



Children reading | Photo source Pixabay

[Innovation](#) > [Publishing & Media](#) > [US book platform gamifies reading](#)

US BOOK PLATFORM GAMIFIES READING

 PUBLISHING & MEDIA

The Overdrive reading app rewards reading with video-game inspired badges and awards

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Takeaway:

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shown that improved literacy has the power to lift children out of poverty. believes that by using gamification and AI technology to make books more fun, it can turn children into life-long readers. Data collection plays a key role here. By analysing what people read and how they read it — like if children are more likely to read a book if their favourite animal is on the cover — engineers can create more effective tools and enhance the reading experience. Springwise has spotted other recent apps using gamification and AI-based apps for educational purposes, including [a VR app that aids learner drivers](#) and a game that [helps those with ADHD improve their focus](#).