

Informaatioteknologian tiedekunnan julkaisu
No. 30/2016

Pekka Neittaanmäki, Elmira Galeieva, Anthony Ogbechie

Social Gaming Platforms and the Gamification of Education and Learning



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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.

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SOCIAL GAMING TRENDS AND FORECASTS

What is Pokémon Go? And why it is breaking the internet



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'Pokémon Go': Pikachu is a secret starter Pokémon, here's how to catch it



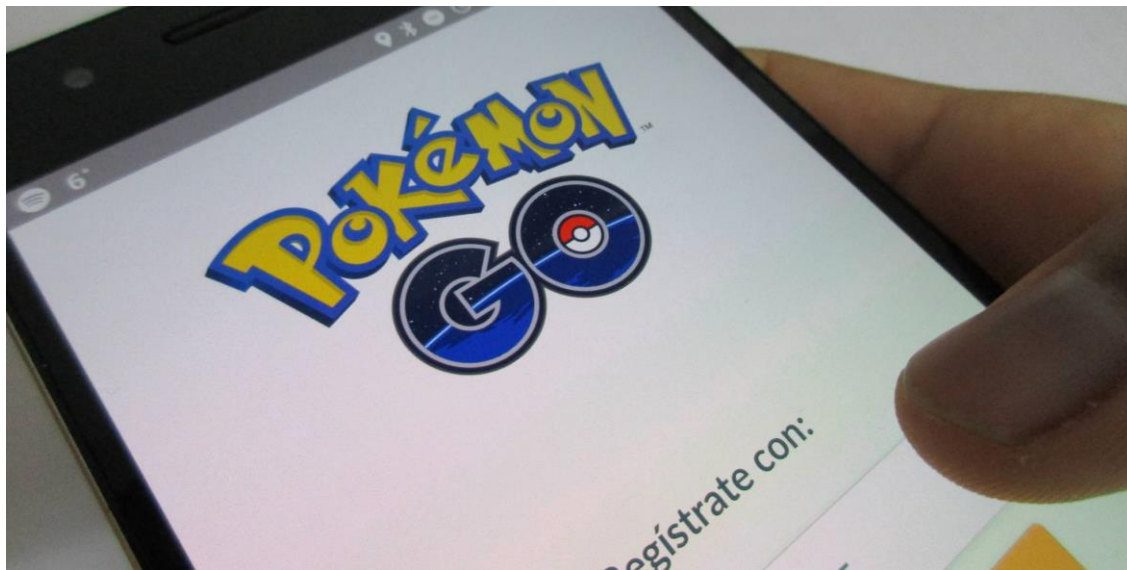
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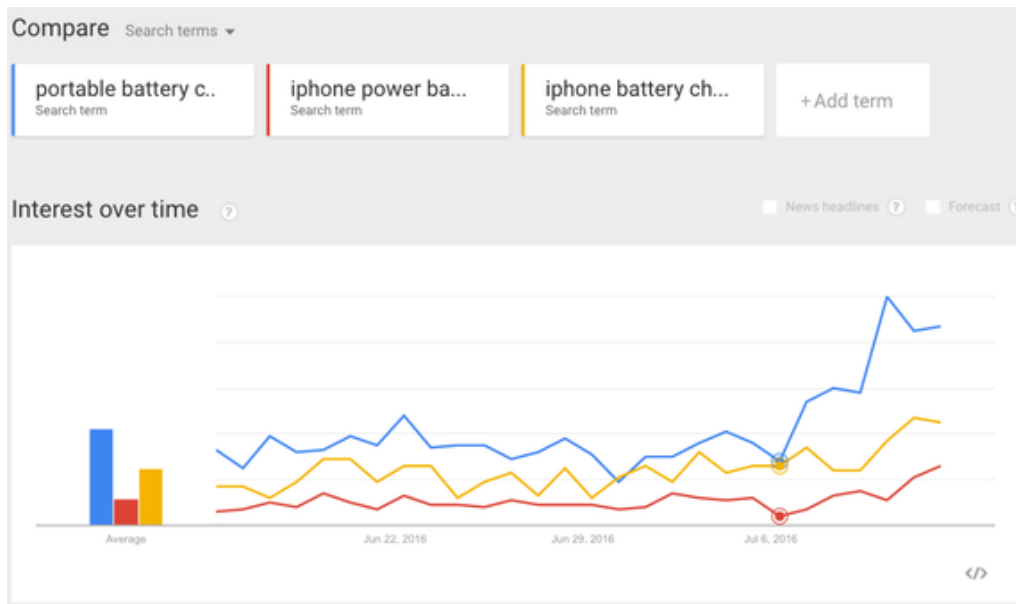
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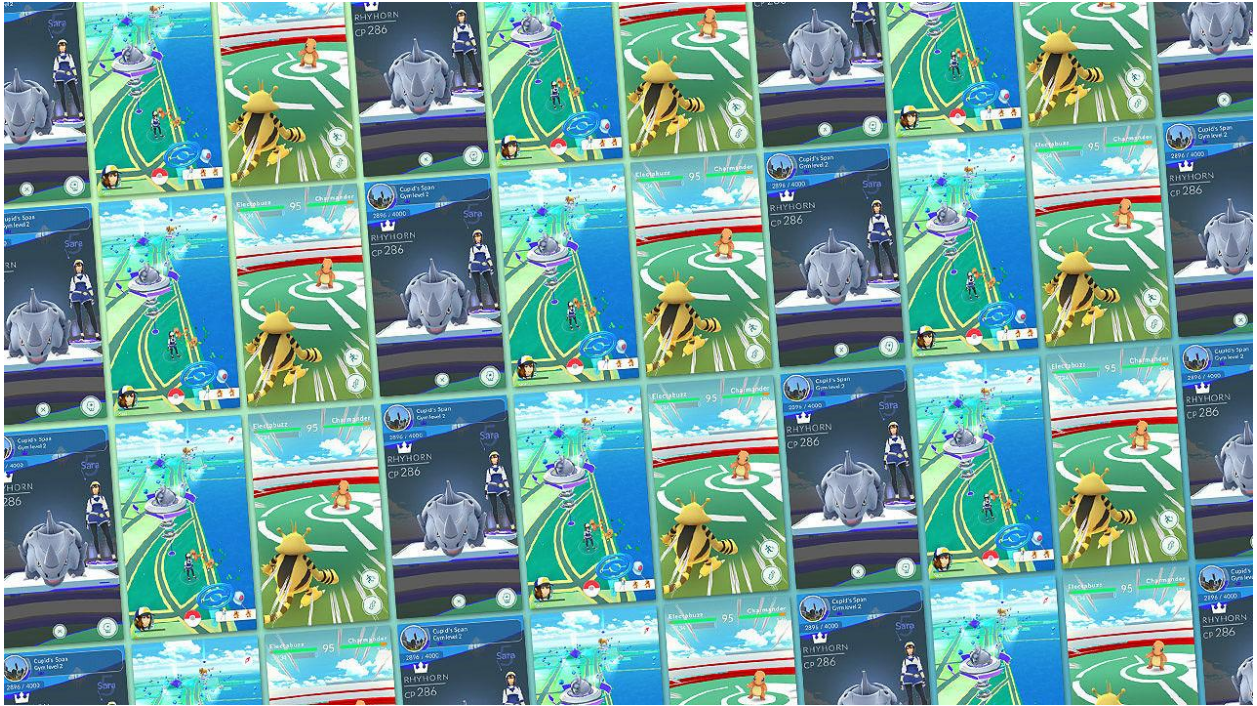
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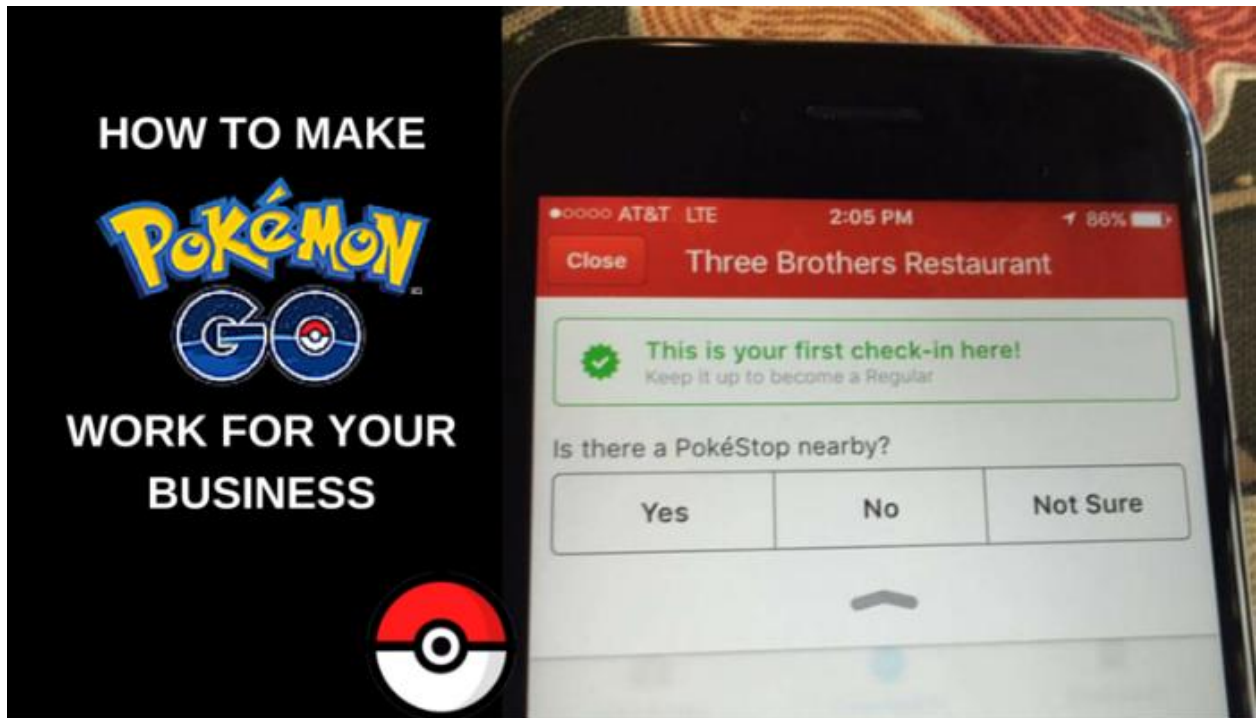
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What do you think about



