

BOOST LEARNER ENGAGEMENT & KNOWLEDGE RETENTION THROUGH **GAME-BASED LEARNING AND GAMIFICATION:**

LEARNING CAN BE FUN





INTRODUCTION

Gamification has been the trending buzz in diverse fields including learning for the last few years. It signifies the application of different game mechanics and interactive game elements in non-gaming contexts. Organizations adopt this strategy to boost the overall learner engagement, workplace growth and incentivize employees so that they perform better. Different kinds of gaming elements such as scores, badges, rewards and leaderboards motivate the participants to learn, achieve and compete with peers. Undoubtedly, gamification holds an immense potential to transform your learning experience into something which is fun and engaging.

Most technology-inclined learning enthusiasts are eager to dive into game design, to create learning games for corporate training. Creating effective learning, requires the know-how of incorporating good mechanics or rules and incorporating meaningful game elements. These are features included in games that help immerse in the play experience. If a game is being designed for commercial purposes, the prime aim is to come up with game mechanics that are fun and engaging. But when designing a learning game, game mechanics and game elements utilized have to complement diverse learning goals.

GAME-BASED LEARNING VS GAMIFICATION

-KNOW THE DIFFERENCE

It is a myth that gamification is similar to game-based learning approach. Although, both are the instances of active learning, yet there are few differences between the two:



Game-based learning

uses real game tactics to teach skills and knowledge. A learning game comprises of a quick start, game play and ending. Learners know how to engage in a game activity and achieve each level to win the game.



Game-based learning

approach helps to impart formal training within a classroom or via online sessions.



Gamification uses few gaming elements. It is not essential that learners play from the start to finish, but indulge in activities that include videos, addressing challenges or earning badges.



Gamification does not happen in a classroom and delivered online via desktops, tablets or smartphones in 2-5 minutes increments. It is a formal structure, but learners can access information whenever and wherever they want to.

EMERGING SCOPE OF GAMIFICATION AND GAME-BASED LEARNING FOR **CORPORATE TRAINING**

In today's digitized world, gamification is becoming the most preferred trend in corporate training. Games help to optimize the overall employee engagement by delivery of memorable learning experiences. Each gamified learning asset provides different benefits based on a course, strategy, motivators and more. But, while designing or executing an existing form of games, elements help to drive success. Few of these elements are listed here:



The implementation of gaming concepts aligned with the psychology of gaming (determination, encouragement and more).



Effective strategies linked to defined objectives and training outcomes, which are directly connected to the workplace where learners apply knowledge and expertise.



Inclusion of incentives, that do not focus on competition, but on achievement. The outcomes should always be that players know they have learned something new.



Realistic, dynamic and engaging tasks or scenarios that need critical decision-making and problem-solving skills.



More focus on learning behaviors that highlight the customized needs of modern learners.



Recognition of different ways people learn and get motivated to perform better at the workplace.

BEST PRACTICES: **ENHANCE** **YOUR WORKPLACE** TRAINING EXPERIENCE THROUGH GAME-BASED LEARNING

Game-based learning proves to be an effective tool for modern learners. Few practices that should be followed to ensure an impactful gamified learning experience includes:



Defining Goals - It is important to set the goals of an e-learning program before delivering the content. Different gamification elements should be arranged in accordance to the logical progression of the training program.



Know your Audience - It is crucial to understand the learners and their specific needs. Knowing the bespoke needs of diversified learners, you should incorporate effective gaming elements for a continuous learning experience.



Connect learners through Gamification - For a smoother content delivery, gamification elements such as badges, scores and points are included. It makes learning complete fun, thereby motivating learners to access more courses and perform better.



Analyze & Evaluate - Managers evaluate the overall scores of employees based on quizzes and other activities they participate in. The results are then calculated to assess individual progress and encourage them to perform better.

BEST PRACTICES: GAMIFICATION ELEMENTS FOR **ENGAGING YOUR AUDIENCES**

Gamification plays a major role in providing a fun-filled learning experience. Few practices which include the incorporation of gaming elements are discussed here:



Scores: When players give the correct answer, they are immediately rewarded with scores to reflect their achievement and motivate them play and learn more.



Buzzers: Buzzer rounds (league matches), multiple choice or scenario-based questions are asked as an opportunity for other players to earn bonus points.



Reports: Different reports are extracted to analyze a different kind of data. For instance, performance of an individual is easy to track based on the responses of players from that team.



Themes: Theme-based approach is followed to impart the same level of knowledge and cater to the diverse learning needs. Fantasies like Island, Forest, Car Racing, Stone Age and more can be included.



Leaderboard: These highlight the list of players and their individual scores based on their achievements, thereby driving competitive success and teamwork.



BUSINESS CASES FOR GAME-BASED LEARNING AND GAMIFICATION

- **AUTOMOBILE INDUSTRY**



With autonomous vehicle range, increasing customer expectations and diversified workforce, the automobile sector is at the cusp of a revolution. Here is how we overcame the training challenges of this industry:

Challenges-

- ⚙ To deliver training for employees spread across diverse demographics.
- ⚙ The need for learners to undergo training even on the go.
- ⚙ Learners were not tech-savvy, so there was a need to adopt a familiar approach.

