



LEARNet GAMIFICATION

A Practical Framework for the Enterprise

Objectives

To propose a practical and implementable Enterprise Gamification framework that can be adopted by LEARNet

To introduce an approach to designing learning apps in a more engaging and sustainable way

To recommend ways on how to get started

Why Gamification?

Enhances and improves engagement

Apps are designed to engage the learner

Improves ROI of advanced learning tools

Helps learners visualize their progress

Recognizes smaller intermediate achievements

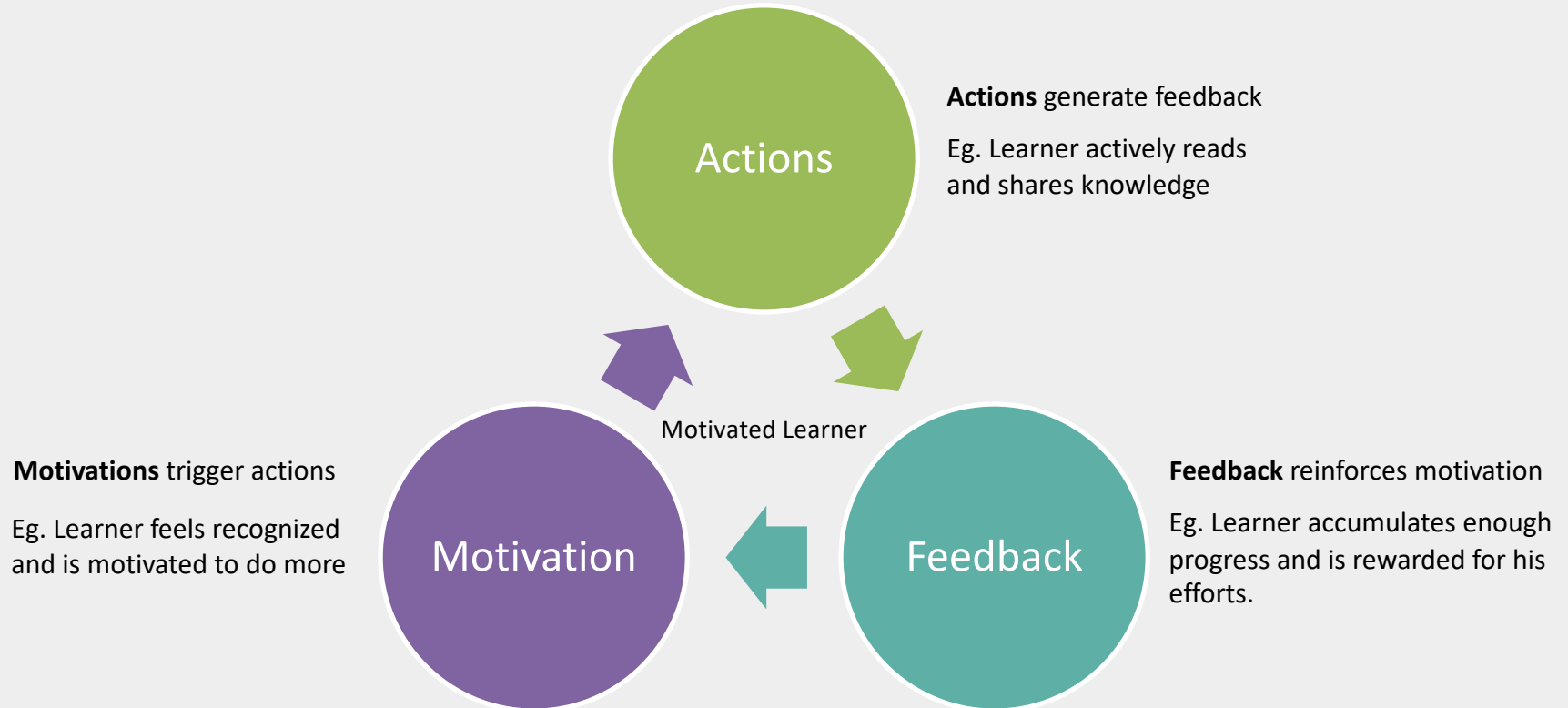
Nudges learners along the way

Explicates the context of learner activities

Helps learners see the value of their actions



Proposed Gamification Framework



Proposed Gamification Framework

Motivations trigger actions

Understand what motivates learners

How to elicit desired actions from the learners

Actions generate feedback

Determine what activities to promote

What desired behaviors should learners exhibit

Feedback reinforce motivations

Design to appeal to learner motivations

How to let learners visualize progress



Adapted From: (Kevin Werbach, 2012)

