CYPHER Learning®

From points to personalization

A winning strategy
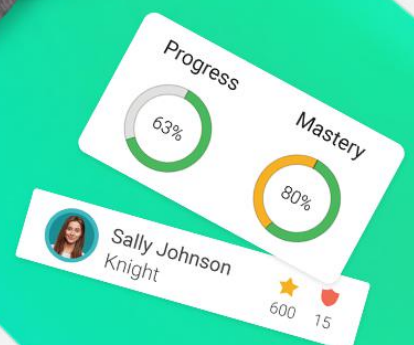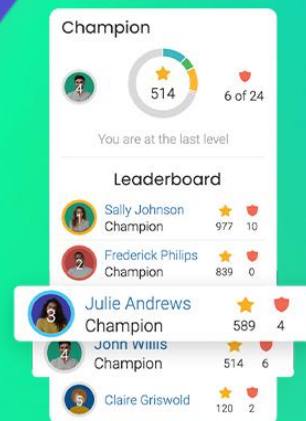for gamification and learning

Table of contents

Executive summary

Gamification has quickly **emerged as a disruptive force in online learning** that is having a positive impact on the way organizations teach, train, and learn. By incorporating elements like points, badges, leaderboards, and challenges into course content, learners engagement increases in ways that were previously impossible. This **improves productivity, retention rates, performance, and effectiveness**.

Despite the obvious benefits, many gamification projects fail to meet expectations due to poorly designed strategies, a lack of automation, and failed execution. **What do these failed projects have in common?**

• The gamification **doesn't align to learning objectives** and personalized learning paths.

• An inability **to measure learner progress and performance**, uncover and fix learning gaps, make reliable recommendations, and improve the process or experience.

• **Gamification either exists seperately in the learning system** or is implemented in a conventional learning platform lacking the automation, ML and AI, integration

flexibility, and scalability of modern learning platforms.

In this paper, we'll show you how to:
• Make learning more fun and modern
• Improve the learning process
• Align gamification projects to learning goals
• Gain full visibility into learner progress and performance
• Take full advantage of the AI course creation, automation, integration flexibility, and scalability advantages that the CYPHER platform provides.

As Karl Kapp, a leading expert in gamification and learning said

„

Gamification is not just about making learning fun, it's about engaging learners and making the learning experience more memorable, meaningful, and effective.[1]

[1]https://elearningart.com/blog/gamification-tips-karl-kapp/

Introduction

Gamification is increasingly popular in learning with **many educational institutions and organizations who incorporate game-like elements into the learning experience** to increase learner motivation, engagement, and retention.

The rise of automation and other technologies in learning platforms has only improved gamification with **unprecedented flexibility, scalability, and customization** to create personalized, collaborative learning experiences.

So how is it that the majority of gamification projects in learning fail and do not meet performance expectations? And **how can you ensure that your gamification projects succeed** and get the results you expect for your organization?

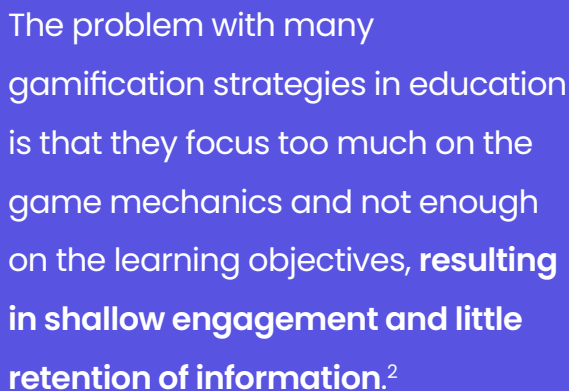### Definition of gamification

Gamification as a concept has been around since 2002 when Nick Pelling coined the term but has become increasingly popular in the last decade.

In a nutshell, gamification refers to the use of game elements in a non-gaming context to drive user engagement, loyalty or motivate a desired action.

Gamification in learning:
Critical ingredients

Awards, and competition are excellent ingredients for creating engaging, fun, and motivating learning experiences.

