



# Du badge à la compétence

Le badge en formation :  
reflet de compétences réelles ou réel gadget ?

# Au programme

- Qu'est-ce qu'un badge ?
- Badges, gamification et engagement
- Le vrai potentiel du badge en termes de compétences



# Qu'est-ce qu'un badge ?

- Sa (rapide) petite histoire
- Et si on disséquait un badge ?
- Est-il digne de confiance ?
- Qui utilise des badges aujourd'hui ?

# Petite histoire du badge

Badge en tissu



Les premiers badges numériques dans le jeu vidéo



Le badge explore le monde !

-  **Newbie** Bravo vous avez réalisé votre 1er Check-In !
-  **Adventurer** Vous avez Checké dans 10 lieux différents !
-  **Super Duper Swarm** Vous avez checké avec 500 autres personnes
-  **Epic Swarm** Vous avez checké avec 1000 autres personnes ! #Epic !



Foursquare



# Les badges numériques



= une représentation visuelle

- d'une action réalisée
- d'un apprentissage
- d'une compétence acquise



# Anatomie du badge numérique

Que se cache-t-il derrière cette petite image ?

Une image

Du code

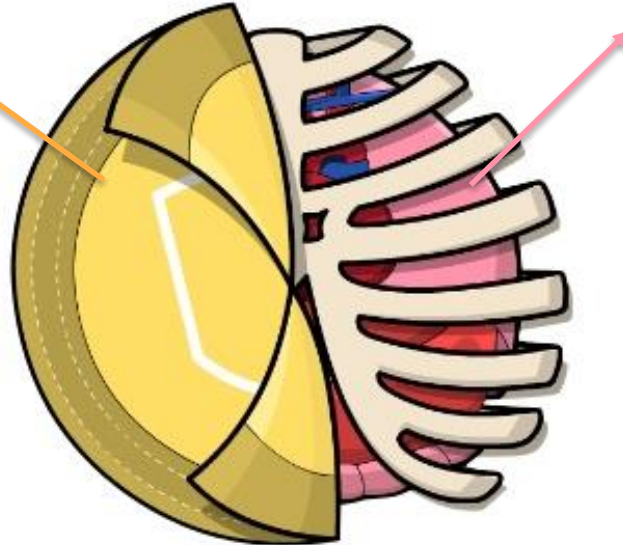


Illustration : Kyle Bowen

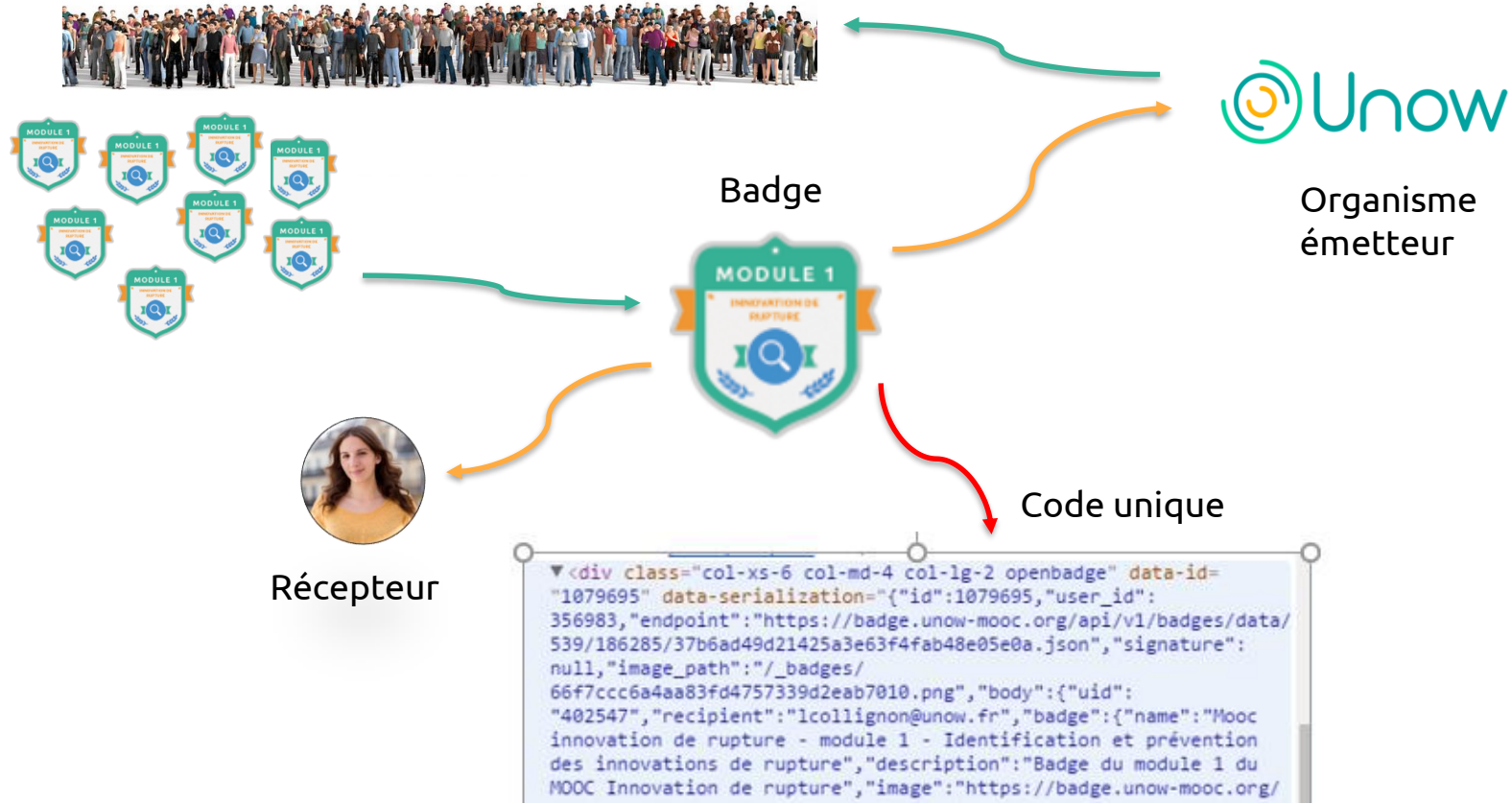
```
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innovation de rupture - module 1 - Identification et prevention
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ng\"}\" data-original-title title>
```



