



From Traditional e-learning to  
location based learning games

*Persuasive Learning in the  
Danish Military*

# Today's talk

- Attention – Location and situation-based learning in the Danish Military
- Persuasive Learning Designs
- Future research

# Main points

1. With Attention, we influence the community of practice rather than simply inform and train
2. With persuasive designs we bridge between location and situation - thereby facilitating the relevance of environmental knowledge
3. Attention makes environmental education fun, relevant and engaging

# Behind Attention

## **The Danish Military Defence' strategies for energy and environment include:**

- Decreasing energy consumption by 20% compared to 2006
- Increasing the use of energy from sustainable sources by 60%
- Reducing Co2 waste by 40% compared to 1990
- Promoting a positive attitude towards environment protection within the Danish Military
- Educating all Danish Military employees, both military and civilian in appropriate environmental behaviour



Acttention

# Attention

- One of several initiatives taken to meet strategic goals
- Based on a collaboration between:
  - The Danish Military
  - Department of Communication and Psychology, Aalborg University
  - Experience designers Bunker 43

# Attention



- A location and situation based learning game, aimed at drafted recruits in the Danish army
- Currently designed to teach soldiers appropriate environmental behaviour e.g. waste management

# Attention

- 15 minute introduction film
- Only content which is specifically relevant to the drafted recruits





# Attention



- 45 minutes of location and situation based learning
- Through touch screens, the drafted recruits answer different waste oriented questions

# Attention

- To complete the touch screen challenges, the recruits must run to locations on the army base and retrieve 3 digit codes from colour cards



# Acttention

- Acttention is a team based game, where the recruits form teams of 3 - 5 members.
- Points are awarded through a combination of correct answers, hastiness and correct colour code
- Collaboration is key, as recruits are allowed to help discuss solutions with their team members.





# Persuasive Learning Designs

# Theoretical foundation

Constructive  
Learning

Persuasive  
Design

# Considering Kairos



# Results

- By moving focus from location based gaming to situation based learning, Acttention becomes applicable to all army bases in Denmark
- The team element in Acttention facilitated a natural change from instructional education to collaborative learning.
- Through reflections and discussions, the recruits established a mutual understanding of appropriate environmental behaviour.

# Influence rather than educate

- Through the transition from instructional learning to collaborate learning Attention aims to influence and change the communities of practice in the army base
- By bridging from location based to situation based learning, we acknowledge that environmental education is not considered a primary focus in military training
- This leads to a more positive attitude towards the notion of an environmental focus in the army



Fun, relevant and engaging



# Future research

Iteration 2 - Aalborg Kaserne, Spring 2015

- Particular focus on: motivational aspects, game mobility and context adaptability

Iteration 3 – Aalborg Summer 2015

-Particular focus on long-term learning potential, context dependency,

# For more information:

Watch our Acttention film on [Youtube](#)

## Or get in touch:

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