



# Gamification, Higher Education and You

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May 22, 2019

KCPDC Conference

# Gamification 101

- **Games People Play**

- Bones, chess, and zombies

- **Gamification Defined**

- Engaging and motivating people to achieve goals
- Changing behavior, developing skills, or driving innovation
- Challenging, fun, and motivating

- **Unintended Benefits**

- Problem solving
- Transferable skills
- Teamwork



# Gamification in Government

- **Civic Engagement**

- Salem, MA: “What’s The Point” (Goldsmith, 2017)
- Engaging citizens in neighborhood revitalization plans

- **Encourage Positive Behavior**

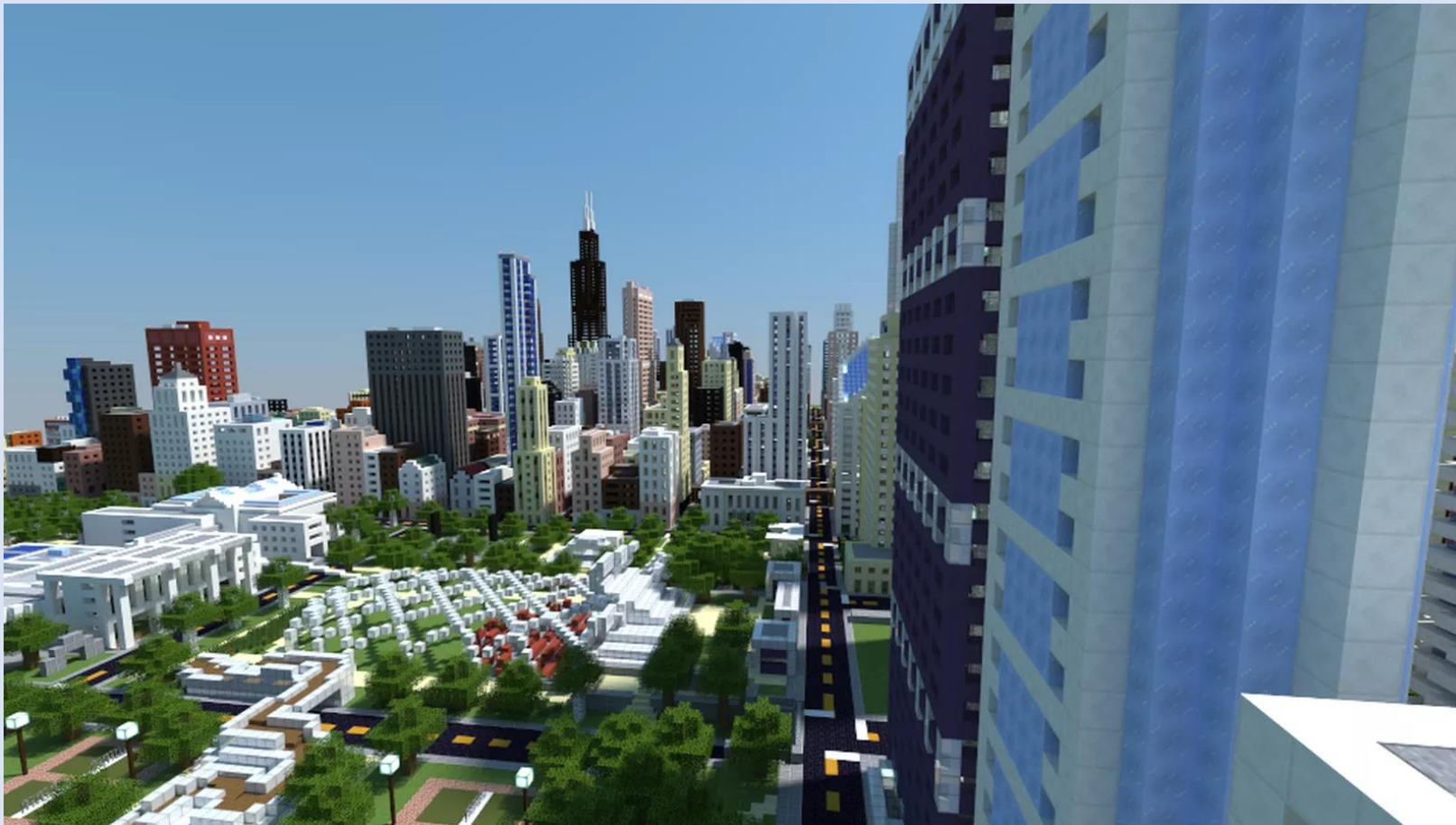
- Santiago, Chile: Neighborhood Competition
- Addressing childhood obesity



