

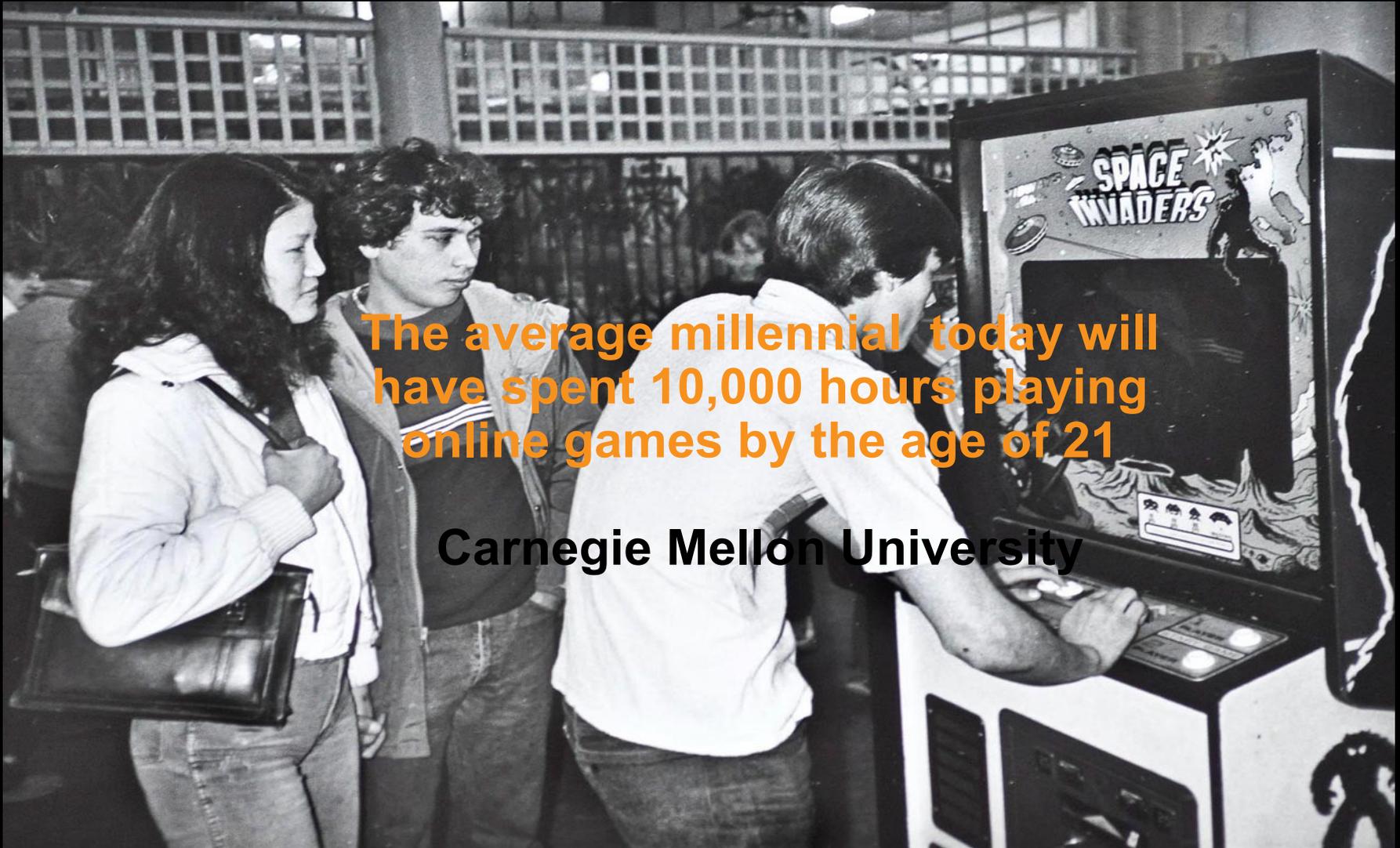


# **Gamification in Assessments**

## **Jobg8 2019**

## Setting The Scene

Gamification has attracted increased attention among organizations and human resource professionals recently, ***as a novel and promising concept for attracting and selecting prospective employees.***

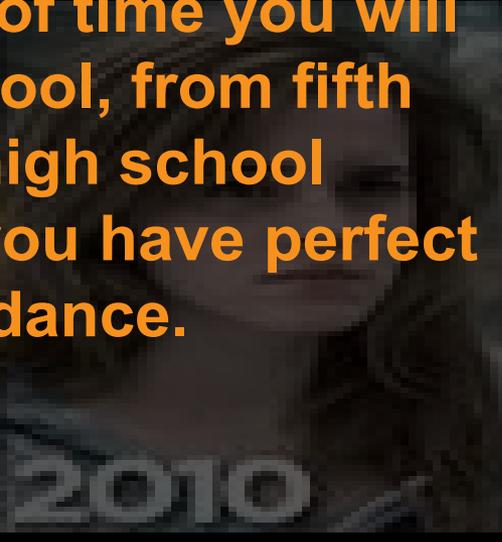
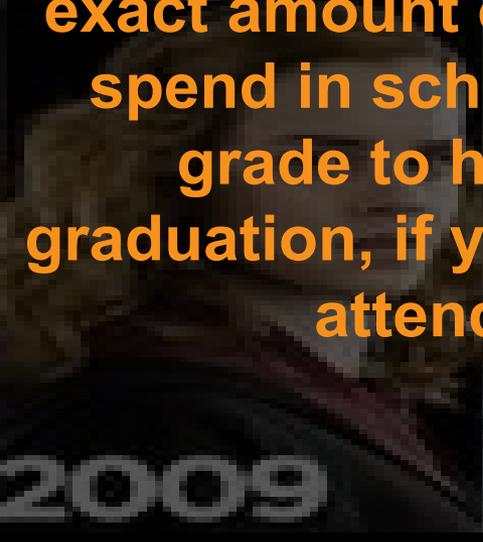