How to Apply the Framework

Step 1: Understand what Motivates your learners

What do learners care about? What drives them?

Factors for creating a conducive learning environment

Step 2: Define the Actions you want to encourage

What kind of desired behaviors do you want to see?

How to measure and track these learner behaviors?

Step 3: Design meaningful Feedback mechanics

What are the milestones to reward? Which mechanics to use?

Help learners visualize their progress and achievements

Make sure learners know when they are doing "right" things



A person is running on a dirt path in a natural setting. The person is wearing a white tank top and dark leggings. The path is surrounded by green grass and trees. The sky is blue with white clouds. The overall scene is bright and sunny.

MOTIVATION

The Driving Force of Actions

Self-Determination Theory

Competence (Flow Theory)

Tasks need to be appropriately challenging to be engaging
Eg. JC student doing Primary School math is boring

Autonomy

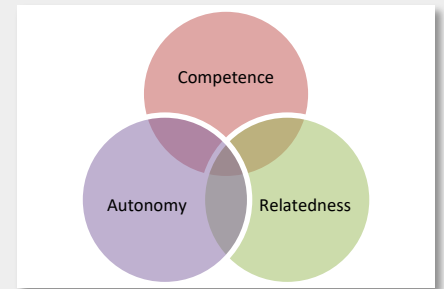
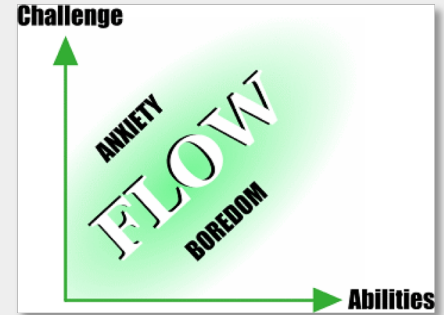
Learners need to feel empowered to choose when/what/how they learn

Eg. Signing up for tennis lessons vs forced to do PE

Relatedness

Learners are motivated by social status, competition and connectedness

Eg. National tournaments vs friendly practice matches



Operant Conditioning Theory

Operant conditioning is a learning process in which behaviour is sensitive to, or controlled by its consequences.

Example: a child may learn to open a box to get the candy inside

Positive Reinforcement

Behaviors that are followed with positive stimulus are more likely to increase the frequency of that behavior

Skinner Box Experiment

Examples: IPPT incentives, Best trainee award, informal rewards

Basically, let learners know when they are doing desirable actions

How to Motivate Trainees?

Competence

Trainees feel motivated when they can see their improvements

Eg. 2.4km timing, #reps push-ups, sit-ups, BMI, etc.

Autonomy

Trainees feel empowered when placed in leadership positions

Eg. Command school, platoon IC, song IC, etc.

Relatedness

Trainees feel more compelled when doing things collectively

Eg. Team spirit during route march, field camps, etc.

SDT in the LEARNet Context

Competence

Progressive nature of SAF learning content

Eg. L0, L1, L2 content; BMT->TI->TU

Autonomy

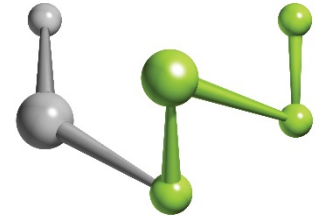
LEARNet suite of self-directed learning apps

Eg. Discovery, Blogs, Forums, etc.

Relatedness

Offline interactions with peers and instructors

This area can be further improved



LEARNet®
Empowering Learning

A man in colorful shorts is surfing inside the barrel of a large, curling blue wave. The water is turbulent and white with foam. The background shows a beach and mountains under a blue sky.