# Peut-on avoir confiance dans les badges ?



# Le badge est un objet social !





# Comment ça marche ?

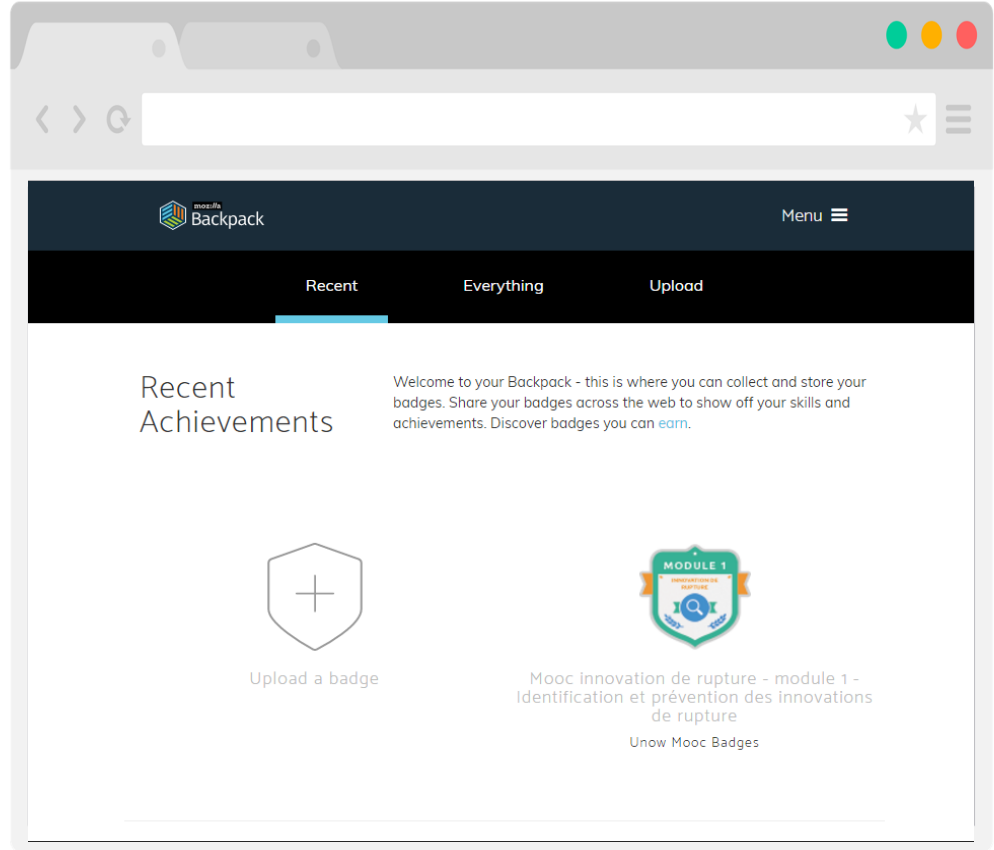
Les ingrédients pour avoir un système de badges numériques qui fonctionne

- Un émetteur : créé et attribue le badge
- Un récepteur : reçoit le badge
- Un appréciateur : qui reconnaît la valeur du badge