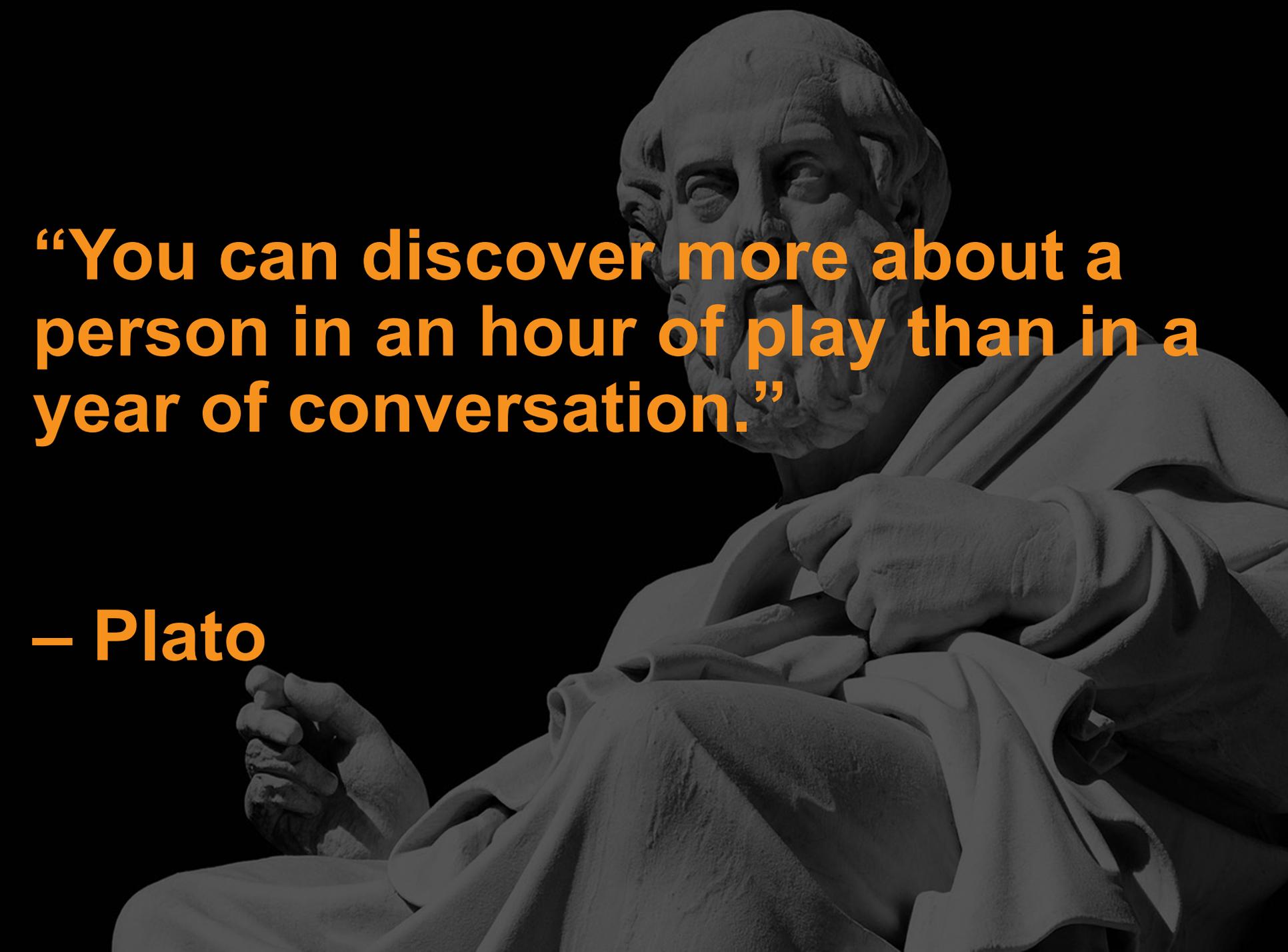
The average millennial today will have spent 10,000 hours playing online games by the age of 21

Carnegie Mellon University



**For children in the United States, 10,080 hours is the exact amount of time you will spend in school, from fifth grade to high school graduation, if you have perfect attendance.**





**“You can discover more about a person in an hour of play than in a year of conversation.”**

**– Plato**

# But What is Gamification?

Gamification refers to the **incorporation of game elements into non gaming activities** in any context, such as the workplace, **giving birth to game-based assessments**, which can be classified according to the level of game characteristics they employ from gamified assessments, such as multimedia situational judgement test (SJTs) to different styles of games, such as Candy Crush and Flight Simulator.