ACTIONS

Learner Activities to Promote

Defining Actions to Promote

Defining motivated learner Actions

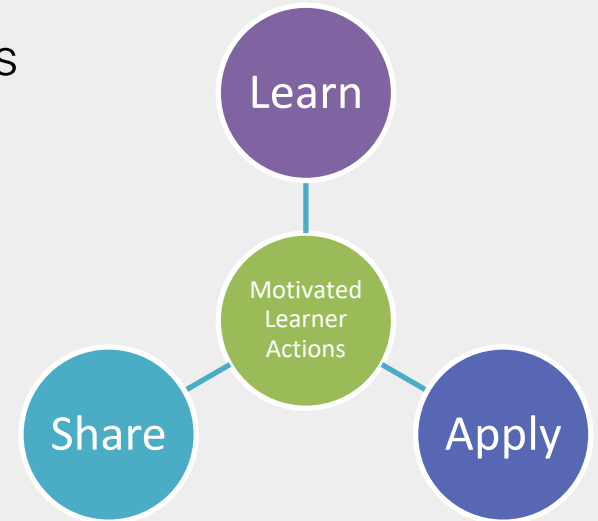
1. Outline broad categories of learning activities
2. Drill down into individual app transactions

Motivated learner actions in LEARNet

Learn – read in-depth, read widely

Share – create, curate, discuss

Apply – achieve, improve, excel



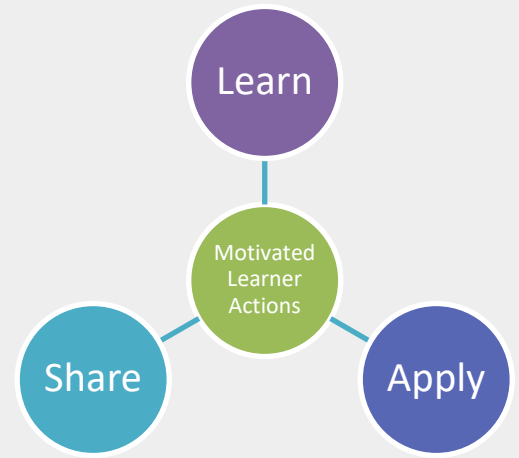
Exercise

How do we track motivated learners?

- ✓ How much do they read
- ✓ How much do they share
- ✓ How well do they perform

How to translate into measurable actions?

1. Track quantifiable activities within LEARNet
2. Map the activities to the desirable traits
3. Aggregate the activities across LEARNet apps






Exercise

Let's try to identify the measurable learner activities that we want to promote for the following apps:



Learner Activities in LEARNet

	 FORUMS	 BLOGS	 DISCOVERY
Learn	<ul style="list-style-type: none"> • Number of forum threads viewed • Number of subscriptions made 	<ul style="list-style-type: none"> • Number of different blogs visited • Number of unique blog posts read 	<ul style="list-style-type: none"> • Number of topics of interest • Number of unique assets accessed • Number of subscriptions
Share	<ul style="list-style-type: none"> • Number of forum threads started • Number of comments posted 	<ul style="list-style-type: none"> • Number of comments posted • Number of blog posts made 	<ul style="list-style-type: none"> • Number of collections • Number of assets added to collections • Number of times collections were shared
Apply	Quiz, eExam, Academy		

A close-up photograph of a male tennis player with short, light brown hair and a light beard. He is wearing a white polo shirt with a red collar and red piping on the sleeves. He is holding a large, ornate silver trophy with both hands, kissing it on the cheek. The trophy has a wide, shallow bowl with intricate engravings and a handle shaped like a swan. The background is a blurred crowd of spectators in a stadium setting.

FEEDBACK

Reinforcing Learner Motivation

Why do we need Feedback?

