

Polycommit: Forming Habits Through Gamification

Elliot Fiske

California Polytechnic State University
elliottfiske@gmail.com

Foaad Khosmood

California Polytechnic State University
foaad@calpoly.edu

ABSTRACT

Learning applications and platforms such as Polylearn are derided for being difficult to use and not engaging. With *Commit*, we demonstrate that through gamification and by learning from user behavior, we can create educational software that improves retention of course content and improves test scores.

Using learning techniques such as spaced repetition and variable rewards scheduling, we created a learning platform that is engaging and compelling for users to use. We took favorite features from existing learning platforms such as Duolingo and Memrise, and refined the app's design based on feedback and data from users. Overall, we show that with polish and care shown to the user's motivations, we can create an engaging educational app that students will actually want to use, and enjoy using.

We developed *Commit* for use with several Cal Poly classes. We worked directly with teachers to custom-make questions to be used throughout the app. We tested the app in 5 different classes, with around 50 active participants. We found that students who used the application performed 13% better on tests and recalled 18% more class knowledge 1 month after completing the course.

CCS CONCEPTS

•**Computer systems organization** → **Embedded systems**; *Redundancy*; Robotics; •**Networks** → Network reliability;

KEYWORDS

Education, Gamification

ACM Reference format:

Elliot Fiske and Foaad Khosmood. 2017. Polycommit: Forming Habits Through Gamification. In *Proceedings of ACM Woodstock conference, El Paso, Texas USA, July 1997 (WOODSTOCK'97)*, 11 pages.
DOI: 10.475/123_4

Permission to make digital or hard copies of part or all of this work for personal or classroom use is granted without fee provided that copies are not made or distributed for profit or commercial advantage and that copies bear this notice and the full citation on the first page. Copyrights for third-party components of this work must be honored. For all other uses, contact the owner/author(s).

WOODSTOCK'97, El Paso, Texas USA

© 2017 Copyright held by the owner/author(s). 123-4567-24-567/08/06...\$370,000.00
DOI: 10.475/123_4

1 LEARNING TECHNOLOGY

Learning technology has a large problem with usability and engagement. Learning technology typically has poor UI that leads to student confusion and low rates of engagement. In addition, it does not use modern approaches to how we understand learning and motivation.

In this paper, we introduce *Commit*, a novel web-based application that uses spaced repetition and gamification elements to educational courses. For this thesis, *Commit* was deployed to a variety of classes at California Polytechnic State University to measure its effect on student engagement and learning.

1.1 Why College Classes?

Commit was tested with classes at California Polytechnic State University to facilitate the creation of questions and evaluation of the application. While the app would work with any level of education from K-12 to higher education, using Cal Poly classes allowed us to easily create questions for classes that we had just taken

2 SPACED REPITITION

One of the key aspects of *Commit* is its use of spaced repetition. Spaced repetition is an idea first brought into the mainstream by Pimsleur in the 1960s. Spaced repetition is a learning technique where students reinforce learned knowledge at specific intervals, improving long-term retention and recall ability.

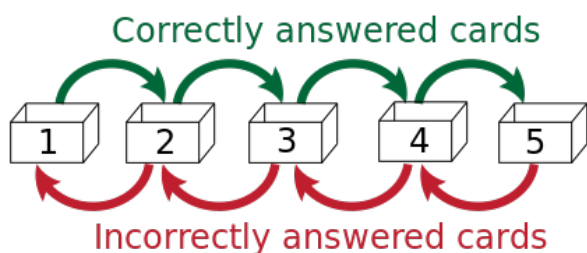


Figure 1: The Leitner system. If a student answers a flash-card correctly, it is moved to a higher-numbered box that is reviewed less frequently.

A simple example of spaced repetition is known as the Leitner system. Flashcards are organized into numbered boxes. (See **Figure 1**). Each successive box is reviewed less frequently. That is, a student would review Box 1 twice per day, Box 2 once per day, Box 3 every 2 days, and so on. If a card is answered correctly, it is moved to a box that is reviewed less frequently. However, if the student

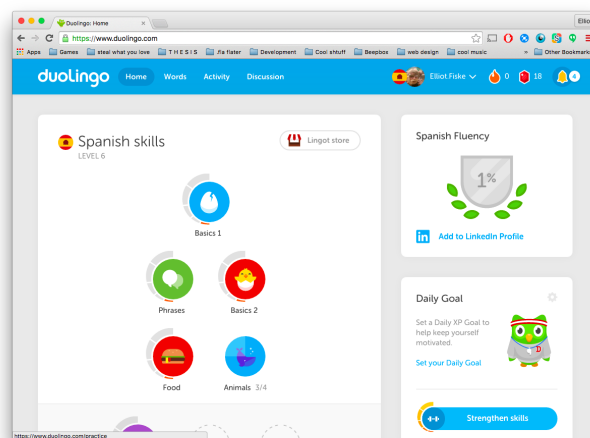


Figure 2: The Duolingo interface. Notice the gamification elements and the encouragement to reach a "daily goal."

answers incorrectly, the card is moved to a box that is reviewed more frequently.

