Social Gaming Platforms and the Gamification of Education and Learning

Pekka Neittaanmäki, Elmira Galeieva, Anthony Ogbechie
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ABOUT THE PROJECT

This report was conducted under the Platform Value Now project funded by Finland's Strategic Research Council. Platform Value Now will focus on understanding the fast emerging platform ecosystems, their value creation dynamics and requirements of the supportive institutional environment. We will analyze ecosystems with systems tools and develop new methods for platform-centric ecosystems management. Data collection is based on active scanning of global technology and platform ecosystems and fast solution oriented case experiments with Finnish corporations and policy planners. The aim of the project is to operationalize the collected understanding into a Platform Profile framework that will enable more efficient method and tool development for ecosystem management.
Contents
SOCIAL GAMING TRENDS AND FORECASTS ........................................................................................................ 6
What is Pokémon Go? And why it is breaking the internet .................................................................................... 7
‘Pokémon Go’: Pikachu is a secret starter Pokémon, here’s how to catch it .......................................................... 7
Everyone is already obsessed with 'Pokémon Go' ................................................................................................ 8
'Pokémon Go' is so addictive that people are getting way more exercise than they're used to .......................... 8
How brands are jumping on the Pokémon Go bandwagon: the good and the bad ........................................... 9
POKÉMON GO TREND REACHES WHOLE NEW LEVEL AS PIKACHU ECSTASY PILLS ARE SELLING LIKE HOTCAKES ................................................................. 9
Pokémon GO hype: First lockscreen tries to catch the trend ........................................................................ 10
How can I become a millionaire by capitalizing on the Pokémon GO trend? ................................................. 10
'Pokémon GO': How Nintendo Beat Sony And Microsoft By Using Trends ................................................... 11
Pokémon: Dangerous trend or harmless fun? ...................................................................................................... 11
Twitter Is Hyped About Pokémon Go, Wants To Catch 'Em All ........................................................................ 12
Pokémon Go is impacting restaurant strategy - Business Insider ................................................................ 12
People are starting to make their restaurant choices based on Pokemon Go .................................................. 12
Pokémon GO gets people out and about, and that's a good thing ................................................................. 13
Pokemon trend 'catches' gamers ...................................................................................................................... 13
‘Pokemon GO’ app erupts into popular, bizarre trend ..................................................................................... 14
Pokémon GO Compared to Other Popular Apps ............................................................................................... 14
How To Capitalize On The Pokemon GO Trend ............................................................................................... 15
Pokémon Go pips Twitter, Facebook in terms of daily users ........................................................................ 15
An old standard has evolved! — Pokemon Omega Ruby & Alpha Sapphire Review ........................................ 16
What’s the Deal with the Pokémon Craze? ......................................................................................................... 16
5 lessons any business can learn from the Pokemon Go craze ..................................................................... 17
How “Pokemon Go Trend” benefits in marketing products? ............................................................................ 17
Pokemon Go Is A Healthy New Trend ................................................................................................................ 18
Nintendo Stock Soars On Hit Mobile Game 'Pokemon Go' .............................................................................. 18
The Biggest Trends in Social Gaming Right Now ............................................................................................. 19
Social Gaming: Trends & markets ...................................................................................................................... 19
What is the next big trend in social gaming? ...................................................................................................... 20
Major Trends in Social Gaming ......................................................................................................................... 20
A REGIONAL BREAKDOWN OF THE $99.6 BN GLOBAL GAMES MARKET (FREE REPORT) .................. 21
Recent Trends in the Social Games Industry ................................................................. 21
Social Gaming Markets and Trends, 2012-2016 .......................................................... 22
Top 5 trends that power mobile game marketing ......................................................... 22
4 Hot Social Gaming Trends to Watch ........................................................................ 23
Trends in fast-changing social gaming ......................................................................... 23
Mobile Social Games Market Statistics and Trends .................................................... 24
Social Gaming Trends & Projections for 2015 ............................................................ 24