Solutions & Result-

- ⚙ Games were included with e-courses to add more fun to the overall learning experience.
- ⚙ A theme-based- Digital Drona app was designed for personalized mobile devices.
- ⚙ Usage of smartphones and tablets, improved the flexibility & accessibility of training courses.
- ⚙ Games improved workplace training efficiency, employee engagement & knowledge retention.



BUSINESS CASES FOR GAME-BASED LEARNING AND GAMIFICATION

- BFSI SECTOR



Technology has completely transformed the landscape of Banking & Finance. Therefore, e-learning has become the prime area of focus to train a large network of the workforce. Let's see how we overcame the training challenges of this sector:

Challenges-

- ① Client wanted to adopt an engaging approach for classrooms environment.
- ① The need to effectively train new hires for optimal engagement.
- ① The need for new hires to familiarize with changing company's values.

Solutions & Result-

- ① Game-based approach was followed for classroom-based training to train new hires.
- ① Rewards & Badges helped to reinforce the learning experience.
- ① Mini games and Quizzes enhanced the overall employee participation and workplace efficiency.
- ① Employees actively participated to track their individual performances.
- ① Theme -based and gamified learning approaches helped the employees to actively learn & apply their skills.






BUSINESS CASES FOR GAME-BASED LEARNING AND GAMIFICATION

- RETAIL INDUSTRY



When it comes to workforce training in the retail industry, companies face ample challenges, including seasonal employees, huge turnover rates and geographically spread workforce. Let's see how we overcame the training challenges of this sector:

Challenges-

-  To train the industry professionals on the latest cosmetics product range.
-  To ensure delivery of larger-than-life experience for professional partners.
-  Need to train the professionals as per the changing regulatory compliances.

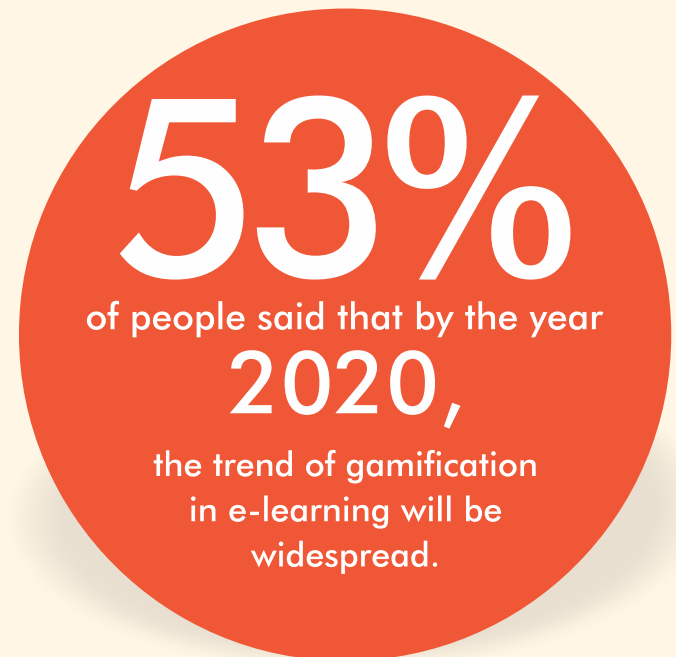
Solutions & Result-

-  Online courses were gamified using badges and scores to boost learner engagement.
-  Attractive graphics were included to engage learners with the latest products.
-  Technology-inclined sessions were delivered to cover a specific brand and cater to pertinent needs at the salon level.
-  Virtual training sessions were also provided to enable learning anytime and anywhere.

THE FINAL WORD

The main idea behind integrating games in e-learning is to boost the engagement level. The world of fantasy is interactive in a way that the real world is not. So, integration of games with e-learning boosts learner interaction, motivation and retention. These are the factors that have resulted in improving the trend of gamification. Through games, learners play with an aim to win, thereby accessing more courses and improving their knowledge competency levels.

**As per the survey
conducted by Pew Research Center**



Few other factors that determine the success of a gamified e-learning program includes:

Achievement

Learners access more training courses to attain a specific organizational objective.

Recognition

On successful accomplishment of a certain level, participants are rewarded with badges and scores, as a sign of acknowledgment.

Competition

Learners play games with an aim to compete with peers and earn rewards.

Games in e-learning have proved to be a powerful strategy to convert boring text into engaging content. In the nutshell, gamification helps to improve the overall learning uptake with an increased level of motivation, fun and participation. Whether you are sitting in a classroom or attending an online session, games hold the potential to evolve and continuously provide different ways for people to learn new things.

SUGGESTED FURTHER READING:

- https://people.uta.fi/~kljuham/2016-hamari_et_al_challenging_games_help_students_learn.pdf
- https://www.learnovatecentre.org/wp-content/uploads/2013/06/Use_of_Serious_Games_in_the_Corporate_Sector_PRINT_FINAL.pdf
- [http://www.w.cedma-europe.org/newsletter%20articles/Clomedia/Gamification%20-%20Separating%20Fact%20from%20Fiction%20\(Mar%2014\).pdf](http://www.w.cedma-europe.org/newsletter%20articles/Clomedia/Gamification%20-%20Separating%20Fact%20from%20Fiction%20(Mar%2014).pdf)
- <https://www.gc-solutions.net/blog/increasing-impact-of-gamified-e-learning/>
- *Strategic Gamification by LearningPool*
- *Gamification in Education: Learning Redefined by Enhancing Engagement Level*

