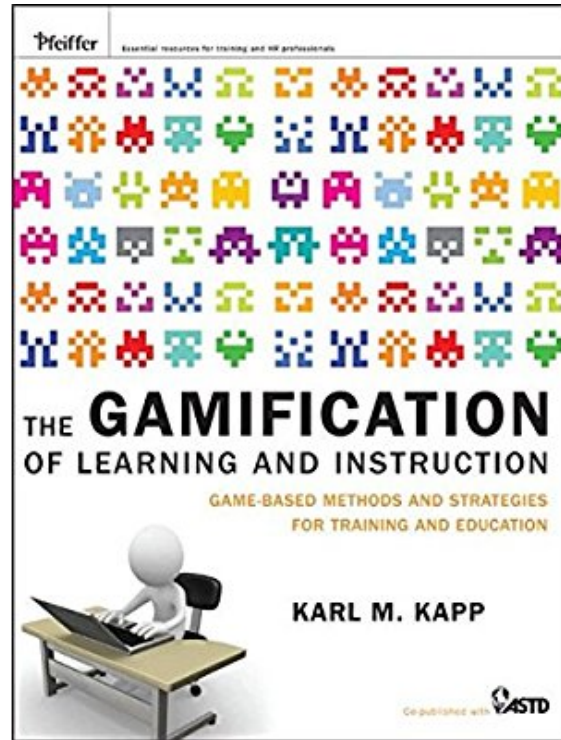# Download The Gamification of Learning and Instruction: Game-based Methods and Strategies for Training and Education Book Free

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Synopsis :

From the Inside Flap 'Karl has written the definitive guide to gamification, which itself is accessible and engaging. He brings trends to life and illustrates the principles of gamification through numerous examples from real-world games. . . . There is no doubt that 'gamification' is an important and powerful weapon in the arsenal for learning, marketing, and behavior change of any kind. This book is a valuable guide for all who are trying to understand or adopt these important design principles.' FROM THE FOREWORD BY KEVIN KRUSE Games create engagementthe cornerstone of any positive learning experience. With the growing popularity of digital games and game-based interfaces, it is essential that gamification be part of every learning professional's tool box. In this comprehensive resource, international learning expert Karl M. Kapp reveals the value of game-based mechanics to create meaningful learning experiences. Drawing together the most current information and relevant research in one resource, The Gamification of Learning and Instruction shows how to create and design games that are effective and meaningful for learners. Kapp introduces, defines, and describes the concept of gamification and then dissects several examples of games to determine the elements that provide the most positive results for the players. He explains why these elements are critical to the success of learning. The Gamification of Learning and Instruction is based on solid research and the author includes peer-reviewed results from dozens of studies that offer insights into why game-based thinking and mechanics makes for vigorous learning tools. Not all games or gamification efforts are the same, the gamification of learning and instruction requires matching instructional content with the right game mechanics and game thinking. Moving beyond the theoretical considerations, the author explores how to design and develop gamification efforts. Kapp discusses how to create a successful game design document and includes a model for managing the entire game and gamification design process. The Gamification of Learning and Instruction provides learning professional with the help they need to put the power of game design to work. Read more From the Back Cover Praise for The Gamification of Learning and Instruction'Kapp argues convincingly that gamification is not just about adding points, levels and badges to an eLearning program, but about fundamentally rethinking learning design. He has put together a brilliant primer for learning professionals on how to gamify learning, packed with useful advice and examples.' --Anders Gronstedt, president, Gronstedt Group'After reading this book, you'll never be able to design boring learning again.' --Connie Malamed, author, Visual Language For Designers; author/creator of The eLearning Coach Blog 'Engaging, informative and complete; if you need to understand anything about instructional game design, this is the book you need. It provides the right amount of academic evidence, practical advice and insightful design tips to have you creating impactful learning in no time.' --Sherry Engel, associate director learning technology, Penn Medicine Center for Innovation and Learning'What Karl Kapp has done with this book is looked at games and learning from every possible angle....he provocatively asks questions that the learning community needs to answer, like 'Do our design processes still work?' and 'Are we really meeting the needs of today's learners?' This book may make you anxious, make you laugh, or make you angry. But one thing it will definitely do is make you think.' --Rich Mesch, experiential learning guru, Performance Development Group Read more See all

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