(Hawkes, Cek, & Handler, 2017)



# Gamified Assessments

Gamified assessment takes the science of psychometric tests and applies gaming elements to make the tests more engaging and more attractive to test takers and offer greater information to test users.

The fundamental element is that robust psychometrics are used which are gamified rather than these assessments being 'games'.

Results indicate candidate competencies, skills and personality characteristics.

# Game Based Assessments

Flight simulators are good examples of such applications.

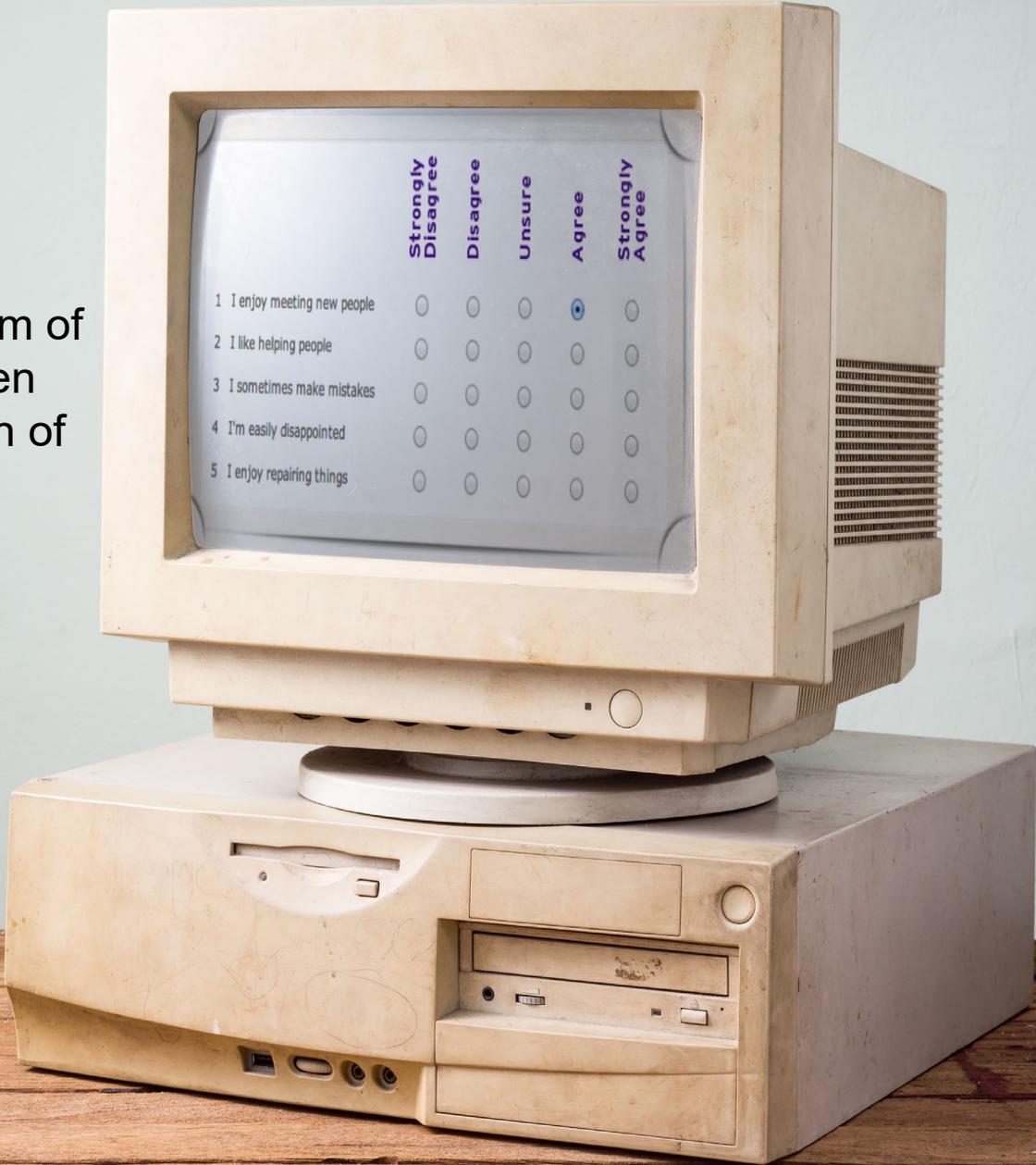
On one level, the simulator is an enjoyable game with many gaming principles such as point scoring, “leveling up” and so on. But on an entirely different level, flight simulators can be used to observe, train, and assess pilot competencies.

Game-based assessments are either pre-existing games adapted to measure a set of competencies, or purpose-built tests that are games with a measurement layer integrated into their programming.

“a gamified assessment is not a stand-alone game”



“it is instead an existing form of assessment that has been enhanced with the addition of game elements”



	Strongly Disagree	Disagree	Unsure	Agree	Strongly Agree
1 I enjoy meeting new people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
2 I like helping people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3 I sometimes make mistakes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4 I'm easily disappointed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5 I enjoy repairing things	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# What we've basically done is taking that....

