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"Exploring Digital Badging: The What, Why and Some of the How"

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Exploring Digital Badging
The What, Why and Some of the How

Kelsey O'Brien and Trudi Jacobson

CLRC Workshop

April 19, 2016

Have you…

- Earned a badge?

- Created a badge?

Learning Objectives

At the end of this session, participants will be able to:

▶ Share information about the background, value, and issues connected to digital badging in higher education

▶ Contribute to an assessment of the potential value of digital badging in their work situations

▶ Demonstrate knowledge of resources that provide additional information about digital badging

Agenda: Overview of badges

                 Explore a badging system

                 Break

                 Create a badge

Traditional badges

Image Source: Badges! By Nancy White, CC-BY-NC-SA

Digital badges

Image Source: https://credly.com/badge-builder

What is a digital badge?

- ▶ A record of achievement
- ▶ Acknowledgement of an accomplishment
- ▶ Indication of a proven a skill or ability
- ▶ Evidence of learning
- ▶ Verification of competency
- ▶ Validation of non-traditional skills or experiences

Badge image
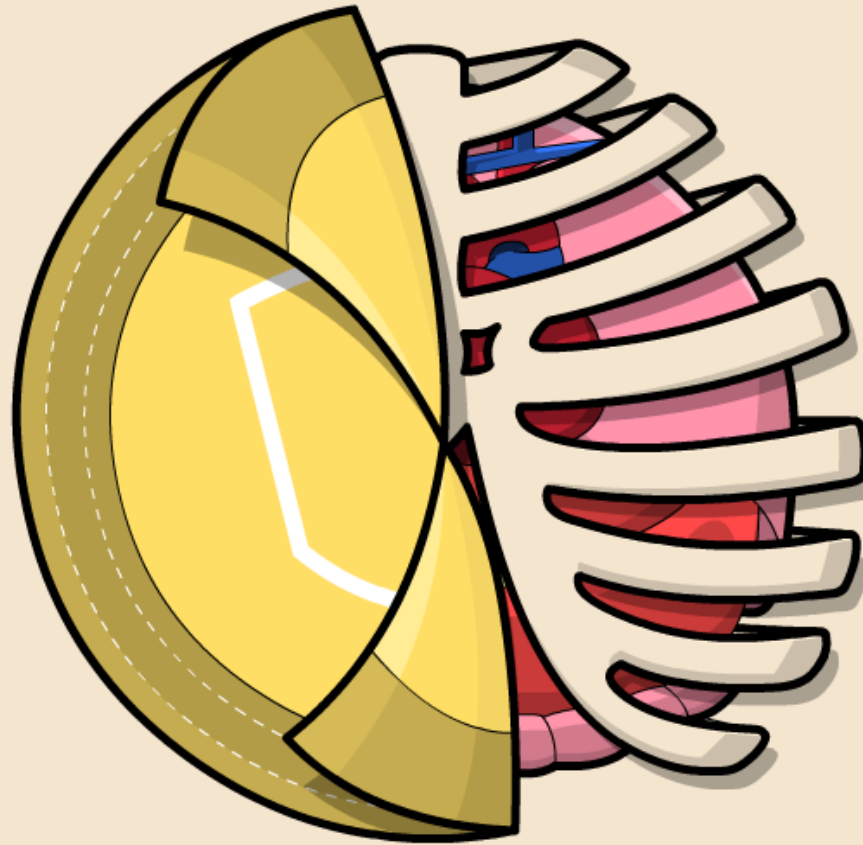
Badge name
Description
Criteria
Issuer
Evidence
Date issued
Standards
Tags

OPEN BADGES
ANATOMY

Image Source: Open Badges Anatomy by Kyle Bowen, CC BY-SA 3.0

Mozilla Open Badges Infrastructure (OBI)

- ▶ Established in 2012 with support from the MacArthur Foundation

- ▶ Metadata is baked into the badge image

- ▶ Open Badges initiative now being led by Badge Alliance
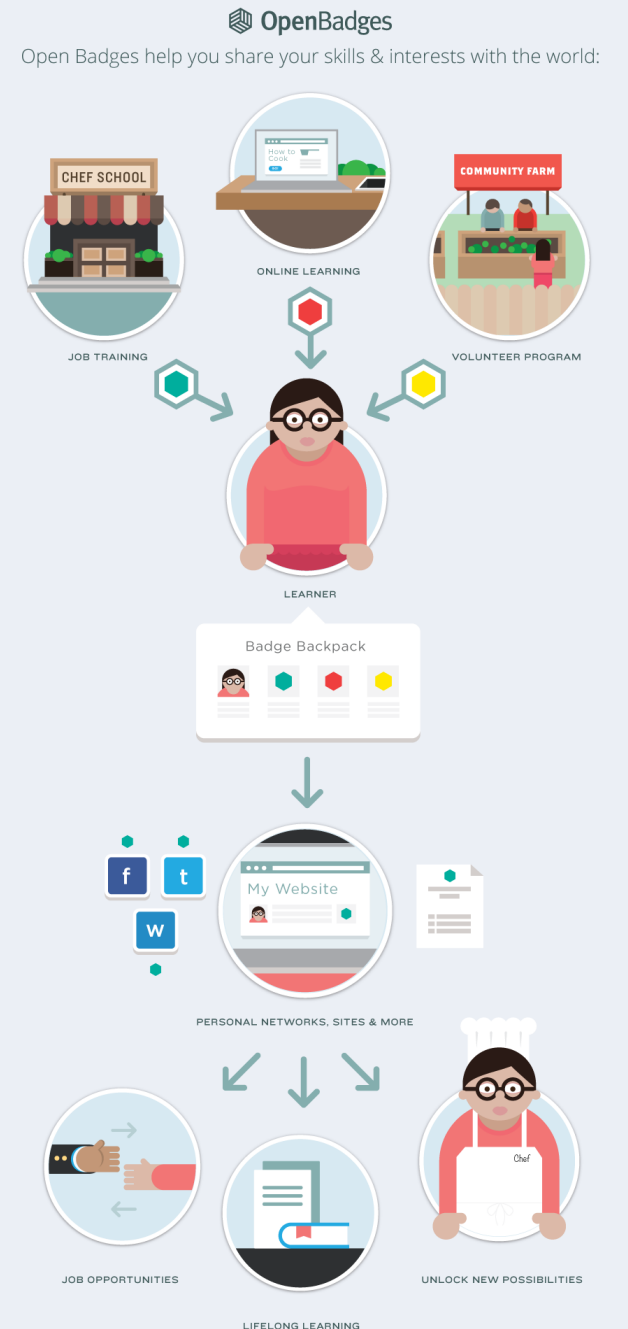
Step 1

Review credit before you send.