However, as one learning organization recently commented,

> "
>
> The problem with many gamification strategies in education is that they focus too much on the game mechanics and not enough on the learning objectives, **resulting in shallow engagement and little retention of information.**[2]

For gamification to effectively increase motivation and engagement, it must align with:

Clear learning objectives

Learners are enthusiastically driven by competition and acquiring badges. However, if clear learning objectives aren't defined, and the game elements don't align with the learning goals, it can result in a disjointed and ineffective learning experience. **By aligning gamification to learning objectives, badges, awards, and competition mean more and have more value for learners.**

Understanding of the target audience

Learners have different preferences and learning needs. **Gamification isn't a one-size fits all solution.** By using learner data, **to design or augment game elements**, the experience can be improved and personalized. This results in higher engagement and better learning outcomes.

Seamless integration into a modern learning platform

Modern learning platforms like **CYPHER leverage automation, integration flexibility, and scalability** that enable your organization to **personalize and improve the learning experience**. Conventional learning systems often cannot adequately support newer types of gamification. Additionally, stand-alone gamification systems are difficult to integrate into learning objectives or track progress and performance.

[2]https://edtechmagazine.com/k12/article/2022/08/what-gamification-and-why-it-trending-k-12-schools-perfcon

The current market for gamification is disappointing

Educational institutions and organizations face significant gamification implementation challenges: They can't break the bank in terms of direct costs or personnel to learn, build and support next generation gamification functionality. They must adhere to IT guidelines like security, single sign-on access and cross platform integration, and trying to layer in or integrate gamification into a traditional learning environment can be difficult, costly, and unpredictable.

> " "The problem with many gamification strategies in education is that **they lack a clear connection to learning objectives**, resulting in superficial engagement and little retention of information."[3]

Let's look-at the current market for gamification:

Generic gamification platforms
Stand alone, generic gamification **doesn't typically integrate well or easily** with an organization's traditional platforms in required enterprise IT disciplines like security, single sign-on access and cross platform integration.

Custom gamification solutions and projects
As with any customized solution, the cost of producing, deploying, maintaining, and managing a one-off solution generally proves to be **expensive and time consuming** for any organization and the lack of potential to scale those efforts generally marginalizes future efforts.

Traditional Learning Management Systems (LMS)
Traditional LMS vendors are **historically slow** in adding next generation gamification into their existing platforms. This includes an almost **universal lack of support for enterprise mobile learning solutions** by these same vendors in an era where a majority of learners use smartphones and tablets.

[3]https://edtechmagazine.com/k12/article/2022/08/what-gamification-and-why-it-trending-k-12-schools-perfcon

In summary, these gamification offerings are challenged by:

Limited integration support to connect game-enabled learning interactions with traditional learning management systems and student learning paths, or integrate gamified learning constructs into other enterprise mobile applications and native mobile learning applications.

A lack of available reporting tools and analytics to assess the effectiveness of gamifying learning practices by correlating gaming results against established learning objectives and achieved outcomes.

An inability to support a wide variety of information security/risk management policies that govern the use of third party applications, platforms and computing/mobile computing hardware as instituted and mandated by an organization's IT department and/or senior management.

Overview of gamification on the CYPHER platform

Embracing the modern learner, **CYPHER enables you to build individual, group, and site-wide gamification** that aligns with learning goals and personalized individual learning experiences. **CYPHER provides the most comprehensive set of gamification options** so that you can:

- Easily integrate games into courses and learning paths.

- Create games for individual learners, groups, and sitewide.

- Award points can be based on participation, academic scores and more.

- Drive engagement with leaderboards and periodic leveling.

- Use automation to set up gamification, which is almost as fun as participating in the games.

Automation

CYPHER implements gamification using automation, **a powerful feature** that makes it easy for you to **trigger actions** and award badges and points to learners when they complete tasks, a module, or an assessment. Build interactive and engaging gamification site-wide that supports modern gamification techniques and technologies, and that also **aligns with student learning goals and supports personalized individual learning experiences**.
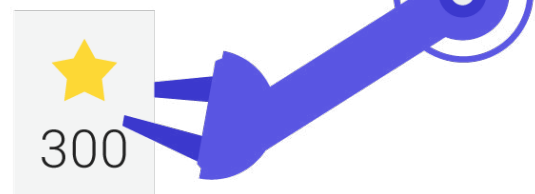
Purposeful AI: AI 360 with CYPHER Copilot