Thus, tougher cards are reviewed more often, and cards the student knows will be reviewed less often. However, all cards are *eventually* reviewed, and even cards that the student always answers correctly are reviewed in the long term.

There is strong evidence that this idea of "spaced repetition" enhances long-term memory and deepens understanding of subject material. [?]

3 SPACED REPITITION APPS

3.1 Duolingo

Several recent apps and products make use of spaced repetition to allow user to easily gain long-term recall of languages, class content, or any other information that needs to be learned. One such app is Duolingo (See **Figure 2**); in Duolingo, users learn a language by repeating small tasks every day.

The app encourages users to spend a small amount of time each day studying useful words and phrases, rather than cramming in a lot of knowledge at once. It encourages this behavior through the use of gamification. Each user earns "experience" in a language, eventually leveling up. Users connect their Facebook accounts and can see their friends' levels and accomplishments, adding a social element to the app.

3.2 Memrise

Memrise (See **Figure 3**) is a web app that has very similar function to *Commit*. Memrise takes a series of flashcard-based questions and answers and automatically creates a "study plan" where the application breaks up flash cards and uses spaced repetition to encode the information in the user's long-term memory. Memrise

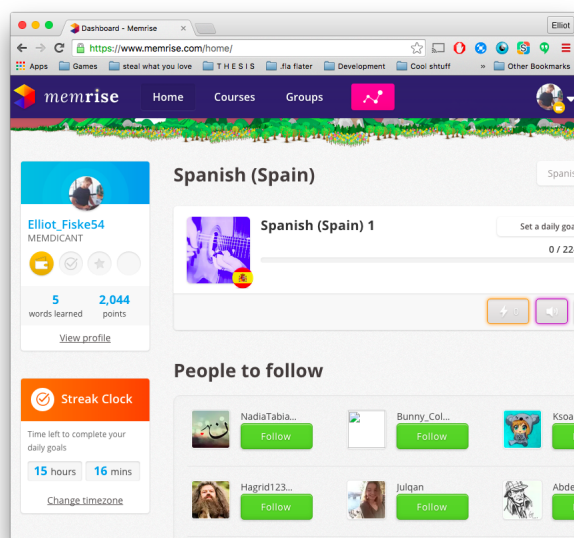


Figure 3: Screenshot of the Memrise interface. Note the gamification elements, the social aspect, and the "Streak" clock encouraging consistent use of the app.

also uses gamification and social elements, as users earn points for every correct answer and can see their friends' scores.

Interesting to note is that users can input any data they choose into Memrise to receive a custom study-guide. This would allow students to easily learn flashcards if they took the time to input them into the app.

Both of these applications heavily emphasize language learning, since the process of learning a language can easily be broken down into a series of small words and phrases, and re-emphasized using the process of spaced repetition. However, Commit is scoped specifically to one class, allowing students to easily learn and retain class content without the commitment of adding their own flashcards.

4 GAMIFICATION

The *Commit* app is structured to incentivize students to enjoy using it. The primary incentive for experimental participants was the chance at winning a \$20 Amazon gift card. However, in order to actually obtain this reward the participants would have to engage with the app's systems.

One powerful technique used by Commit is the idea of variable rewards scheduling. Variable rewards scheduling is based off of the idea that it's boring to always receive the same reward for performing the same action. It's far more exciting and engaging to not know what reward you'll receive; several studies affirm that variable reward scheduling leads to more willingness to perform a desired target action [?].

In order to earn entries into the \$20 gift card raffle, participants are required to earn a certain number of **points**. These points are

earned through answering questions. However, far more points are earned if the user returns to the app every day. In addition, "bonus rewards" will be awarded at random intervals to engage users more. The expectation that today may be the "bonus reward" day leads to greater user engagement with the system.