Title

Badge Explorer

Description

Awarded to those who attended the hour-long session on digital badging offered by the Professional Activities Committee at the University at Albany Libraries on Feb. 23, 2016.

Issue Date

02/21/2016

Expiration

02/21/2018

Issuer

Trudi Jacobson

BADGE EXPLORER

Example of badge components

Badges in Games and Apps

► FourSquare

► UnTappd

► Call of Duty

► GemCraft

► Audible

► Fitness apps (Preva, Fitocracy)

Image Source: Ben Risinger, CC BY 2.0

Badges in the Workplace and Professional Organizations

▶ Digital Promise – professional development for teachers

▶ YALSA –professional development for librarians

▶ Microsoft Educator Network

▶ Badges for Vets – veteran employment

▶ IBM – training for IT professionals

▶ Educause

Badges in Public Libraries and Communities

- Loveland Public Library – summer reading program
- Chicago City of Learning – city-wide initiative in which the Chicago Public Library participates
- Detroit Digital Adventure – another city-wide program with library participation. "Connected learning for all ages"

Badges in Higher Ed

▶ Penn State

▶ Purdue

▶ UC Davis

▶ Seton Hall University

▶ University Campus Suffolk

▶ Michigan State University

Source: http://badges.psu.edu/features/
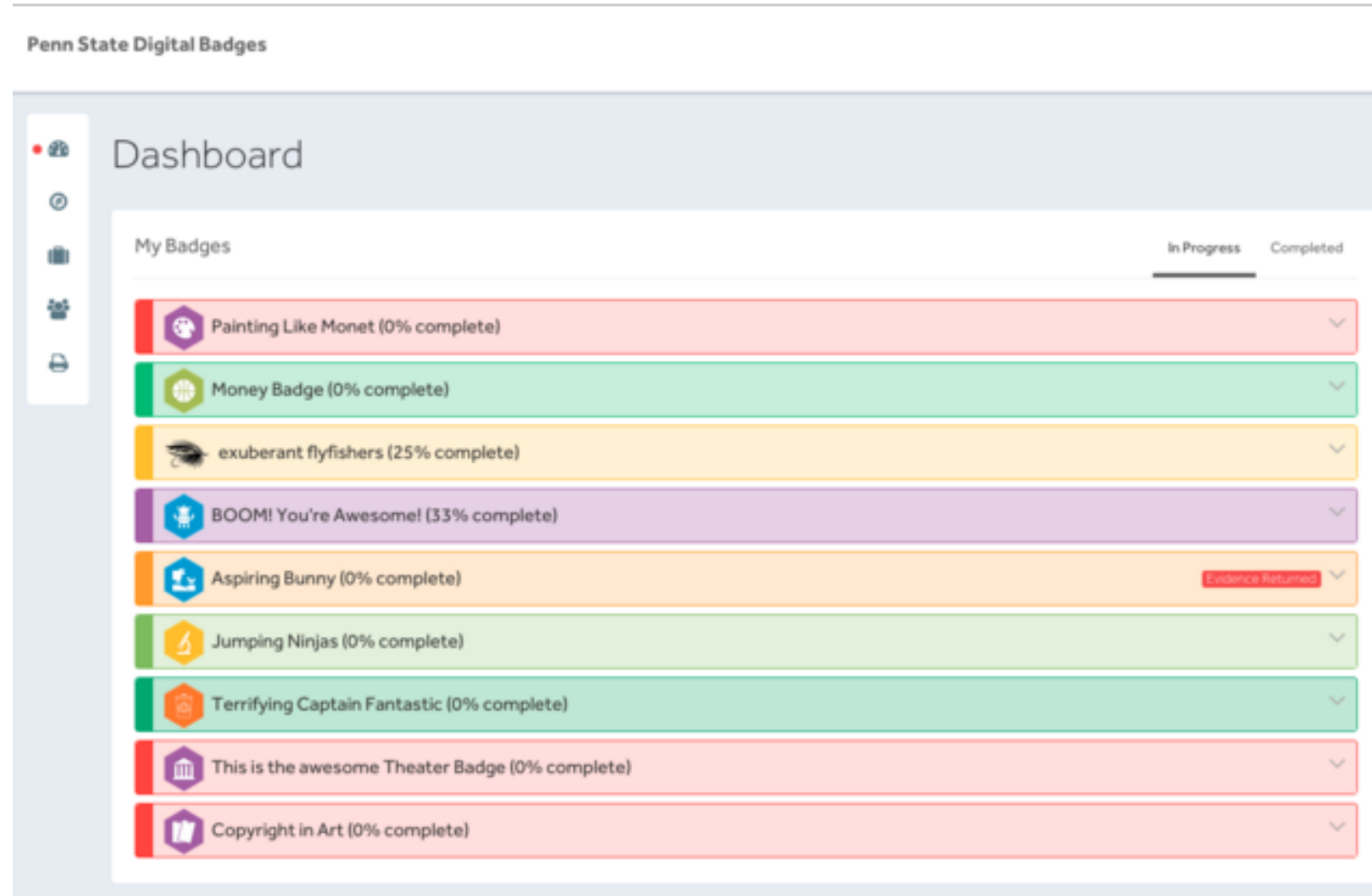
The Metaliteracy Badges
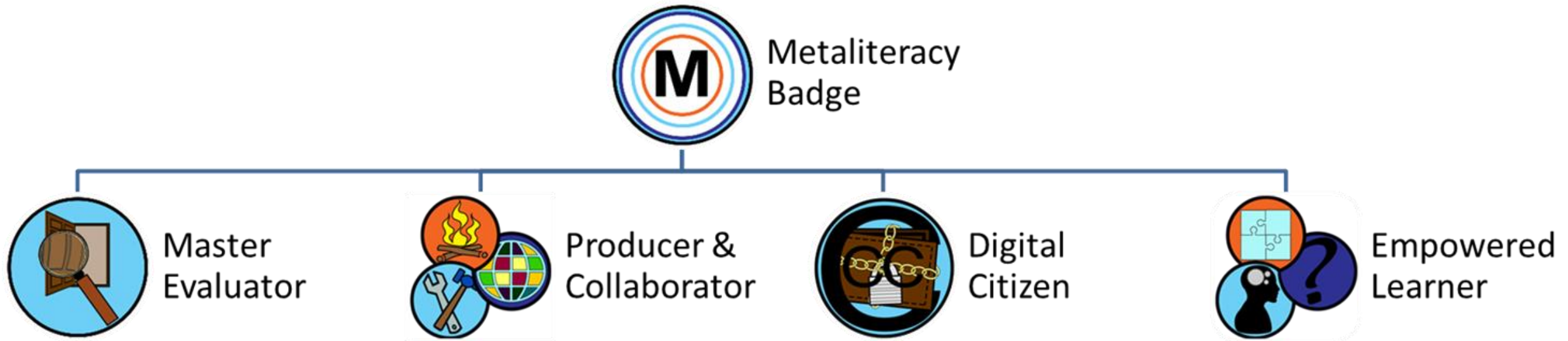
THOMAS P. MACKEY
and TRUDI E. JACOBSON