- **Teach New Skills**

- State of Hawaii: Badging
- Users get badges when they use the state website

# Minecraft Creations



# Gamification World View

## Minecraft Long-Term Benefits

- Low-cost video game
- Virtual applications of multiple skills
- Develops fun video game learning platform citizens enjoy using
- Serves new generation of residents and staff in a virtual world
- City of Mumbai and UN-Habitat



# Video Game Survey

- Launched in July 2017
- Used survey monkey
- Self-selected respondents
- Results as of 5-20-19
- 315 participants
- Focus on Citizen Engagement, Leadership, and Transferable Skills



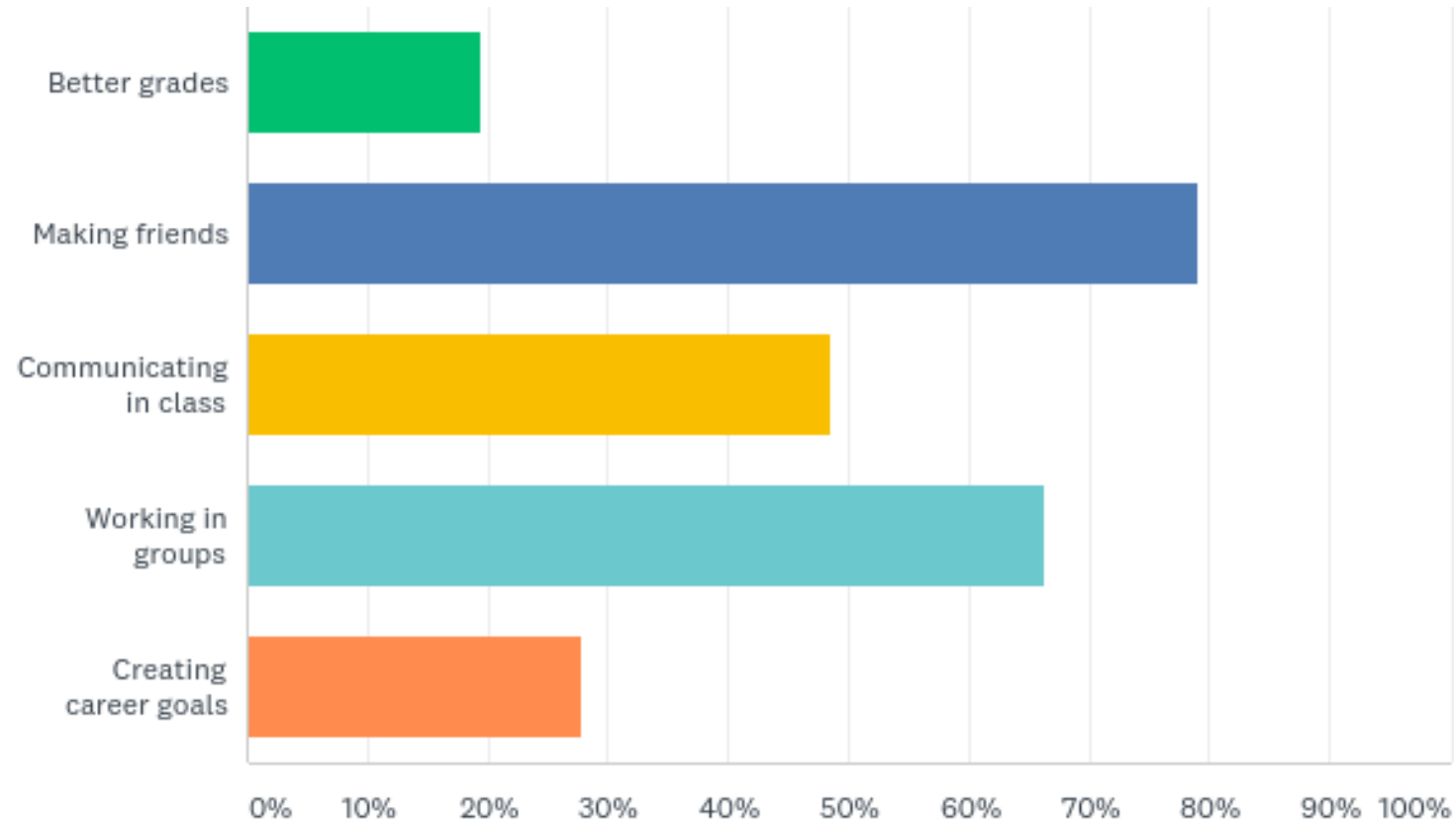
# Demographics



- Age Range: 14-57
- Education Level: High School (35.46%), Some College (37.06%), Bachelor's Degree (13.42%)
- Gender: Male (79.87%), Female (18.53%), Other (1.60%)
- Ethnic Background: White (72.99%), Black (9.65%), Hispanic (9.32%)
- Multiplayer Games: Played 16 or more games (55.41%)
- Hours Per Week: Played 16 or more hours (32.80%)