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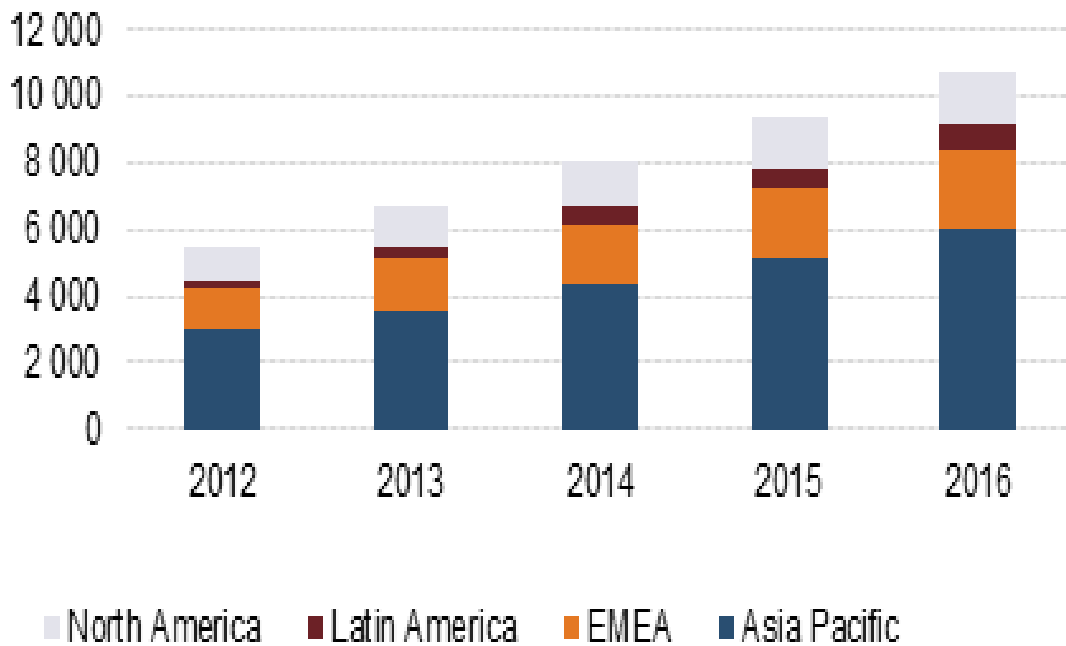
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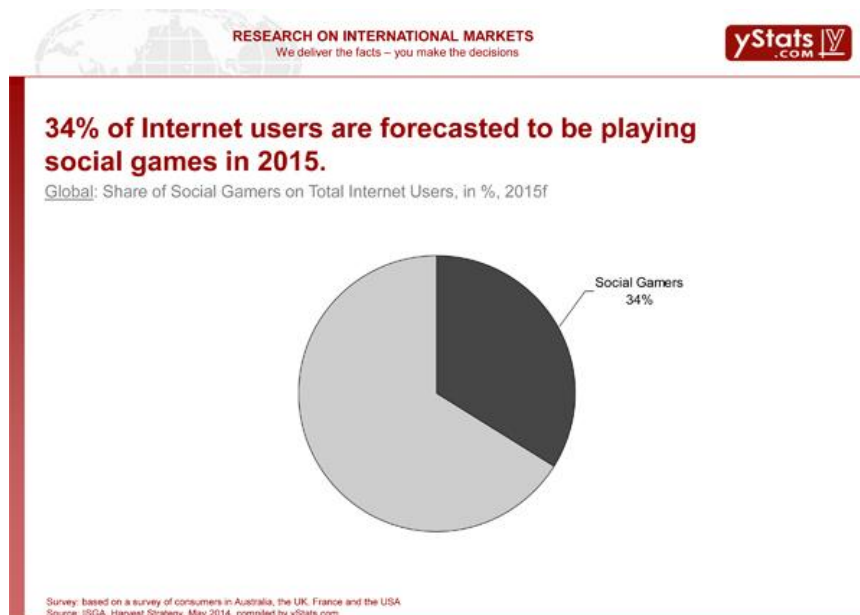
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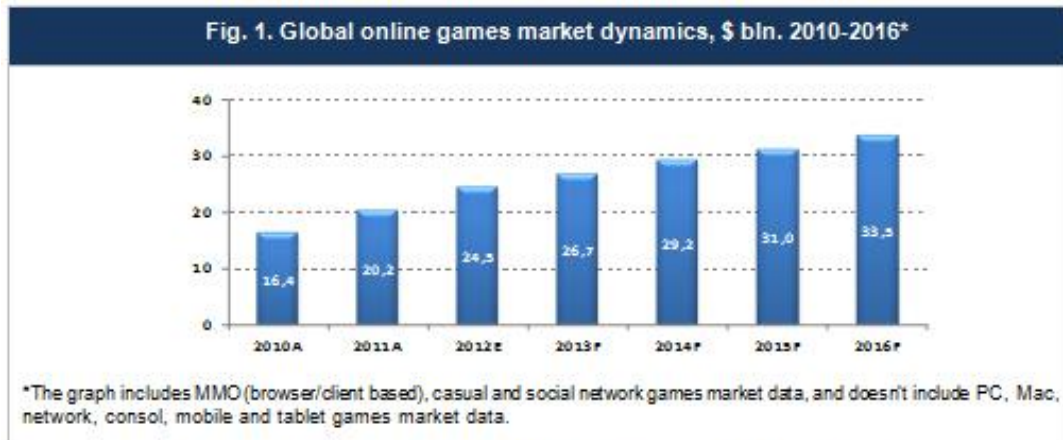
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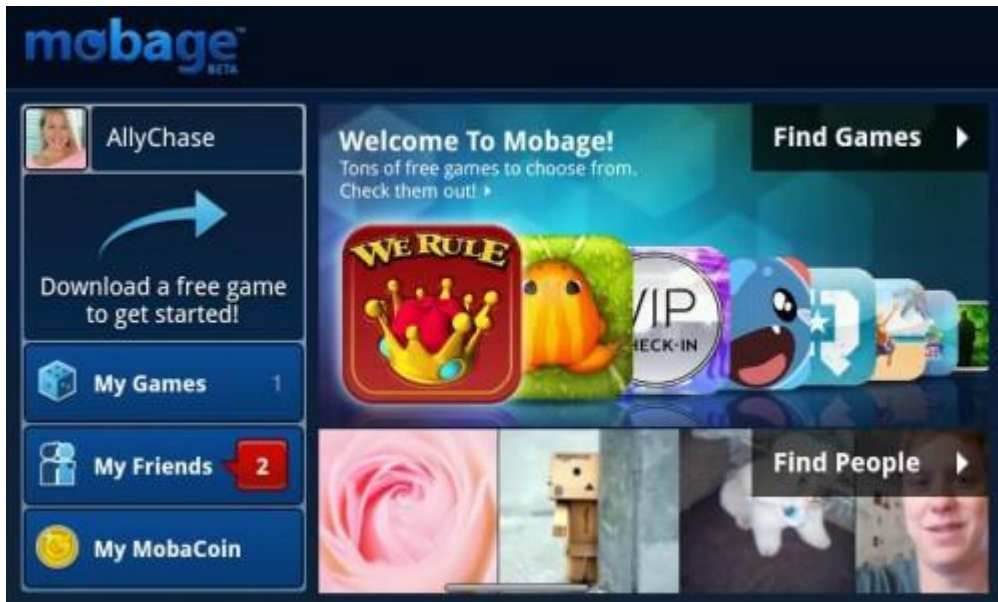
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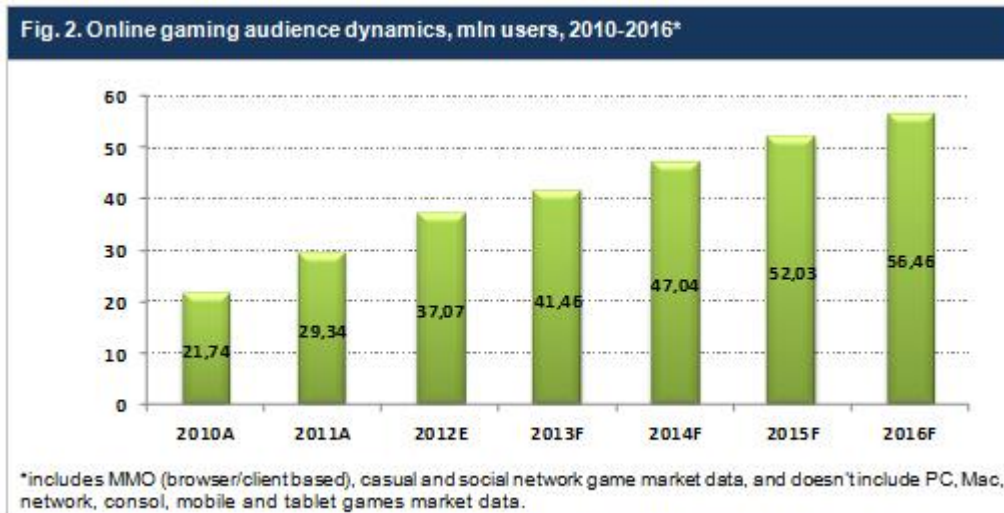
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Source: J'son & Partners Consulting