In general, users reported that they enjoyed the gamification sections and the potential to earn rewards. Through the study in general, we note that users showed higher rates of engagement and improvements in test scores over the control group that did not use the app.

5 EARLY COMPUTING

5.1 Pressey and Skinner

Learning applications have been used since the early days of computing. BF Skinner [?] explained how computers could be used to facilitate learning. When Dr. Skinner wrote his paper, computers were used largely simply to test students about simple pieces of information. However, Dr. Skinner believed that computers could actually be used as teaching devices in and of themselves. Skinner argued that the main advantages of computers as teachers were that students are encouraged "to take an active role in the educational process," and notes that the practice of using automation dates back even to the 1920's with Sidney L. Pressey's automated testing machines. One huge advantage that Pressey noted with automated learning is that students learn at their own pace; one of the toughest challenges teachers face, according to Pressey, is that some students will fall behind while others feel bored because they already understand most of the material being taught. While Pressey's automated teaching methods eventually succumbed to the fact that technology at the time wasn't up to the task of automating education. Instead, Skinner was able to use the technology of his time to more effectively bring computers to the field of education.

5.2 Skinner Boxes and Operant Conditioning

Of course, BF Skinner is famous for his creation of the "Skinner Box," [?] a device that gave simple reinforcement to animals or humans in the lab in order to slowly shape their behavior, through a process known as operant conditioning. When a subject performed well according to the test, they would receive a quick reward, while if they strayed from the purpose of the test, they would not receive a reward.

5.3 Variable Ratio Reinforcement Scheduling

This method is combined with other interesting motivational techniques such as variable rewards scheduling [?] [?], where rewards are not actually doled out on a regular basis exactly according to the behavior of the test subject. Instead, rewards are handed out semi-randomly, varying in quantity and quality, while still mostly rewarding the desired behavior that the researcher is trying to condition. This causes the test subject to become conditioned much faster (See Figure 4).

6 DUOLINGO

As mentioned previously in the introduction, Duolingo is an app that already uses several of the processes that we are describing. Duolingo has been shown to be very effective for learning new languages, even perhaps more effective than typical classes. However, the effectiveness of Duolingo is mostly contingent on the motivation of the student. If the student is going to a foreign country soon, Duolingo is the most effective since there is a significant time pressure and pressure to learn the language in order to fit

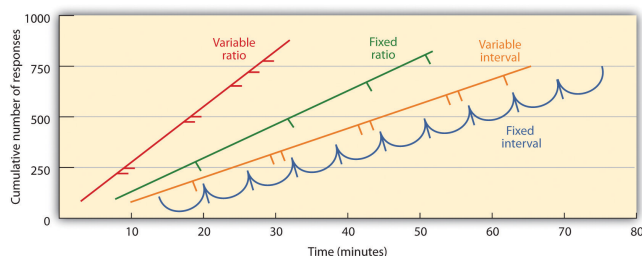


Figure 4: Variable ratio rewards scheduling. Note that as rewards are spaced out randomly, the desired behavior appears much more quickly.

[?]

in at whatever country the student is planning to go to [?]. If, however, the student is simply learning another language for fun, there will be significantly less benefit to them. We must consider this as we develop our educational software; apparently the nature of the student's motivation and their reason for wanting to learn the subject material plays heavily into whether or not they will be successful in using the app.

7 HABITS

The study on Duolingo notes how difficult it is to actually get people to use the app. It is extremely hard to change people's habits, taking a lot of time and effort on the user's part to effectively change their behavior. One such strategy around this is to connect one desired "habit" behavior to an existing habit [?]. For instance, test subjects in the study by Dr. Lally determined that it was easiest to condition subjects to perform some action by instructing them to perform it right after eating breakfast in the morning. By using the powerful force behind an existing habit, it is possible to "reprogram" your behavior such that a new habit is formed with the new desired behavior.

For instance, if a subject wants to make a habit of cleaning their room, they can make a habit of picking up one piece of clothing after coming home from work for the day. In this way, the habit is driven forward by the regular schedule of coming home at a regular time each day. By associating one behavior with an existing behavior, it is possible to rewire a subject's brain to complete the second behavior far more often.

7.1 New Psychological Theories

It's interesting to note that the advent of "apps" and habit-forming application has created an essentially new field in psychology [?]. In a study, Dr. Renfree argues that the behavior modifications seen in apps like Lift and Memrise actually represent new advances into how habit-forming psychology operates.