# Le Mozilla Backpack

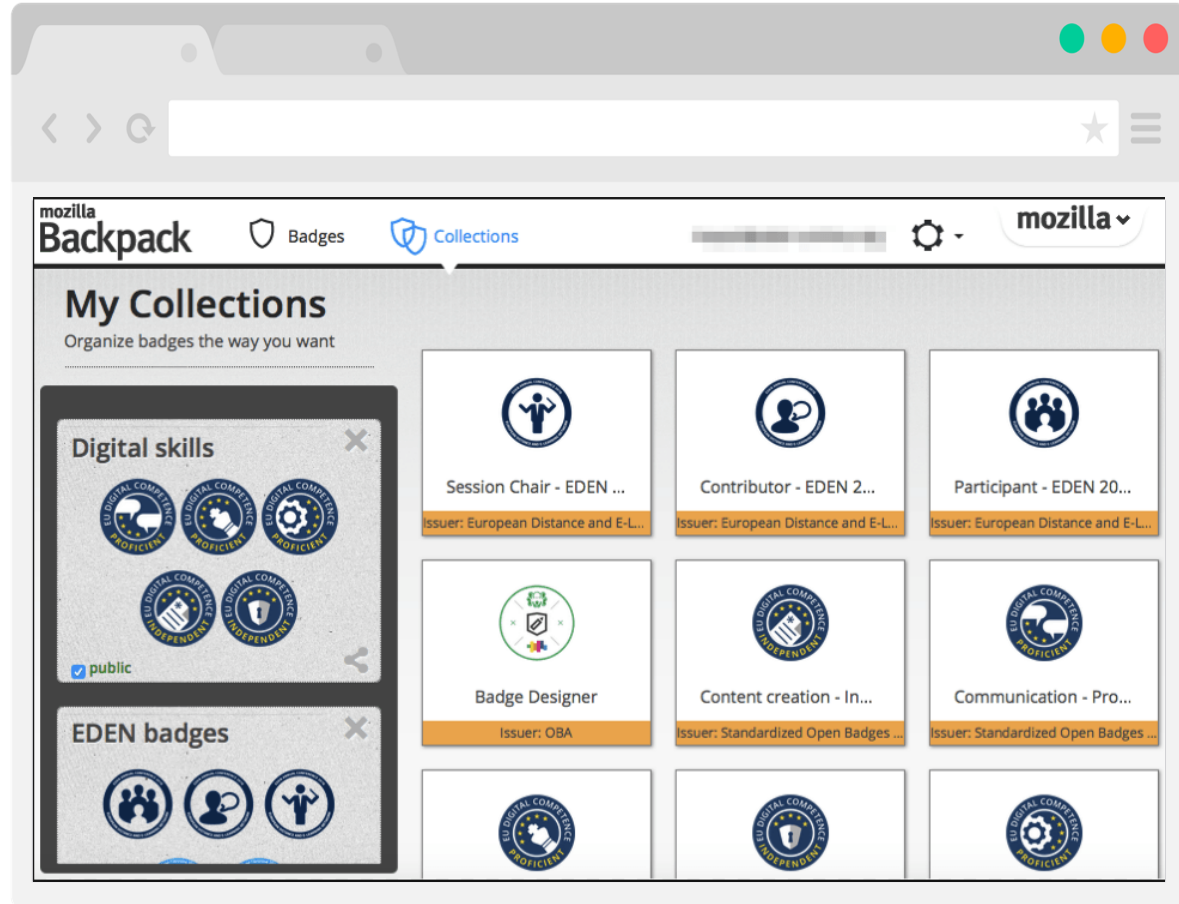
## Interface de badges



# Le Mozilla Backpack

## Interface de badges

- Regrouper ses badges
- Créer des catégories
- Les afficher sur les réseaux sociaux



# Eventail de badges numériques

## Les types de badges

- Les badges d'encouragement, de réussite
- Les badges d'adhésion
- Les badges de capacité
- Les badges de participation
- Les badges de collaboration
- Les badges de production



# Qui utilise des badges numériques ?

- Les écoles, les collèges, les lycées

**netmath**



Naviguez dans le temps et faites connaissance avec des mathématiciens parmi les plus connus

Amassez des étoiles, accumulez des badges et débloquez des missions historiques afin d'aider Alfred à rebâtir Mathlantis.



# Qui utilise des badges numériques ?

- Les écoles, les collèges, les lycées



# Qui utilise des badges numériques ?

- Les universités

Digital badge system helps students develop skills

Jan 09, 2014 – afilmer – University of California, Davis

Customized badges and skill qualifications allow students to develop hands-on professional skills.

The screenshot shows the UC Davis digital badge system interface. At the top, there is a navigation bar with the text "UC DAVIS" and "SUSTAINABLE AGRICULTURE AND FOOD SYSTEMS". Below the navigation bar, there is a search bar with the text "Cha" and a description: "Every journey begins with a step, and this one starts when you find a badge you'd like to earn. Browse through the available badges below, or if you're feeling ambitious, design your own badge from scratch." Below the search bar, there are two featured badges: "First Badge" (a yellow trophy icon) and "Education and Outreach" (a brown leaf icon). To the right, there is a "TYPE" dropdown menu. Below the dropdown menu, there is a grid of badges organized by category. The categories are "SKILL", "KNOWLEDGE", "HONOR", "EXPERIENCE", and "COMPETENCE". The "SKILL" category includes "Storage Management", "Systems Training", "Experimentation & Inquiry", "Interpersonal Communication", "Understanding Values", "Civic Engagement", and "Personal Development". The "KNOWLEDGE" category includes "Storage Management", "Systems Training", "Experimentation & Inquiry", "Interpersonal Communication", "Understanding Values", "Civic Engagement", and "Personal Development". The "HONOR" category includes "Storage Management", "Systems Training", "Experimentation & Inquiry", "Interpersonal Communication", "Understanding Values", "Civic Engagement", and "Personal Development". The "EXPERIENCE" category includes "Storage Management", "Systems Training", "Experimentation & Inquiry", "Interpersonal Communication", "Understanding Values", "Civic Engagement", and "Personal Development". The "COMPETENCE" category includes "Storage Management", "Systems Training", "Experimentation & Inquiry", "Interpersonal Communication", "Understanding Values", "Civic Engagement", and "Personal Development". Below the grid, there is a label "Badges for the SA&FS Competencies" with two upward-pointing arrows.