## Section A - Question 2

**The customer you are serving is dissatisfied with your company's product and is becoming abusive. Do you:**

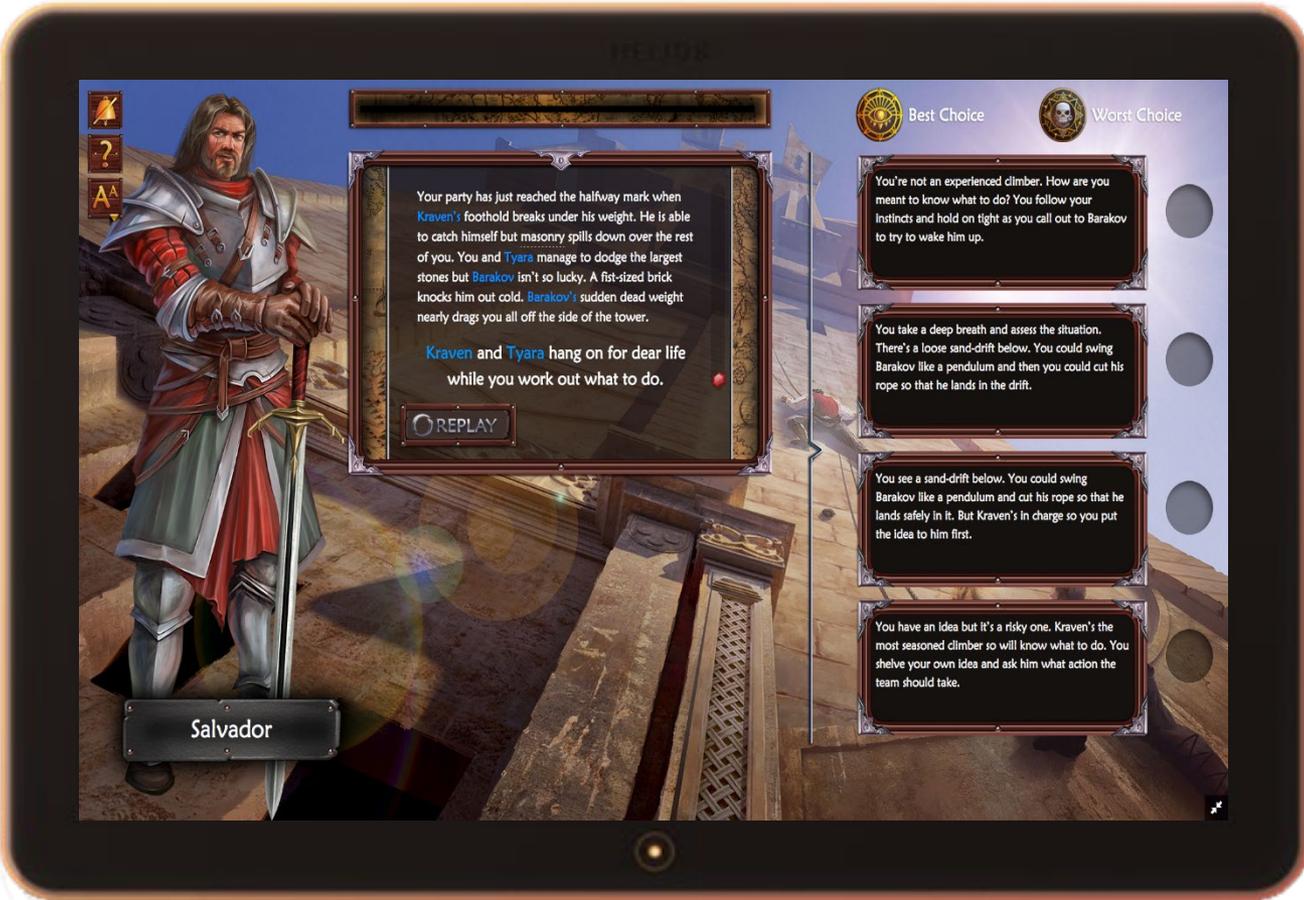
- Listen and empathise with their problem, ask them what they would like you to do and then look to reach a satisfactory resolution.
- Do whatever the customer wants just to get them to calm down.
- Offer to let them speak to your manager.
- To avoid a scene in front of other customers, take their personal details and let them know that you will get back to them with an appropriate solution to their problem as soon as possible.
- demand that the customer calm down.
- advise the customer to leave the store.
- contact security.

Continue

Progress:  1%

# And turning it into that....

http://assessment.owiwi.co.uk



**Salvador**

Your party has just reached the halfway mark when Kraven's foothold breaks under his weight. He is able to catch himself but masonry spills down over the rest of you. You and Tyara manage to dodge the largest stones but Barakov isn't so lucky. A fist-sized brick knocks him out cold. Barakov's sudden dead weight nearly drags you all off the side of the tower.

Kraven and Tyara hang on for dear life while you work out what to do.

REPLAY

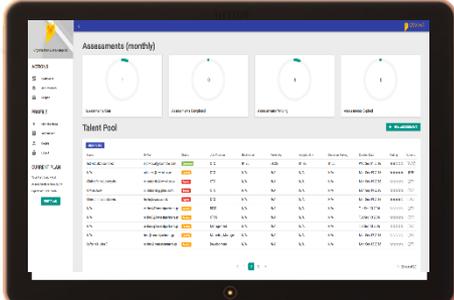
Best Choice Worst Choice

You're not an experienced climber. How are you meant to know what to do? You follow your instincts and hold on tight as you call out to Barakov to try to wake him up.

You take a deep breath and assess the situation. There's a loose sand-drift below. You could swing Barakov like a pendulum and then you could cut his rope so that he lands in the drift.