Feedback mechanics help tie actions back to motivation

Game mechanics help learners see the actions-motivations link

Learners engaging in learning activities, visually see the effects of their actions

They then feel motivated to continue to engage in such activities



Common Game Mechanics

Points

Keeps scores, and shows progression

Badges

Signifies achievements, status symbols

Leaderboards

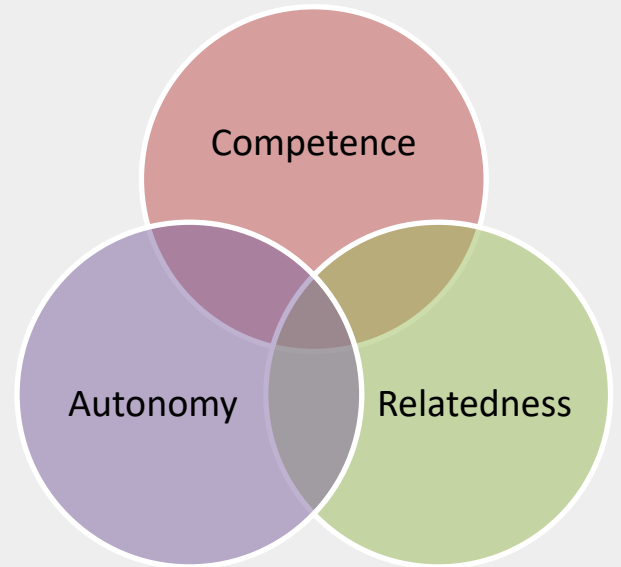
Contextualize progress, stimulates competition

Missions

Provides direction, guided paths to take

Virtual Rewards

Stimulates interest, identity & self-expression









Examples: Khan Academy


The screenshot displays the Khan Academy website's badge system. At the top, there is a navigation bar with the Khan Academy logo, links for 'Subjects', 'About', and 'Donate', a search bar, and 'Log in' and 'Sign up' buttons. The main content is divided into three sections: 'BADGE TYPES', 'YOUR BADGES', and 'ALL BADGES'. The 'BADGE TYPES' section lists six categories: Meteorite, Moon, Earth, Sun, Black Hole, and Challenge Patches, each with a brief description of its rarity and earning requirements. The 'YOUR BADGES' section shows a '2014 Patron' badge that has been retired. The 'ALL BADGES' section lists several Meteorite Badges with their respective point values: Picking Up Steam (100), Just Getting Started (100), Inspiration (500), Brain Builder (1000), Making Progress (1000), and Good Habits.

KHANACADEMY Subjects ▾ About Donate Log in **Sign up**

BADGE TYPES







-  **Meteorite** badges are common and easy to earn when just getting started.
-  **Moon** badges are uncommon and represent an investment in learning.
-  **Earth** badges are rare. They require a significant amount of learning.
-  **Sun** badges are epic. Earning them is a true challenge, and they require impressive dedication.
-  **Black Hole** badges are legendary and unknown. They are the rarest Khan Academy awards.
-  **Challenge Patches** are special awards for completing topic challenges.