META LITERACY

Reinventing Information Literacy
to Empower Learners

"Metaliteracy expands the scope of traditional information skills (determine, access, locate, understand, produce, and use information) to include the collaborative production and sharing of information in participatory digital environments (collaborate, participate, produce, and share)" (p. 1).

Metaliteracy: Reinventing Information Literacy to Empower Learners
(Mackey and Jacobson, 2014).

Figure developed by Mackey, Jacobson and Roger Lipera
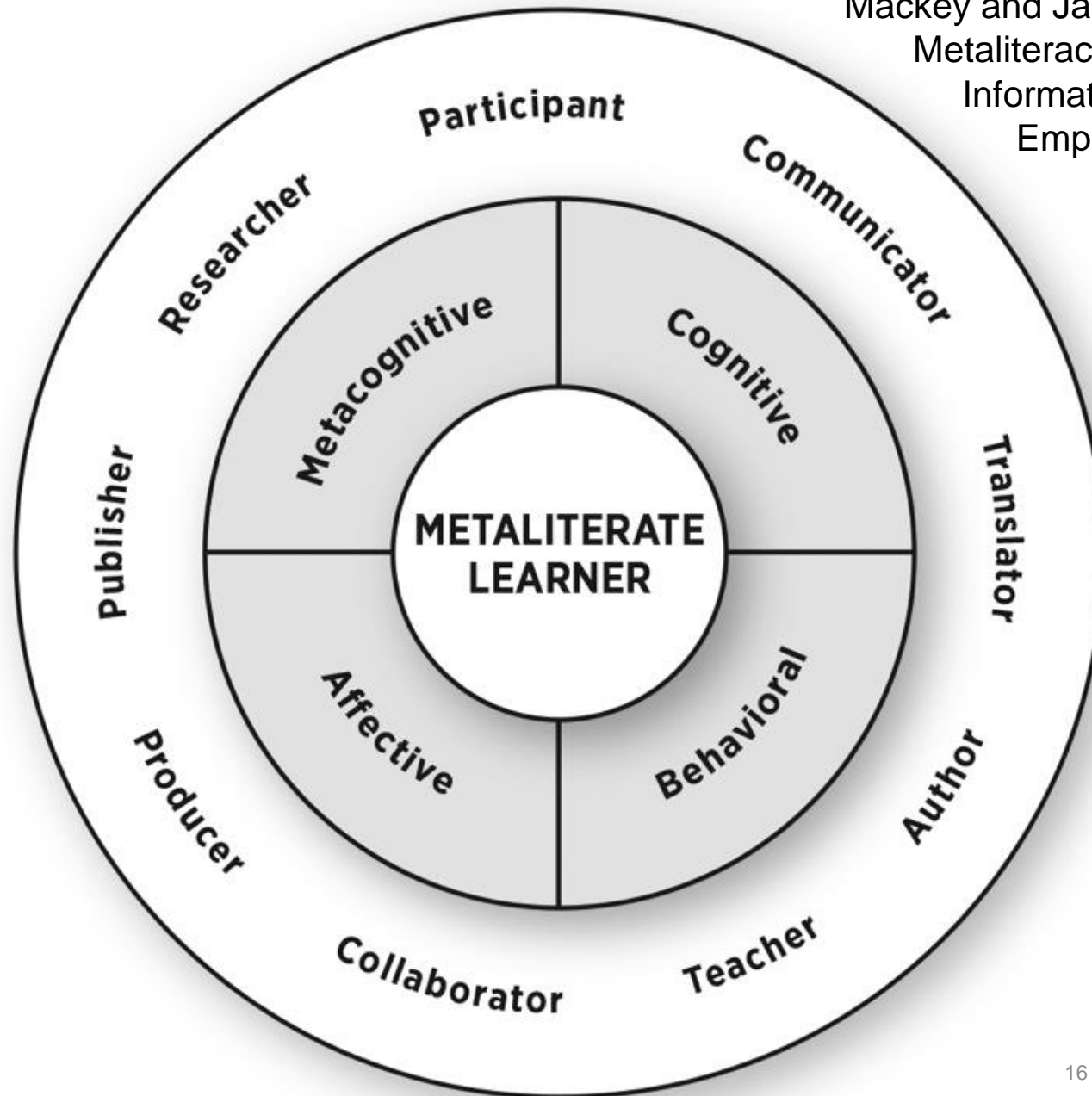
Design Process

