Behavioral Challenges of Gamification in Higher Education: Balancing the thinking head and the need to think ahead

Dr. Harika Rao
College of Business and Management
Lynn University
Gamification

Gamification – Context

Using game design principles and mechanisms in non-game contexts

Gamification makes technology more inviting by encouraging users to engage in desired behaviours

Gamification: Discovery Session
Dr. Harika Rao
Gamification in Education

Future proof

- Adopt and reap tech benefits
- Fostering learning environment

Gamification: Discovery Session
Dr. Harika Rao
Typical Game Design Elements

- Points
- Badges
- Leaderboards
- Avatars
- Teammates
- Meaningful stories
- Performance graphs
Education gamification market value worldwide 2015-2020

Value of the education gamification market worldwide in 2015 and 2020 (in million U.S. dollars)

- 2015: $93 M
- 2020: $1,249.59 M

Sources:
TechNavio: Business Wire
© Statista 2018

Additional information:
Worldwide; TechNavio; 2015
Percentage of faculty worldwide who support less traditional and digital education models as of March 2015

<table>
<thead>
<tr>
<th>Education Model</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>MOOCs</td>
<td>37%</td>
</tr>
<tr>
<td>BADGES OR DIGITAL CREDENTIALS</td>
<td>37%</td>
</tr>
<tr>
<td>GAMIFICATION</td>
<td>39%</td>
</tr>
<tr>
<td>COMPETENCY BASED EDUCATION</td>
<td>63%</td>
</tr>
<tr>
<td>OPEN EDUCATIONAL RESOURCES</td>
<td>65%</td>
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</tbody>
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Source: Statista 2019
Playful Experience (PLEX) Framework

While challenge, simulation and thrill were unique motivators for male students, female students were more inclined towards discovery.

Strangely enough, fantasy, a preferred experience enjoyed by female students is one of the least preferred ones by male students.
Gaming in Gamification

Griefers
- Tease
- Reputation

Rule breakers
- Short cuts
- Wrong way
Challenges of Gamification

- One size does not fit all
- Plethora of choices
- Complex
- Distraction
References


References
