Professional Gaming

E-Learning in Transition

Serious Gaming, game based learning, gamification ... these approaches have in common that they combine serious professional objectives with the advantages of highly motivational game-based social interactions. But how could one really practically open up the potential of competitive game scenarios for learning?

»Compared to many other sectors, educational institutions are currently 'driving blind'. They should invest in analytics infrastructures for two reasons: to optimise student success, and to enable their own researchers to ask foundational questions about learning and teaching in the 21st century«
UNESCO Institute for Information Technologies in Education, Policy Brief Nov 2012

Conventional methods of eLearning are costly and also technically demanding with regards to operation and production. Because of a lack in personalization they are not efficient, whether that the learning contents are too difficult or too easy. And that results unfortunately in demotivation effects.
In addition any interspersed or final testing is only very rarely based on psychometrics with validated questions, so that upon the completion of such courses usually neither the participants nor the organizers get valid insights about knowledge gains and further real learning needs.

Technology Advantages fully exploited

It is high time to consider methods that are more efficient, easier to be implemented and much more closely oriented to effectiveness. The following technology trends, currently much discussed, come as on cue:

1. Availability of electronic content (Mobility)
2. Real-time social interaction (Social Networks)
3. Online games (gaming / gamification)
4. Data mining (Big Data)
5. Data Analysis (Business Intelligence, Learning Analytics)

Ubiquitous availability, social interaction, the entertainment value of playful competition and statistical analysis of big data – all that provides a fantastic basis for modern, motivation oriented tools for learning.

Learning is a Social Process

Motivation and individual learning progress are important aspects, usually well covered in traditional learning through individual or small-group training. Communication and collaboration with others is here of highest importance. The direct interaction creates identification and authentic experiences that are essential for any achievements. This high degree of engagement needs obviously to become transferred to an Internet-based learning scenario as well.

yeepa: Playing, Measuring and Learning - Together
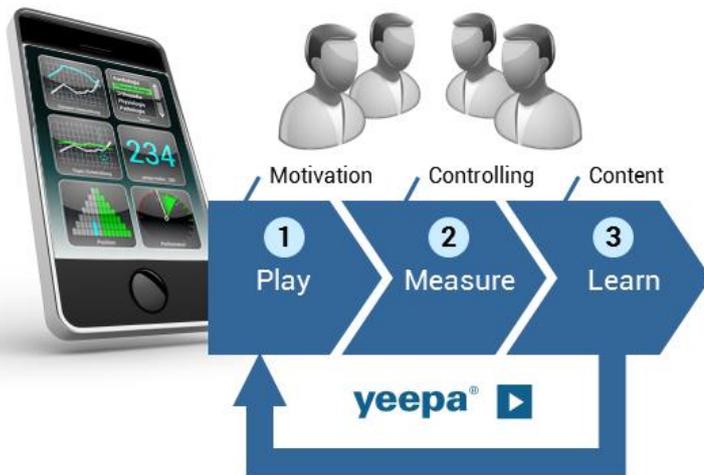
Self-paced interactive learning:
1. Gaming is motivating
through social interaction and sporty competitions.
2. Measuring allows for self-steering
of learning through reports and individualized content chunks. It also identifies effeciveness and achievements.
3. Learning is focused
on precisely those contents which are needed to progress.

yeepa is a gaming platform that provides learning in a unique way: first comes a game (which is actually a test) and then one learns. And so the testing does not generate pressure or embarassement, but rather is fun and excitement, because it is performed in the way of a multiplayer game that is determined also by luck and strategic thinking. Gamers log in via laptop or smartphone and compete against each other in quizzes on rather challeging professional topics. The games may just last a few minutes.

As a result, the participants receives after each game an individual training plan for the next gaming rounds. Clearly they want to improve the game results, but the underlying logic is to actually create permanently new occasions which really let them deal with knowledge gaps and thus stimulate self-learning. In addition the more and longer the participants "play", the more valid is the data analysis. Through a psychometric component embedded in the game competencies of individuals and groups over time are analysed. The values of individuals are actually less important. Rather the spread within groups or the comparison with other groups are of interest. The method allows even the quantitative comparison between completely different disciplines or organizational units. One used to be concerned about evaluation of educational and training measures - with yeepa you have today easy game.

For further information please contact

Leopold Reif
SNTL Publishing GmbH & Co KG
Hegelplatz 1
D - 10117 Berlin - GERMANY
Fon +49-30-209 127 88
Fax +49-30-209 127 81
Internet www.yeepa.de
E-Mail: lr@sntl-publishing.com