▶ Step 1: Create constellations aligned with learning objectives

▶ Step 2: Design badge graphics

▶ Step 3: Create content (e.g. quests and assessments)

*These steps often overlap

Step 1: Create Constellations
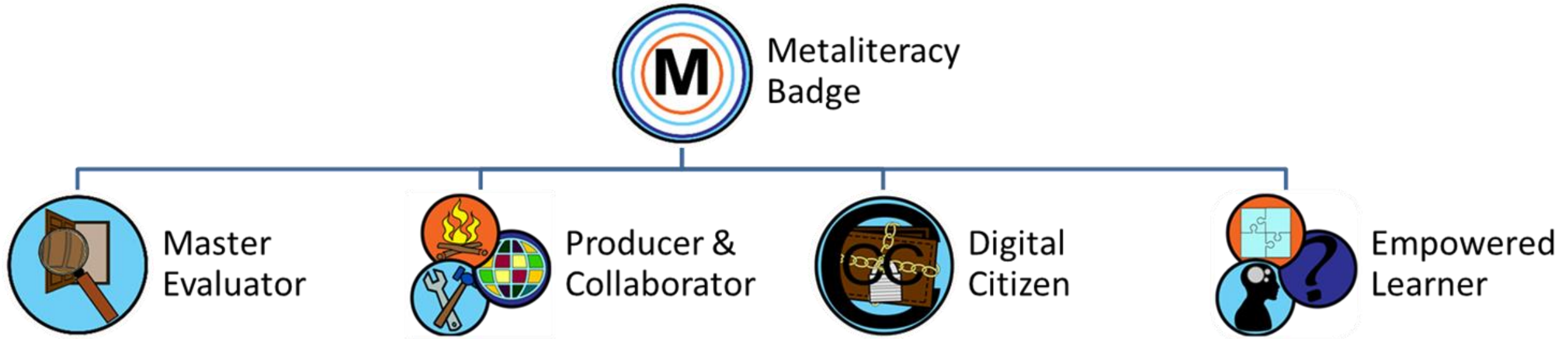
- Align with metaliteracy learning objectives

- Badge names = title that students can claim once they have mastered the concepts

- Graphics designed by tech specialist at the library. Now you can use Credly badge builder.

