Gamification with education for outreach and engagement

Craig Docherty

University of Stirling, Scotland
cwd00002@students.stir.ac.uk

Abstract
Gamification, the process of making activities more gamelike, is a rapidly expanding research field that is already established in a commercial setting. By utilizing gamification methods, and techniques, it may be possible to develop products that deliver educational outcomes for outreach and engagement programs in the field of tree and plant health. With a specific focus on engaging volunteer groups, visitors to installations, and other non-expert groups – this project is taking a four method approach to delivering education aims in the hope of establishing what works; building on this research to further refine future development and guide delivery of products that maximise engagement, and education, within the target groups.