

# ■ Penguin Books

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## **D&AD New Blood Awards**

Reimagine the role of books, reading and authors for secondary school students in the UK and enable young adults to engage with a wider range of books and authors who reflect a diverse and inclusive society.

# Bringing Gamification to Education

Penguin Random House is a publishing house that is not just involved in publishing books, ebooks and audiobooks but also in blockbuster films, TV shows, radio, theatre productions, live events and social media.

Penguin recognises the importance of reading in everyone's lives, especially those of young adults. Reading for pleasure is more important for children's educational success than their family's socio-economic status (as cited in Department of Education).

Its from this spirit the Penguin Platform is born.



The image shows a login screen for the Penguin Platform Education Edition. At the top center is the Penguin logo, a black penguin inside an orange oval. Below the logo, the text "Penguin Platform" is written in a large, bold, black serif font, and "Education Edition" is written below it in a smaller, orange, italicized sans-serif font. Underneath the title are two input fields: the top one is labeled "User Name" and the bottom one is labeled "Password". To the right of the password field are two buttons: "Sign up" in a light grey rounded rectangle and "Login" in an orange rounded rectangle.



## What is Gamification?

Gamification is where game-design and game principles are used non-game contexts & environments.

“Gamification techniques are intended to leverage people’s natural desires for socializing, learning, mastery, competition, achievement, status, self-expression, altruism or closure.” (Pandey 2015)

## What is the Penguin Platform?

On the Penguin Platform (Education Edition), education looks like fun. With different levels and stories. Players progress at their own speed, solving challenges to progress to the next level. Students solve some challenges individually, and some in teams. Challenges get progressively harder.

Students earn accessories, upgraded penguin avatars and other rewards as they complete different books, audio books, videos and accompanying online and in-class activities.

Penguin Platform (Standard Edition) allows parents, grandparents, friends etc to engage as well and allows students graduating from high school to have access to all the penguin resources.

“Parental involvement in their child’s literacy practices is a more powerful force than other family background variables, such as social class, family size and level of parental education, while reading enjoyment is more important for children’s educational success than their family’s socio-economic status” (Clark 2007)





## A Tailored Approach

If gamification starts to put focus in the wrong places, some participants in the system or 'game' may start to take the path of least resistance to earn their badges or rewards. To reduce this risk, the Penguin Platform goals and activities can be tailored to the class and even to individual students. Students can choose their own goals, join nationwide challenges, or have their teacher assign them tasks. This customization provides an educational support system that fosters students' intrinsic motivation by challenging them at an appropriate level (Ryan & Deci, 2000).

