

MULTIMEDIA  
SERIES

## And the Answer is... Game Shows!

Memorable and Compelling eLearning



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## And the Answer is... Game Shows!

It takes a **considerable** amount of work to develop instructional activities that engage and entertain learners, while concurrently imparting essential facts and knowledge. It's challenging enough to keep pace with new learning technologies that continue to rapidly evolve. Add to that the ongoing effort to formulate interesting paradigms that are both **understandable** to learners, and **effective** in [communicating information in a manner that is memorable](#). Fortunately, the use of customized game shows, with their familiar themes and structure, lessen this struggle; they can provide an outstanding platform for learning, assuming that slight adjustments are made. Let's discuss the format of a few popular game shows and how they could be **enhanced for instruction**, producing effective and unforgettable learning experiences.

### Positive Results

Consider the structure of a "Jeopardy-style" learning event. One learner selects a category and question difficulty, the instructor reads the question aloud, and participants attempt to be the first to answer. Next, the instructor provides confirmation or correction of the answer, an ideal opportunity to introduce **additional** instruction and information on the topic. Although learners don't receive prizes in a conventional sense, the **learning benefits** of game-show trainings – increased product knowledge, improved morale, and better comprehension – combine to create a highly-engaged workforce.

### Involvement Your Audience

Research demonstrates that using game shows as a learning tool (1) makes learning more **fun** and engaging, (2) **motivates** the learners, and (3) provides significant **increases** in test scores and overall **comprehension**. Game shows facilitate the involvement of the employee "contestants" as well as the **entire** audience. Consider that when posed with a question or concept, our brains are automatically triggered to search for answers and understanding. Simply read or hear a term like "pink elephant" and you'll find it's nearly impossible not to envision one. Ask creatively-crafted questions about your products or services, and similar **mental connections** will be made. That's one important strength of the game show training model.

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## Long-Lasting Learning

A high level of audience engagement leads to a very exciting presentation environment, and such **emotion** has a significant impact on memory and cognitive thought. Therefore, audiences remember **more** of a presentation when the content is communicated in the context of a game show format.

Think of corporate game shows as training methods that employ questions designed to compel **audience participation**. By leveraging human nature (with small tweaks to format and dialog), these games elicit learner **curiosity**, engage their innate **competitive spirit**, and impart knowledge in an exciting and, most importantly, **memorable** format. On television, game shows lack effective training mechanisms. But make **small** modifications to parallel your training initiatives, and they can become outstanding corporate learning tools.

## Tailored Training

Well-designed game show education software enables **simple, repeatable customization** and thus addresses the needs of **a wide range** of audiences. Sets of questions can be **re-purposed** or edited based on the target audience or specific event. Presenters realize the value immediately, since emotionally engaged employees readily adopt the format, embracing the combination of corporate learning and game-show style entertainment. Also, it's essential to consider the **type of content** you wish to communicate as you select your specific game show format. Below are a few sample shows, along with the means each provides for conveying information:

<b>Password</b>	Communicate the meaning behind individual <b>terms</b> and <b>concepts</b>
<b>Match Game</b>	Match <b>audience</b> and panel knowledge with <b>participants'</b> responses
<b>Wheel of Fortune</b>	Spin the wheel to answer questions; reveal letters forming a term for <b>discussion</b>
<b>Family Feud</b>	Demonstrate a <b>single question</b> with <b>multiple answers</b> , in order of importance
<b>Jeopardy</b>	<b>Large amounts</b> of content presented through short answer-and-question format
<b>Who Wants to Be a Millionaire?</b>	Multiple-choice format; audience <b>participation</b> ; can be broken into <b>teams</b>

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### Education that **Endures**

Now more than ever, when audiences can be truly engaged and entertained by innovative educational presentations, you have the opportunity to ensure that they are **better trained**, and **retain more** on a long-term basis. Through the application of the customized game show paradigm, educators are able to develop connections at a **core**, emotional level, making **lasting impressions**, and leaving the audience captivated, well-informed, and wanting more.

### Other Resources

- ▶ [The WOW Factor – Multimedia-Enhanced Content](#)
- ▶ [Click, Drag, Engage – Top 10 Tips for Developing Persuasive Multimedia](#)
- ▶ [Interactively Convincing – Enhancing the Communication of Ideas](#)
- ▶ [Multimedia for Demand Generation – Helping Leads Find You](#)