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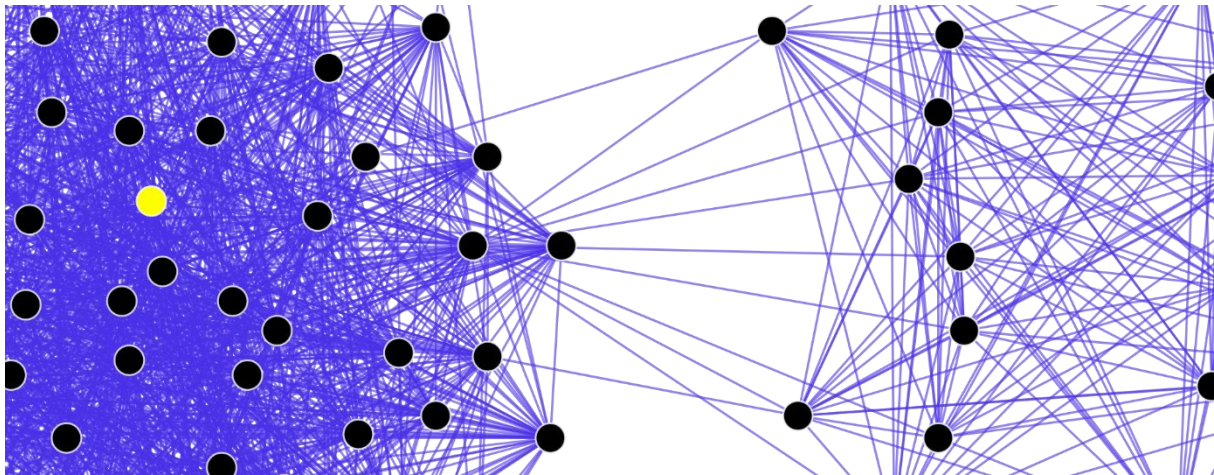
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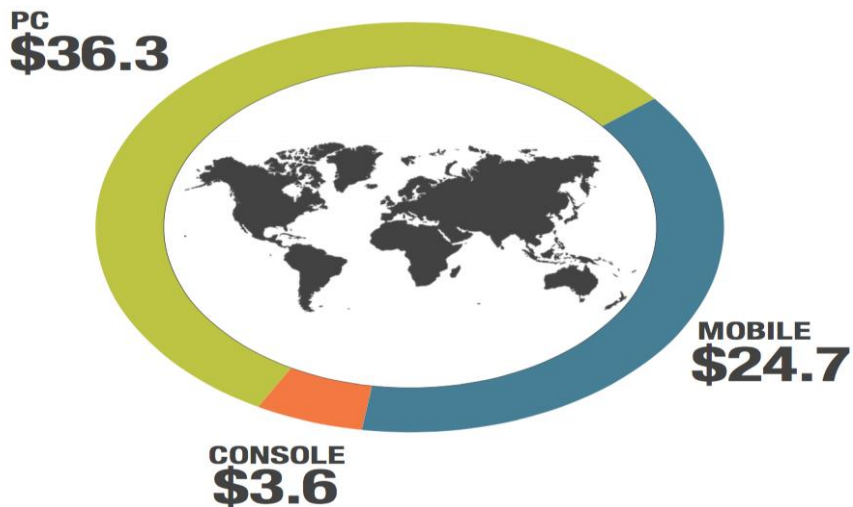