# Q7: How has playing video games helped you in school? Check all that apply.

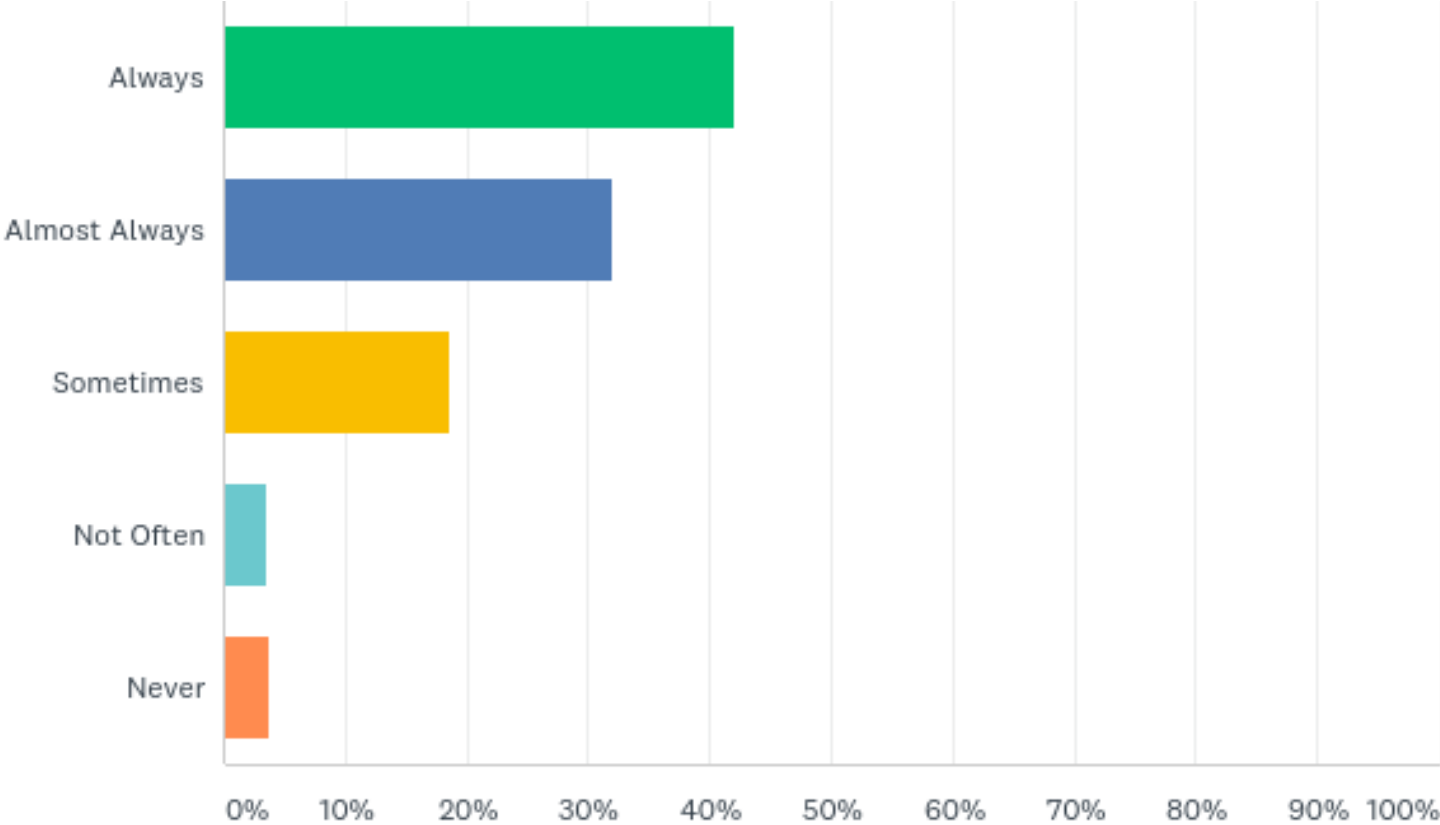
Answered: 262 Skipped: 53





