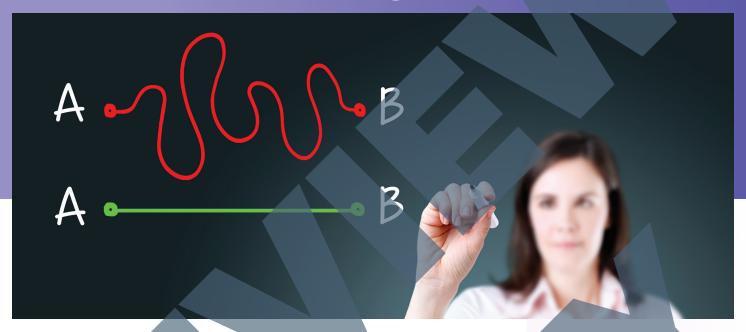ell LEARNING + tHE GAME AGENCY

10 Ways You're Getting Gamification Wrong,

How to Make it Right and Get Results

How to Make it Right and Get Results

Congratulations on implementing games and gamification into your learning strategy! It has been proven that game-based learning can increase:

• employee participation

• training enjoyment

• knowledge retention

But, sometimes your well-intentioned gamification strategy is just not quite right and consequently, you're not seeing the desired results. We interviewed our Instructional Designers and they shared the 10 most common mistakes you may be making and how to fix them.

1 You're Only Focused on Fun

You are leaning into the fun, but you've lost sight of the skill you want people to master. It can be tempting to rely on the gameplay or visuals to engage learners. But if you don't structure the content in a meaningful way, people will not be able to make connections between what they are learning and how they will use it on the job. We often refer to this as "chocolate-covered broccoli" or "lipstick on a pig"! Instead of shoehorning content into a template, **choose a game type** that effectively supports your performance objectives. When you write the tasks and questions, make sure they are meaningful and relevant to the job. Consider adding questions that not only model the correct way of doing things but also highlight misconceptions and help people learn from their mistakes.

> Choose a game type that effectively supports your performance objectives.

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Your Game Structure is Flawed

Do you want your game to be effective? Make sure you are paying close attention to your structure. If all the question types are the same or the game is too long, learners will not stay engaged. Instead, focus on creating small, bite-sized microlearning games that include a variety of **question types**. This keeps learners asking, "What's next?" without becoming bored or wondering when the game will end. As for the answers to your questions, they should be challenging. Make sure they aren't too obvious or lack relevance to the material. Remember, the goal is for the learner to actually learn and apply concepts which are best done when the brain works through a challenge.

STRUCTURE

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Game analytics provide similar levels of detail, with the added bonus that most people play games multiple times.

You Are Not Analyzing Results

10

A typical Learning Management System (LMS) allows you to track participation and completion rates, quiz scores, and other training data and analytics. **Game analytics** provide similar levels of detail, with the added bonus that most people play games multiple times. Scores, engagement rates, and other game data give you the power to adjust and improve the learning experience. For example, you may:

- Compare scores, sessions, and accuracy to measure effectiveness over time
- Rewrite questions that are always answered correctly (too easy) or never answered correctly (too difficult)
- Add practice games and/or encourage repeat play for games with low accuracy
- Add challenging games for high scorers
- Replace, redesign, or retire games that no one is playing
- Introduce new games on days or times that people are most likely to be engaged

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