



Nudging up MyOpinion response rates using a gamified leaderboard

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Challenge – Course evaluation ‘buyin’ and responding to MyOpinion

Many academics struggle with getting ‘buyin’ from students in terms of providing feedback to institutional Student Evaluation of Teaching (SET) surveys. While efforts to prompt students to respond might include: various forms of communication, announcements, reference to how a course has reflected and acted on feedback in future updates, and the other promotion features (including USQ’s use of a big yellow button), increasing the percentage of response rates still tends to be a challenge (average response rates in SET fluctuating between 30% and 50%) (Bennett & De Bellis, 2010; Spooren et al, 2013).

Question - Can a MyOpinion leaderboard help increase student response rates?

Initially trialled in 2015 in EDC3100, and extended into several other courses in 2016, two academics wanted to explore whether providing a ‘nudge’ through the integration of a MyOpinion **leaderboard** could increase response rates.

Nudging, gamification & leaderboards

- **Nudge** - “any aspect of the choice architecture that alters people’s behaviour in a predictable way without forbidding any options or significantly changing their economic incentives” (Thaler & Sunstein, 2008, p. 6).
- Deterding et al (2011) define **gamification** as “the use of game design elements in non-game contexts” (p. 10) with the intent to “motivate and increase user activity” (p. 9)
- **Leaderboards** are amongst the most popular of games mechanics found in case studies using gamification in education (Dicheva et al, 2015).

“A **leaderboard** is a game design element consisting of a visual display that ranks players according to their accomplishments; when used in an educational setting it serves as a way for students to directly compare their own performance with that of others” (Christy & Fox, 2014, p. 67)

How does a MyOpinion leaderboard work?