You see a sand-drift below. You could swing Barakov like a pendulum and cut his rope so that he lands safely in it. But Kraven's in charge so you put the idea to him first.

You have an idea but it's a risky one. Kraven's the most seasoned climber so will know what to do. You shelve your own idea and ask him what action the team should take.



Assessments (monthly)

Talent Pool

NAME	AGE	STATUS	RESUME	EDUCATION	EXPERIENCE	EDUCATION	EDUCATION	EDUCATION	EDUCATION
John Smith	32	Active	10	10	10	10	10	10	10
Jane Doe	28	Active	10	10	10	10	10	10	10
Bob Johnson	35	Active	10	10	10	10	10	10	10
Alice Brown	30	Active	10	10	10	10	10	10	10
Charlie White	33	Active	10	10	10	10	10	10	10
Diana Green	29	Active	10	10	10	10	10	10	10
Eve Black	31	Active	10	10	10	10	10	10	10
Frank Grey	34	Active	10	10	10	10	10	10	10
Grace Blue	27	Active	10	10	10	10	10	10	10
Henry Yellow	36	Active	10	10	10	10	10	10	10
Ivy Purple	26	Active	10	10	10	10	10	10	10
Jack Orange	37	Active	10	10	10	10	10	10	10
Karen Red	25	Active	10	10	10	10	10	10	10
Liam Pink	38	Active	10	10	10	10	10	10	10
Mia Brown	24	Active	10	10	10	10	10	10	10
Noah Green	39	Active	10	10	10	10	10	10	10
Olivia Yellow	23	Active	10	10	10	10	10	10	10
Peter Blue	40	Active	10	10	10	10	10	10	10
Quinn Purple	22	Active	10	10	10	10	10	10	10
Rachel Orange	41	Active	10	10	10	10	10	10	10
Sam Red	21	Active	10	10	10	10	10	10	10
Tina Pink	42	Active	10	10	10	10	10	10	10
Uma Brown	20	Active	10	10	10	10	10	10	10
Victor Green	43	Active	10	10	10	10	10	10	10
Wendy Yellow	19	Active	10	10	10	10	10	10	10
Xavier Blue	44	Active	10	10	10	10	10	10	10
Yara Purple	18	Active	10	10	10	10	10	10	10
Zoe Orange	45	Active	10	10	10	10	10	10	10