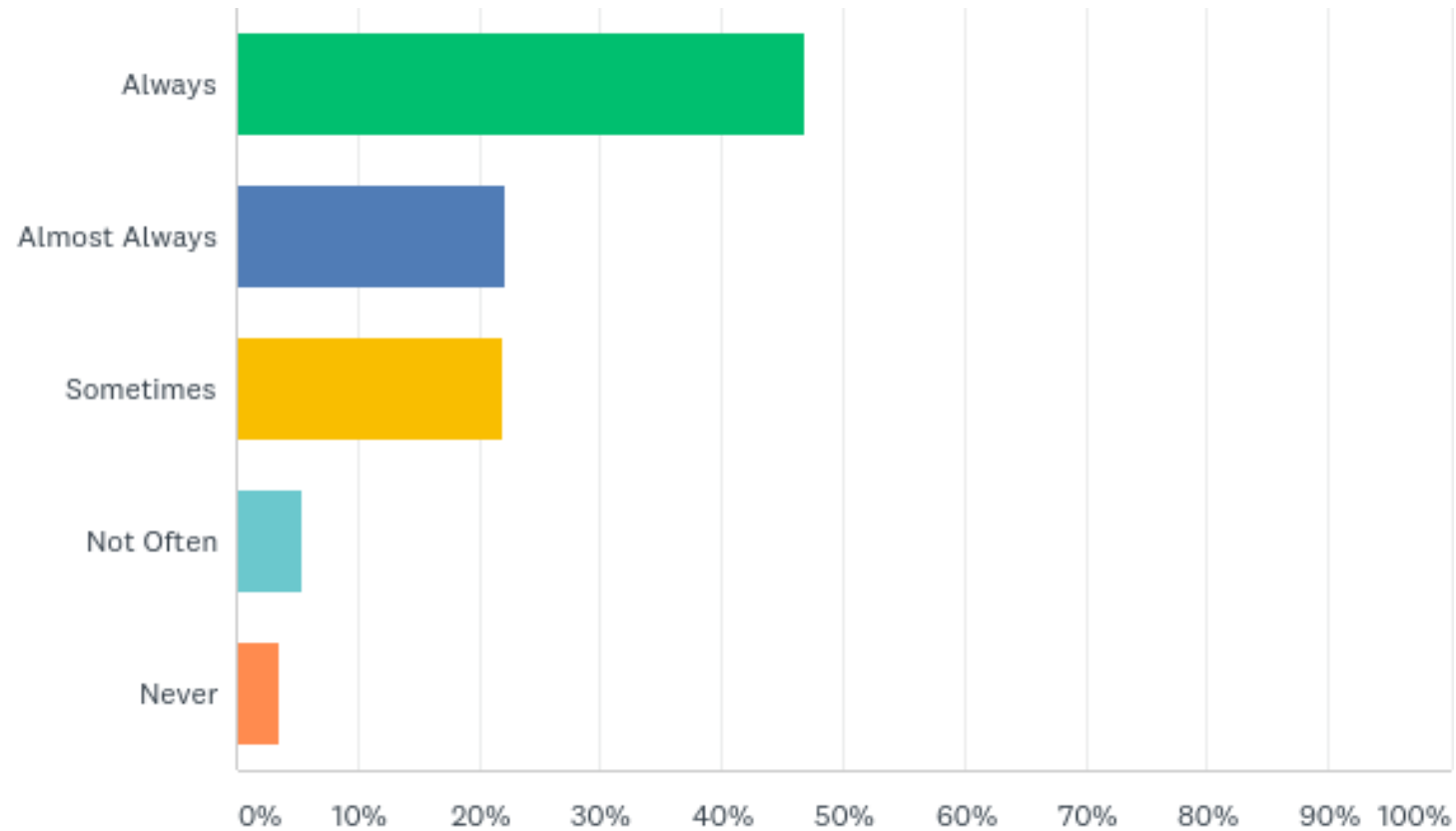
# Q10: Based on your experience playing video games, would you like to help someone in need?

