The Role of Bartles Gamer Types in Gamified Higher Education

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Presentation Overview

Gamification

> *"The use of game design elements*
> *in non-game contexts"*[1]

Or, put another way, transplanting the game mechanics that make games engaging into other media with the aim of driving engagement.

It is important here to make the distinction between *games* and *gamified activities*. Not interested in things like controller support or fancy 3D graphics that typify game experiences.

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[1]Definition from From game design elements to gamefulness by Detarding et al. (2011)

Gamification

Though it existed since 2002, the term really spiked in usage from
~2010[2]. Gamification has psychological roots in operant
conditioning (cf. B. F. Skinner) and Self Determination Theory.
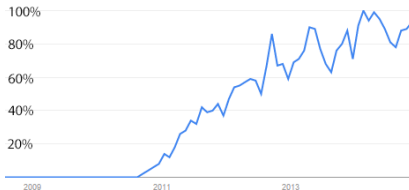
Usage of time over skill as a method of determining worth makes all
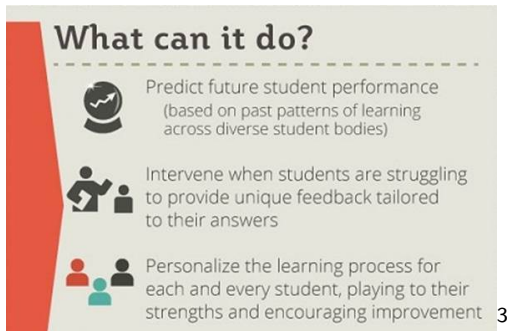players feel involved instead of just the top few.

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[2]Google Trends image: proportion of gamification searches relative to the
peak

Learning Analytics

The concept of using data analysis to inform the education process, giving a more personalised experience for students. Makes it possible to match students together by ability or learning style.

More popular than gamfication in HE, possibly due to the rise of big data.

What can it do?

- Predict future student performance (based on past patterns of learning across diverse student bodies)
- Intervene when students are struggling to provide unique feedback tailored to their answers
- Personalize the learning process for each and every student, playing to their strengths and encouraging improvement

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[3]Image part of an infographic by www.opencolleges.edu.au

What does gamified higher education look like?

Uses a combination of gamification and learning analytics to enrich all aspects of campus life - from learning to sport and healthy eating.

We already have mechanisms for tracking visits to food outlets, so why not extend that and reward students for eating healthily? What data can we get from student cards and SSO?

Would students be more inclined to study if they knew everyone else was putting in more effort?

Bartle's Gamer Types

Proposed by Richard Bartle in his 1996 paper, the model categorises players into Socialisers, Killers, Achievers and Explorers. It acts as a way of psychologically profiling gamers based on their thoughts and actions in-game.

-	Acting	Interacting
Players	Killers	Socialisers
World	Achievers	Explorers

Bartle refined this model in a later paper, but as only explicit and implicit variants of the above roles were added, along with adjustments for players changing over time, the project focuses on the simpler version.

Bartel's Gamer Types

Bartle types can be used to reason about ecosystems of players in online multiplayer games. For example, the effect on the player base of increasing one type of user can be seen below.[4]

Despite being designed for MUDs (and by extension, MMOs), the Bartle types have found their way into a large amount of books and papers on gamification.