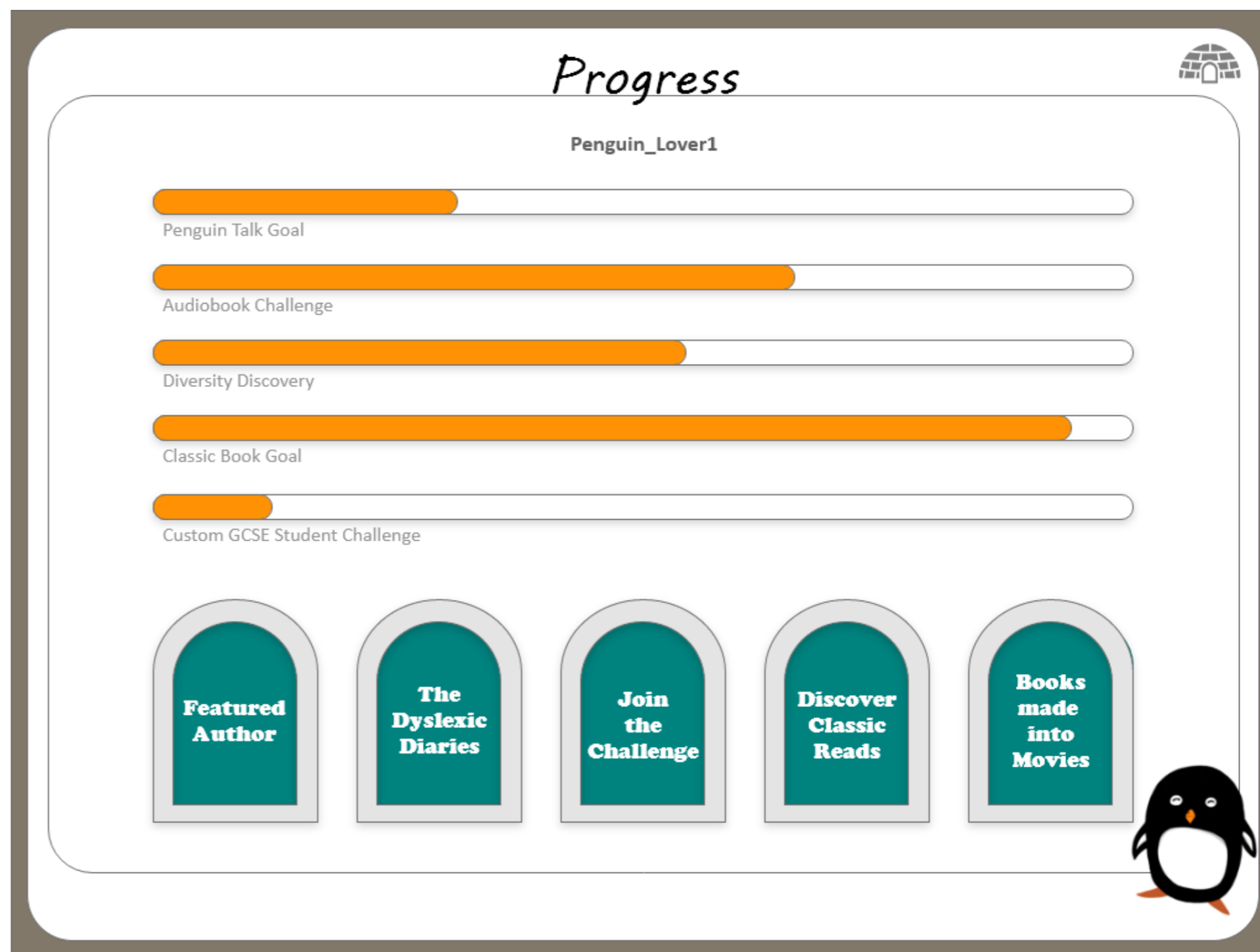
## Teacher Led Support

Teachers support students to:

- Develop the critical thinking skills they need to solve challenges
- Guide discussion on perspectives
- Make connections with the outside world using the Penguin Platform