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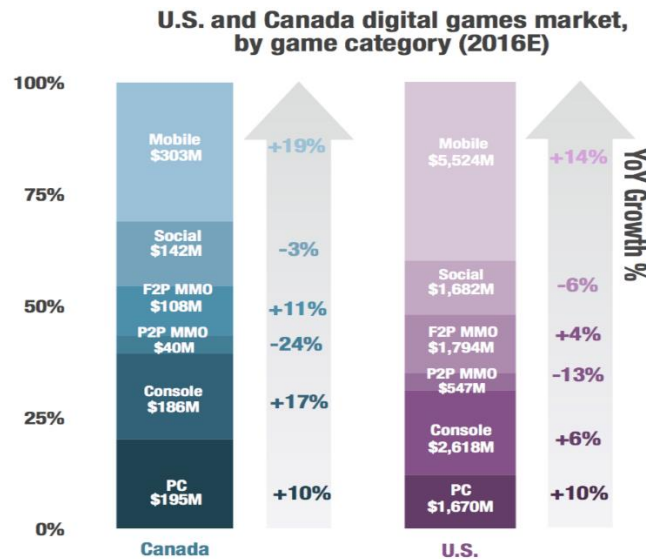
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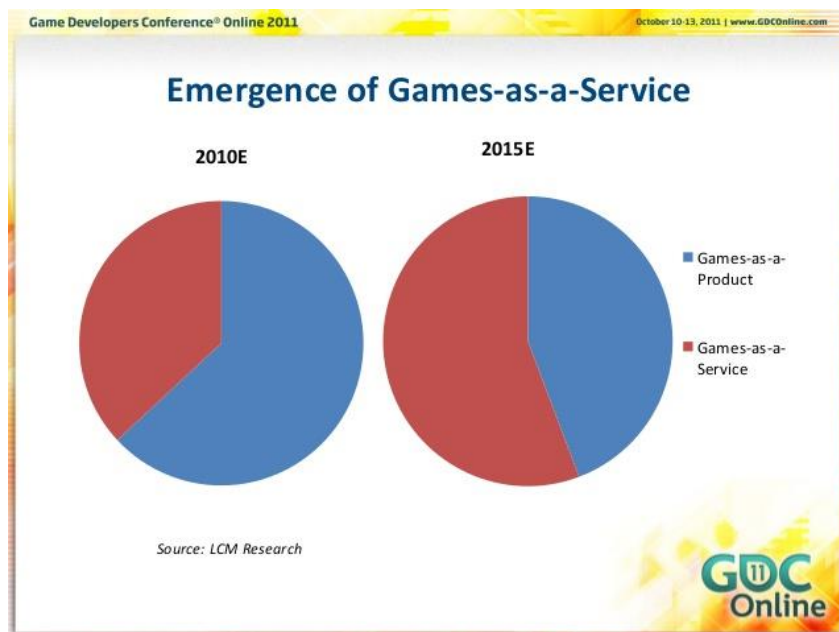
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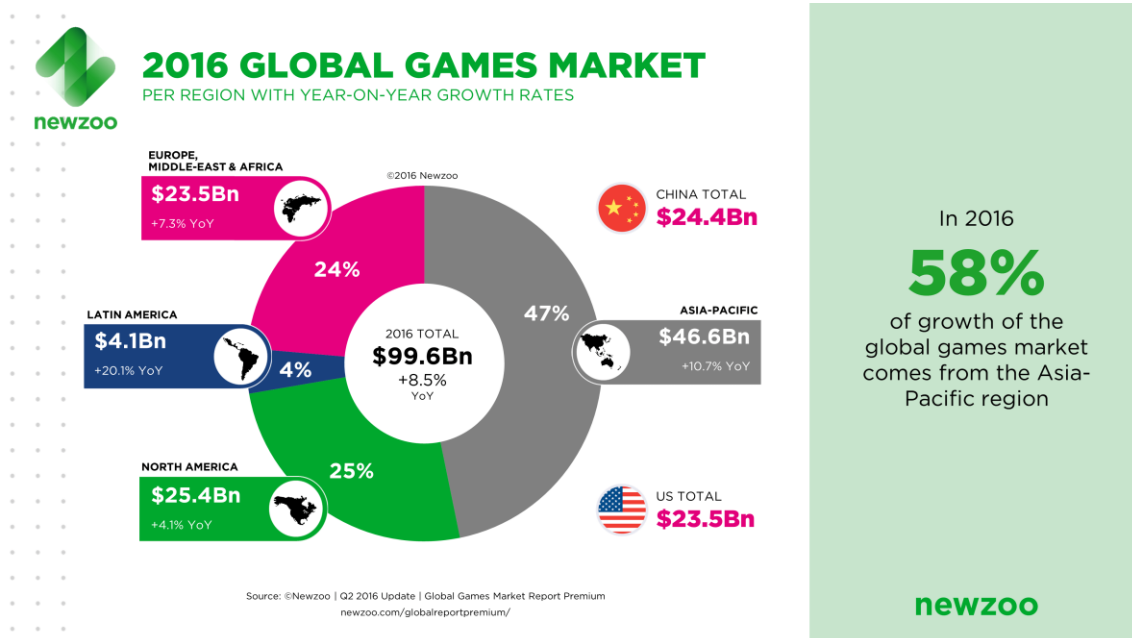
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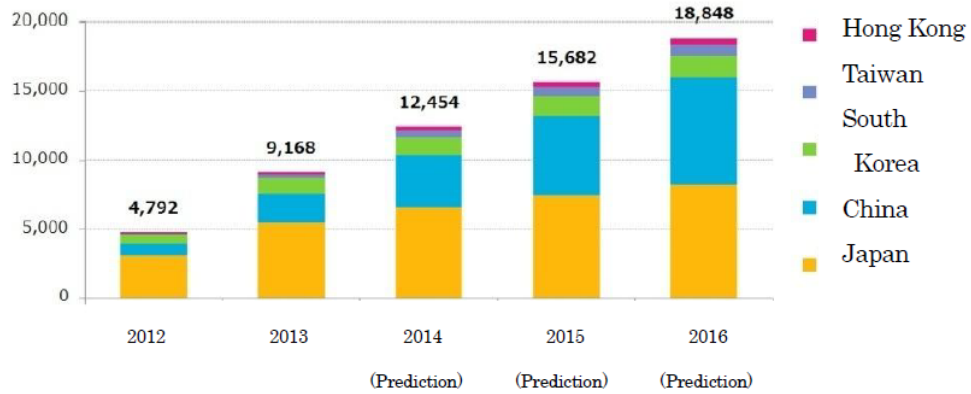