AI 360 with CYPHER Copilot is a purposeful approach to course creation, designed to assist and enhance the work of trainers, educators, and teachers. **AI 360 accelerates the creation of gamified, multimedia courses, and assessments in minutes** - laying the foundations for personalized learning at scale. AI 360 gamifies courses to bring development to life and inspire learners, improving information retention and understanding to deliver better outcomes. Seamlessly integrated with the CYPHER platform, **AI 360 enables you to leverage the full potential of generative AI on a modern learning platform**. It ensures a smooth course creation workflow that **saves your organization time and effort, and energizes the course creation process**.
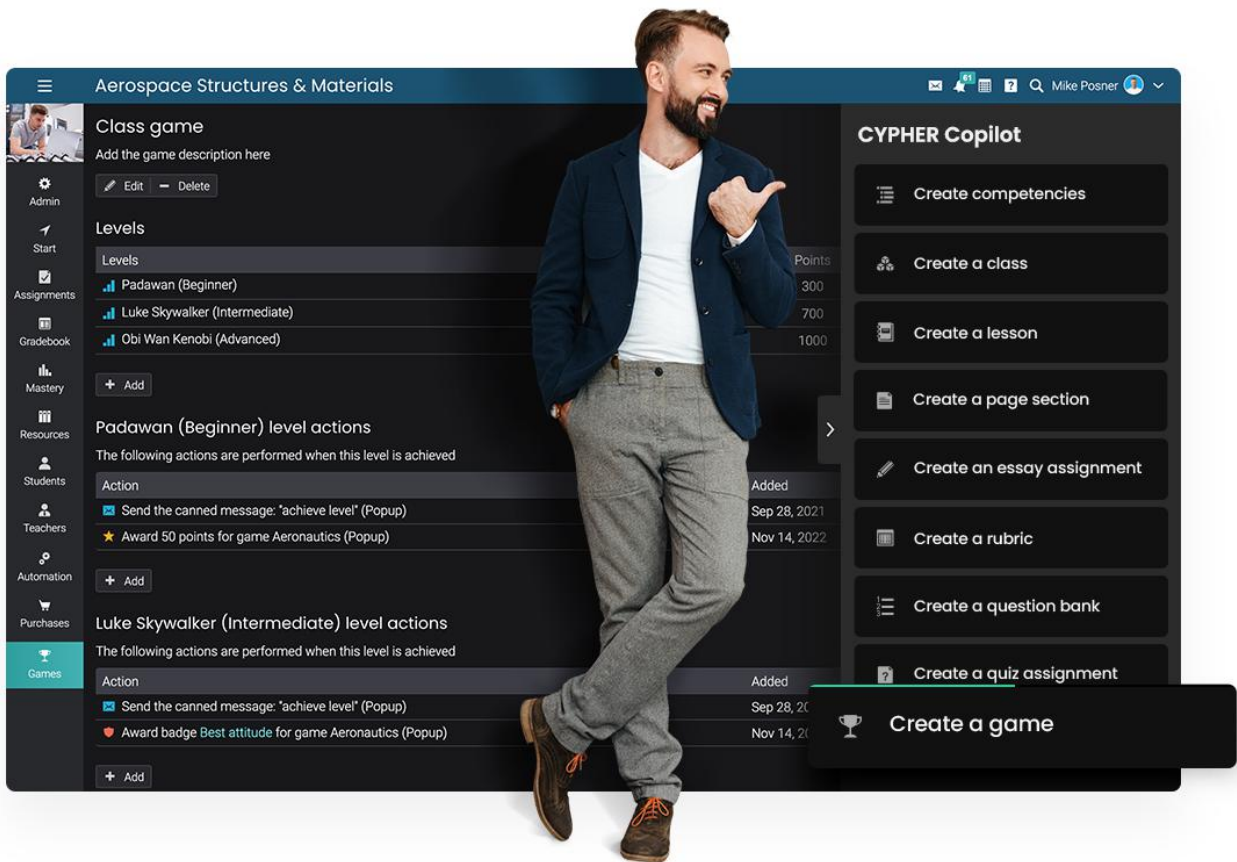
Do all this and more with AI 360:

Comprehensive course creation

AI 360 can help build every part of a course! From course outlines to course content. From quizzes to essay questions. From rubrics to gamification. **Ask AI 360 to build the whole course or just parts - it's up to you!**

Accelerated curriculum and course design

Including course outlines, descriptions, and **content in over 50 languages**. AI 360 enables the generation of an entire course in minutes, allowing the selection of materials that reflect individuals' style and objectives in a **fast and cost-effective** way.

