



# Gamification 2.0

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**G**amification is one of the most talked about topics in the learning industry. After a 2013 survey, we followed up with life sciences leaders to find out current usage, perspectives, challenges and best practices.

## What is Gamification?

The most common definition involves using a gaming framework to drive learner engagement and interaction through use of rewards, recognition, levels, points and other competitive elements. Another popular definition is using gaming design elements to help learners find meaningful connections to real-world applications.

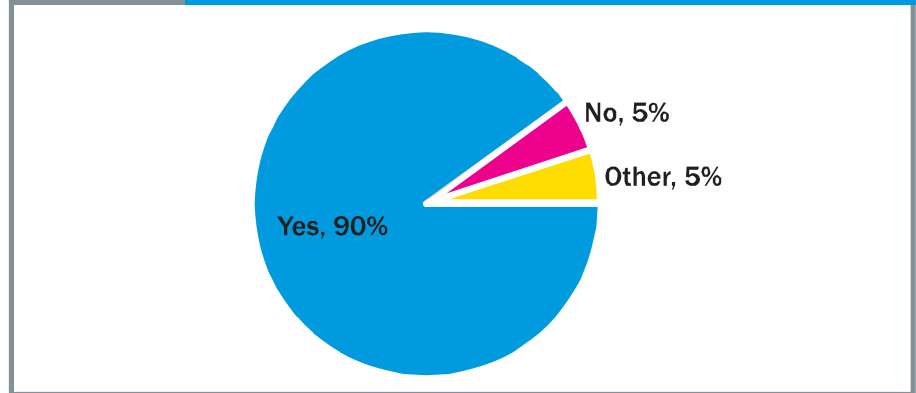
At least 70 percent of respondents have used gamification, an increase from 61 percent in 2013. Life sciences training functions reported success in sales force development, leadership development and technical training. Of those who implemented gamification, 90 percent believe it has enhanced learner retention and performance outcomes. (Figure 1)

## Benefits: Competition, Engagement

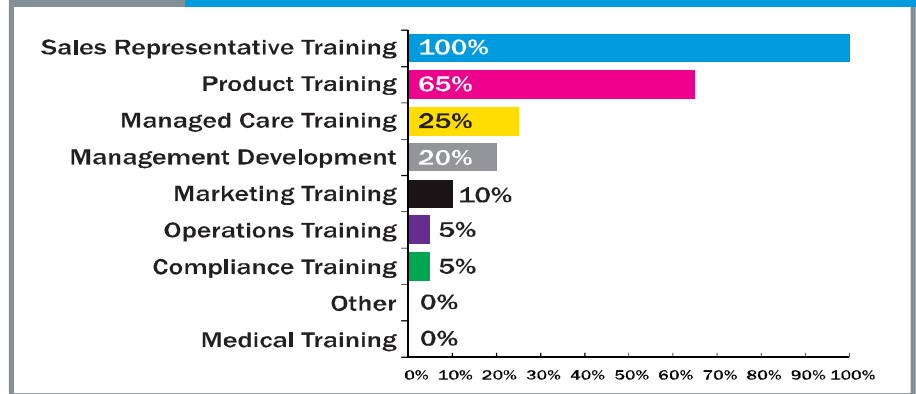
Many training topics can benefit from the gamification framework. Rewards, recognition and points naturally weave into topics and audiences innately driven by competition. It is no surprise that gamification is used most commonly where content is dry and greater engagement is needed. (Figure 2)

Replicating competitive elements of the job through gamification helps transfer knowledge into a real-world setting. Gamification can also increase engagement with topics that

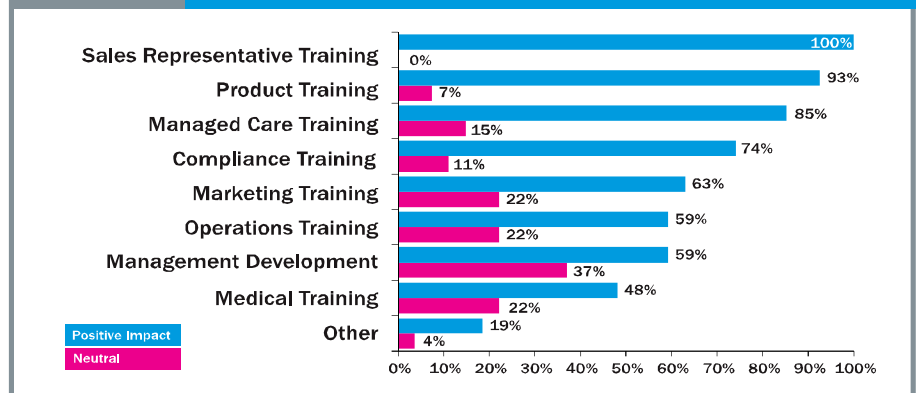
**FIGURE 1 HAS GAMIFICATION ENHANCED LEARNER RETENTION**



**FIGURE 2 AUDIENCES USING GAMIFICATION**



**FIGURE 3 IMPACT OF GAMING MECHANICS OR GAMIFICATION**



may be perceived as difficult or monotonous, such as product, compliance and operations training. Gamification can create elements that are fun, reinforce knowledge acquisition and allow the learner to practice. (Figure 3)

**Gaming Elements**

- Information connecting content elements
- Reflection, situations enabling connections to content
- Choice, selecting a path through the learning experience
- Engagement, interacting with other learners in an online community
- Exposition, narrative or stories to create engagement and meaning
- Play, enabling engagement with different elements with set boundaries

Participants ranked information and reflection the most important gaming elements. (Figure 4) Relevant content that connects each learning objective and ties to performance must be at the heart of any training experience. Reflection allows learners to link content topics and recall information for improved retention.

**Value: Trainers Vote “Yes”**

Nearly all (96 percent) respondents believe that gamification frameworks can improve learner retention and skill transfer, while 89 percent believe that gamification has long-term value for the learning industry. The value proposition is driven by the need for change. The emerging workforce grew up with gaming concepts and technology, and they expect an experience different from traditional learning. (Figure 5)

**Challenges**

A common challenge is the lack of understanding and support from both internal business stakeholders and leadership. (Figure 6) Often perceived