Answered: 312 Skipped: 3



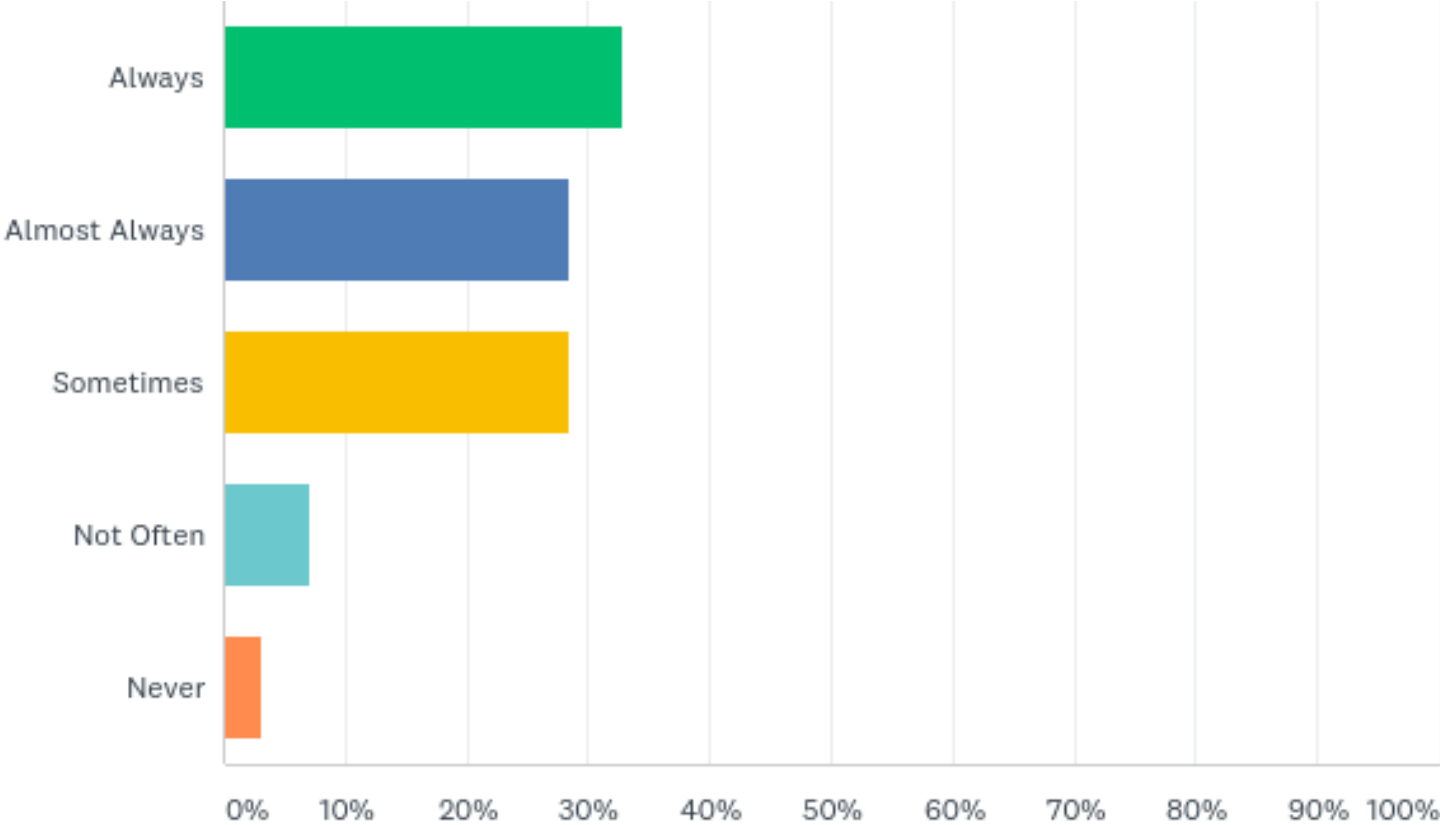
# Q11: Based on your experience playing video games, would you like to meet people from different parts of the world?