Teachers can guide their classes in online UK wide activities, e.g.,

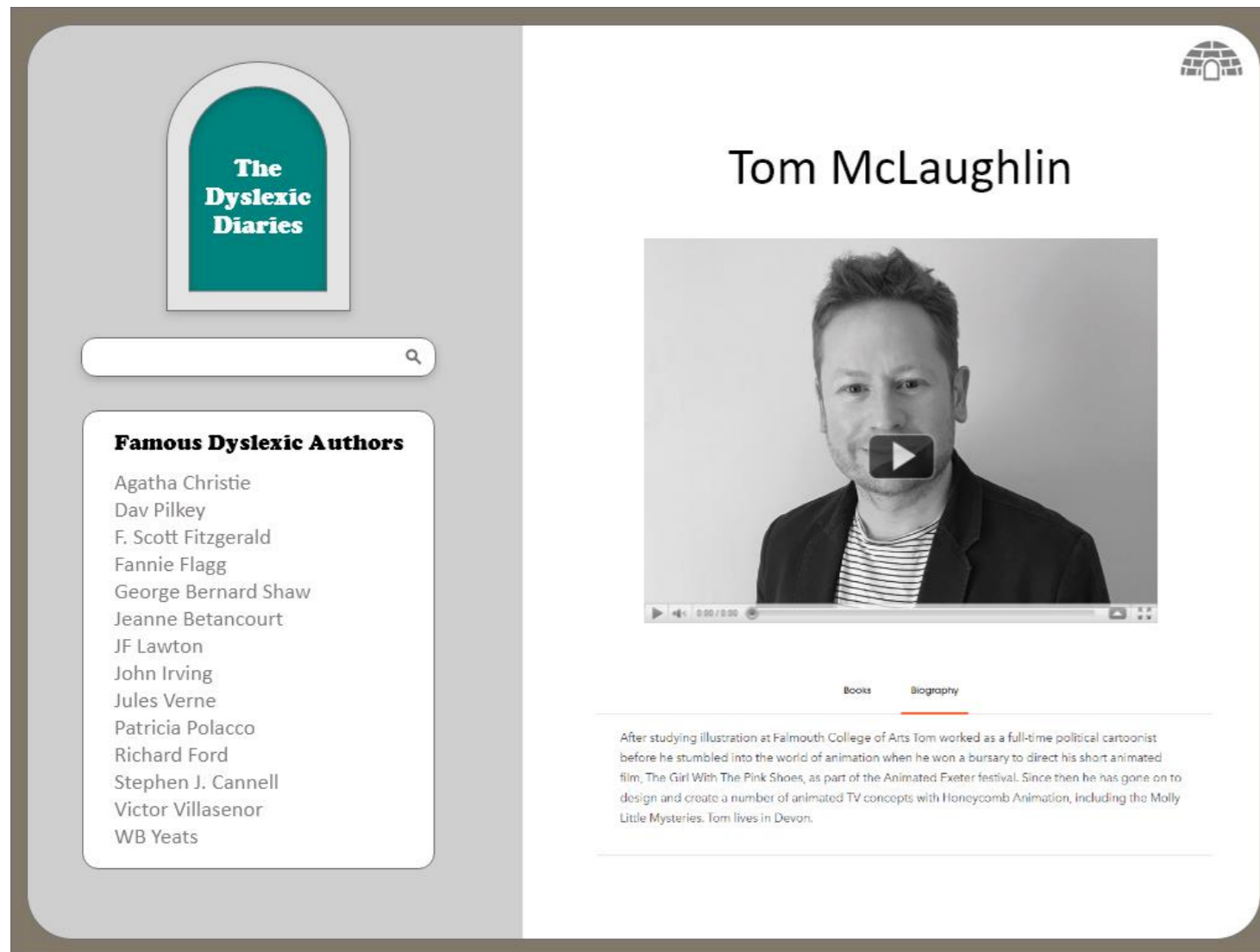
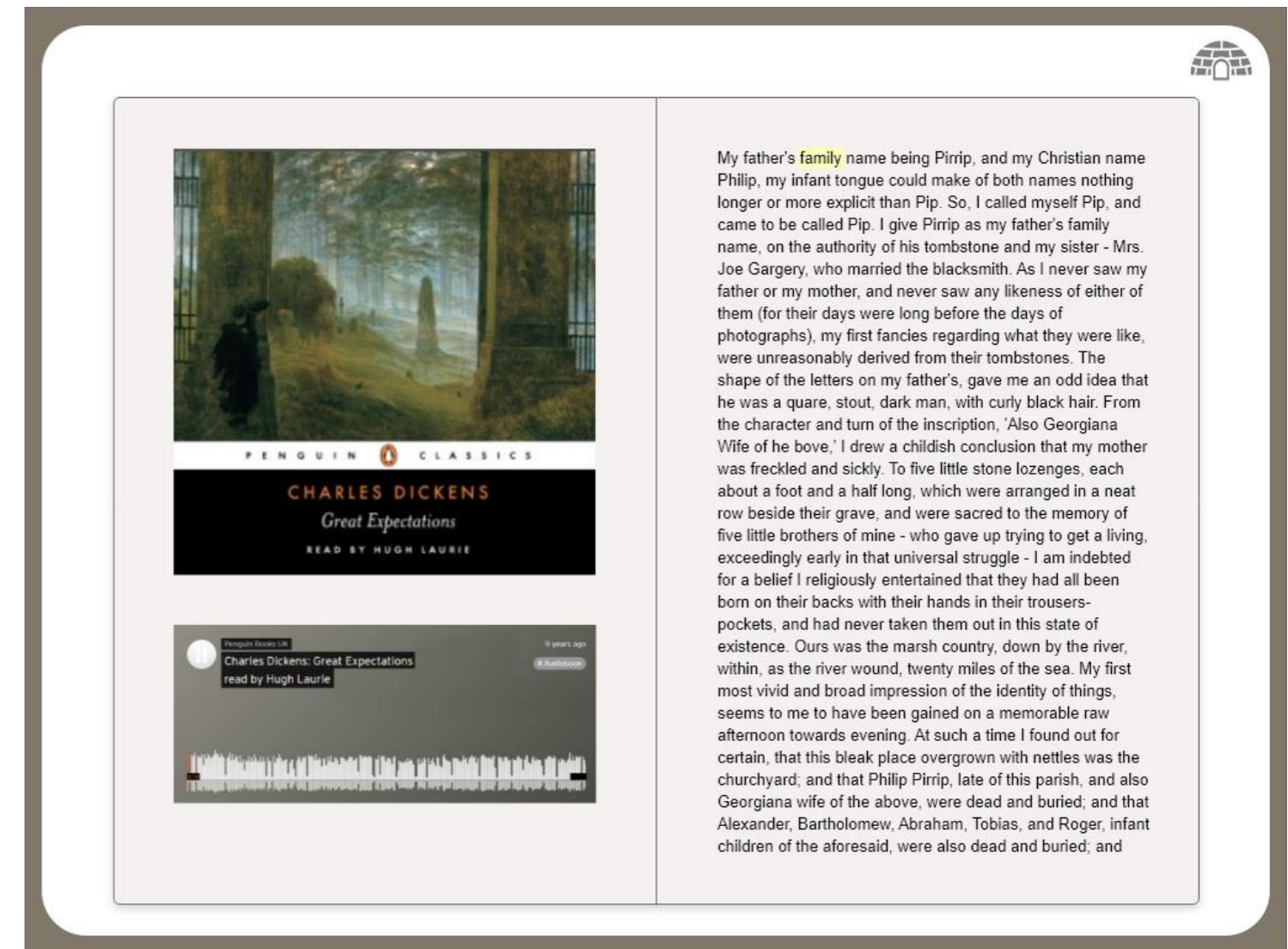
- Engage with other schools in drawing alternative book covers
- Compete with other classes in "battle of the books"
- Discuss different perspectives on historical events
- Bring diversity into homogeneous classroom spaces
- Build cultural awareness