Higher Ed: University of California, Davis



# Et en dehors de la sphère académique ?

- Des badges pour des mathématiciens ?

**Tricki**  
a repository of mathematical know-how

Navigate Tags Search **Forums** Help

### Forums

login to post new content in the forum.

Forum	Topics	Posts	Last post
<b>Mathematics</b>			
General discussion	6	21	5 years 18 weeks ago by Donkey_2009
Article requests	15	49	7 years 30 weeks ago by imanton
<b>The Tricki site</b>			
Announcements	1	2	7 years 47 weeks ago by JoseBtoX
General discussion	16	67	7 years 18 weeks ago by devin
Feature requests	22	58	4 years 32 weeks ago by PLuS
Bug reports	23	73	4 years 14 weeks ago by llivnev

Search this site:  
  
Search

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Create new account  
 Request new password

Recent articles

**mathoverflow** Questions Tags Users Badges Unanswered

All Questions newest 12 featured frequent votes active unanswered **80,630** questions

### Identity Theorem for Real-Analytic Hypersurfaces

2 votes  
1 answer  
27 views

There's an interesting statement it seems I can prove, but I can't find any references for it, which makes me suspicious of it. So, could someone verify that the statement is correct/incorrect or ...

asked 1 hour ago  
Alec Payne  
141 • 6

reference-request dg.differential-geometry analytic-functions flows real-analytic-structures

### Continuous function on unit circle and analytic function on unit disc [on hold]

0 votes  
0 answers  
22 views

Let  $\mathbf{C} = \{ f \text{ continuous on } [-\pi, \pi], f(-\pi) = f(\pi) \}$ ,  $H^\infty$  is set of analytic and bounded function on unit disc. Let  $\mathbf{A} = \mathbf{C} \cap H^\infty$  is the set of ...

asked 1 hour ago  
Shone  
11 • 2

fa.functional-analysis harmonic-analysis

### Fundamental monoid pertaining to adjunctions

1 vote  
0 answers  
18 views

Marco Grandis has been working to collect and formalize the ideas of directed homotopy theory (his main work on the subject has been listed in the references at the nLab page on the subject: directed ...

asked 1 hour ago  
Mathemologist  
152 • 1 • 7

ct.category-theory homotopy-theory adjoint-functors

### distinguishing $E(K)/E_0(K)$ groups of order 4

3 votes  
1 answer  
38 views

Let  $K$  be a local field, complete with respect to a discrete valuation  $v$  and let  $E/K$  be an elliptic curve. We also let  $E_0(K)$  is the set of points with nonsingular reduction. It is known that ...

asked 2 hours ago  
user106917  
16 • 1

nt.number-theory elliptic-curves

Related Tags  
ag.algebraic-geometry × 12043  
nt.number-theory × 8441  
reference-request × 7200  
co.combinatorics × 5016  
at.algebraic-topology × 4597  
dg.differential-geometry × 4576  
gr.group-theory × 4488  
pr.probability × 4170  
fa.functional-analysis × 4133  
rt.representation-theory × 3506

more related tags





# ● Des badges pour des mathématiciens ?

Besides gaining reputation with your questions and answers, you receive badges for being especially helpful. Badges appear on your profile page, flair, and your posts.

## Question Badges

Altruist	First bounty you manually award on another person's question	43 awarded
Benefactor	First bounty you manually award on your own question	323 awarded
Curious	Ask a well-received question on 5 separate days, and maintain a positive question record	2.6k awarded
Inquisitive	Ask a well-received question on 30 separate days, and maintain a positive question record	287 awarded
Socratic	Ask a well-received question on 100 separate days, and maintain a positive question record	39 awarded
Favorite Question	Question favorited by 25 users	856 awarded
Stellar Question	Question favorited by 100 users	61 awarded
Investor	First bounty you offer on another person's question	102 awarded
Nice Question	Question score of 10 or more	12.7k awarded
Good Question	Question score of 25 or more	2.3k awarded
Great Question	Question score of 100 or more	98 awarded
Popular Question	Question with 1,000 views	11.5k awarded
Notable Question	Question with 2,500 views	3.2k awarded
Famous Question	Question with 10,000 views	425 awarded
Promoter	First bounty you offer on your own question	875 awarded