Answered: 311 Skipped: 4



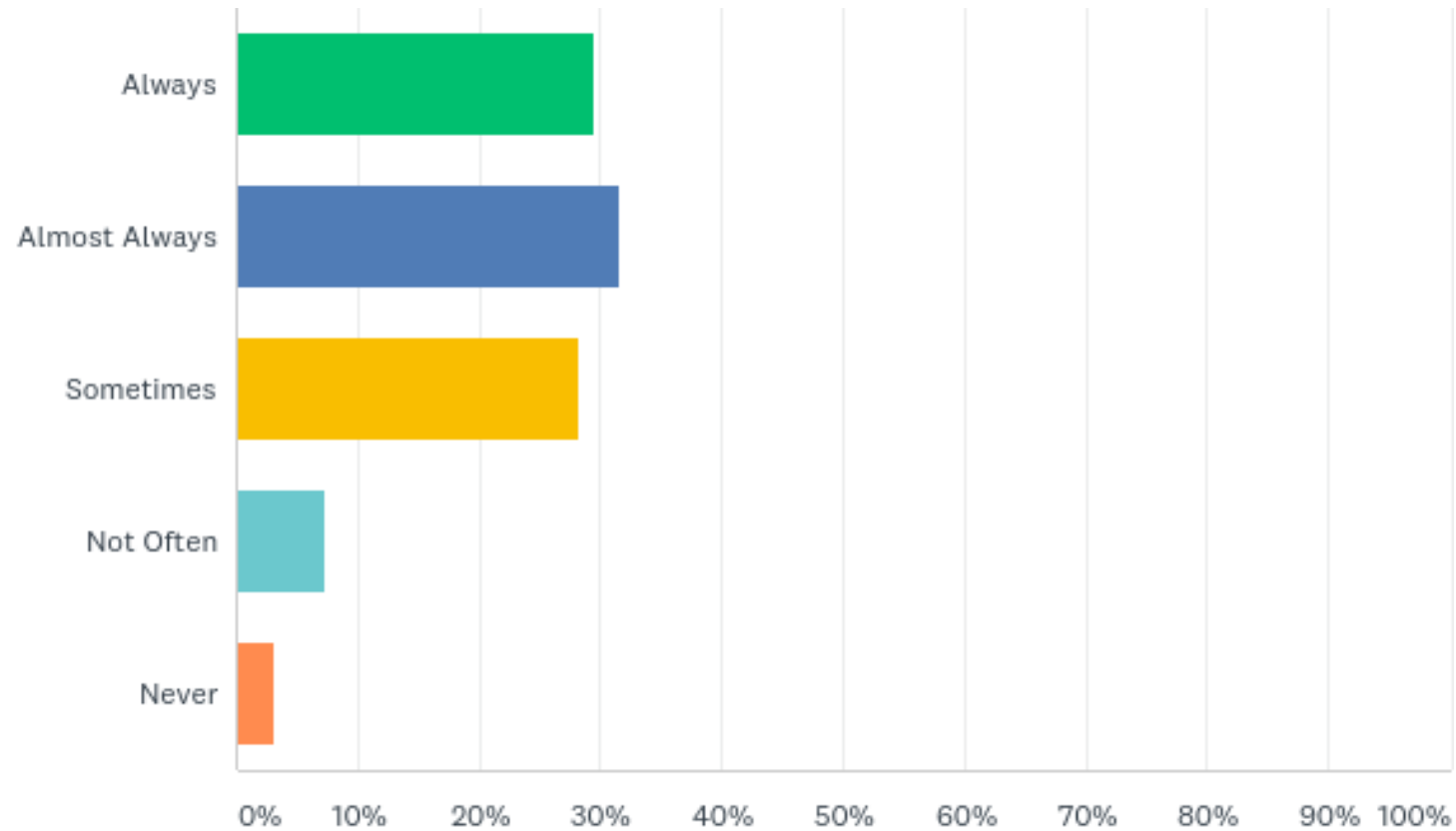
# Q14: Do you think your experience playing video games would help you become better at moving a team forward in real life?