Master Evaluator Badge
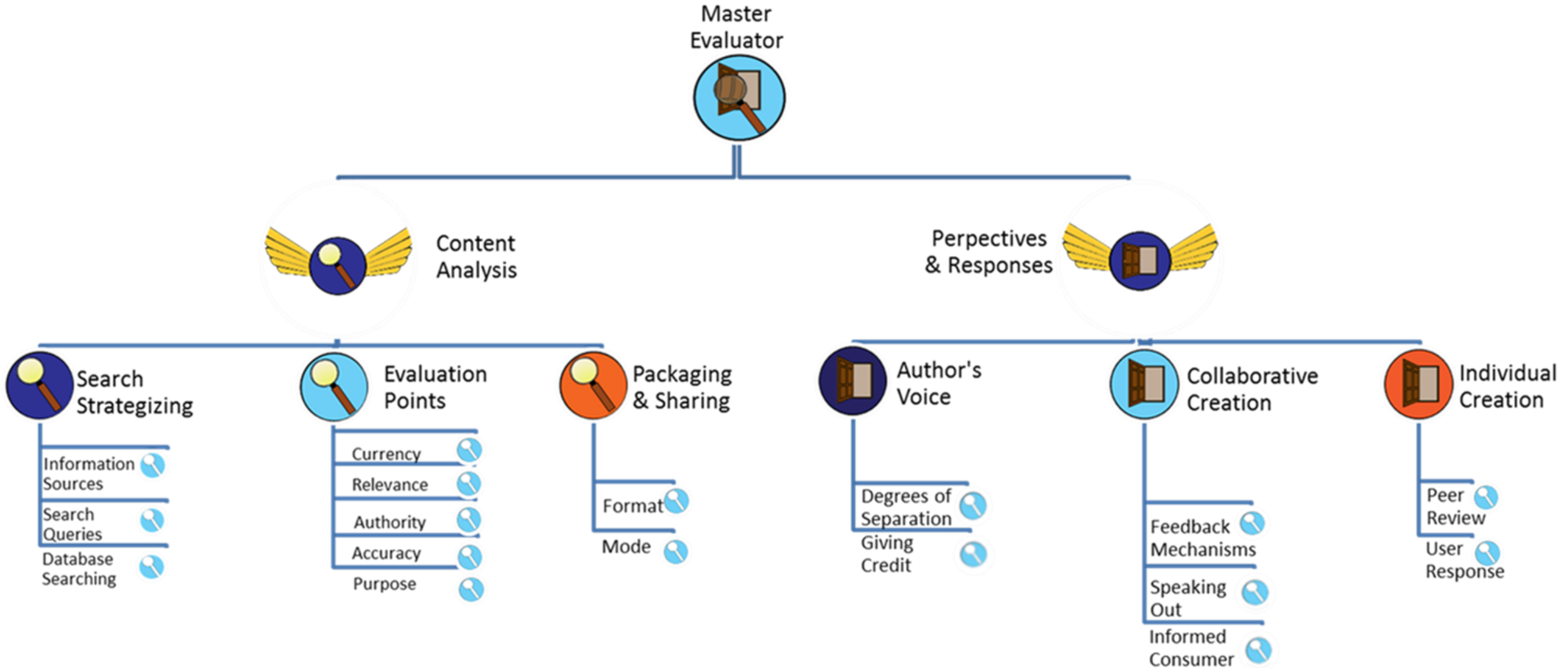
Producer & Collaborator Badge
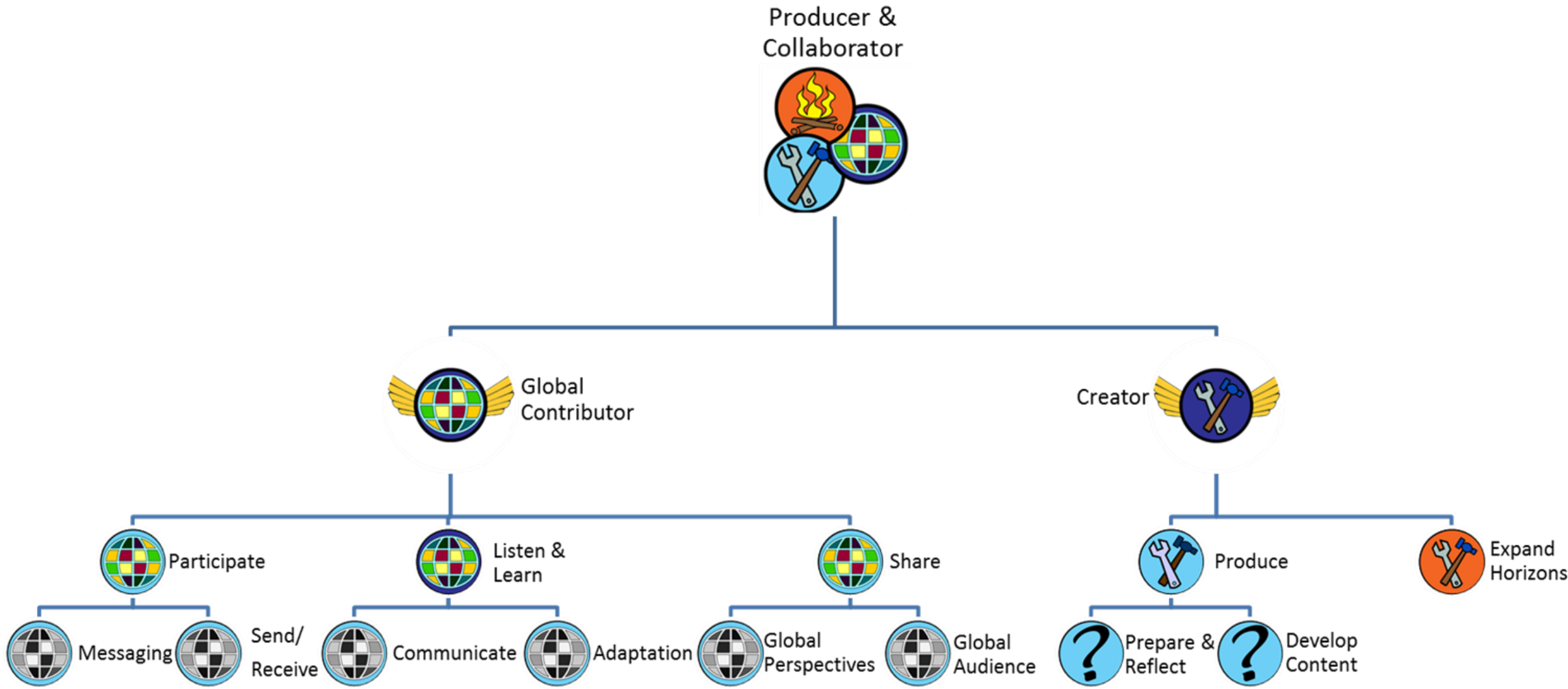