YOUR BADGES

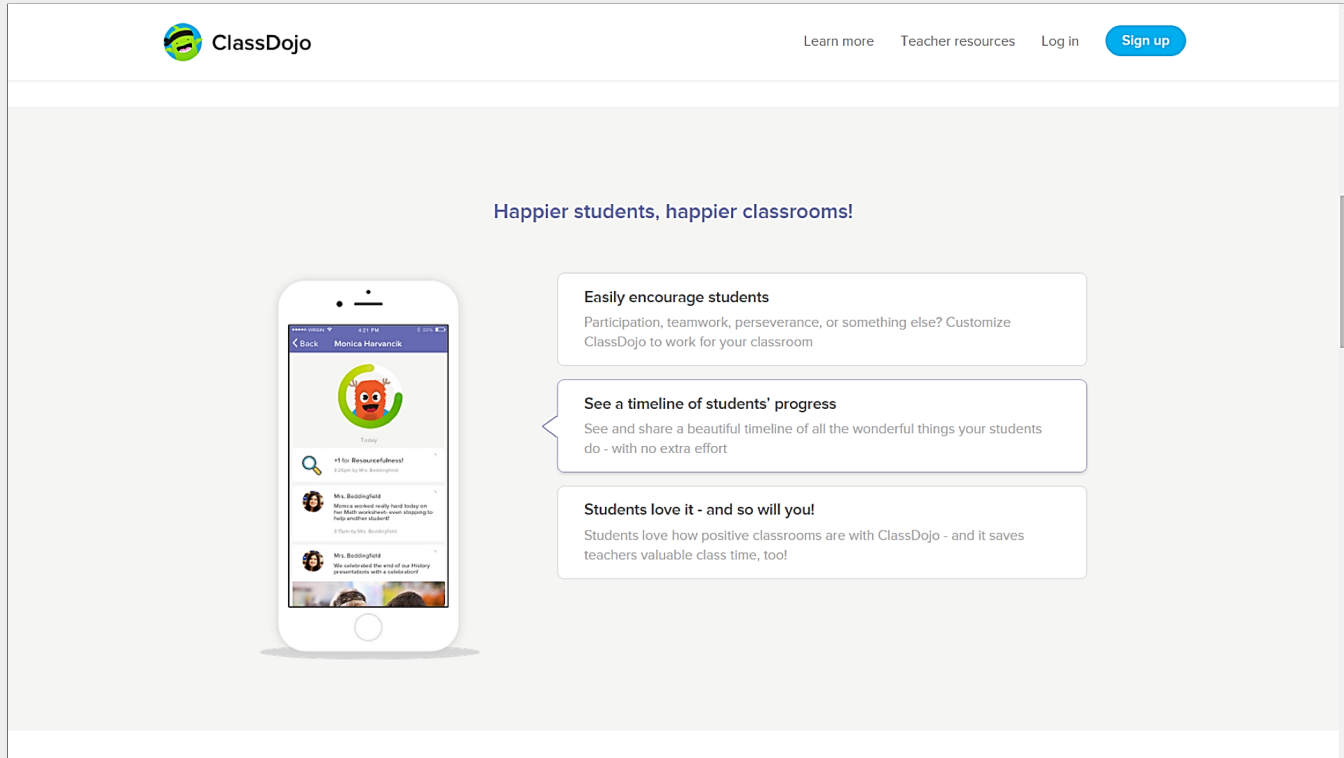
 **2014 Patron**
*This badge has been **retired!** You get to keep it forever, but nobody else can earn it.*

ALL BADGES

METEORITE BADGES

-  **Picking Up Steam** **100**
Quickly & correctly answer 5 skill problems in a row (time limit depends on skill difficulty)
-  **Just Getting Started** **100**
Achieve mastery in 3 unique skills
-  **Inspiration** **500**
Another user created a program based on one of yours
-  **Brain Builder** **1000**
-  **Making Progress** **1000**
-  **Good Habits**

Examples: ClassDojo



The screenshot shows the ClassDojo website interface. At the top left is the ClassDojo logo. To its right are navigation links: "Learn more", "Teacher resources", "Log in", and a blue "Sign up" button. The main content area features the headline "Happier students, happier classrooms!". Below this is a smartphone displaying a student's profile page for Monica Marvanick, showing a green character and a list of positive feedback items. To the right of the phone are three callout boxes with text describing the platform's benefits.

ClassDojo Learn more Teacher resources Log in [Sign up](#)