## All Questions

newest 12 featured frequent votes active unanswered

80,630

questions

### Related Tags

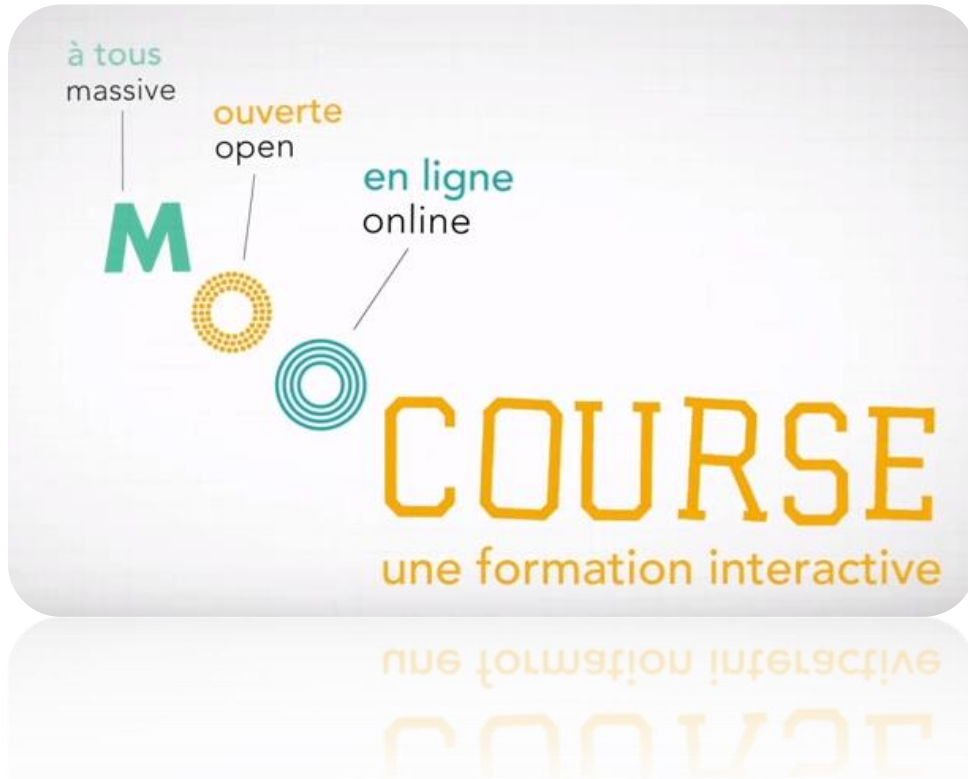
ag.algebraic-geometry × 12043  
 nt.number-theory × 8441  
 reference-request × 7200  
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 dg.differential-geometry × 4576  
 gr.group-theory × 4488  
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more related tags

- 2** votes  
**1** answer  
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**Identity Theorem for Real-Analytic Hypersurfaces**  
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 reference-request dg.differential-geometry analytic-functions flows real-analytic-structures  
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 141 ● 6
- 
- 0** votes  
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 nt.number-theory elliptic-curves  
 asked 2 hours ago  
 user106917  
 16 ● 1



# Exemple d'utilisation : dans les MOOC



- 100 % en ligne
- Gratuit
- Une communauté
- Un parcours pédagogique
- Diversité des ressources
- Activités pédagogiques
- Certificat de réussite



# Exemple : le MOOC Gestion de projet



Le profil de Guillaume LAURIE [Formateur]



Compte

Notifications

Profil

Fichiers

Paramètres

My Badges

Tableau de bord



Cours



Calendrier



Boîte de réception



Guillaume LAURIE [Formateur]

Chef de projet digital

Contactez



Biographie

Chef de projet digital chez Kedge Business School avec un lourd passé en informatique, j'accompagne la transformation numérique !

Curieux par nature et toujours avide de savoir, les MOOCs me semblent une évidence !

Liens

[Mon profil](#)

Badges



mozilla  
Backpack



mozilla

Recent Everything Upload

You can share these badges by creating Collections (above) & choosing to display them on your networks.



Badge Pré MOOC

Issuer: First Finance Institute



Badge Examen Classique

Issuer: Unow Mooc Badges



MOOC GDP : Planification

Issuer: Unow Mooc Badges



MOOC GDP : Analyse fon...

Issuer: Unow Mooc Badges



Badge Certificat Classiqu...

Issuer: Unow Mooc Badges



MOOC GDP - Les outils

Issuer: Unow Mooc Badges



MOOC GDP : fundamenta...

Issuer: Unow Mooc Badges



Upload a badge



# Exemple : le MOOC Gestion de projet

4 badges =

N° : xxxxxx



**Certificat authentifié**

Je soussigné,  
Emmanuel Duflos, Directeur de Centrale Lille, certifie que :

**Guillaume Laurie**

a validé la 8<sup>ème</sup> session (septembre - novembre 2016) du

**MOOC Gestion de projet - Parcours avancé, 2 ECTS, 40h, niveau confirmé**

Le/la titulaire est capable de concevoir et piloter un projet, d'animer une réunion, de négocier un objectif et mettre en œuvre la collaboration d'une équipe. Liste officielle des lauréats [gestiondeprojet.pm/les-laureats-du-mooc-gdp](http://gestiondeprojet.pm/les-laureats-du-mooc-gdp)

Compétences acquises :

- Notions fondamentales du management et de l'organisation de projets
- Outils de travail collaboratif sur Internet, évaluation financière d'un projet
- Négociation des objectifs, gestion des réunions, conception des comptes rendus, définition et répartition des tâches
- Outils avancés de gestion de projet : conception, planification, budget...
- Modules de spécialisation :
  - Méthodologie de résolution de problème
  - Management des équipes-projet



Le 14 novembre 2017  
Emmanuel Duflos,  
Directeur de Centrale Lille

Ce module de formation est reconnu comme ECTS Crédit(s) universitaire(s) Européen(s)  
Ce document n'atteste en aucun cas que le bénéficiaire du certificat a été inscrit dans une formation dispensée à Centrale Lille

Lien public vérifié : <http://certification.gestiondeprojet.pm/GdP8/CH5230.pdf>

Centrale Lille n° d'enregistrement en formation continue 3159P002559 – Centrale Lille – Cité scientifique – CS 20048 – 59651 Villeneuve d'Ascq cedex



# Et dans l'entreprise ?



- RH : outil de gestion des talents et des compétences
- Salariés : permet de communiquer leurs compétences



# Cas d'entreprise : IBM



- Près de 400 000 salariés répartis dans plus de 150 pays
- Division IBM Training and Skill = stratégique !