Digital Citizen Badge
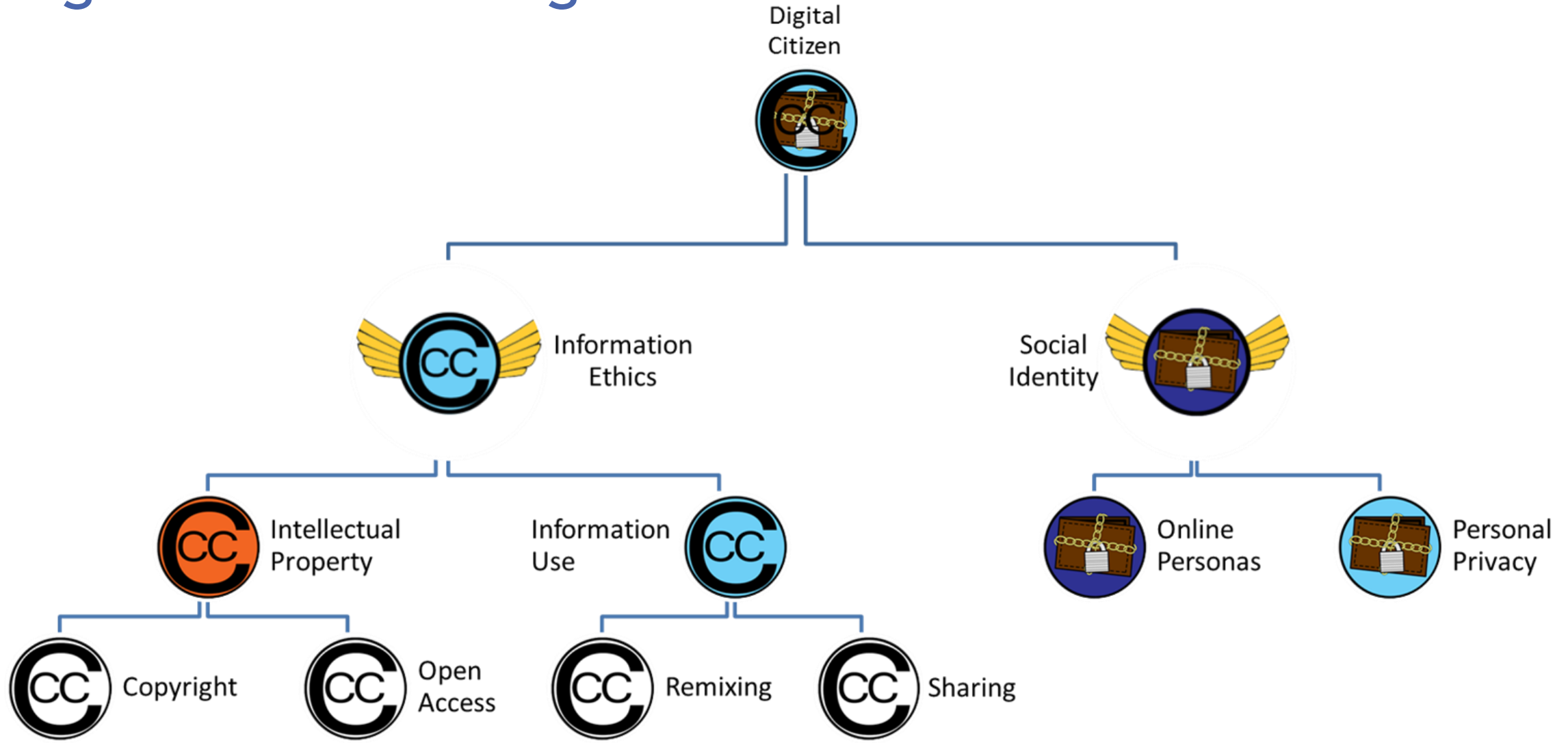
Empowered Learner Badge
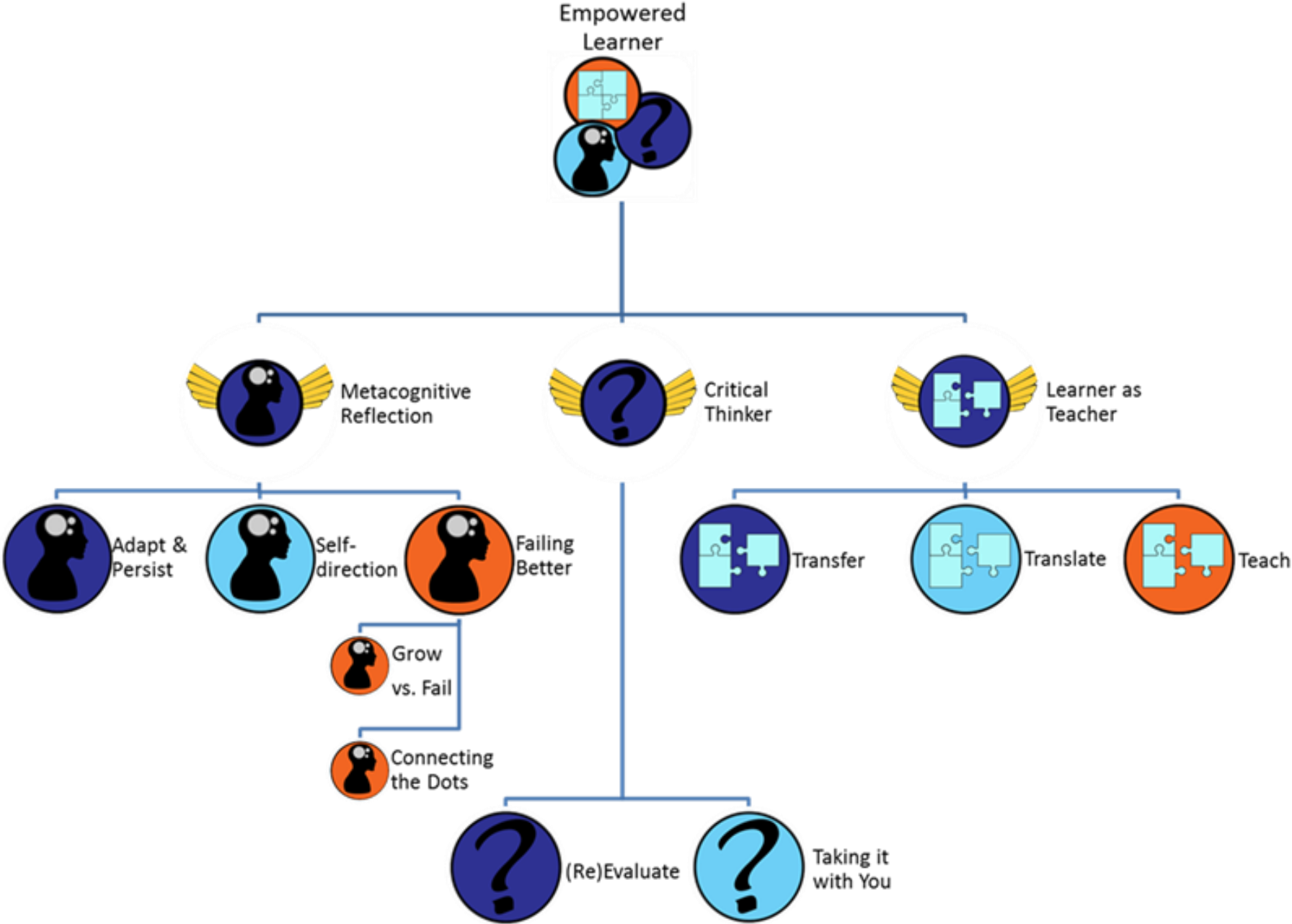
Platform