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The East Asian Smartphone Game Market Scale is 916.8 Billion Yen

[Figure 1] East Asian smartphone game market scale (according to country/region)

Unit: 100 million yen



Source: CyberZ/Seed Planning

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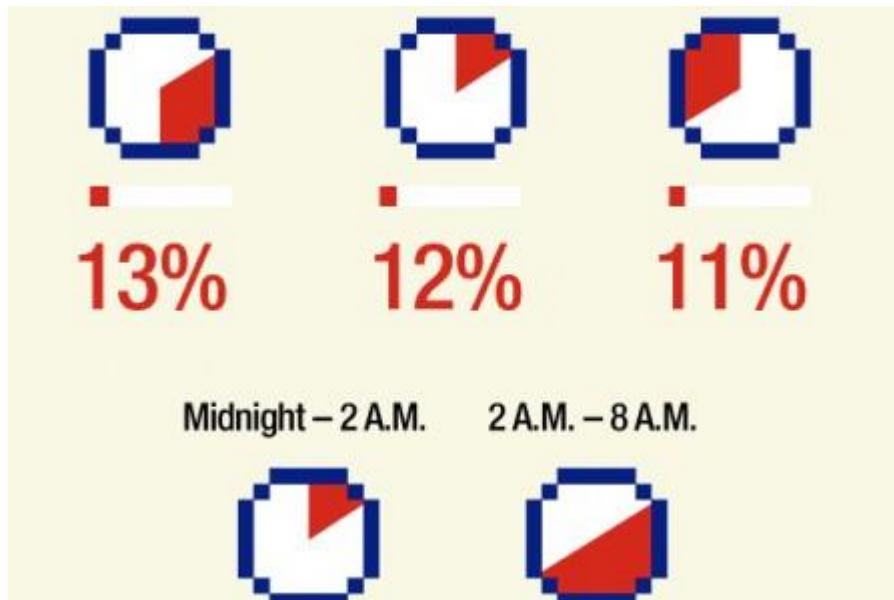
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GAMIFICATION OF EDUCATION AND LEARNING

The Gamification of Education



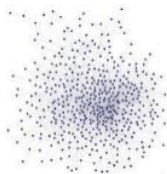
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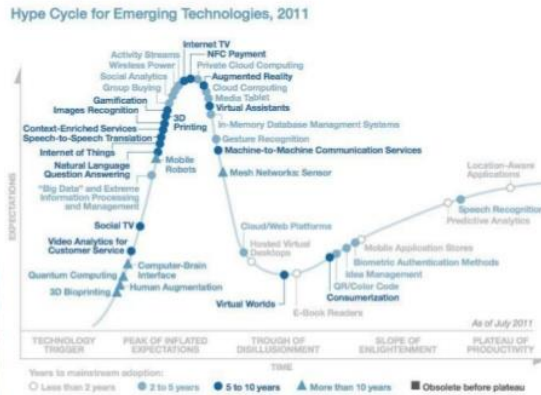
Understanding Gamification Trends



Trends

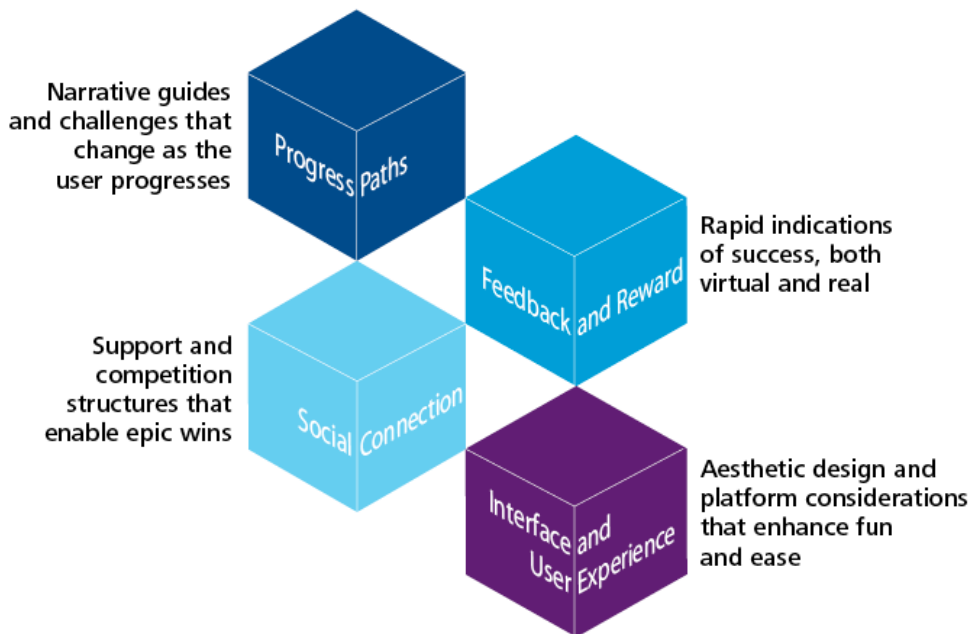


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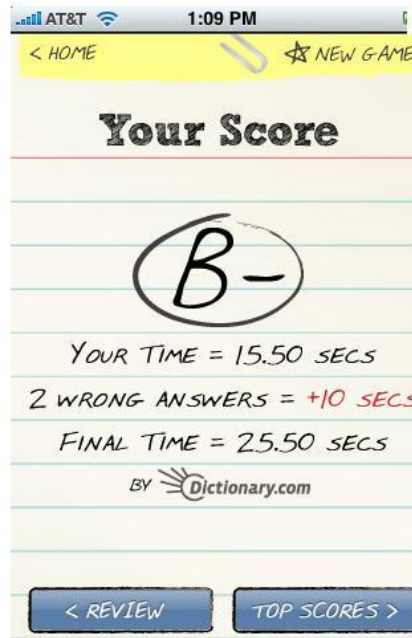
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Gamification in Education: Top 10 Gamification Case Studies that will
Change our Future



<http://yukaichou.com/gamification-examples/top-10-education-gamification-examples/>

