

## CONTACT

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## Social Gamification: Case 1

### Serious Games Academic education is fun

eLearning has opened doors to education everywhere. However, traditional eLearning programs are not for all learners or educational situations. The goal is to disseminate the right instructional dose, at the right time, to the right people, at any scale. With serious games this is now possible.

#### How it works

**Serious games** deliver the academic curriculum through a competitive question and response format. Student's individual learning gaps are addressed immediately with uniquely tailored feedback sheets consisting of essays, examples, resources, multimedia and more, for further study. Additionally, serious games are an effective tool to identify previously acquired skills and knowledge level. And the serious games are easy to produce, suitable for true low cost education. Some examples of serious games in action which are better for everyone – for students, teaching staff as well as for alumni:

- to determine the placement level for freshmen foreign language students.
- to accompany a learning module, to determine course effectiveness, and knowledge retention; to help prepare for exams.
- as an extracurricular learning event (e.g. a knowledge competition).

#### What customers say

The **Institute for Occupational, Social, and Environmental Medicine, University of Mainz** / Germany, has published a scientific study which proves the advantage and effectiveness of this specific game based learning methodology over traditional forms of instruction (see Game Based Learning - An effective Alternative to Conventional Instruction in Schools, in German language <http://tinyurl.com/mssrmna>).

- » Our group of gamers loved to play and study; and they reached the highest scores
- » Game production has been straightforward. Our newest instructional mix has become more effective than before

#### How we did it

- » **Serious game development:** after a single day workshop the faculty developed a test battery according to curriculum standard
- » **Game infrastructure: Provision** of a game solution on a cloud platform
- » **Progress reporting:** progress reports based on precise learning analytics, and feedbacks on item quality