Answered: 313 Skipped: 2



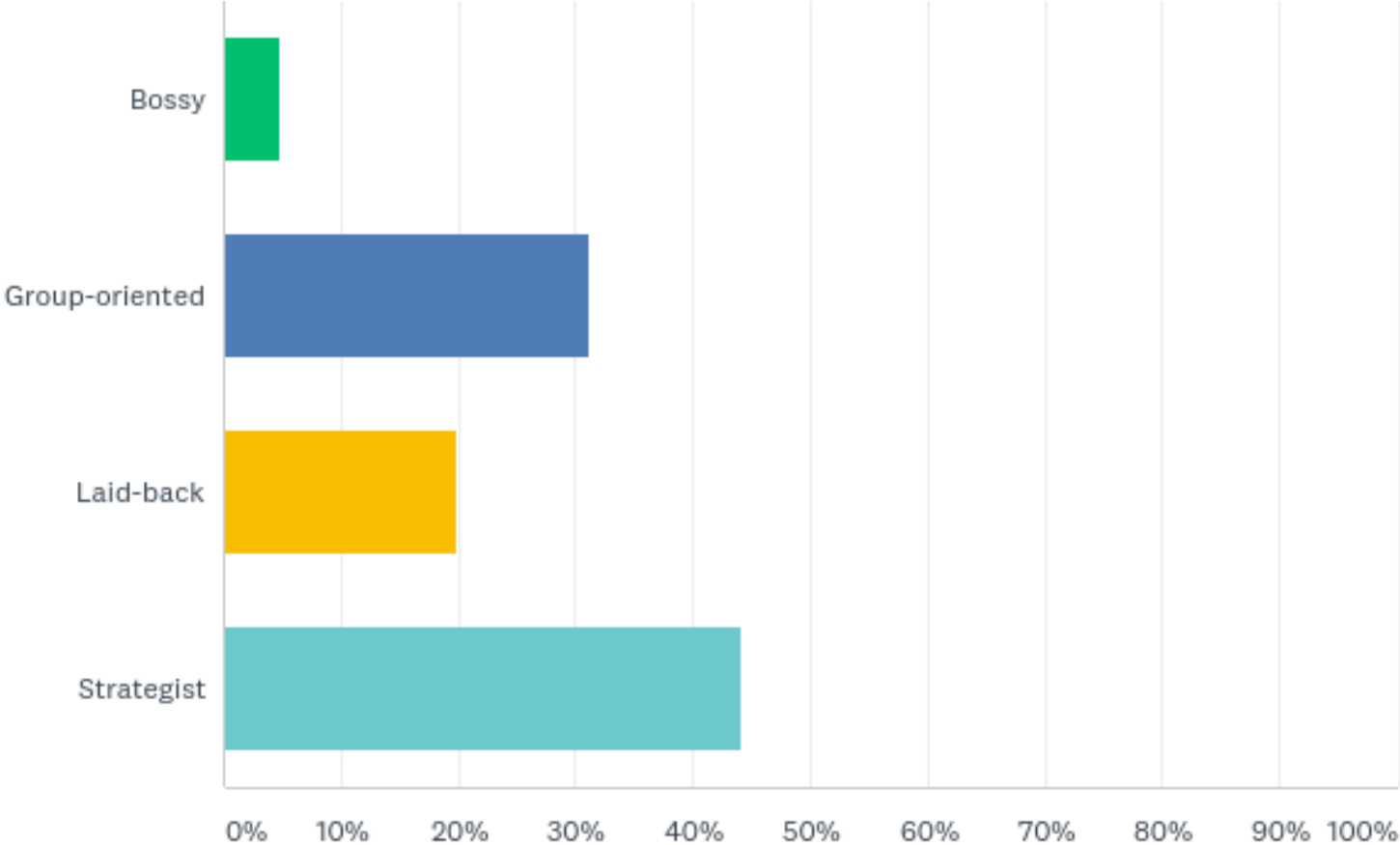
# Q16: Do you think your experience playing video games would help you work with other people in real life?