The Intersection of Learning and Fun: Gamification in Education



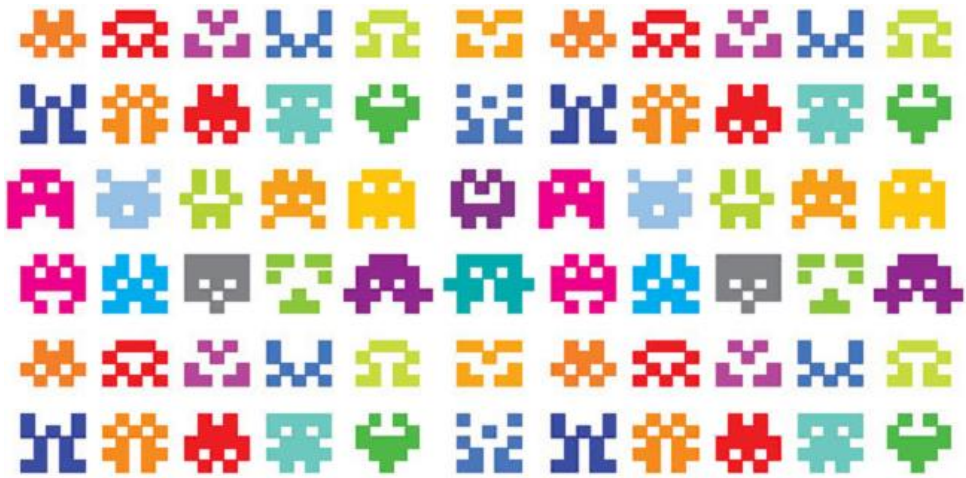
<http://www.forbes.com/sites/barbarakurshan/2016/02/11/the-intersection-of-learning-and-fun-gamification-in-education/#c4d77611d367>

Gamification in Education: What, How, Why Bother?



https://www.academia.edu/570970/Gamification_in_Education_What_How_Why_Bother?auto=download

The Gamification of Education



THE **GAMIFICATION** OF **EDUCATION**

<http://edtechreview.in/news/324-examples-gamification-in-education>

4 Ways To Bring Gamification of Education To Your Classroom



<http://blog.tophat.com/4-ways-to-gamify-learning-in-your-classroom/>

GAMIFICATION IN EDUCATION



<http://www.learning-theories.com/gamification-in-education.html>

What is Gamification and Why Use It in Teaching?



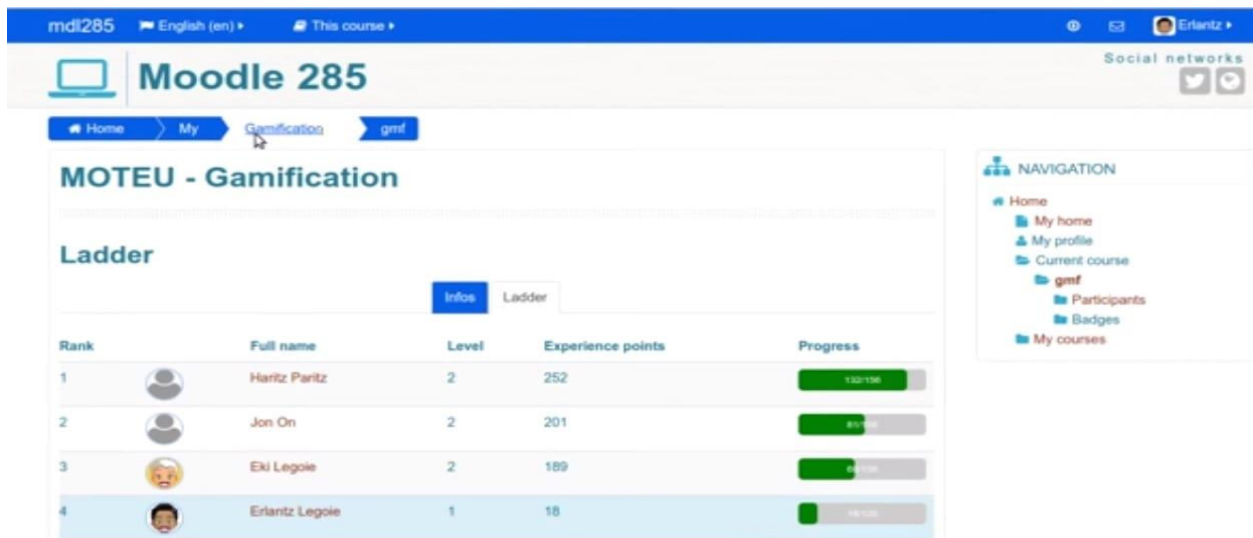
<http://ii.library.jhu.edu/2014/05/13/what-is-gamification-and-why-use-it-in-teaching/>

Play to Learn: 100 Great Sites on Gamification



<http://top5onlinecolleges.org/gamification/>

How to Effectively Use Gamification in Education with Moodle



Rank	Full name	Level	Experience points	Progress
1	Haritz Paritz	2	252	100%
2	Jon On	2	201	80%
3	Eki Legoie	2	189	70%
4	Erlantz Legoie	1	18	10%

<http://edtechreview.in/research/2055-guide-gamification-in-education>

Gamification in Education: the Good, the Bad and the Ugly



<http://www.itworx.education/gamification-in-education/>

Gamification, personalization and continued education are trending in edtech



<https://techcrunch.com/2016/04/08/1301192/>

3 Keys To Gamification For Education

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

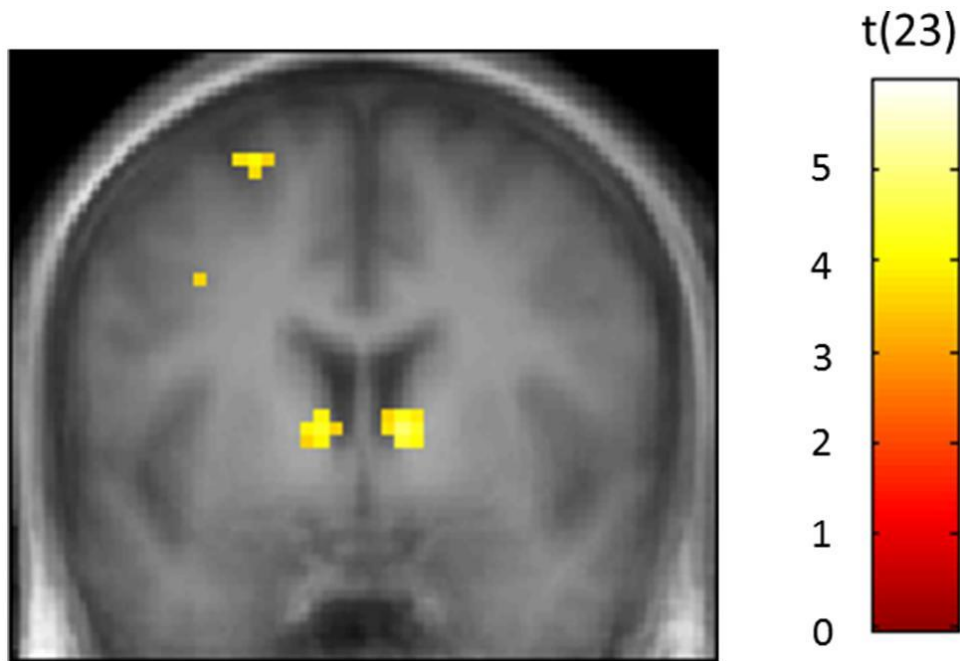
<http://www.informationweek.com/mobile/mobile-devices/3-keys-to-gamification-for-education/d/d-id/1109937?>

