

### **3.6 More on Gamification Types**

Now that we know a little bit about game elements we can take another look at types of gamification. Before we do, a reminder about the distinction between content and structural gamification. In structural gamification the game elements used do not alter the learning content. Instead, the gamification structure is built around the content. The logic of this type of gamification informs the choice of elements it will include in the gamified experience. Points, Badges and leader boards can be included regardless of the didactic content. In content gamification however, the elements, game design and aesthetics do alter the learning content, not enough to turn it into a game but enough to make the content presentation more game-like.

The logic behind this type of gamification also informs the chosen elements as well as game thinking and aesthetics. Storytelling, challenges, rewards, characters, houses, feedback loops and failure are some of the elements used in content gamification. This does not mean that points, badges and leader boards cannot be included in content gamification, it is just that the previous elements that were mentioned to be found in content gamification tend to make the gamified learning experience more immersive. Moreover, the elements and presentation of content is tailored to fit a certain theme and we should note that because of that this type of gamification can take a much greater investment of time to develop than structural gamification that in many cases can follow template formats to decrease development time. Reusability for content gamification is not much of an option as the structure created was only for specific content and learning objectives. In the case of Structural gamification however, as the structure created is a layer placed on top or around the content and thus does not alter the content, it means that the structure can be reused for other learning objectives. Similarly updating of content in the case of structural gamification is much quicker and easier to accomplish than in content gamification as in the latter case the designer will have to rework the entire content as every stage and development in the gamified journey is more tightly linked via a storyline. This should not discourage you from trying out content gamification however as it can create incredibly immersive learning environments. It is more likely due to time constrictions in the beginning especially, you might use structural gamification more often. I do suggest however that you do use content gamification especially when introducing hard or boring to students topics as the immersive nature of this type of gamification can better engage them and motivate them to participate actively in the acquisition of learning objectives