- Wordpress
- BadgeOS plugin
- LearnDash plugin
- Credly

https://credly.com/u/metaliteracy)

Metaliteracybadges.org

Implementations

- ECPY204U: Principles of Career and Life Planning

- UUNI 110: Writing and Critical Inquiry

- AENG 240V: Writing America

- UNL 207: Information Literacy

- ESPY 120: Psychology of Academic and Personal Effectiveness

- Honors Students

- ERDG 500

- IINF 200: Research Methods

It's time for a break

Step 2: Creating Badge Content

You might want to create quests (which lead to badges) or badges themselves for:

▶ Library activities completion or participation

▶ Demonstrations of knowledge

▶ Proficiency with resources

Considerations

▶ What are your goals?

▶ What will motivate your learners?

▶ Do you want to recognize new accomplishments or existing knowledge/skills?

▶ What is possible on your end?
   Automatic award or proof of accomplishment needed?

A couple of examples

▶ **Adapt and Persist** quest (Producer and Collaborator)

▶ The **Search Strategizing** series (Master Evaluator)

Prepare and Reflect

Its own learning objective—provides oh so much guidance, don't you agree?
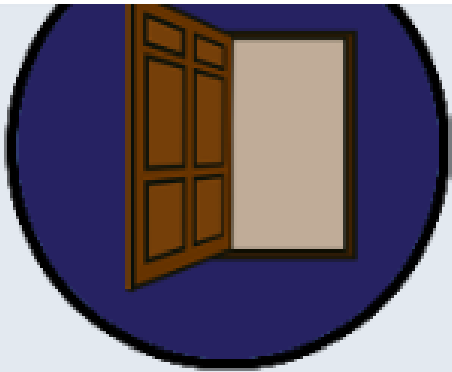
Adapt and Persist

Learning Objective: Value persistance, adaptability, flexibility (metacognitive domain)

Thought process

▶ Where on earth do I start?

▶ What do I know about?

▶ What might potentially be interesting?

▶ Can I show myself in a situation where I have to adapt and persist?

▶ How can I make it harder for myself?

▶ Why did I make it harder for myself?

Your projects will probably have far more focus!

Result (Adapt and Persist Quest)

▶ Told a story

▶ Showed myself learning something new to enhance the quest (adapt)

▶ Tried to show it wasn't easy (persist)

▶ Had some fun

▶ Modeled the process, then asked students to reflect on their experience adapting and persisting

Ideally, I would have been able to test this out on students before implementation

Adapt and Persist Flowchart 1
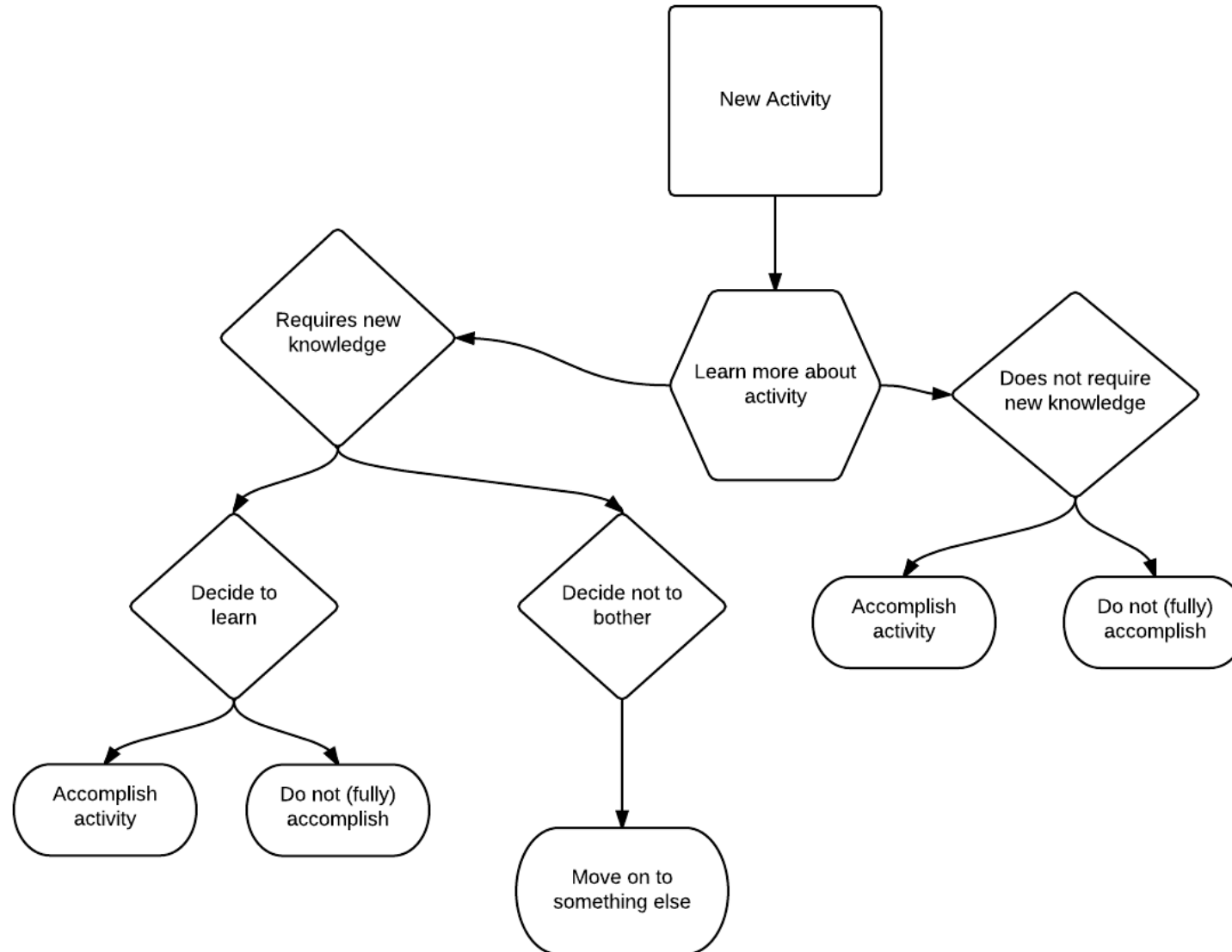
Adapt and Persist Flowchart 2
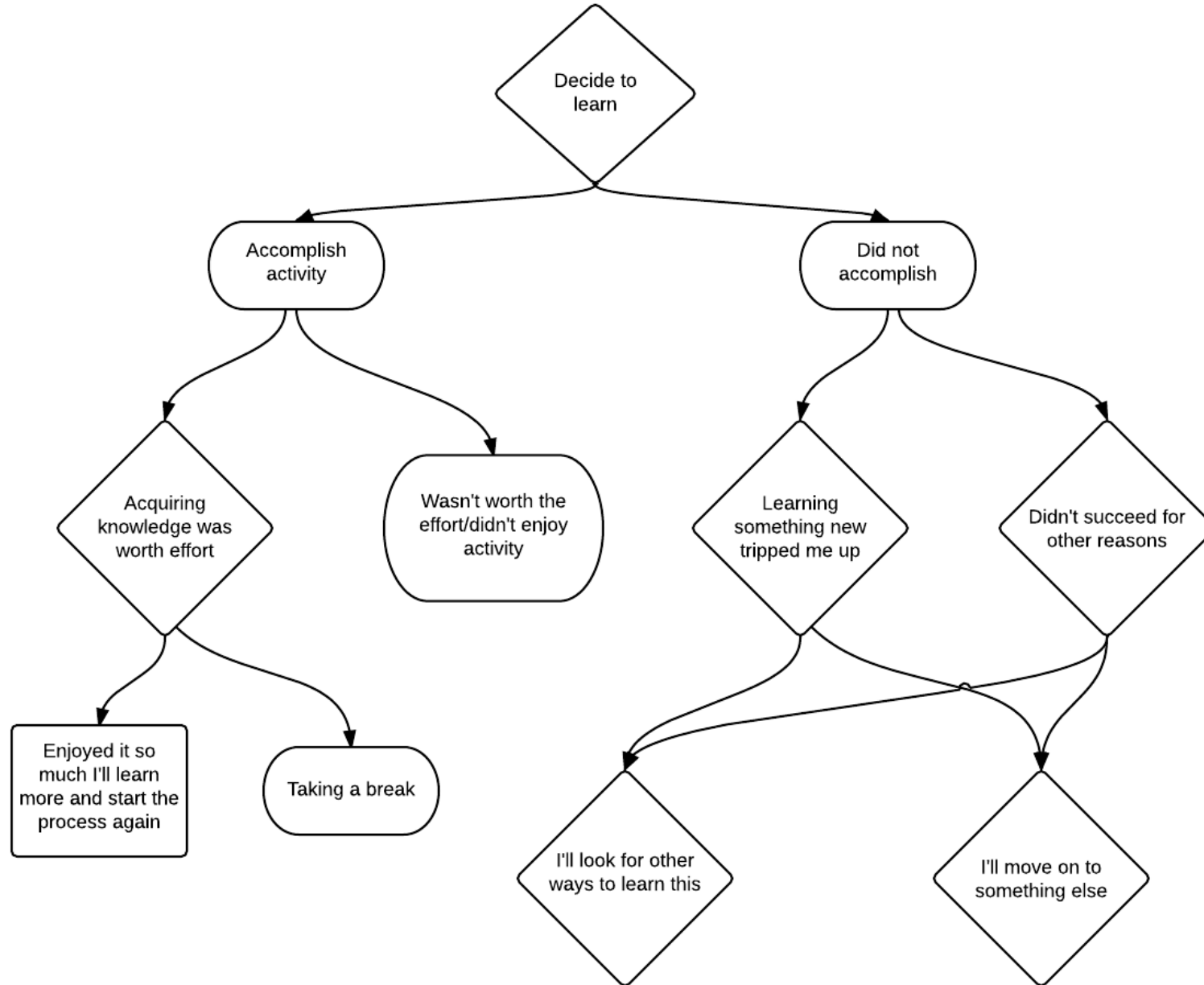
Search Strategizing Challenge

