

# Elements

Here are some elements of gamification that drive learner motivation and engagement. Determine which one or combination of the elements makes the most sense for your gamification effort.

Element	Description	Considerations	Your Implementation of the Element
Goals, Rules, and Objectives	A <b>Goal</b> adds purpose, focus, and measurable outcomes. A goal provides a method of measuring the quality of gamified interaction.	<ul style="list-style-type: none"> <li>• Make sure goals are clear and explicit so everyone knows what they are.</li> </ul>	
	<b>Rules</b> are necessary to ensure that goals are obtained fairly and within the proper parameters.	<ul style="list-style-type: none"> <li>• Make the rules as simple as possible so the learner doesn't become confused.</li> </ul>	
	<b>Objectives</b> are what you want the learners to know or be able to do as a result of their gamification experience.	<ul style="list-style-type: none"> <li>• Learning objectives and gamification goals do not need to be the same.</li> </ul>	
Conflict, Cooperation, and Competition	<b>Conflict</b> is a challenge provided by a meaningful opponent or the gamification experience. To win a challenge, the player must actively defeat the opponent or the game and see who will be the last player standing.	<ul style="list-style-type: none"> <li>• Competition and cooperation are the most effective from an instructional perspective.</li> </ul>	
	<b>Cooperation</b> is the act of working with others to achieve a positive outcome. This is the social aspect of gamification.	<ul style="list-style-type: none"> <li>• When deciding on the number of learners competing against each other, keep the numbers relatively small.</li> <li>• Consider fostering cooperation among players.</li> </ul>	
	<b>Competition</b> occurs when the opponents are constrained from impeding each other and instead devote their effort to optimizing their own performance.	<ul style="list-style-type: none"> <li>• Team competitions can be more motivating.</li> </ul>	

Element	Description	Considerations	Your Implementation of the Element
Feedback	<b>Conformational Feedback</b> is designed to indicate the degree of "rightness" or "wrongness" of a response, action, or activity."	<ul style="list-style-type: none"> <li>• Choose the feedback carefully by deciding how much feedback is required.</li> <li>• Determine if a combination of one or more types of feedback is required.</li> <li>• Often it is a good idea to include a mix of feedback.</li> <li>• Choose a combination of natural and artificial feedback.</li> </ul>	
	<b>Corrective Feedback</b> guides the learner toward the correct instructional outcome.		
	<b>Explanatory Feedback</b> is corrective but in addition to providing the correct answer, explanatory feedback also includes relevant information about why an answer is correct.		
	<b>Diagnostic Feedback</b> attempts to diagnosis why the incorrect response was chosen. It attempts to correct common misperceptions or ideas.		
	<b>Natural Feedback</b> is when the learner receives the same type of feedback he or she would be in the natural world.		
	<b>Artificial Feedback</b> is when the learner receives feedback in the form of text or an explanation that would not occur in the real world.		

Element	Description	Considerations	Your Implementation of the Element
Rewards and Achievements	<b>Measurement Achievements</b> are given to a learner for completing a task to a certain degree.	<ul style="list-style-type: none"> <li>• Use measurement achievements instead of completion achievements to increase intrinsic motivation through feedback.</li> </ul>	
	<b>Completion Achievements</b> are awarded to a learner for completing a task. It doesn't measure the quality of the completion.	<ul style="list-style-type: none"> <li>• Don't provide too many rewards; it can actually demotivate the learner in terms of exploring the learning environment.</li> </ul>	
Points, Badges, and Leaderboards	<b>Points</b> help a player identify how far she has progressed through a gamification experience. They can literally be points or can be coins or another visible sign of success/progress.	<ul style="list-style-type: none"> <li>• Allow learners to personalized leaderboard.</li> <li>• Structure to allow individual contributions to a larger goal.</li> <li>• Keep point systems simple.</li> <li>• Provide points for everything you want to manage.</li> <li>• Use points as currency, to give learners more autonomy over how they are rewarded for their efforts.</li> <li>• Making earned achievements viewable to other learners is a powerful incentive.</li> <li>• Badges are good for showing nonlinear progress through content; levels are good for showing linear progress</li> </ul>	
	<b>Badges</b> are awarded for non-linear accomplishments. This can be a scoring streak or it can be for collecting items that aren't essential to winning,-- or for learning certain information.		
	<b>Leaderboards</b> display who has earned the most points or awards in a gamified environment.		

Element	Description	Considerations	Your Implementation of the Element
Levels	<b>Basic</b> is the first level of the gamification experience; it guides the learner and sometimes teaches the learner.	<ul style="list-style-type: none"> <li>• Create beginner, intermediate, and advance levels.</li> <li>• Allow the learner to choose the level to enter the game.</li> <li>• Consider designing a free-play level.</li> <li>• Start the gamification effort with a tutorial level.</li> </ul>	
	<b>Intermediate</b> level is design to be not too hard or not too easy. The level where most learners will participate in the experience.		
	<b>Hard</b> is the most difficult, with no help or guidance to the learner. They must know what they are doing.		
Storytelling	<b>Storytelling</b> provides the context for the learning. Should include characters, plot, tension, and resolution.	<ul style="list-style-type: none"> <li>• Make the characters in the story similar to the learner.</li> <li>• Create a clear beginning, middle, and end of the story.</li> <li>• Provide enough detail to allow the learner to become immersed.</li> <li>• Instructional stories used for learning should end happily and on a positive note.</li> </ul>	

Element	Description	Considerations	Your Implementation of the Element
Failure and Replayability	<p><b>Failure</b> provides the learner with the freedom to explore the learning environment and to motivation to try different or unusual things without the fear of dire consequences.</p>	<ul style="list-style-type: none"> <li>• Let the learners know at the beginning of the gamification event that they will receive multiple chances for success.</li> <li>• Don't make failure permanent.</li> <li>• Provide multiple paths to success.</li> </ul>	
	<p><b>Replayability</b> The chance to try something again adds an additional level of content to gamification because it makes the learner reconsider his or her approach to mastering content or winning.</p>		
Scoring	<p><b>Scoring</b> allows learners to judge their progress and how much effort they want to put into a particular activity.</p>	<ul style="list-style-type: none"> <li>• Making scoring and winning transparent.</li> <li>• Using scoring to drive behavior.</li> <li>• Consider more than one dimension for scoring.</li> <li>• Tie the score to learning improvements, not just game activities.</li> </ul>	