RETHINKING GAMIFICATION

DEFINITION

Applying game-design principles to non-game contexts.

MISCONCEPTION

It's not about disguising education as a game.

EFFECTIVE GAMIFICATION

Leverages scientifically proven mechanisms to enhance motivation and participation.

LONG-TERM IMPACT

Meaningful learning experiences that connect personally with learners foster long-term commitment and mastery.

2002

The term "gamification" was coined.

EARLY INSTANCES

Game-like interfaces for vending machines and ATMs.

COMMON ELEMENTS

Points, badges, leaderboards.

PSYCHOLOGICAL DRIVERS

Achievement, competition, recognition.

LIMITATIONS OF GAMIFICATION

Gamification often relies on extrinsic motivation (e.g., rewards) rather than intrinsic motivation.

Studies show that 74% of users disengage from gamified systems within two weeks if deeper learning is not integrated.

Overemphasis on points and badges can lead to "pointification," where learners focus on rewards rather than meaningful skill development.

Everfi Achieve™ prioritizes personalized learning, ensuring that financial education is engaging yet deeply impactful.

GAMIFICATION IN THE WORKPLACE

85% of employees are shown to be more engaged when gamification solutions are applied to their workplace.

https://timwetech.com/19-gamification-trends-for-2021-2025

The most common gamification elements employees encounter are badges **(71%)**, performance scoring **(59%)**, virtual or physical rewards **(56%)**, and leaderboards **(51%)**.

https://learnexperts.ai/blog/gamification-in-learning-why-add-fun-to-your-courses

GAMIFICATION IN K-12 EDUCATION

Challenge-based gamification in education leads to an increase of **35%** in student performance.

https://axonpark.com/how-effective-is-gamification-in-education-10-case-studies-and-examples

67% of students found gamified learning more motivating and engaging than traditional courses.

https://axonpark.com/how-effective-is-gamification-in-education-10-case-studies-and-examples

ADVANTAGES AND DISADVANTAGES OF GAMIFICATION IN EDUCATION

+		−	
+	Increased engagement and motivation	−	Potential for overemphasis on competition
+	Enhanced learning experience	−	Risk of diminishing intrinsic motivation
+	Customized learning paths	−	Challenges in proper implementation
+	Immediate feedback and recognition	−	Accessibility and equality concerns
+	Allows learners to see real-world applications	−	Oversimplification of complex subjects

In K-12 settings, students are accustomed to learning in a structured, classroom-based environment where extrinsic motivators like points, badges, and competition can effectively drive engagement and knowledge retention.

However, adult learners engage with financial education differently. Their motivation is more directly tied to real-world applications, personal financial goals, and immediate decision-making needs. While gamified elements can help capture attention, they are not enough on their own to create long-term behavior change. Adults require meaningful, personalized learning experiences that connect financial concepts directly to their personal circumstances, reinforcing real-world applicability rather than just engagement.

GAMIFICATION

can make learning about personal finance more enjoyable and engaging

WHY PERSONAL IMPACT WORKS

Feature	Personalized Training	Traditional Gamification
Sustained Engagement	✓	✗
Improved Knowledge Retention	✓	✗
Enhanced Motivation & Satisfaction	✓	✗
Greater ROI for Organizations	✓	✗
Positive Social & Community Impact	✓	✗

KEY FACTORS FOR EFFECTIVE LEARNING

REAL-WORLD RELEVANCE

Connecting learning to actual financial decision-making.

PERSONALIZATION

Aligning education with individual financial goals.

EXPERIENTIAL LEARNING

Providing risk-free financial decision-making practice.

INTRINSIC MOTIVATION

Prioritizing purpose-driven learning over external rewards.

TAILOR FINANCIAL WELLNESS WITH ACHIEVE

Move from Superficial Engagement to Meaningful Action: Traditional gamification can create temporary engagement spikes, but personalized learning fosters lasting change.

Relevance Over Rewards: Personalized, contextual experiences encourage learners to return for knowledge, not just incentives.

Behavior-Driven Design: Understanding why learners participate leads to sustainable engagement.

Measure Impact, Not Just Activity: Instead of vanity metrics, Achieve focuses on confidence-building, financial behavior change, and goal completion.

Sustainable Engagement: Self-directed learning pathways ensure long-term retention and impact.
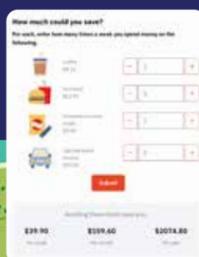
Everfi Achieve™ focuses on personalized learning experiences that drive real behavior change rather than short-term engagement tactics.

HERE'S HOW>

50 / 30 / 20