OWIWI

LOGIN



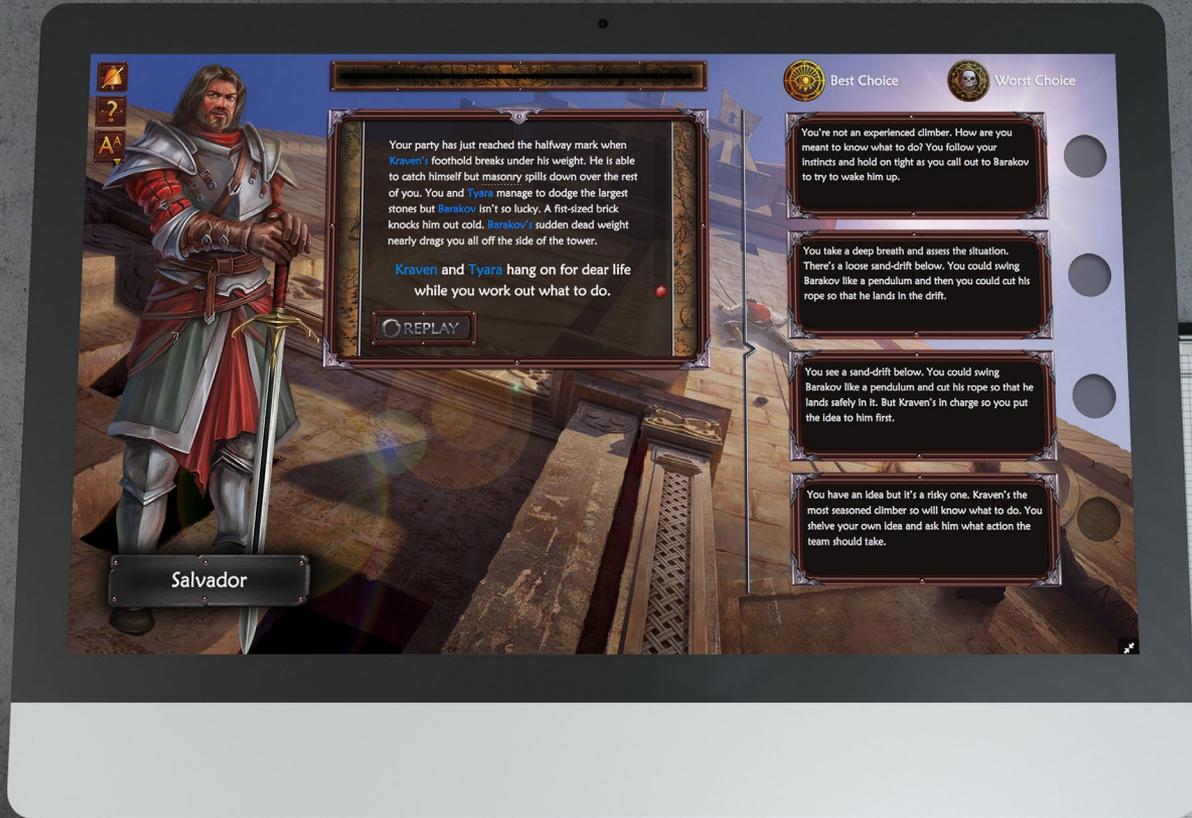
INDEPENDENT

Adaptability Decision-Making Flexibility Resilience

RESULTS

CHARACTERISTICS





Salvador

REPLAY

Best Choice

Worst Choice

Your party has just reached the halfway mark when Kraven's foothold breaks under his weight. He is able to catch himself but masonry spills down over the rest of you. You and Tyara manage to dodge the largest stones but Barakov isn't so lucky. A fist-sized brick knocks him out cold. Barakov's sudden dead weight nearly drags you all off the side of the tower.

Kraven and Tyara hang on for dear life while you work out what to do.

You're not an experienced climber. How are you meant to know what to do? You follow your instincts and hold on tight as you call out to Barakov to try to wake him up.

You take a deep breath and assess the situation. There's a loose sand-drift below. You could swing Barakov like a pendulum and then you could cut his rope so that he lands in the drift.

You see a sand-drift below. You could swing Barakov like a pendulum and cut his rope so that he lands safely in it. But Kraven's in charge so you put the idea to him first.

You have an idea but it's a risky one. Kraven's the most seasoned climber so will know what to do. You shelve your own idea and ask him what action the team should take.

Select your avatar



Salvador

Guardian

If you believe in something then protect it with all your strength. That's the creed you've always followed and not once have you let any person or any cause down. When others run in fear and despair, you're the one who stands your ground.



PLAY

I need help

**?**  
**A**

You soon find yourself clambering up the outside wall of the Oracle's Tower. You, Kraven, Barakov and Tyara are roped together, with Kraven in the lead and Barakov at the rear. Like Barakov, you are one of the less experienced climbers, so have been placed second last in the chain. Willem and Antoinette have both chosen to stay back at camp. Willem excuses that he's too old for such adventures and an embarrassed Antoinette admits that she's afraid of heights.

REPLAY SKIP

Best Choice Worst Choice

You're not an experienced climber. How are you meant to know what to do? You follow your instincts and hold on tight as you call out to Barakov to try to wake him up.

You take a deep breath and assess the situation. There's a loose sand-drift below. You could ask the team to swing Barakov like a pendulum and explain that you will cut his rope at the right time so that he'll

You see a loose sand-drift below and wager that you could swing Barakov like a pendulum and cut his rope at the right time so that he'll land safely in the sand. But Kraven's in charge so it's his call. You

You have an idea but it's a risky call to make for one of your inexperience. Kraven's the most seasoned climber so will know what to do. You shelve your own idea and ask him what action the

SUBMIT

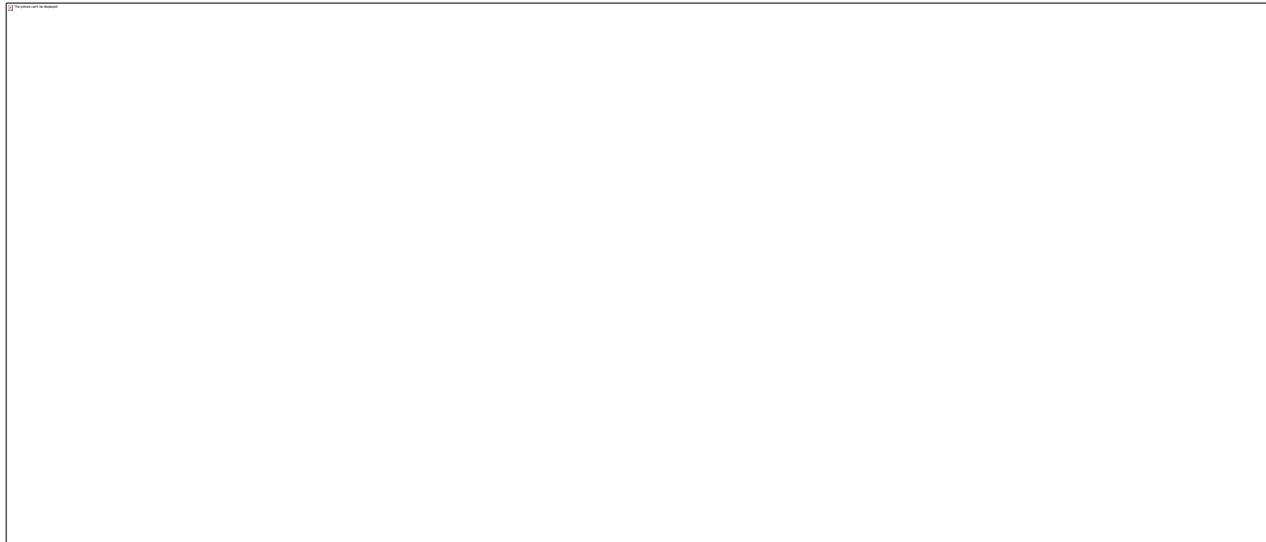
Doctor Ramero

# What can we measure with GBAs?

Similarly to work sample and multimedia assessment tools, gamified selection methods assess ***applicants' knowledge, skills, abilities, and other characteristics which are supported to predict job performance.***

(e.g., Lievens & De Soete, 2012; Schmidt & Hunter, 1998).

