

Gamification of information delivery

Sunny Goswami

M. Sc. Digital Media Production

CONTEXT

Gamification - Using game elements in a non-game context to engage users.

Previous studies have been based on schoolgoing children only.

Volkswagen experimented with gamification for positive behaviour change in 2009.

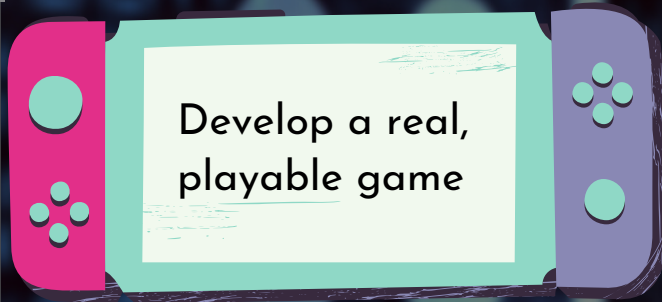
AIM

Can a video game deliver textual information to mature adults in a way that it improves user engagement, comprehension and retention ?

This study focuses on mature adults only in UK.



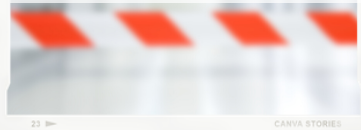
METHOD



Information Points show textual information within the game



Quiz points encourage player to use that information to progress in game



Participants will be asked questions about their experience of playing the game and how well they understood the information displayed. There will be a follow up to test the retention of the information.



REFERENCES

- [1] Bogost I. (2015) *The Gameful World: Approaches Issues, Applications*. Massachusetts: MIT Press, The MIT Press Series Bunchball (2020) Bunchball Nitro. Available at: <https://www.biworldwide.com/gamification/bunchball-nitro> (accessed on 26 Nov 2020)
- [2] Deterding, S. et al. (2011). 'From Game Design Elements to Gamefulness: Defining Gamification', Proceedings of the 15th International Academic MindTrek Conference: Envisioning Future Media Environments, Tampere Finland, 28-30 September. New York City: Association for Computing Machinery
- [3] Juul, J. (2005) *Half-Real: Video Games Between Real Rules and Fictional Worlds*. MIT Press, Cambridge, Massachusetts
- [4] Kreitmair K. and Magnus D. (2019) 'Citizen Science and Gamification', *The Hastings Center report* 49(2), doi:10.1002/hast.992
- [5] Matthews, D. (2016) *Sustainability Challenges in the Paper Industry*, Available at: <https://www.aiche.org/chenected/2016/10/sustainability-challenges-paper-industry> (Accessed: 26 Nov 2020)
- [6] Ofosu-Ampong, K. (2020) 'The Shift to Gamification in Education: A review on Dominant Issues', *Journal of Educational Technology Systems*, 49(1), pp. 113-137, Ghana
- [7] Reis, Sally M. et al. (2010). 'Using Enrichment Reading Practices to Increase Reading Fluency, Comprehension, and Attitudes', 7 Aug 2010, *The Journal of Educational Research*, <https://doi.org/10.3200/JOER.101.5.299-315>
- [8] Sousa, D.A. (2001). *How the brain learns: a classroom teacher's guide* (2nd Ed.). thousand oaks, Calif: Corwin Press