Answered: 311 Skipped: 4



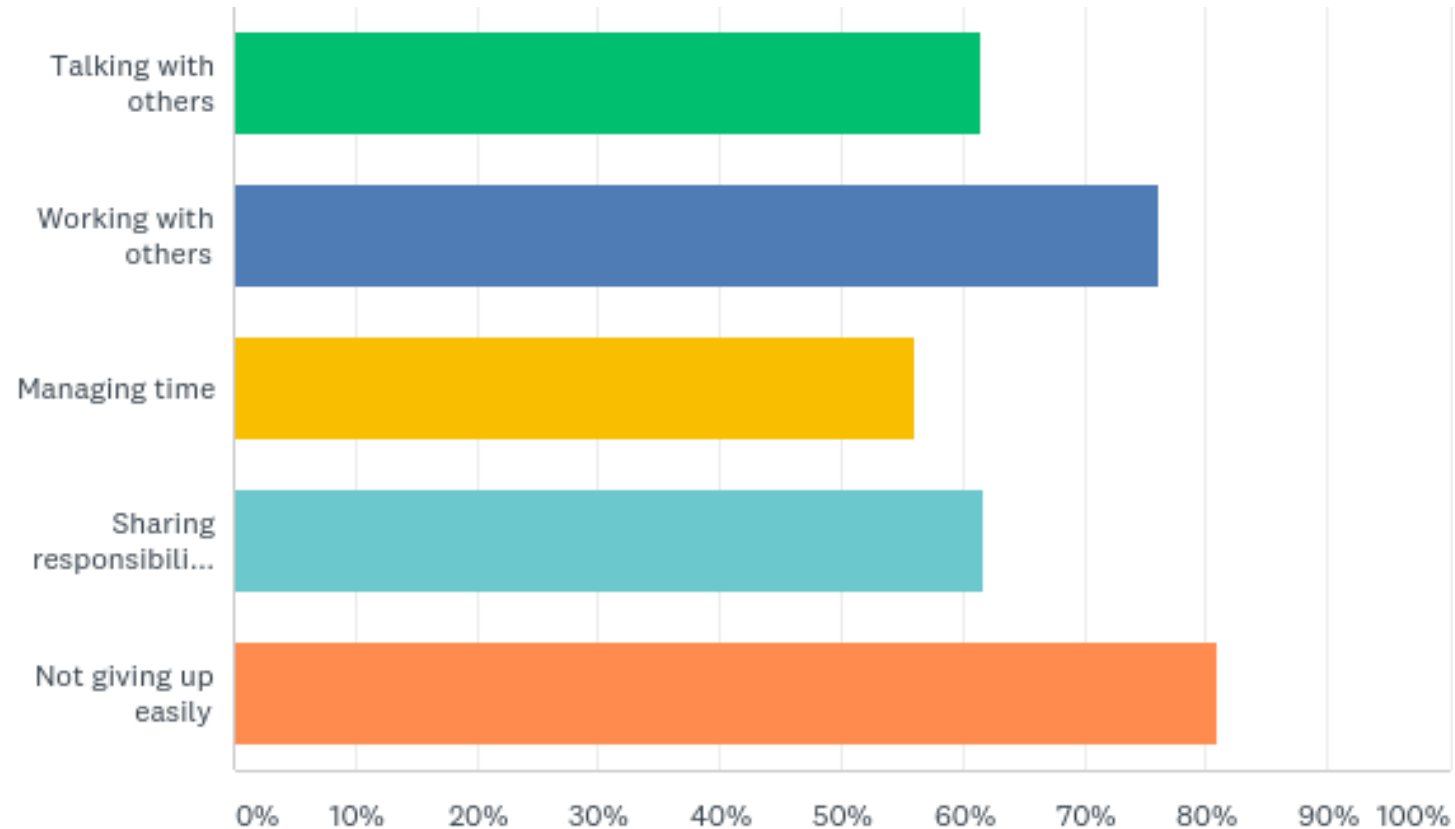
# Q19: When you work with others, do you think you are?

Answered: 312 Skipped: 3



## Q20: What specific real life skills have you learned from playing video games? Check all that apply.

Answered: 298 Skipped: 17



# Gamification Academic Roadmap

- Game Based Learning
- Serve New Generation of Students
  - eSports
  - Millennials and Generation Z
- Virtual Simulations
  - Experiment
  - Fail Fast
  - Low risk environment





# Gamification Staff Roadmap

- **Transferable Skills**
  - Skill Development
  - Appeal to Younger Employees
- **Employee Engagement**
  - Shared Experience
  - Connect Off Campus Staff
- **Increase Motivation**
  - Badging
  - Recognition





# Long-Term Rewards

- **Apply Gamification to Solve Other Problems**
  - Improve employee communication
  - Departmental teambuilding
- **Engage with Younger Generations**
  - Fill workplace employment needs with gamers
  - Open a door to employment
- **Develop Employees**
  - Teach broad range of skills
  - Prepare next generation with leadership skills



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