Long Live Gamification:
Quantitative analysis of a gamified undergraduate course

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Honorable mention & acknoledgement: Deborah Fels, David Chandross, Katie Seaborn, and Ryerson Learning & Teaching Office

WHAT IS GAMIFICATION

Gamification is the application of game elements and components (e.g., points, leaderboards, rules of play) to other areas of activity. Within education you would do this by adding game elements into your teaching methods to help engage students.

RESEARCH QUESTIONS

1) What is the perceived impact on course engagement and performance?
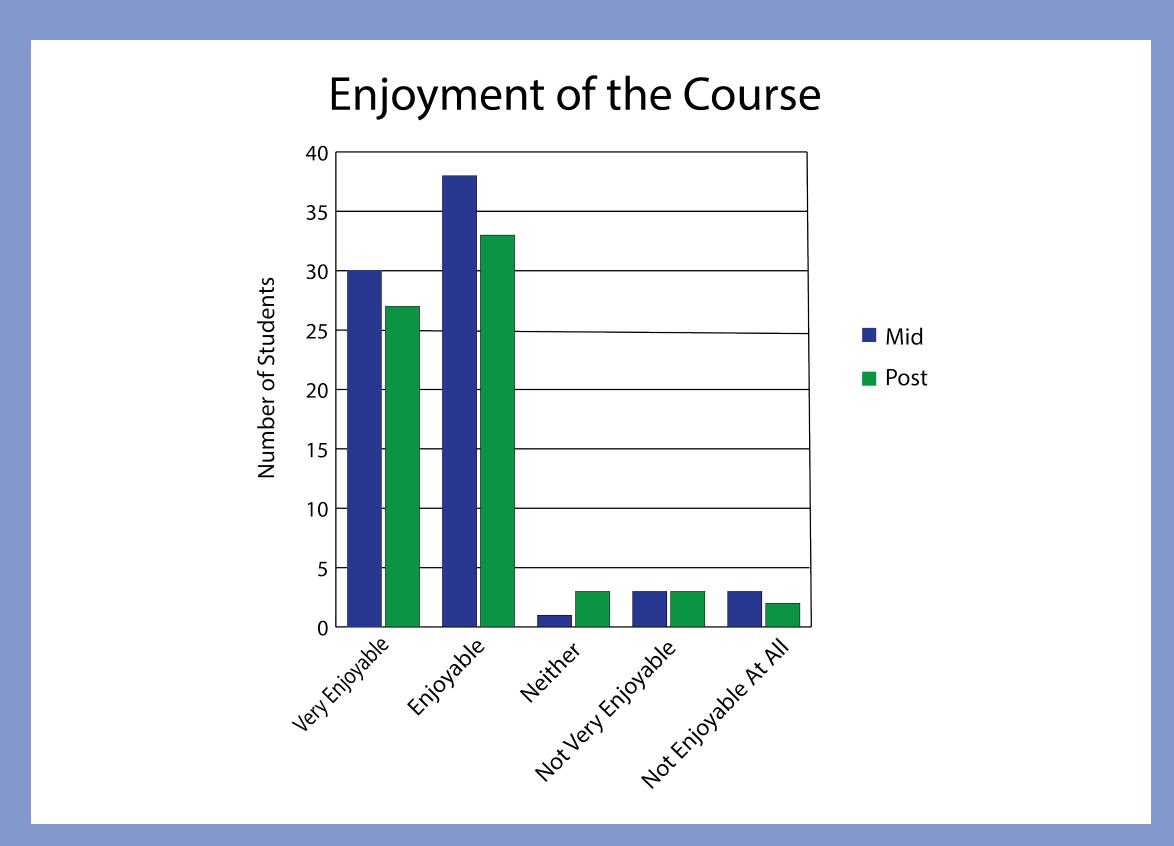2) what are the challenges in delivering a gamified course?

