

GAMES VS GAME-BASED LEARNING VS GAMIFICATION

A simple example of the popular game 'Hopscotch' explains the difference between 3 seemingly similar yet distinct terms – Game, Game-based Learning and Gamification.

GAME

Hopscotch is played by (a player(s)) tossing an object into numbered spaces of a pattern of rectangles outlined on the ground and then hopping or jumping through the spaces to retrieve the object.



PLAYER(S)



OBJECT



GAME-BASED LEARNING

Hopscotch can be used to teach odd and even numbers by (a player(s)) using one-footed hops when landing on odd numbers and two-footed hops for even numbers. The turn continues until the player(s) steps on a line or hops on an incorrect number.

PLAYER(S)



ODD NUMBERS

OBJECT



EVEN NUMBERS

GAMIFICATION

Hopscotch, in a organisational context, is gamification. The rectangles can be assumed as levels, and the simple action of hopping as the task achievements. When an employee completes a task, (s)he is given an award and taken to the next level.

EMPLOYEE(S)



AWARD/ BADGE

ORGANISATIONAL LEVEL





GAME	GAME-BASED LEARNING	GAMIFICATION
Games are just for fun, and may or may not have defined rules & objectives	Games have defined learning objectives	May just be a collection of tasks with points or some form of reward
Winning and losing is a part of the game	Losing may or may not be possible because the point is to motivate people to take some action and learn as an end result	Losing may or may not be possible because the point is to motivate people to take some action and do something.
Game play comes first, rewards are secondary	Sometimes just playing the game is intrinsically rewarding	Being intrinsically rewarding is optional.
Games are usually hard and expensive to build	Are usually hard and expensive to build	Gamification is usually easier and cheaper
Story and scenes are part of the game	Content is usually morphed to fit the story and scenes of the game	Usually game-like features are added to the LMS or any other system rather than the content

GAME

MINECRAFT



The video game that captivated thousands across the globe. The game has different elements, and allows building constructions out of textured cubes in a 3D world. The game also provides arena for exploration, gathering resources, crafting, and combat.

GAME-BASED LEARNING MINECRAFTEDU



A New York City school teacher crafted a version of Minecraft for schools called MinecraftEdu. The elements of the classic game were enhanced to support the learning environment. Text blocks were added so that teachers could give students more context about whatever world that they created.

GAMIFICATION

DELOITTE'S LEADERSHIP ACADEMY

Kimberly's achievements

The screenshot shows a user profile for Kimberly Martin. It includes a 'Showcase' header with a 'SETTINGS' button. Below this are two tabs: 'About Me' and 'Stats'. The 'About Me' tab shows a profile picture and the name 'Kimberly Martin'. The 'Stats' tab shows 'Points: 489' and 'Rewards: 1'. To the right is a 'Latest Update' section with a red 'X' icon and the text: 'Kimberly earned the badge Harvard specialist! You are now a specialist in content from Harvard Business Publishing'. Below these is a 'Missions' section with four progress cards: 'Self 50%' (0/4), 'Team 50%' (0/4), 'Enterprise 50%' (0/4), and 'Graduate' (0/12). Each card has an icon representing the mission. At the bottom right of the missions section is a link: 'How do I earn points?'.

Deloitte's Leadership Academy, which uses rank, rewards, missions and leader boards as one of the ways to encourage its employees and client companies to log on, take courses and continue corporate training despite busy work schedules.

SUMMING UP

Organisations are adapting/ continuing to adopt eLearning, currently at a rate of 13% per year (a pace that is projected to stay consistent through 2017). 2015 holds the promise for expansion of online training both from the learner's perspective and organisational context.

To learn how your organisation can benefit from eLearning/ mLearning or multi-device learning, get in touch with us.

Infographic by
UPSIDE
LEARNING
www.upsidelearning.com

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