It's important to understand when we measure **Intentions VS Behaviors**



Soft skills are **personal attributes** that describe an individual's **ability to interact with others**.

Soft skills, also known as people skills, complement hard skills **to enhance an individual's relationships, job performance and career prospects**.



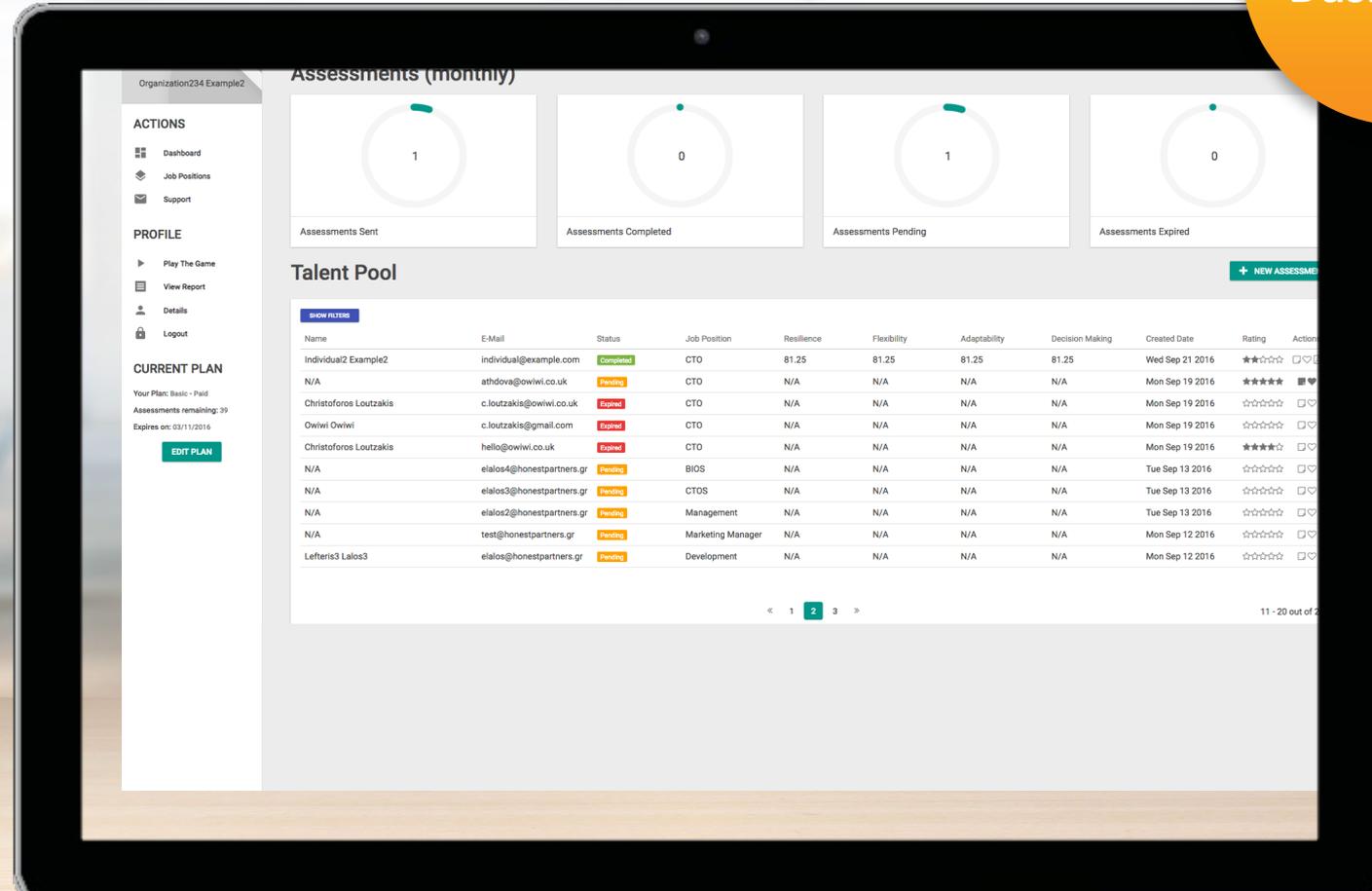
# What we shouldn't forget – The Basic Mechanics

engagement, feedback, progress, freedom of choice, and storytelling.



# The Importance of the Platform

The Dashboard



# Familiarity in Gaming....But is it for me?

The effects appear related to the kind of state tests the participants are used to.

**It will be harder to deal with such familiarity effects in game-based and other virtual performance assessments since they come in so many variations.**

**It's ideal for mass recruitment but also combines white- and blue-collar employees recruitment.**

# What do Job Boards have to win by using Gamified Assessment

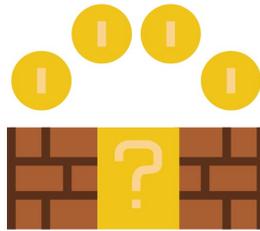
- Access to talents outside of those who applied to a specific position - I.E "Talent Database" where recruiters can evaluate alternative talent pools outside of their scope but based on certain parameters such as for example, Soft Skills.
- Data! Combining data sets of users on the job board + the gamified solution will yield a large plethora of data which can be used for optimizations and for advertising purposes.
- Ease of use from the candidate side.
- Candidates can pretty much carry out any and all necessary steps that a typical recruitment process would have; if it was run in-house. This means that the candidate does not need to switch several tabs or platforms to complete his application process. However such an argument would also negate the need for an investment in Employer Branding for the company.