# Cas d'entreprise : IBM



Open doors and build  
your online reputation



Learn – Demonstrate – Imagine - Lead

Then share your accomplishments with the world



# Cas d'entreprise : IBM

Quels résultats ?

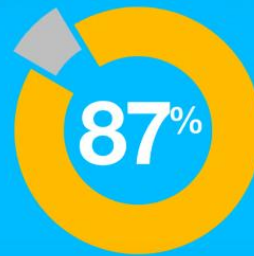


IBM Badges are generating significant results



IBM Open Badges create high value in the market

70% increase in online course completions

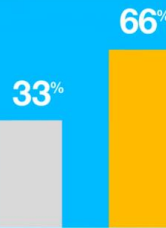


Feel more engaged with IBM



90% want to deepen their relationship with IBM

LinkedIn profiles get 6X more views with an IBM badge



IBM badges are claimed 2X more than others

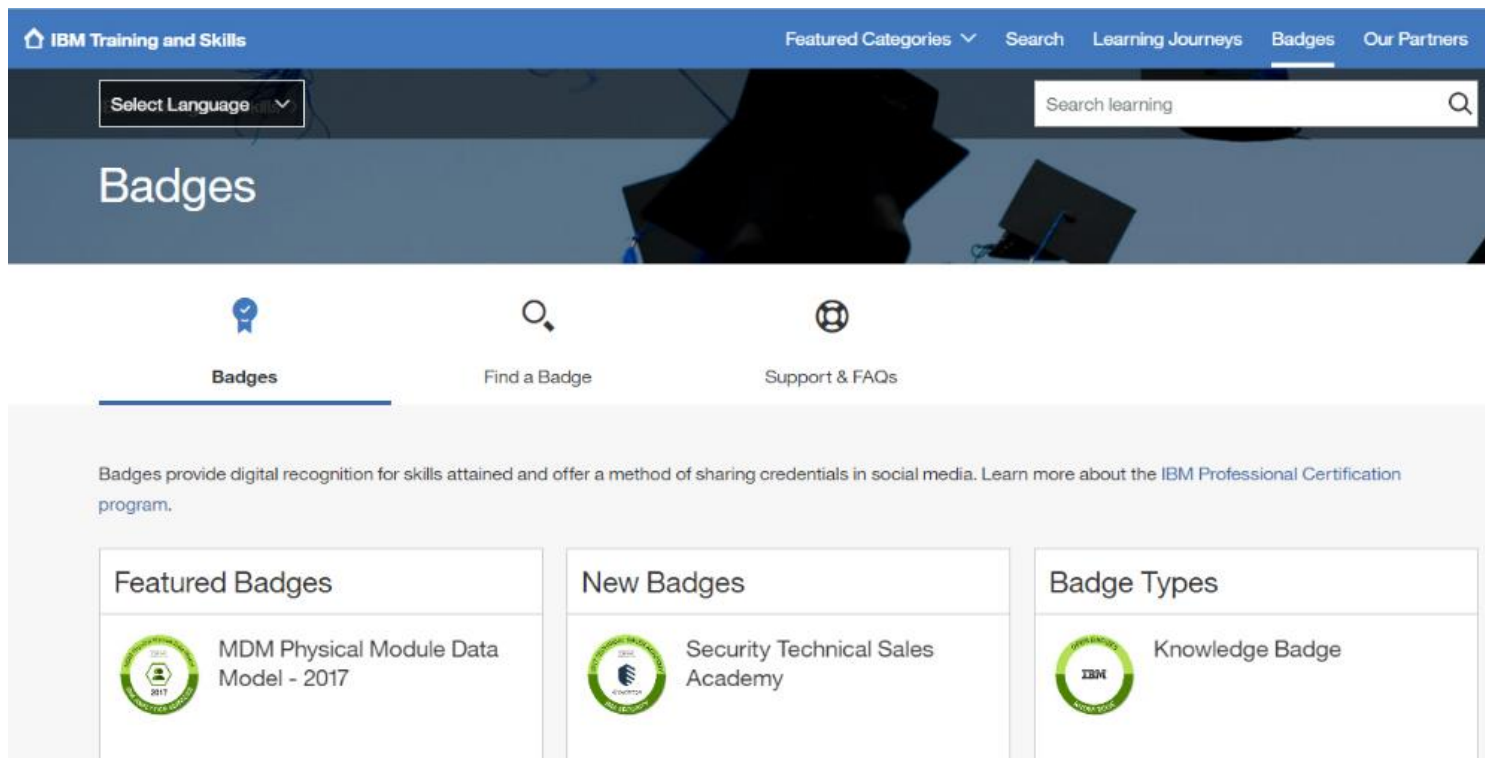
**2.8 MILLION**  
**VIEWS IN SOCIAL MEDIA**

