO GRANDE VALLEY
CENTER FOR ONLINE LEARNING & TEACHING TECHNOLOGY

Macro Gamification

Levels/ Chapter	Learning Objectives On completion of this instruction, students <i>will be able to</i> :	Storyline For this Module/Level what happens in the story	Activity Loop Sequence of engagement (what students do to accomplish quest/goal)	Game Mechanic/Elements
1 Intro/ Onboar ding	<i>Explain Guidelines What students role is Experience</i>	Meaning/Call to Action:		<input type="checkbox"/> Adaptive Release Criteria: <input type="checkbox"/> Badges <input type="checkbox"/> Experience Points etc.
Type of Fun: ○				
2		Meaning/Call to Action:		<input type="checkbox"/> Adaptive Release Criteria: <input type="checkbox"/> Badges <input type="checkbox"/> Experience Points etc.
Type of Fun:				
3		Meaning/Call to Action:		<input type="checkbox"/> Adaptive Release Criteria: <input type="checkbox"/> Badges <input type="checkbox"/> Experience Points etc.

Future Research

- Call for Proposal- Pilot Study using Framework
Refining Framework
- Study the Sociology/Psychology Behind Gamification
- Survey Full Online Courses and Gamified Courses
 - Compare Results: Engagement, Motivation, Retention

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Thank you!



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