COMPILING, CURATING, AND SHARING OPEN BADGES

The Benefits of Micro-credentials to Learners, Employers, and Institutions: A Badging Case Study from Ball State & Turner Classic Movies

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June – August 2017: TCM & Ball State taught a MOOC utilizing Concentric Sky’s Badgr
THE DETAILS:

- 6 week massive open online course (MOOC)
- 17,000 students signed up (~10,500 active in last week of course)
- Each week was a separate module that issued a badge for completion (score of greater than 70% on the weekly quiz) – 6 badges total
- Badge design was emphasized as part of the instructional design process – badges were designed as a “collectible set” of visual objects
- Key goal was to highlight if a badge was missing from the set, so design considered the arc of the learning journey or pathway
- Each badge was issued through Badgr approx. 2,870 times and 64% of signed up students participated in some activity in final week of course – the badges contributed to making the course highly retentive
- Students in course had an active social media presence (27,000 tweets on #Hitchcock50)
- Earned badges were “tweeted” by the students as literal “badges of honor”
- Students themselves wanted to share, curate, and compile their badges
A few key observations about the **visual design of badges**:

Better badge design does not need to be expensive (I spent $15 dollars on these badges and designed them myself)

Better badge design does not require a graphic designer

Better badge design can be done in a time-efficient manner

Better badge design should be more about concept and creativity

Better badge design should be about thinking how badges might be telling a digital story for the learner

Better badge design should be about alignment with the curriculum and learning outcomes (a virtual breadcrumb trail, or a bookmark)

Better badge design should be about considering what the badge represents for the learner as an achievement
**Badge Classes**

<table>
<thead>
<tr>
<th>BADGE</th>
<th>CREATED</th>
<th>RECIPIENTS</th>
<th>AWARD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hitchcock50 Badge: Week 1</td>
<td>Jun 30, 2017</td>
<td>3434</td>
<td>AWARD</td>
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<td>Hitchcock50 Badge: Week 2</td>
<td>Jul 7, 2017</td>
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<td>Hitchcock50 Badge: Week 3</td>
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<td>Hitchcock50 Badge: Week 4</td>
<td>Jul 21, 2017</td>
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<td>Hitchcock50 Badge: Week 5</td>
<td>Jul 29, 2017</td>
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<td>AWARD</td>
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<tr>
<td>Hitchcock50 Badge: Week 6</td>
<td>Jul 31, 2017</td>
<td>2584</td>
<td>AWARD</td>
</tr>
</tbody>
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What is Design?

“Design is a plan for arranging elements in such a way as best to accomplish a particular purpose”
—Charles and Ray Eames

Key Questions:

- Does the visual design of a badge matter to learning outcomes?
- Does visual design matter to the learner?
- Does visual design matter to the instructor?
- Should badge issuers consider visual designs across a series of badges?
Badges as a Learning Brand: Visual “MacGuffins” and Tapping into Fandom

Designing badges for Turner Classic Movies MOOCs

Key Considerations: Collectible, Shareable, Memorable
I love my stinking badges. Now I want to gamify my classroom so my students can earn badges for their accomplishments.

#Hitchcock50
Chris Coombs 🎅️ 🎄
@CCoombs1964

#hitchcock50 #TCMPartyknife ⚔️ ⚒️ 💥
I got all my badges in the Hitchcock course. 😊😊😊

to celebrate with some pretzels and cheese🥨 🍪 🍪 🍪
5:36 PM - Jul 31, 2017

❤️ 11 🗓 See Chris Coombs 🎅️ 🎄 's other Tweets
Jennifer Anne
@shadypinesmah

Thank you @redwards7 for your passion and hard work in making #Hitchcock50 a phenomenal learning experience. I'm going to miss this course!
1:20 PM - Aug 6, 2017

Olga Granat
@oganat

#Hitchcock50 Badges for week 5 & 6! Have learned so much these last few weeks - webcast with @redwards7 and Alexandre Philippe was great!
5:14 PM - Aug 2, 2017

Gary Loggins
@gary_loggins

6th and final #Hitchcock50 badge complete! Thank you @redwards7 for an excellent learning experience!
4:57 PM - Aug 4, 2017
Thank you!

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