For every 10,000 badges we issue





# Cas d'entreprise : IBM



The screenshot displays the IBM Training and Skills website interface. At the top, there is a blue navigation bar with the text "IBM Training and Skills" on the left and "Featured Categories", "Search", "Learning Journeys", "Badges", and "Our Partners" on the right. Below the navigation bar, there is a dark blue banner with the word "Badges" in white. A "Select Language" dropdown menu is on the left, and a "Search learning" search bar is on the right. Below the banner, there are three main navigation options: "Badges" (with a ribbon icon), "Find a Badge" (with a magnifying glass icon), and "Support & FAQs" (with a person icon). The "Badges" option is currently selected. Below these options, there is a paragraph of text: "Badges provide digital recognition for skills attained and offer a method of sharing credentials in social media. Learn more about the IBM Professional Certification program." Below this text, there are three columns of featured content: "Featured Badges" with a badge for "MDM Physical Module Data Model - 2017", "New Badges" with a badge for "Security Technical Sales Academy", and "Badge Types" with a badge for "Knowledge Badge".

IBM Training and Skills

Featured Categories Search Learning Journeys **Badges** Our Partners

Select Language

Search learning

## Badges


Badges

Find a Badge


Support & FAQs

Badges provide digital recognition for skills attained and offer a method of sharing credentials in social media. Learn more about the [IBM Professional Certification program](#).


### Featured Badges

 MDM Physical Module Data Model - 2017

### New Badges

 Security Technical Sales Academy

### Badge Types

 Knowledge Badge



# Cas d'entreprise : IBM



## IBM Design Thinking Practitioner



Has acquired knowledge of applying IBM Design Thinking in their job and on their projects

### Skills

Design | Experience Design | User Experience | User Research | Empathy | User-Centered Design | User-Centric | UX | Ideation

### What it takes to earn this badge

- Completed the online IBM Design Thinking Immersion program, or participated in an IBM Design Thinking classroom-based workshop.
- Able to discuss basic IBM Design Thinking concepts.
- Able to identify opportunities to apply IBM Design Thinking
- EARN: IBM employees only. Awarded when completed online IBM Design Thinking Immersion program or participated in an IBM Design Thinking classroom-based



# Badge, gamification et engagement

- Qu'est-ce que la gamification ?
- Pourquoi gamifier en formation ?



## Gamification

C'est l'utilisation des mécanismes, de l'esthétisme et de l'esprit du jeu dans un contexte autre que le jeu pour susciter l'adhésion, motiver l'action, promouvoir l'apprentissage et résoudre des problèmes”



# La gamification

Oui, mais...

- Il y a plusieurs types de gamification
- Il y a plusieurs niveaux de gamification
  - Niveau 1 : utiliser un ingrédient ludique
  - Niveau 2 : utiliser un mécanisme de jeu
  - Niveau 3 : utiliser un jeu, pour échanger, partager






# Exemple de mini-jeu

The image is a 2x2 grid of photographs illustrating different real estate legal structures. Each cell contains a photograph, a label, and a text box with specific characteristics.

- Top-Left:** A woman in a red jacket is smiling and holding a small house model. A text box above her says "Peut être de rendement, de plus-values, ou fiscale". A green label below the photo reads "Démembrement".
- Top-Right:** A hand holds a key with a house-shaped head. A text box above says "Quote-part sans droit attaché". A green label below the photo reads "SCPI".
- Bottom-Left:** A wooden house-shaped block sits on a desk next to a calculator and papers. A green label below the photo reads "Indivision".
- Bottom-Right:** A hand holds a key with a house-shaped head. A text box above says "Lien familial obligatoire". A green label below the photo reads "SCI". A larger text box below the photo says "Peut être volontaire, involontaire, présumée".

On the right side of the grid, there is a large light pink area with the text "Aucune correspondance" and a blue checkmark icon in a circle at the bottom right.

# Exemple de jeu de rôle – étude de cas



## Module 1

### Fil rouge

## Game of Drones




Votre insais



Marc, le responsable de l'équipe marketing est perplexe : Drony ne s'adresse pas aux clients habitués de Up'side Drone, qui n'est pas du tout connu du grand public. Et à l'ère du digital, il sent bien que la stratégie proposée n'est pas optimale. Il fait appel à votre expertise pour faire le point !


Pour réaliser cette activité :

- 1 Pour chaque proposition de l'équipe de marketing, identifiez une limite qui démontre que la proposition pourrait être inadaptée (ou améliorable) pour ce type de produit.
- 2 En une phrase, essayez d'expliquer à Marc en quel le marketing digital va permettre de toucher le grand public de façon plus efficace.
- 3 Up'side Drone dispose d'une boutique, d'un espace de show-room et d'un site internet. Imaginez une première articulation off line et on line pour Drony !




Qu'est-ce qu'un drone

## Les drones




**Des minirobots volants**

Les drones viennent prêter main forte à l'homme dans de nombreuses tâches.



**Des compagnons polyvalents**

Du drone pulvérisateur qui protège les plantations, au drone photographe ou archéologue : les drones sont sur tous les fronts !



“

Avez-vous déjà entendu ?

*Jouer en formation ça ne sert à rien,  
nos collaborateurs sont là pour  
apprendre, pas pour s'amuser !*

”





# Pourquoi gamifier ?

- Parce que nous aimons jouer !
  - 35 millions de gamers en France
  - 75% ont plus de 18 ans
  - 27 ans ont plus de 50 ans
  - 56% d'hommes / 44% de femmes

➡ c'est une pratique bien répandue, non ?