Metaliteracy Objective 1.5

Appreciate the importance of assessing content from different sources, including dynamic content from social media, critically

Search Strategizing

4 Required Steps

- Complete "Information Sources" quest.
- Complete "Database Searching" quest.
- Complete "Search Queries" quest.
- Complete the capstone activity to earn the "Search Strategizing" challenge.

Process

▶ Meet students where they are

▶ Tried to convey the bigger picture (vs. "how to" tutorial)

▶ Wrote out the full activity and then broke up into smaller chunks

▶ Presented information in a variety of ways, tried to make it interactive

▶ Assignment revised to focus on own topic

Quest Elements

► PIL video – What are your frustrations when researching? Helped students reflect on where they are & revisited at the end of the challenge

► Started with what they know: Google

► Showed them what they don't know, encouraged a "deeper dive" into familiar tools (e.g. more efficient web and database searching)

► Search Strategizing worksheet – apply what they've learned to their own research

Badge Creation Tips

- Would someone want to display this on a digital portfolio?

  - Make it a mastery title that the earner can claim (e.g. Digital Citizen, Empowered Learner, Producer and Collaborator)

- Is it worth putting a badge on it?

  - Make it meaningful and substantial (i.e. not just "I completed a quiz" or "I attended an event."). Indication of mastery vs. participation.

Develop a badging idea

▶ How might a badge fit in with your library's program or goals?

▶ Is there an existing activity or program?

▶ Would you want to design a new activity that would result in an earned badge?

Develop a badge plan

▶ First work individually

▶ Decide on a learning activity appropriate to your library for which people might earn badges

▶ Flesh out the idea

    ▶ What is the activity or learning experience?

    ▶ What resources would you provide—if any are needed?

    ▶ What would participants do to show they have learned?

▶ Group with individuals from similar types of libraries to discuss your plan

▶ Select one plan from your group to share with everyone

Learn More

▶ Badge Alliance

▶ Educause [badging library](#)

▶ MacArthur Foundation video: [What is a badge](#)?

▶ Tutorial: [Open Badges 101](#)

▶ Canvas Course: [Badging with Purpose](#)

▶ Diaz, V., Finkelstein, J. & Manning, S. (2015). [Developing a Higher Education Badging Initiative](#).

▶ Grant, S. & Shawgo, K.E. (2013). [Digital Badges: An Annotated Research Bibliography](#).