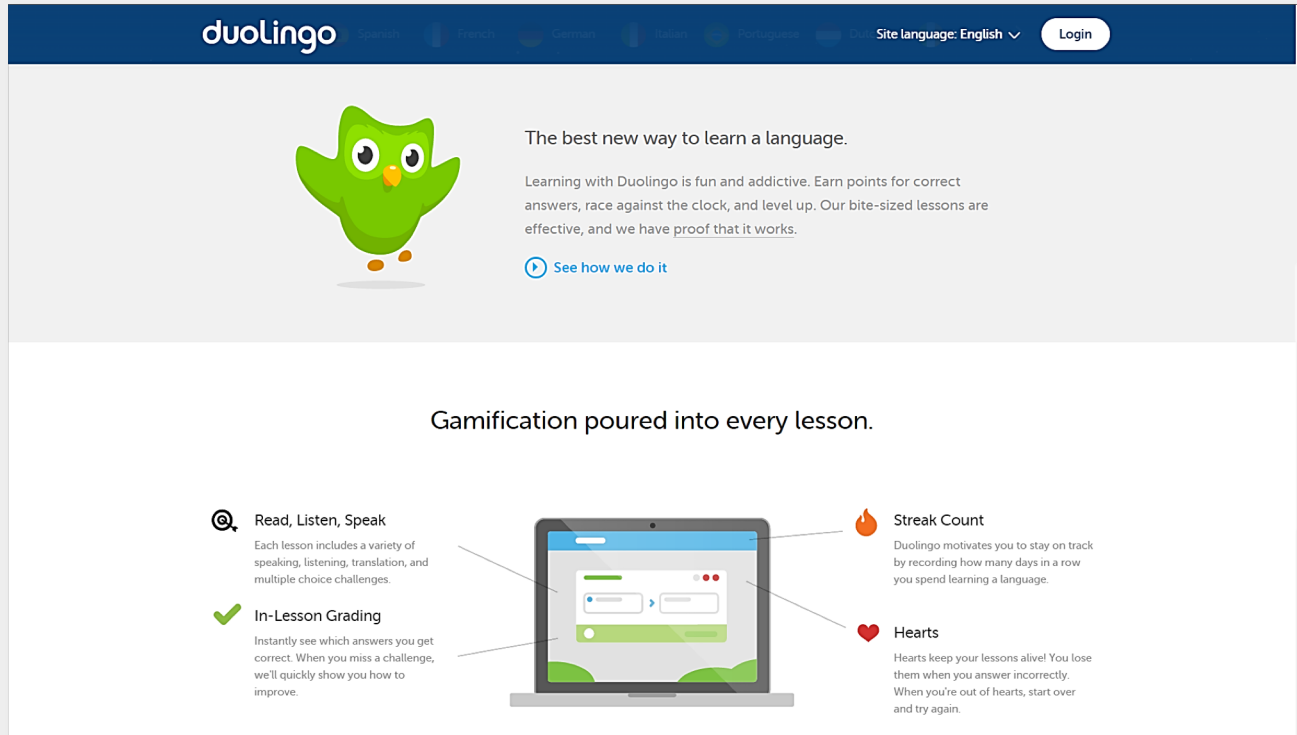
Happier students, happier classrooms!

Easily encourage students
Participation, teamwork, perseverance, or something else? Customize ClassDojo to work for your classroom

See a timeline of students' progress
See and share a beautiful timeline of all the wonderful things your students do - with no extra effort

Students love it - and so will you!
Students love how positive classrooms are with ClassDojo - and it saves teachers valuable class time, too!

Examples: Duolingo



The screenshot shows the Duolingo website homepage. At the top, there is a dark blue header with the Duolingo logo on the left, social media icons in the center, and the text "Site language: English" and a "Login" button on the right. Below the header, a large green owl mascot is on the left. To its right, the text reads "The best new way to learn a language." followed by a paragraph: "Learning with Duolingo is fun and addictive. Earn points for correct answers, race against the clock, and level up. Our bite-sized lessons are effective, and we have proof that it works." Below this is a blue button with a play icon and the text "See how we do it".

duolingo

Site language: English ▼ Login

The best new way to learn a language.

Learning with Duolingo is fun and addictive. Earn points for correct answers, race against the clock, and level up. Our bite-sized lessons are effective, and we have proof that it works.

[▶ See how we do it](#)

Gamification poured into every lesson.

- 🔍 Read, Listen, Speak**
Each lesson includes a variety of speaking, listening, translation, and multiple choice challenges.
- ✅ In-Lesson Grading**
Instantly see which answers you get correct. When you miss a challenge, we'll quickly show you how to improve.
- 🔥 Streak Count**
Duolingo motivates you to stay on track by recording how many days in a row you spend learning a language.
- ❤️ Hearts**
Hearts keep your lessons alive! You lose them when you answer incorrectly. When you're out of hearts, start over and try again.



Next Steps

How do I get started?