Designing a Rewards Program
Engagements - Badges
Gamification

• Gamification is a proven method to effectively increase engagement.
• It's the application of game-like elements such as challenges, points, badges and levels to business and other nongame websites.
Education

• What encourages students?
  – Grades (Higher)
  – Colleges, parents
  – More focus, better chances
  – Agree/Disagree?
Education

• I disagree
  – I can’t get those high grade normally

• Some students are not motivated by grades
  – My be those brightest kids
  – All As students
  – All Fs on all homework but all As on all tests?
Scouting Program

• Badge, patch or pin
  – Progressing through the scouting program
  – Attending a special event
  – Accomplishing a specific goal
• **Wear on their uniform to show**
  – A place to show off!
Video Games

• Also award badges
• Why?
  – Videos games are fun
• Enjoyments and excitement will walk away
  – Repeatedly played
  – Went through/solved
• How to avoid it?
  – Challenges and Rewards
  – Achievements
Video Games

• Brainstorms: How to design
  – Challenges and Rewards
  – Achievements

• Any examples from the games you played
Combine Games and Education

• When to reward?
  – A list of targets you want the students to meet

• How to reward?
  – The way to give out the badges, patches or pins
Targets

• Specific targets
  – Easy
  – Predefined goals, will have them every time when play the games

• Random targets
  – Medium
  – Predefined goads, will randomly have some of them when play the games

• Challenging or extraordinary targets
  – Hard
  – Partially predefined, will be given depending on the performance of the players
Give out rewards

• In-game rewards
  – Brainstorm
  – More time, badges, auto notify friends....
• Redeem physically/Physically giving
• Social network
• **SHOW OFF!**
Reward Helps!

- Do you think reward helps?
- Why
- How?
- Help learning the standards?
Becareful!

• New research from School of Information Studies Associate Professor Jenny Stromer-Galley explores the role of in-game rewards and the impact they have on learning in educational games.

Research Detail

• Two educational games
  – With/Without a range of reward features
  – Learning outcomes among students

• Conducted an experiment to determine if in-game reward improved learning
  – No effect on learning
Results of the Research

• The authors mentioned
  – This paper provides evidence for a long debate in education and in games about whether in-game rewards improve learning
  – Their carefully controlled experiment suggests that rewards have no discernible improvement on learning."
Conclusion of the Research

• Rewards are still important in educational games
  – Why?
• Focus more on the core game mechanics
True of False

• I cannot convince myself even with this research result.
• In-game rewards may not be able to affect the immediate learning outcome
• In-game rewards will motivate players playing the game much longer
• Longer time, more repeats may lead better learning outcome, better memorizing results, etc.