# Pourquoi gamifier la formation ?

- susciter l'adhésion (on a envie de continuer cette formation)
- maintenir l'attention (on est happé et on ne subit pas la formation)
- motiver l'action (on devient acteur de sa formation)
- promouvoir l'apprentissage (on apprend et retient mieux)

= Ces mécanismes **engagent** et **motivent** !



# Badge et gamification

Élément de gamification

Donnent un rythme à la formation, qui devient une sorte de **quête**

Engagent et motivent

Valident et certifient les compétences



# Badges et compétences

- Quels intérêts pour celui qui apprend ?
- Quelle articulation avec les diplômes, certificats, etc.



Quel intérêt pour celui qui se forme ?



# Le badge est une brique élémentaire !

- Nuancer un parcours
- Refléter la diversité des parcours



# Nuancer un parcours

A vertical resume template with a grey background. It features a profile picture icon at the top left. The main sections are: "NAME SURNAME", "Personal Statement", "My Specialties", "Work Experience", and "Skills". Each section has a placeholder for text and a small icon representing the category.

# Donner une reconnaissance à l'informel

Formel	Informel
<ul style="list-style-type: none"><li>→ dispensé dans un contexte organisé et structuré</li><li>→ explicitement désigné comme apprentissage</li><li>→ intentionnel de la part de l'apprenant</li><li>→ débouche sur la validation et la certification</li></ul>	<ul style="list-style-type: none"><li>→ découle des activités de la vie quotidienne liées au travail, à la famille ou aux loisirs</li><li>→ ni organisé ni structuré (en termes d'objectifs, de temps ou de ressources)</li><li>→ possède la plupart du temps un caractère non intentionnel de la part de l'apprenant</li><li>→ pas de validation ou de certification particulière</li></ul>





# Outil de reconnaissances des compétences

- Nuancer un parcours, refléter la diversité des parcours
- Faire vivre et incarner des compétences non reconnues par un diplôme
- Donner une place à l'informel
- Afficher les compétences du 21e siècle
- Débloquent de nouvelles opportunités de carrière



Badge VS  
diplôme ?



# Comment créer des badges ?



openbadges.me

A screenshot of the OpenBadges website homepage. The page has a dark blue header with the OpenBadges logo and navigation links: Home, Design a badge, Design & issue badges, Partners, and a green Sign in button with a Twitter icon. Below the header, there are five colorful badge examples: 'Super Star' (yellow starburst), 'TOP MARKS' (red circle with a graduation cap), a gold trophy shield, 'BOOKS READ' (purple circle with a book), and '10 METRES' (blue circle with a swimmer). Below these is the text 'Quickly and easily create badge graphics with the free-to-use Classic Badge Designer!' and two buttons: 'Design a badge!' and 'NEW Design & issue badges!'. At the bottom, it says 'The Classic Badge Designer' and provides links for 'User guide | API documentation | Fonts & graphics | Classic designer feedback | Classic designer FAQ'.

openbadges.me

Home Design a badge Design & issue badges Partners Sign in

Super Star TOP MARKS BOOKS READ 10 METRES

Quickly and easily create badge graphics with the free-to-use Classic Badge Designer!

Design a badge! NEW Design & issue badges!

Share OpenBadges.me

The Classic Badge Designer

User guide | API documentation | Fonts & graphics | Classic designer feedback | Classic designer FAQ



# Recherches et expériences



Share About Twitter Contact Search

Badge the World is the new social and technology movement to capture recognition for learning that happens anywhere. Share your Open Badge work on the map and connect with others

How are you planning to use badges?

- \*Required fields
- Create or Design Badges
  - Issue Badges
  - Display Badges
  - Research Badges
  - Join the Badging Conversation

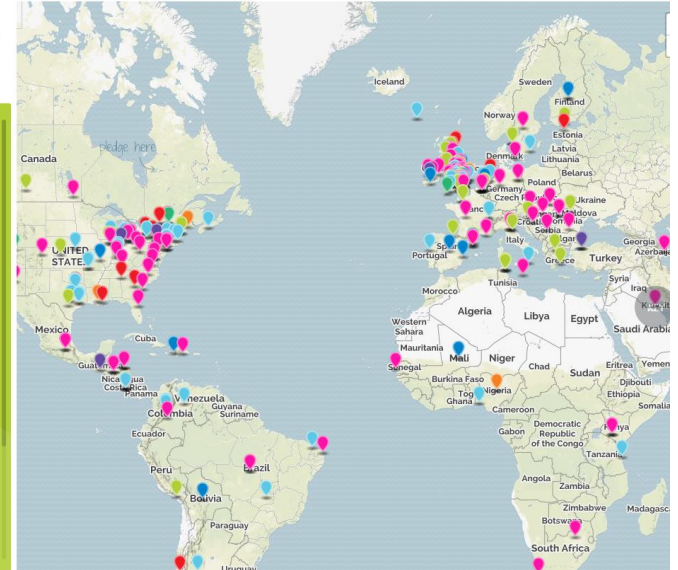
Tell us about your badging ideas... \*

Topic:

Charitable Project

How many people will your badging efforts impact? \*

Be ambitious...




# Merci !

Retrouvez-nous sur [unow.fr](https://unow.fr)

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