Targeted assessments to track learner progression and identify gaps

Including **rubric creation and question banks**. AI 360 helps trainers and educators to **automatically generate** detailed quizzes, games, and assessments to help evaluate learner progress.

Embedded gamification to increase learner engagement

AI 360 gamifies courses to bring development to life and **inspire learners, improving information retention and understanding** to deliver better outcomes.

"

Seamlessly integrated with the CYPHER platform, Copilot enables you to leverage the full potential of generative AI on a modern learning platform.

Competency creation

AI 360 eliminates the tedious process of competency-based learning. **Let AI 360 generate and map the competencies for you**. AI 360 enables organizations to generate competencies, create courses that align to those competencies, along with question banks and assignments that automatically align with those competencies - **right down to the question level**.

Create courses from your own uploaded resources

With options to have **AI 360 pull exclusively or primarily from your uploaded resources**, you can quickly create tailored courses. **Upload videos, PDFs, or documents** and AI 360 will take care of the rest. Create a full course from the materials, complete with quizzes, gamification, competencies, and more.

Overview of CYPHER gamification features

The gamification feature available on the CYPHER platform allows you to **create the following types of games**:

Course games

Learning path games

Site wide games

Team games

Course games

Easily create course games and customize each game to suit specific themes. Add multiple games to a course, and create game levels that define how many points are required to achieve the next level in the game. Levels are a great way for learners to track their progress in a game and look forward as they learn. As learners advance through the levels of a course game, learners can earn points for completing modules, assessments, and more.
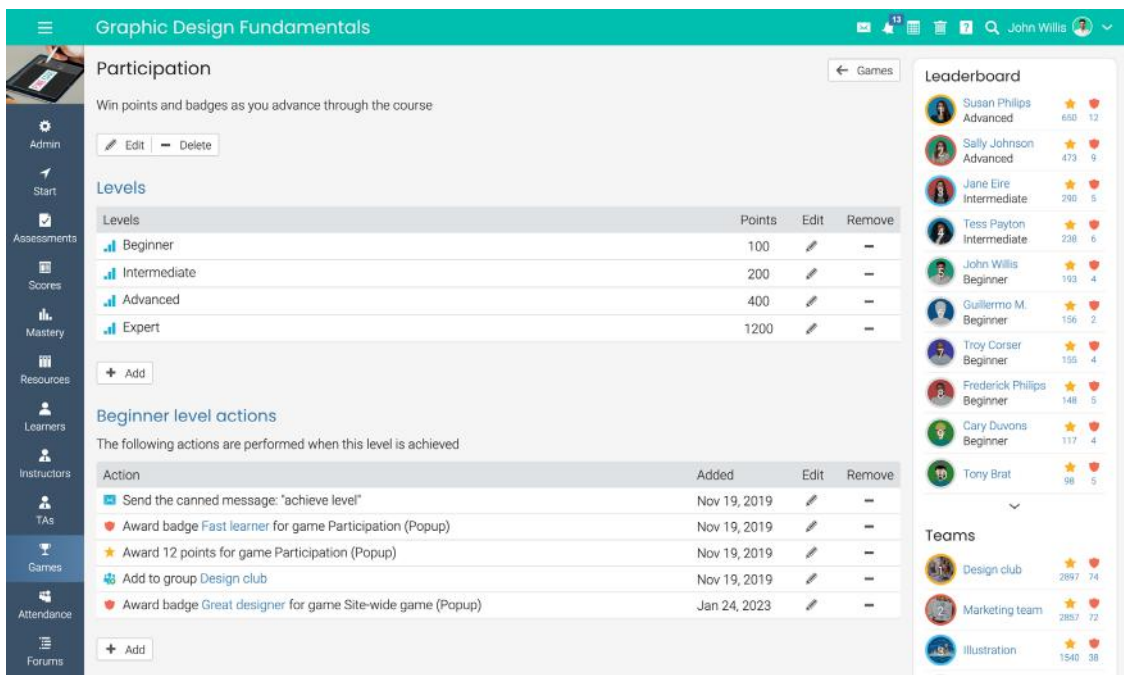
After creating levels, **add rules that automatically award points and badges** to learners upon completing different tasks. Use automation to set up rules for awarding badges and points when learners:

• Enroll or are unenrolled from courses
• Complete a course
• Complete modules, sections, and assessments
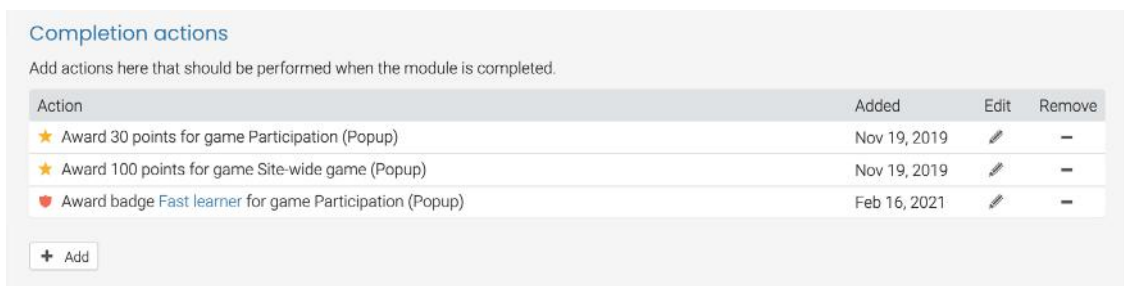
You can also set a minimum score that is required to complete an assessment. For example, if a learner gets a score of 100, the assessment is complete and you can add a rule to award 50 points for the course game.

Score-based actions - If a learner gets a high score, award them a badge.

Level actions - define actions that are triggered when a particular game level is achieved. For example, learners can receive a badge when they level-up and reach a new level in the game.

Inject competition into course games with the leaderboards feature, an overview page that highlights all aspects of a game including learner names, levels, a list of badges, the number of total points, and leaderboard settings.

Leaderboards show course rankings according to levels, points and badge. **Keep track of each learner's progress** in a game by clicking on points and badges that are displayed on leaderboards. Recognize micro-credentials with a Credly badge or with financial reward via e-commerce.

14

Learning path games

Inspire learners to achieve goals using learning paths. Each goal can represent a course or a certificate, and learners complete goals to achieve mastery of a topic. Create path games and award points and badges when learners enrolled or unenroll from the path, when they complete goals, and when they finish the path.
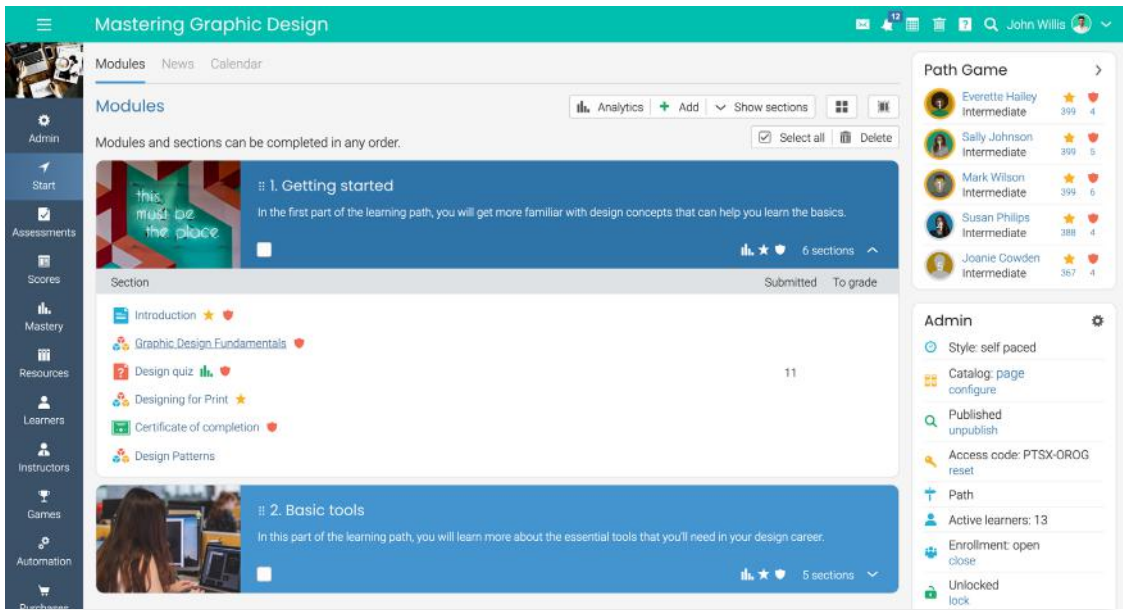
Easily set up rules that award points and badges in the learning path using the Automation tab.
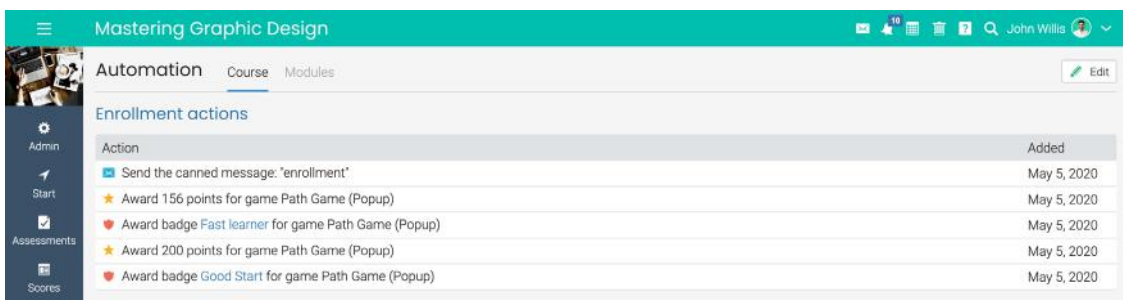
Share details about learning path games, such as its levels, when points and badges are awarded, and the leaderboard on the game overview page.