METHODS

• Evaluate student engagement midway.
• Use mixed methods approach with focus groups and questionnaires.
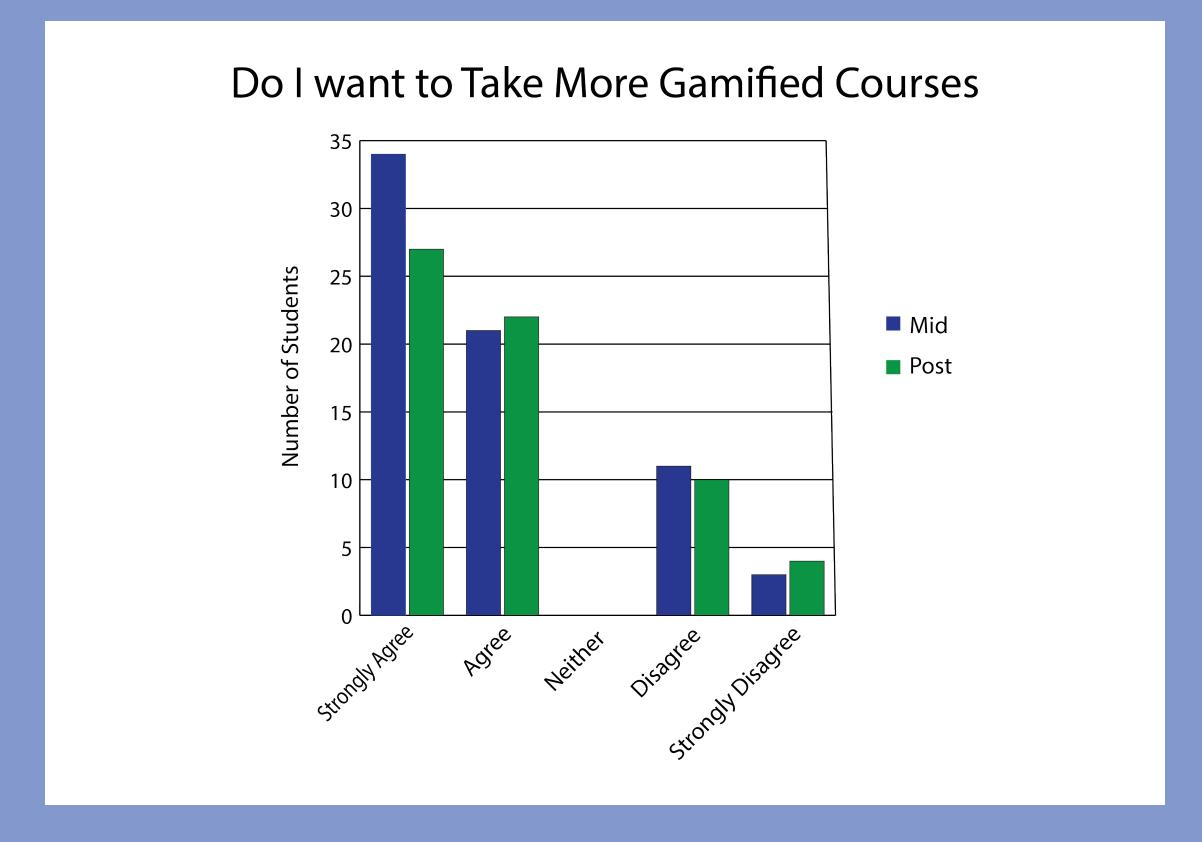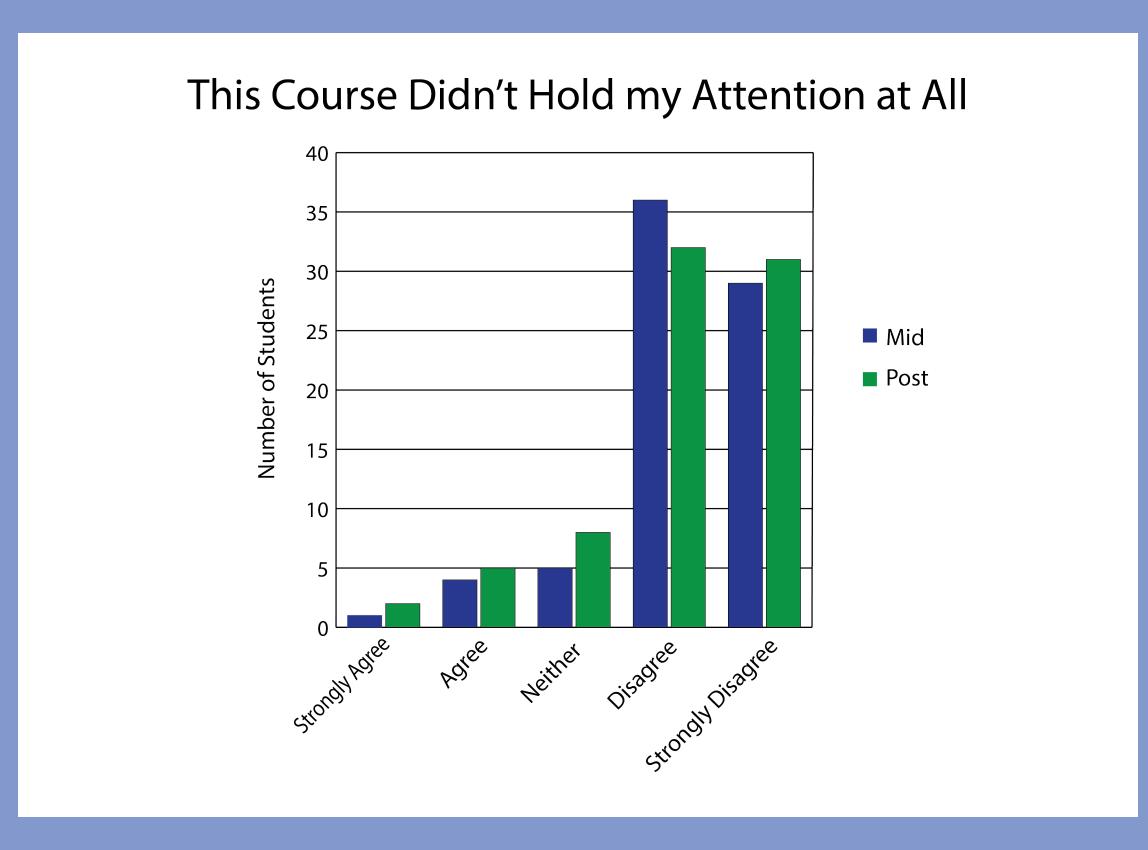• Data analyzed using qualitative & quantitative methods.

GAME COMPONENTS

• Guilds/Teams
• Quests
• Challenges & Quizzes
• Backstory
• Leaderboard
• Experience points (rather than grades)
• Random die rolls

TIME FRAME

January - May 2014

RESULTS

Enjoyment of the Course

Do I want to Take More Gamified Courses

This Course Didn't Hold my Attention at All

DISCUSSION

As shown in the graphs students found themselves enjoying the course, wishing they could have more gamified classes, and paying attention in class.
They were also able to interact with the teaching and graduate assistant more as opposed to having a teacher stand and lecture them. This gave students a new medium to learn skills and to actually practice using the social media tools they would be using in the world world in a controlled setting.

LIMITATIONS

• Amount of students who took both of the surveys
• We were unable to fully gamify the class, only a small portion
• We had requirements for the course which did not allow us to edit course content as we would have hoped

COMMENTS

"This class was by far the most enjoyable course I've taken at Ryerson so far."
"This class was really fun and high energy. Probably the only 8am class I actually woke up for all semester."
"This was the only 3 hour class I've had that kept me engaged. Loved this class!"
"The in-class "quests" interest me into actually getting my work done."
"Long live gamification."