# Benefits – Why should choose it



## Identify Talents

A Game-based Assessment Tool that helps companies identify the next generation of top talents with the necessary skills to help your company grow.



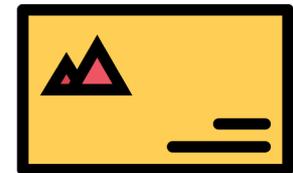
## Effective Screening

Screen candidates Soft Skills effectively and efficiently with new and exciting technologies that can unlock candidates potential without compromising scientific integrity



## Improve Performance

Reduce your recruitment costs & increase revenues through effective Talent Acquisition; enabling you to hire top-performers who can contribute towards your growth



## Employer Branding

Our immersive assessment tool can help empower brands through engagement; as candidates always receive feedback at the end of the process allowing you to become an employer of choice.

Works both as a Pre-Hire & Post-Hire Tool

## Important Success KPI's to Have in Mind



improved selection outcomes



Reduction in Time-to-Hire



increased social media engagement  
with Employer



Time Savings for Screening CV's



Lower Turnover Rates



Lower Cost Per Hire

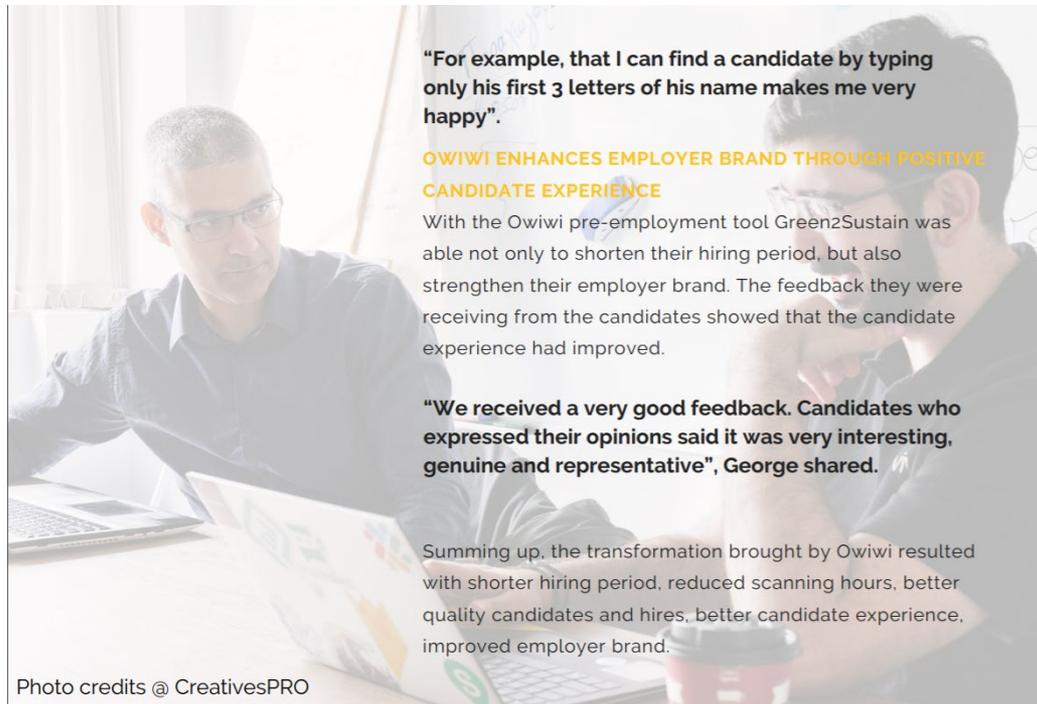
# Example

Outdated processes rooted in Excel files, paper and manual assessments.

Not receiving Cv's

Inexperience in the HR field and general volatile environment inside the company.

8 hours for screening 100 CV's to make a new hire.



**"For example, that I can find a candidate by typing only his first 3 letters of his name makes me very happy".**

**OWIWI ENHANCES EMPLOYER BRAND THROUGH POSITIVE CANDIDATE EXPERIENCE**

With the Owiwi pre-employment tool Green2Sustain was able not only to shorten their hiring period, but also strengthen their employer brand. The feedback they were receiving from the candidates showed that the candidate experience had improved.

**"We received a very good feedback. Candidates who expressed their opinions said it was very interesting, genuine and representative", George shared.**

Summing up, the transformation brought by Owiwi resulted with shorter hiring period, reduced scanning hours, better quality candidates and hires, better candidate experience, improved employer brand.

Photo credits @ CreativesPRO

# The Real Challenge

The challenge is to develop an engaging and easy-to-understand game with **high quality graphics** that has **robust psychometric data** supporting it so that responses give **reliable, accurate and valid insights.**



The harder thing to do  
and the right thing to do  
are usually  
the same thing

Thank You So Much!!

Time to Level Up the Game so..

For any questions you may have do not hesitate to contact me at:

[athdova@owivi.co.uk](mailto:athdova@owivi.co.uk)