Site-wide games

Create site-wide games and award points and badges with automation across the platform. **Trigger actions** when new accounts are created, when users enroll in groups or courses, when learners complete learning paths, and more.

A site-wide game **uses a scoring system that allows users to gather points for a site-wide game from various areas of the platform**. Only administrators can create site-wide games.

Award points and badges from the Account section of the platform, **when new learners join** the platform.

Award points and badges **when new members are enrolled in a group**.

Team games

Encourage learners to participate and work together in a team game together. Create team games by adding groups from the platform to course, path and site-wide games. The team leaderboard is visible on the game landing page, displaying information such as **teams ranking, total points, and badges earned by each team**. Track the progress of each team, including the individual contributions of each team player.

Learner view of games

Learners can track their progress in a game and by following their ranking on the course landing page. Learners can also access an overview of their game progress and see what actions awarded them with badges and points.

In a learning path, **learners can see their game ranking** on the path landing page.
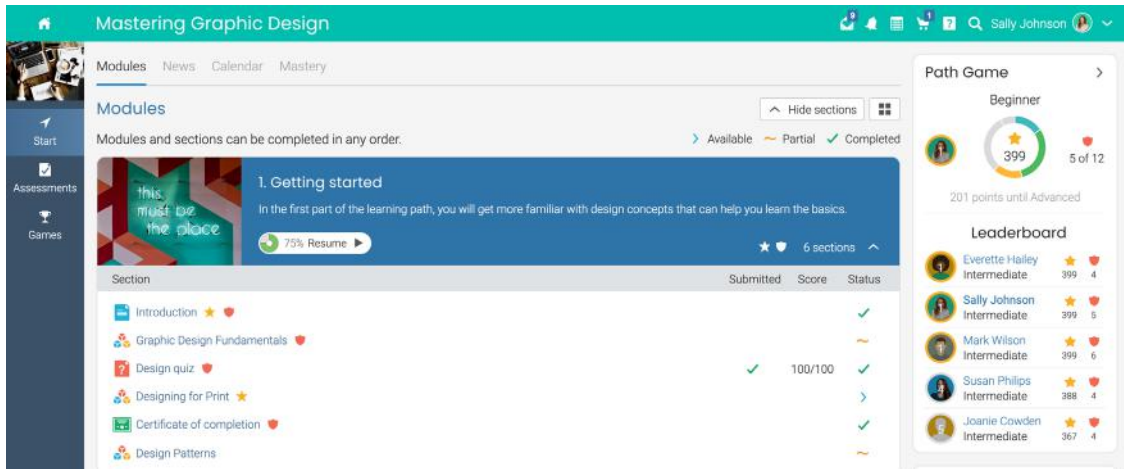
Whenever a learner earns a badge or point, they **receive a notification**.
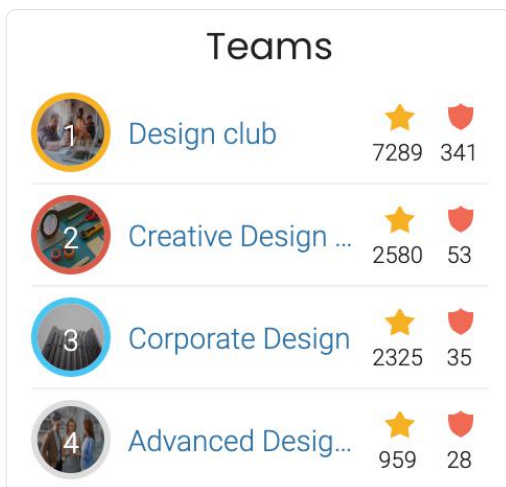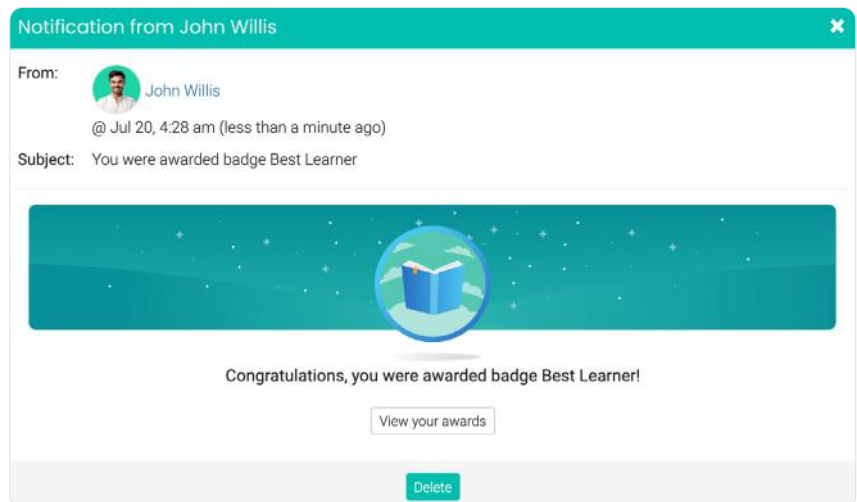
Learners can see the **progress of their team** in games on the course, path, and group landing page.

Customize badges

Create badges with the CYPHER platform badge editor and customize them with shapes, images, text, and colors. You can also upload your own images for badges.

Badges can be saved as resources, and used in any area of the platform that awards badges.

Benefits of gamification on the CYPHER platform

Incorporating game elements including points, badges, leaderboards, and challenges into course content, and aligning it with learning goals and learning paths, **CYPHER gamification enables instructors and learners to engage with course content in ways that were previously impossible**, improves productivity, retention rates, performance, and effectiveness. Benefits include:

Enhance the user experience
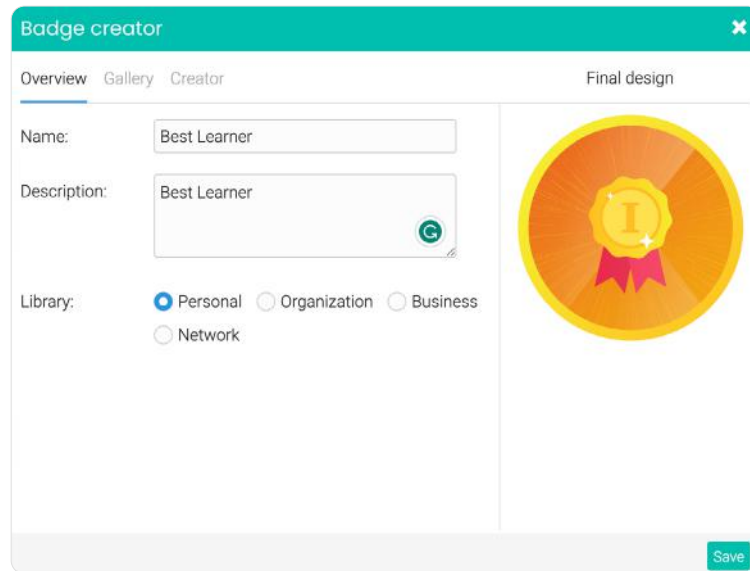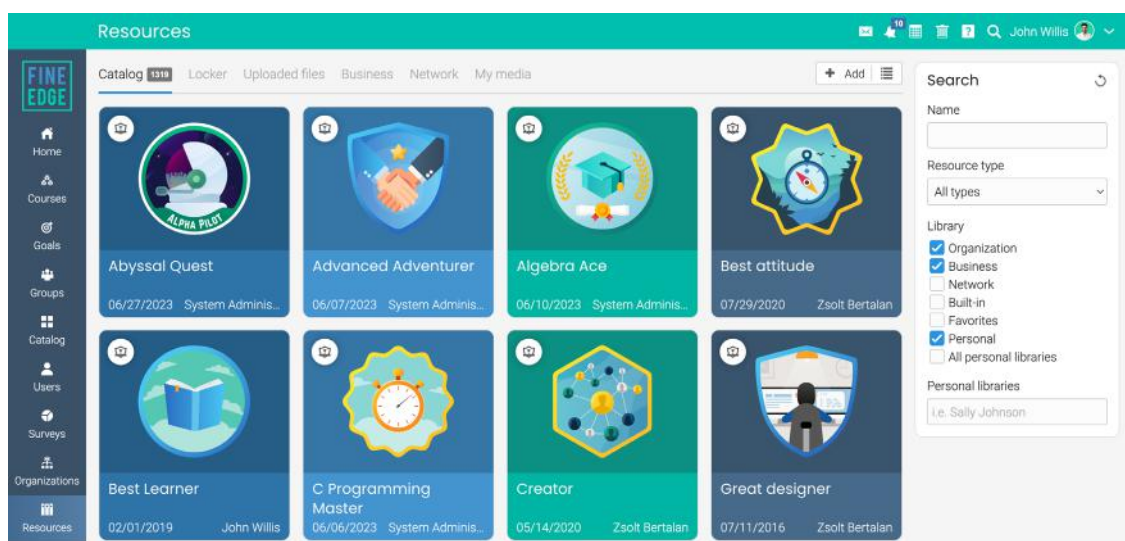
Enhance the learning experience by making training programs more enjoyable and interactive.

Improve work-life balance

Improve work-life balance by allowing employees to learn and grow at their own pace and on their own time.

Foster a culture of continuous learning and development

Attract and retain top talent.

Increase learner engagement

A report by eLearning Industry[4] found that gamification can increase engagement levels by up to 90%.

Improve retention

A report by eLearning Industry[5] shows that gamification in corporate training can improve employee retention rates by up to 60%.

Increase motivation

A survey by Badgeville[6] revealed that 90% of employees are more motivated when their work is gamified.

Improve assessments

A study[7] performed by the Educational Research Review reported that gamification led to a 20% increase in learner performance.

Increase ROI

Clothing company Moosejaw implemented a gamified system that increased sales by 76%, made its social media impressions skyrocket to 240,000, and generated an ROI of 560%[8].

Increase completion rates

According to a study by MarTech[9], 89% of respondents claimed that if a task is gamified, they feel eager to complete it. They also reported that employees experience a 48% increase in engagement with gamification.

[4]https://elearningindustry.com/gamification-in-the-workplace-reshaping-corporate-training-5-killer-examples
[5]https://elearningindustry.com/gamification-in-corporate-training-3-key-benefits
[6]https://www.badgeville.com/resource/gamification-at-work-report/
[7]https://www.sciencedirect.com/science/article/abs/pii/S1747938X19301058
[8]https://financesonline.com/gamification-statistics/
[9]https://www.lxahub.com/stories/gamification-in-marketing-stats-and-trends-for-2022

Summary

Gamification in learning has quickly emerged as a **disruptive force in online learning that is changing the way that organizations teach, train, and learn**.

Yet, despite all of the potential benefits and amazing results, many organizations implement gamification projects on learning platforms only to see them struggle due to poorly designed strategies, a superficial game focus, and failed execution. These projects fail when gamification professionals focus only on the superficial layer of games, most often manifested in the form of points, badges, and leaderboards because they lack the sophistication, engagement, personalization, and interactivity that moderner learners crave and expect.

With CYPHER, gamification goes beyond just handing out badges by **aligning gamification to the learner's needs, to learning paths, and learning objectives**, and we do it on an amazing modern learning platform, so that your gamification projects are successful.

Gamify training and learning to boost engagement, improve retention and results, add some fun and competition, and **make those hard-earned learning badges mean something**.

To learn more about CYPHER Learning and our modern learning platform, visit us at

www.cypherlearning.com