Students encouraged to complete MyOpinion

Course examiner updates # of responses in Google spreadsheet

Leaderboard is promoted

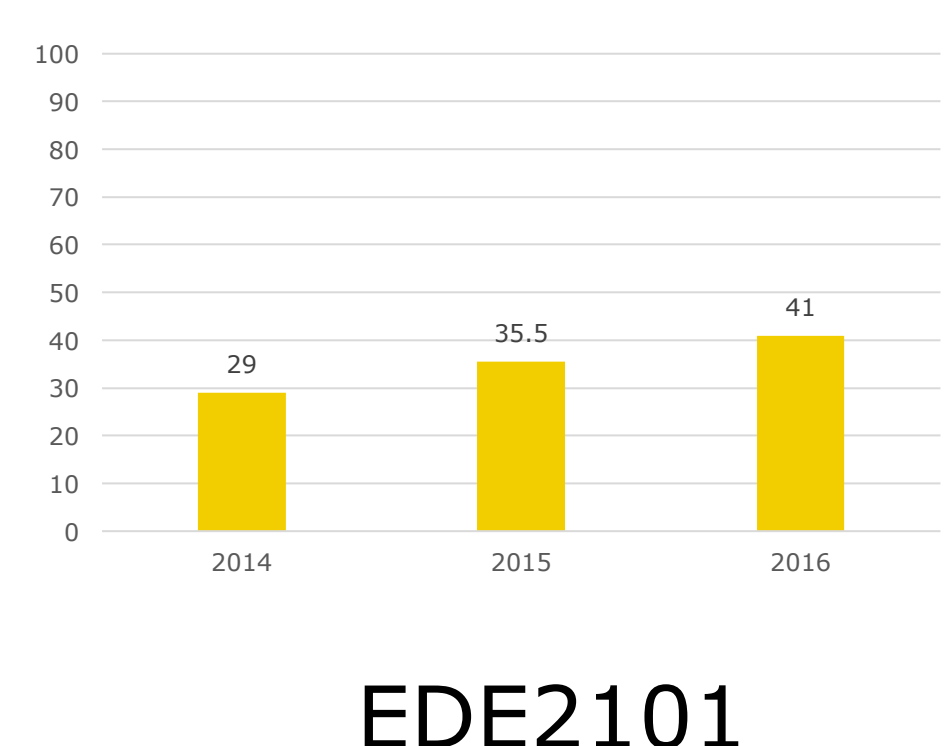
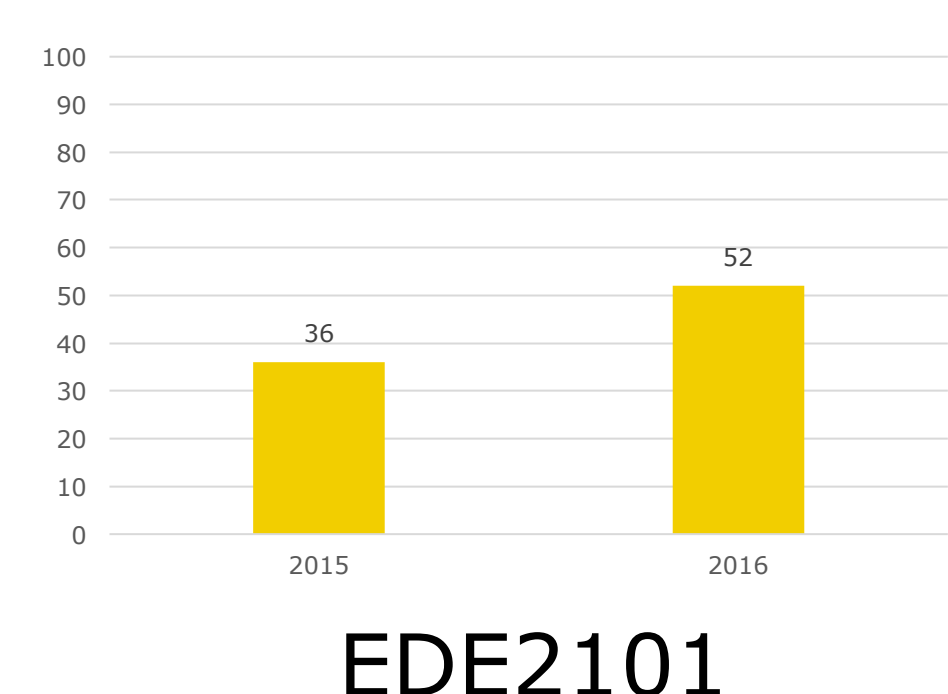
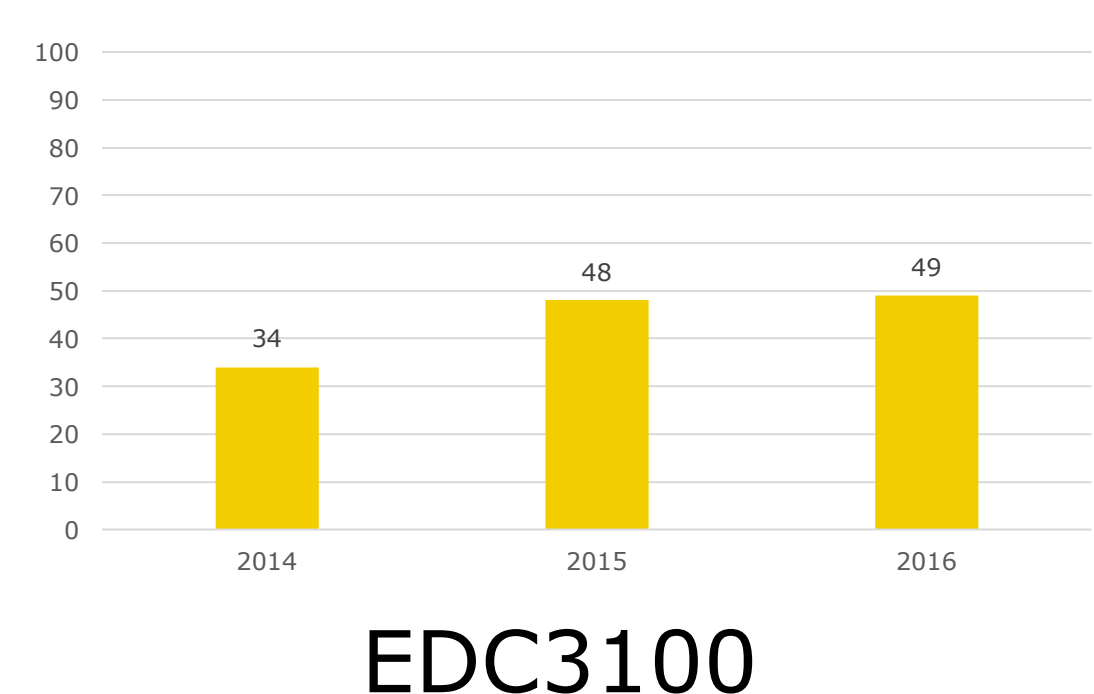
Leaderboard constructed live, each time it is viewed.

Rank	Year	Responses	Percentage
1	2016	49	49.00
2	2015	43	47.78
3	2013	42	39.62
4	2014	30	33.71
5	2012	18	20.93

Year	Responses	Percentage	Current	Total Enrolment
2012	18	20.93		86
2013	42	39.62		106
2014	30	33.71		89
2015	43	47.78		90
2016	49	49.00	yes	100

Results

Each of the courses trialled increased response rates by at least 12-15%, with the aim of ‘bettering these numbers each offering.



- EDC3100: 34% to 48 & 49%
- EDE2101: 36% to 52%
- EDE4010: 35.5% to 41%

What’s next

- Improve advice for using the leaderboard
- Promote more broadly to academics
- Explore options to automate leaderboard updating
- Integrate a range of other communication strategies
- Evaluate

For more information & references

<http://djon.es/url/leaderboard>

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