# Diversity and Inclusion

International Dyslexia Association defines dyslexia as “a specific learning disability that is neurobiological in origin ... consequences may include problems in reading comprehension and reduced reading experience that can impede growth of vocabulary and background knowledge.” (International Dyslexia Association, 2020). If young adults with dyslexia had more access to writers with dyslexia they can identify with then they will be more likely to be engaged. The Dyslexic Diaries is a series of short videos about (or with) dyslexic authors speaking about their own experiences. Combined with an easy to use interface where audiobooks can be listened to at the same time as reading an ebook with the words highlighted can further assist dyslexics students. As this feature is fully contained within the Penguin Platform it becomes inclusive – meaning dyslexics wont need to use another piece of software to access the books their classmates are reading.

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## Image Sources

- Penguin Logo provided in D&AD Penguin Brief Pack
- Book Images & Tom Biography from: <https://www.penguin.co.uk/>
- Audiobook visual retrieved and modified from: <https://soundcloud.com/penguin-books/dickens-great-expectations>
- Penguin avatars hand drawn using 'Know your penguins' t-shirt as reference. Available at: <https://www.redbubble.com/i/t-shirt/Know-Your-Penguins-by-PepomintNarwhal/13975537.M4A2N>
- Image of Tom available from: <https://thebathmagazine.co.uk/accidental-series-interview-with-tom-mclaughlin/>