Russia's online games market, 2010-2016 ................................................................ 25
Social Gaming Market Demand, Opportunity and Trends 2015 ............................... 25
Key trends in the games industry that will define 2016 .............................................. 26
4 Key Social Media Marketing Trends To Lead The Game in 2016 ......................... 26
Messaging app Viber’s new (and cute) social games are out now for iOS and Android .................................................................................................................. 27
Social Network Game Development in the US: Market Research Report .................... 27
SOCIAL GAMING INDUSTRY – STATISTICS & TRENDS [INFOGRAPHIC] .............. 28
Video game trends for 2016: Virtual reality, further blurred lines between TV and gaming ................................................................. 29
The Global Mobile Gaming Market: Trends, Drivers and Projections ....................... 29
Game Analytics: Platform Trends, Monetization and Player Value in Social Games ...... 30
Emerging Trends in Games-as-a-Service ..................................................................... 30
GLOBAL SOCIAL GAMING MARKET 2015-2019 ...................................................... 31
Mobile Gaming Strategy .............................................................................................. 31
“THE TWO MAIN TRENDS AT ICE 2016 WERE E-SPORTS AND SOCIAL GAMING” ... 32
Using Social Gaming to Drive Engagement: Insights and Best Practices for Brand Managers ........................................................................................................... 32
Future of Gaming: 5 Exciting Emerging Trends ......................................................... 33
Top 5 online gaming industry trends for 2015 ............................................................ 33
Current gaming trends ................................................................................................. 34
Big data analytics for video, mobile, and social game monetization ........................... 34
THE GLOBAL GAMES MARKET REACHES $99.6 BILLION IN 2016, MOBILE GENERATING 37% ............................................................... 35
The East Asian Smartphone Game Market Scale is 916.8 Billion Yen....................... 36
Welcome to the future: We predict big trends in social games for 2012 ..................... 36
How Gamification in Education Can Triple Student Engagement .......................................................... 55
Interactive content and gamification: Key trends shaping education ......................................................... 55
Learning Redesigned: Can Gamification Save Higher Education? .............................................................. 56
Can Gamification offer education engaging learning opportunities? ................................................................. 56
Modern Educational Methods - Gamification at Schools of Higher Education in Poland .......................... 57
The state of play – gamification in education is here .................................................................................. 57
Games Grow Up: Colleges Recognize the Power of Gamification ............................................................... 58
Universities enliven education through the power of play .......................................................................... 58
Tool For Creating Educational Games ........................................................................................................ 58
The Trouble with Gamification .................................................................................................................... 59
Gamification and adult literacy ...................................................................................................................... 59
5 Benefits of Adding Gamification to Classrooms ....................................................................................... 60
http://www.teachercast.net/2016/03/01/5-benefits-of-adding-gamification-to-classrooms/ ....................... 60
Information Literacy & Gamification Using Minecraft .............................................................................. 60
Gamification - The Answer to Improving Motivation and Creating a Better Educational System .......... 61
Gamification: Accelerating Learning For Business & Education ............................................................... 61
Gaming the Classroom: The art and Science of Game Based Learning ...................................................... 62
Gamification in the Classroom: The Right or Wrong Way to Motivate Students? ..................................... 62
5 Differences Between Education Games and the Gamification of Education .......................................... 63
The Future of Gamification .......................................................................................................................... 63
Gamification in Education: It’s Time Education Leveled Up [Infographic] ................................................. 64
Gamification in Education: What Are We Doing Wrong? ......................................................................... 64
BEYOND THE BUZZWORD: GAMIFICATION IS THE FUTURE OF CULTURE AND BUSINESS ................. 65
GARTNER’S GAMIFICATION PREDICTIONS FOR 2020 ........................................................................ 65
The future of gamification: evolution not revolution .................................................................................. 66
Serious Games: The Future of Gamification in Learning .......................................................................... 66
SOCIAL GAMING TRENDS AND FORECASTS
What is Pokémon Go? And why it is breaking the internet

