From Traditional e-learning to location based learning games

Persuasive Learning in the

Danish Military
Todays talk

• Actttention – Location and situation-based learning in the Danish Military
• Persuasive Learning Designs
• Future research
Main points

1. With Acttention, 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. Acttention 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
Actttention

• 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
Actttention

• 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
Actttention

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

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

• Actttention 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

Kairos

- Appropriate Time
- Appropriate Place
- Appropriate Manner
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 Attention film on Youtube
Or get in touch:

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