Gamification: The Future of Education



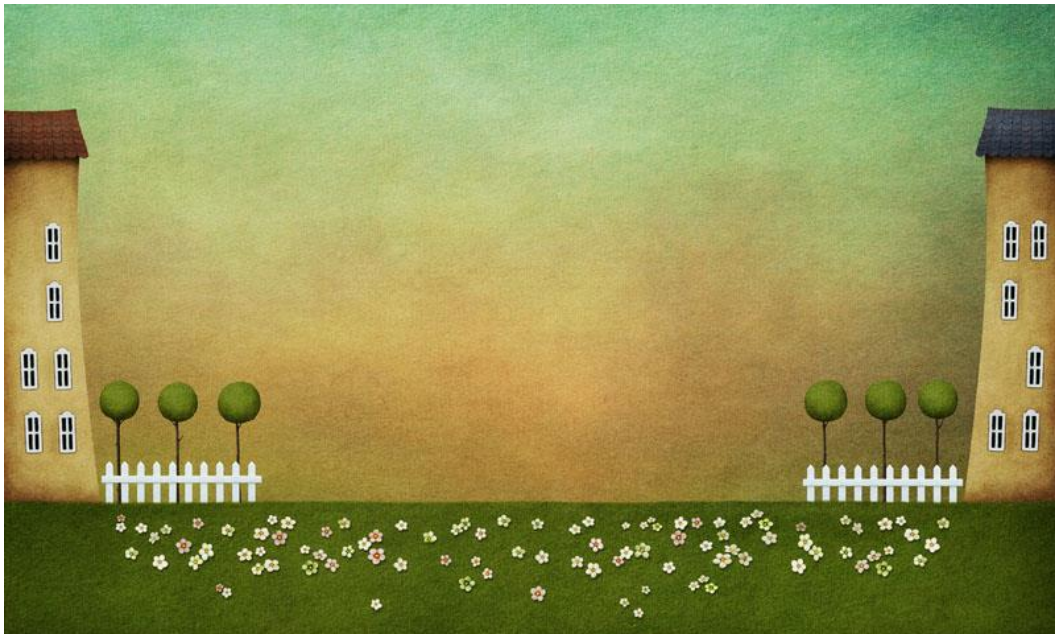
<https://www.ucf.edu/pegasus/level-learn/>

Gamification of Learning Deactivates the Default Mode Network



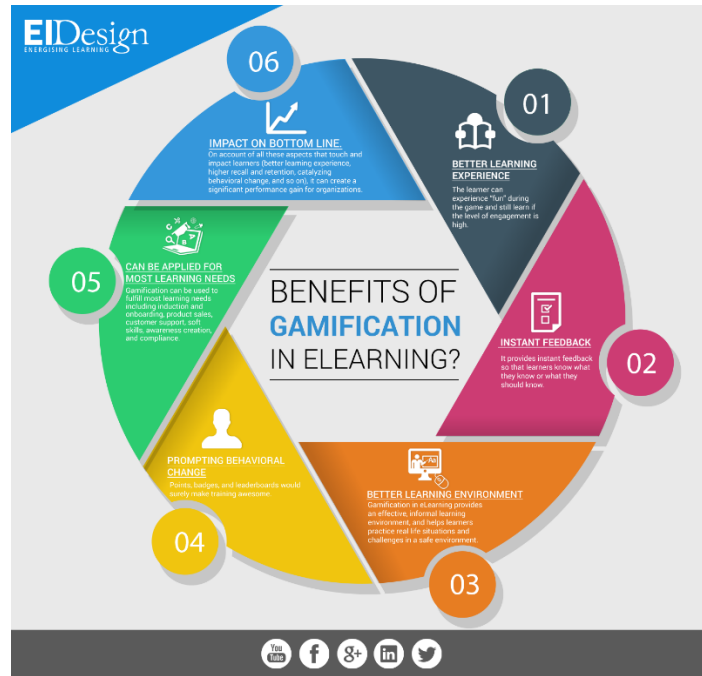
<http://journal.frontiersin.org/article/10.3389/fpsyg.2015.01891/full>

Gamification of Education: 260% increase in student activity



<https://www.academyofmine.com/how-gamification-led-to-a-260-increase-in-student-activity/>

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



http://ac.els-cdn.com/S1877042815041555/1-s2.0-S1877042815041555-main.pdf?_tid=90470258-4a0a-11e6-8363-00000aab0f01&acdnt=1468532171_80728ab675039c3ed23fc543b08a48b0

Trend 9: Gamification



<http://www.core-ed.org/thought-leadership/ten-trends/ten-trends-2014/gamification>

Gaming and education; a match made in heaven?



<http://www.stucomm.com/blog/gaming-and-education-a-match-made-in-heaven/>

Gamification and game-based learning



<https://www.jisc.ac.uk/guides/curriculum-design-and-support-for-online-learning/gamification>

By the Numbers: 10 Stats on the Growth of Gamification



<http://www.gamesandlearning.org/2015/04/27/by-the-numbers-10-stats-on-the-growth-of-gamification/>

Gamification and Education: A Literature Review

Gamification and Education: a Literature Review

Ilaria Caponetto, Jeffrey Earp, Michela Ott

Institute for Educational Technology
Italian Research Council

ECGBL 2014 - Berlin 09-10 Oct. 2014



<http://www.itd.cnr.it/download/gamificationECGBL2014.pdf>

How Gamification in Education Can Triple Student Engagement



<http://www.bunchball.com/blog/post/1629/how-gamification-education-can-triple-student-engagement>

Interactive content and gamification: Key trends shaping education



<https://educators.co.nz/story/interactive-content-and-gamification-key-trends-shaping-education/>

Learning Redesigned: Can Gamification Save Higher Education?



<http://technologyadvice.com/blog/information-technology/learning-redesigned-can-gamification-save-higher-education/>

Can Gamification offer education engaging learning opportunities?



<https://www.banqer.co/blog/gamification>

Modern Educational Methods - Gamification at Schools of Higher Education in Poland



<https://ideas.repec.org/p/sek/iacpro/3506050.html>

The state of play – gamification in education is here



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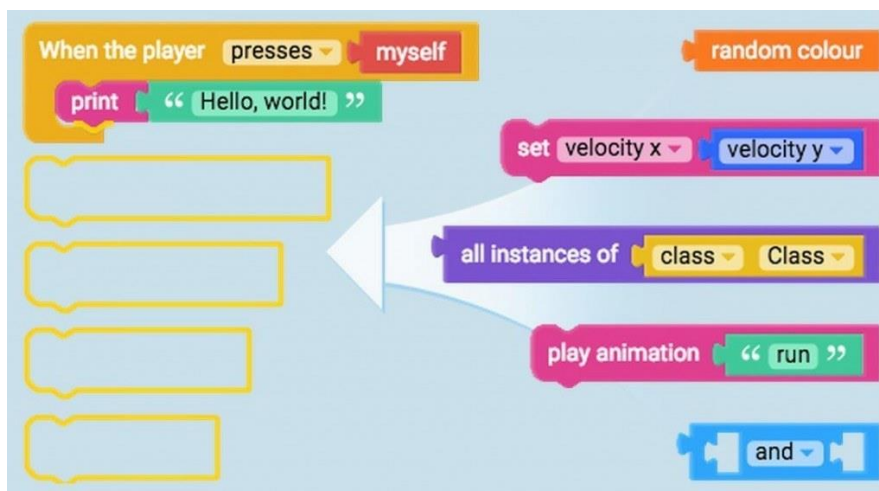
Games Grow Up: Colleges Recognize the Power of Gamification