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5 lessons any business can learn from the Pokemon Go craze


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A REGIONAL BREAKDOWN OF THE $99.6 BN GLOBAL GAMES MARKET
(FREE REPORT)

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Recent Trends in the Social Games Industry

Social Gaming Markets and Trends, 2012-2016

Fig. 1. Global online games market dynamics, $ bln. 2010-2016*

*The graph includes MMO (browser/client based), casual and social network games market data, and doesn't include PC, Mac, network, console, mobile and tablet games market data.

Source: data of foreign research companies and J'son & Partners Consulting

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Mobile Social Games Market Statistics and Trends


Social Gaming Trends & Projections for 2015

Russia's online games market, 2010-2016

Fig. 2. Online gaming audience dynamics, mln users, 2010-2016*

*Includes MMO (browser/client based), casual and social network game market data, and doesn’t include PC, Mac, network, console, mobile and tablet games market data.

Source: J'son & Partners Consulting


Social Gaming Market Demand, Opportunity and Trends 2015

Key trends in the games industry that will define 2016


4 Key Social Media Marketing Trends To Lead The Game in 2016

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Video game trends for 2016: Virtual reality, further blurred lines between TV and gaming

The Global Mobile Gaming Market: Trends, Drivers and Projections


Game Analytics: Platform Trends, Monetization and Player Value in Social Games

U.S. and Canada digital games market, by game category (2016E)

- Mobile $303M (+19%)
- Social $142M (-3%)
- F2P MMO $106M (+11%)
- P2P MMO $40M (-24%)
- Console $180M (+17%)
- PC $195M (+10%)

Canada

U.S.

YoY Growth %


Emerging Trends in Games-as-a-Service

Emergence of Games-as-a-Service

Source: iCM Research

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Mobile Gaming Strategy

SoftBank took bold action on its mobile gaming strategy in fiscal 2013. Here we introduce the strategy and the two Group companies that hold the key to its success.

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The German Gaming Industry: Europe’s Biggest Gaming Market


Germany Conquers European Gaming Market

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Fashion to Embrace ‘Social Gaming’

GAMIFICATION OF EDUCATION AND LEARNING
The Gamification of Education


https://www.knewton.com/infographics/gamification-education/

Understanding Gamification Trends

Trends

- Gamification, social layer and virtual currency are buzzing.


Gamification: Engagement Strategies for Business and IT

- Narrative guides and challenges that change as the user progresses
- Support and competition structures that enable epic wins
- Rapid indications of success, both virtual and real
- Aesthetic design and platform considerations that enhance fun and ease

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3 Gaming Trends Investors Need to Watch in 2016

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What is Gamification and Why Use It in Teaching?


http://ii.library.jhu.edu/2014/05/13/what-is-gamification-and-why-use-it-in-teaching/
Play to Learn: 100 Great Sites on Gamification

http://top5onlinecolleges.org/gamification/

How to Effectively Use Gamification in Education with Moodle

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Gamification, personalization and continued education are trending in edtech

https://techcrunch.com/2016/04/08/1301192/
3 Keys To Gamification For Education

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

http://www.informationweek.com/mobile/mobile-devices/3-keys-to-gamification-for-education/d/d-id/1109937?

Gamification: The Future of Education

https://www.ucf.edu/pegasus/level-learn/
Gamification of Learning Deactivates the Default Mode Network


Gamification of Education: 260% increase in student activity

The model for introduction of gamification into e-learning in higher education

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Universities enliven education through the power of play

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## 5 Differences Between Education Games and the Gamification of Education

<table>
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<tr>
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<td><strong>1.</strong> Points, achievements, and rewards are one element of the system</td>
<td>Focus on points, achievements, and rewards</td>
</tr>
<tr>
<td><strong>2.</strong> Strive to present the right level of challenge to the player</td>
<td>Targeting level of challenge seldom considered</td>
</tr>
<tr>
<td><strong>3.</strong> Narrative and characters common</td>
<td>May include player avatar and/or weak story</td>
</tr>
<tr>
<td><strong>4.</strong> Focus on conceptual change</td>
<td>Focus on behavioral change</td>
</tr>
<tr>
<td><strong>5.</strong> Simulated environment provides player scaffolding</td>
<td>Applied to real environment without scaffolding</td>
</tr>
</tbody>
</table>

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**The Future of Gamification**

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