ELEARNINGNEWS ARTICLE

Year 7 - number 243 Wednesday 19 april 2023

eLearning and new professions: the gamification expert

The e-learning industry is growing day by day, hence the need of new professional roles: let's give a look to the gamification expert

Over the years, the e-learning industry has seen tremendous growth. This has led to the emergence of new professional roles, including that of gamification expert.

Who is and what does a gamification expert do? In this article we will explore in detail the role of this professional in the online training industry.

Who is the gamification expert?

The gamification expert in the e-learning training sector is a professional who is responsible for applying the principles of gamification to the field of online training, with the aim of making learning processes more engaging and effective.

He is a professional with a solid background in education and technology, able to combine pedagogical and technical skills to create engaging and memorable learning experiences. His or her role is to design, develop, and manage online training programs that use gamification strategies to enhance users' learning experience.

What skills does a gamification expert possess?

The gamification expert possesses a wide range of technical and pedagogical skills, including:

- Knowledge of **learning theories and teaching methodologies**
- Experience in using **online training tools and platforms**
- Knowledge of **game design and game thinking techniques**
- Ability to **develop and manage online training programs**
- Skills in **data analysis and evaluation of the effectiveness of gamification strategies**

What background has the gamification expert?

The gamification expert in e-learning training usually has a bachelor's degree in pedagogy, learning psychology, computer science, or design. In addition, he or she has attended specific training courses on the application of gamification to the field of online training.

What are the competencies and soft skills of a gamification expert?

The competencies and soft skills of the gamification expert in the field of e-learning training include:

- **Creativity and innovation**: the ability to devise creative and original solutions to engage users in the learning process
- **Strategic thinking**: the ability to design and plan effective online training programs tailored to users' needs

- **Teamwork skills**: the ability to collaborate with other professionals (e.g., designers, developers, content experts) to create high-quality online training programs
- **Communication skills**: the ability to clearly and persuasively communicate gamification strategies to clients and team members
- **Results orientation**: the ability to evaluate the effectiveness of gamification strategies used in online training programs so as to continuously improve their quality.

What types of activities does the gamification expert perform?

The gamification expert in the field of e-learning training performs various activities, including:

- **Designing** online training programs based on gamification, in which game design thinking is used to create engaging and memorable learning experiences.
- **Identifying** users' learning objectives and defining criteria for evaluating the effectiveness of the gamification strategies used.
- **Development of interactive content**, such as quizzes, challenges and game activities, that encourage users to interact with learning materials.
- **Using data and analysis to evaluate the effectiveness** of the gamification strategies used and make any improvements to online training programs.
- **Collaboration with other professionals**, such as software developers, designers, and content specialists, to create comprehensive and effective online training programs.
- **Training instructors** and end users on online training programs and the use of gamification strategies to enhance learning.

What is the work process of the gamification expert?

The gamification expert in e-learning training follows a work process that includes several stages:

- **Needs analysis**: the expert gathers information on user and customer needs to define learning objectives and metrics for evaluating the effectiveness of the gamification strategies used.
- **Design**: the expert uses game design thinking to design engaging and memorable online training programs in which game elements are used to increase users' interest and enhance their learning experience.
- **Development:** the expert develops interactive content, such as quizzes, game activities, and challenges, to make learning more engaging and fun.
- **Evaluation**: the expert uses data and analysis to evaluate the effectiveness of the gamification strategies used and make any improvements to online training programs.
- **Training**: the expert trains instructors and end users on online training programs and the use of gamification strategies to improve learning.

Conclusion

The gamification expert in e-learning training is a professional who combines pedagogical and technical skills to design, develop, and manage effective and engaging online training programs that use gamification strategies to enhance users' learning experience. His skills and soft skills include creativity, strategic thinking, teamwork skills, communication, and results orientation. His work process includes several stages, including needs analysis, design, development, evaluation, and training.