Unfortunately, most of these new effects are actually negative. For instance, Dr. Renfree notes that oftentimes the new habits generated by these apps are "fragile," since they are so dependent on a tight dopamine-based reinforcement loop. As soon as the

loop is broken, the brain "loses interest" and the new information is deprioritized. This will be an interesting consideration as we develop our application. We want to ensure that the habits and knowledge developed by our app is not simply impermanent, and that it won't be simply "pushed out" by new information.

8 HABIT FORMATION

8.1 Habit Formation and User Interface

Previous work has been done to tie habit formation with online user interfaces [?]. In this book, Dr. Jeff Johnson describes how psychology ties into user interface design. He cites that familiar user interfaces lead to less mental stress, encouraging users to come back to your application repeatedly since it seems familiar and less stressful to them. We desire users to consistently use our application every day, so we must keep this in mind.

8.2 Memrise

As mentioned before, Memrise is an excellent example of habit formation. In one paper, researchers gauged the ability of students to memorise simple Latin phrases in a classroom setting. They found that Memrise is an effective tool

9 GAMIFICATION

Gamification in the classroom has several other examples that can be compared to our application.

9.1 Classcraft

Classcraft is an intriguing example of gamification in education (See **Figure 5**). In Classcraft, students choose a "role" and go on the equivalent of a World of Warcraft raid with their fellow classmates. Classcraft is interesting in that it promotes co-operation and a variety of skills, so that students can assist each other where they might not have a certain skill.

Classcraft takes the typical elements of an RPG and converts them into an experience that supplements a typical classroom experience.

Interesting to note is the emphasis Classcraft puts on integration with existing technologies such as Google Classroom. In order for this application to be widely adopted, it is definitely necessary to have the experience of the teacher go extremely smoothly. Thus, if an application ties directly in with existing technology that the teacher is already familiar with, it will be much more readily adopted by the educational community. It's important to value the teacher's time with this application, so it is necessary to make the UI recognizable, familiar and easy to work with, as well as integrating it with existing tools and perhaps even modeling the user interface after tools that many teachers will already be familiar with.

9.2 Classcraft Study

A study was done on the effectiveness of Classcraft as well as "ludicization" in the classroom in general [?]. Their study ran primarily in France, as this is the home country of the Classcraft company and application.

One interesting aspect is that the study primarily focused on



Figure 5: Classcraft user interface. Note the student's health and mana pool, as well as the list of other students in the classroom.

[?]

9.3 Gamification in Other Educational Areas

So far, we have considered gamification in the classroom mostly in the context of STEM or language fields. While gamification does lend itself towards these subjects, as math problems and science problems can be easily generated by an algorithm, there have also been steps to gamify aspects of classes around liberal arts and the humanities [?].

This study by Dr. Wagner approaches a music class the same way Classcraft approaches subjects not focused on the humanity. It highlights the idea of a "flow" where a student is fully immersed in the educational process and is fully engaged with the learning process, and notes that it is far easier to attain this "flow" state when the student is learning in the context of a video game.

Experiment

Validation

Future Work

Conclusion

REFERENCES

- [1] American Mathematical Society 2015. *Using the amsthm Package*. American Mathematical Society. <http://www.ctan.org/pkg/amsthm>.
- [2] Mic Bowman, Saumya K. Debray, and Larry L. Peterson. 1993. Reasoning About Naming Systems. *ACM Trans. Program. Lang. Syst.* 15, 5 (November 1993), 795–825. DOI: <http://dx.doi.org/10.1145/161468.161471>
- [3] Johannes Braams. 1991. Babel, a Multilingual Style-Option System for Use with LaTeX's Standard Document Styles. *TUGboat* 12, 2 (June 1991), 291–301.
- [4] Malcolm Clark. 1991. Post Congress Tristesse. In *TeX90 Conference Proceedings*. TeX Users Group, 84–89.
- [5] Simon Fear. 2005. *Publication quality tables in L^AT_EX*. <http://www.ctan.org/pkg/booktabs>.
- [6] Maurice Herlihy. 1993. A Methodology for Implementing Highly Concurrent Data Objects. *ACM Trans. Program. Lang. Syst.* 15, 5 (November 1993), 745–770. DOI: <http://dx.doi.org/10.1145/161468.161469>
- [7] Leslie Lamport. 1986. *LaTeX User's Guide and Document Reference Manual*. Addison-Wesley Publishing Company, Reading, Massachusetts.
- [8] S.L. Salas and Einar Hille. 1978. *Calculus: One and Several Variable*. John Wiley and Sons, New York.