Universities enliven education through the power of play



<http://www.edtechmagazine.com/higher/article/2013/03/games-grow-colleges-recognize-power-gamification>

Tool For Creating Educational Games



<http://www.learndash.com/tool-for-creating-educational-games/>

The Trouble with Gamification



<http://www.onlineuniversities.com/blog/2012/07/the-trouble-gamification/>

Gamification and adult literacy



<http://www.llsc.on.ca/sites/default/files/Gamification%20and%20Adult%20Literacy.pdf>

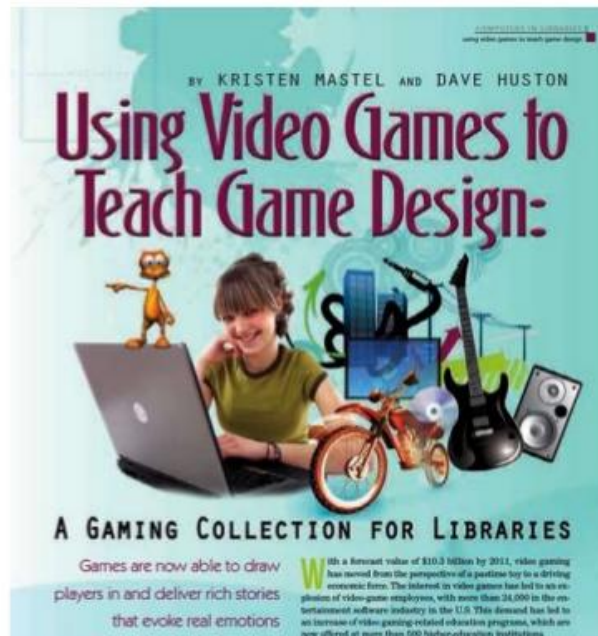
5 Benefits of Adding Gamification to Classrooms



<http://www.teachercast.net/2016/03/01/5-benefits-of-adding-gamification-to-classrooms/>

Information Literacy & Gamification Using Minecraft

Video games are now considered a literary genre.



<http://www.slideshare.net/valibrarian/hill-al-amw2014information-literacy-gamification-using-minecraft>

Gamification - The Answer to Improving Motivation and Creating a Better Educational System



<https://www.linkedin.com/pulse/gamification-answer-improving-motivation-creating-better-kovin>

Gamification: Accelerating Learning For Business & Education



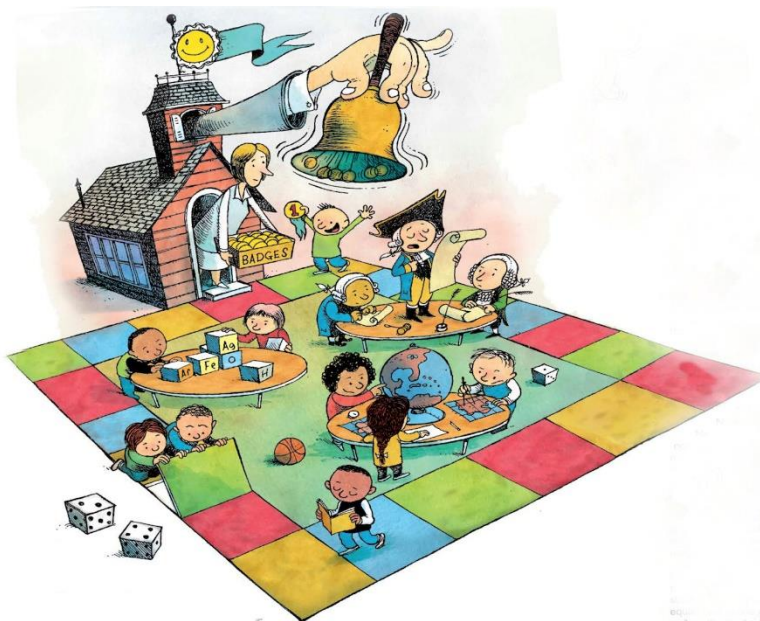
<http://gettingsmart.com/2012/05/gamification-a-rapidly-trend-that-will-accelerate-learning-for-business-education/>

Gaming the Classroom: The art and Science of Game Based Learning



<http://www.online-education-degrees.net/gaming-the-classroom/>

Gamification in the Classroom: The Right or Wrong Way to Motivate Students?



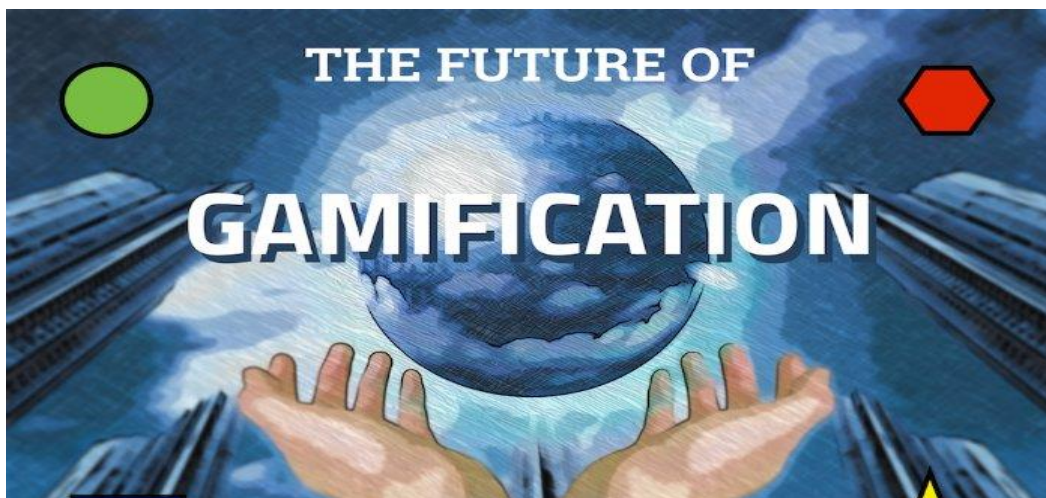
<http://neatoday.org/2014/06/23/gamification-in-the-classroom-the-right-or-wrong-way-to-motivate-students/>

5 Differences Between Education Games and the Gamification of Education

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

<http://researchnetwork.pearson.com/digital-data-analytics-and-adaptive-learning/5-differences-education-games-gamification-education>

The Future of Gamification



<http://www.pewinternet.org/2012/05/18/the-future-of-gamification/>

Gamification in Education: It's Time Education Leveled Up [Infographic]



<http://takelessons.com/blog/gamification-in-education-guest-post-z15>

Gamification in Education: What Are We Doing Wrong?



<http://emantras.us/gamification-in-education-what-are-we-doing-wrong/>

BEYOND THE BUZZWORD: GAMIFICATION IS THE FUTURE OF CULTURE AND BUSINESS



<http://betakit.com/beyond-the-buzzword-gamification-is-the-future-of-culture-and-business/>

GARTNER'S GAMIFICATION PREDICTIONS FOR 2020



<http://www.growthengineering.co.uk/future-of-gamification-gartner/>

The future of gamification: evolution not revolution



<http://www.information-age.com/it-management/skills-training-and-leadership/123459853/future-gamification-evolution-not-revolution>

Serious Games: The Future of Gamification in Learning



<http://blog.whoosreading.org/serious-games-the-future-of-gamification-in-learning/>

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