

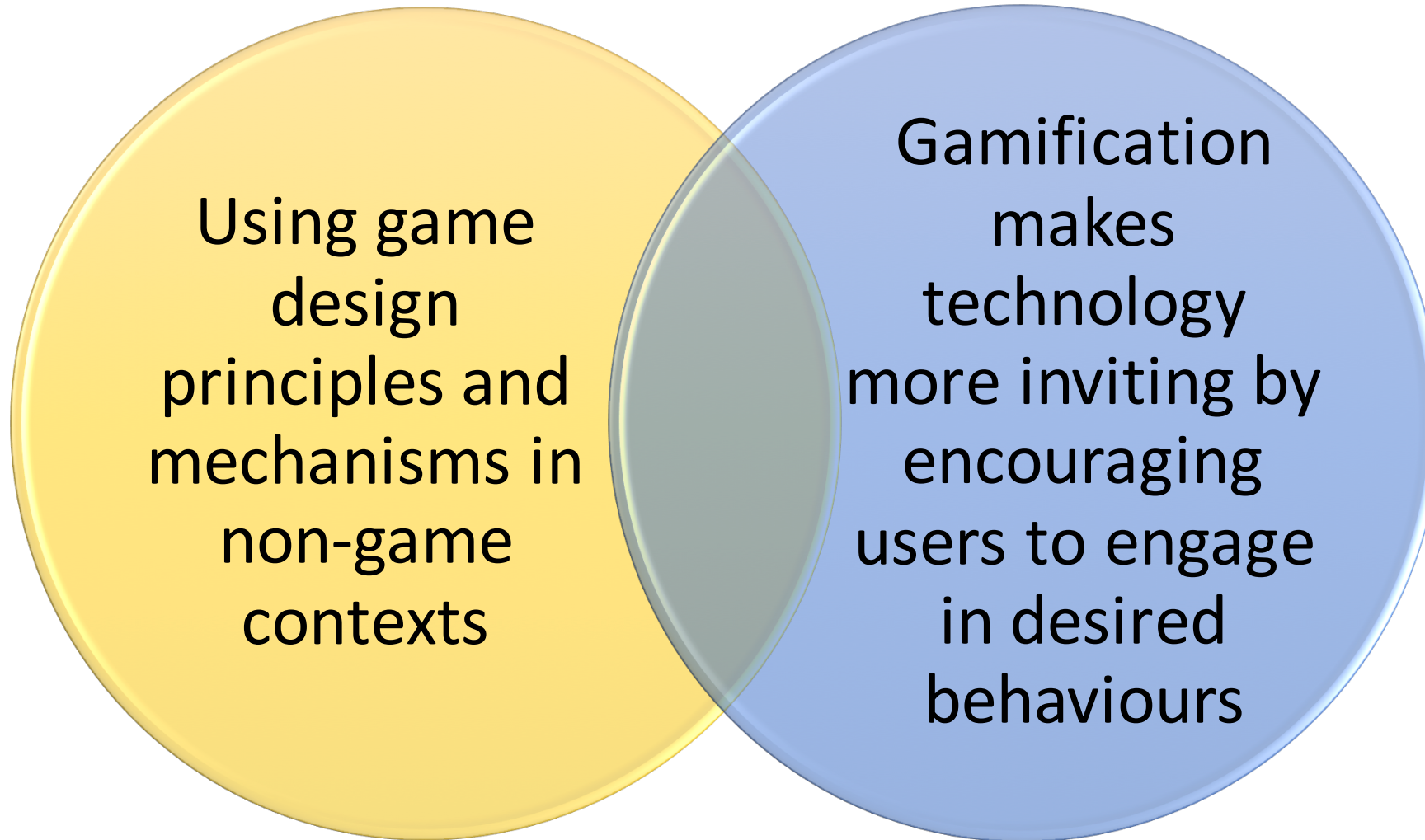
Behavioral Challenges of Gamification in Higher Education: Balancing the thinking head and the need to think ahead

Dr. Harika Rao

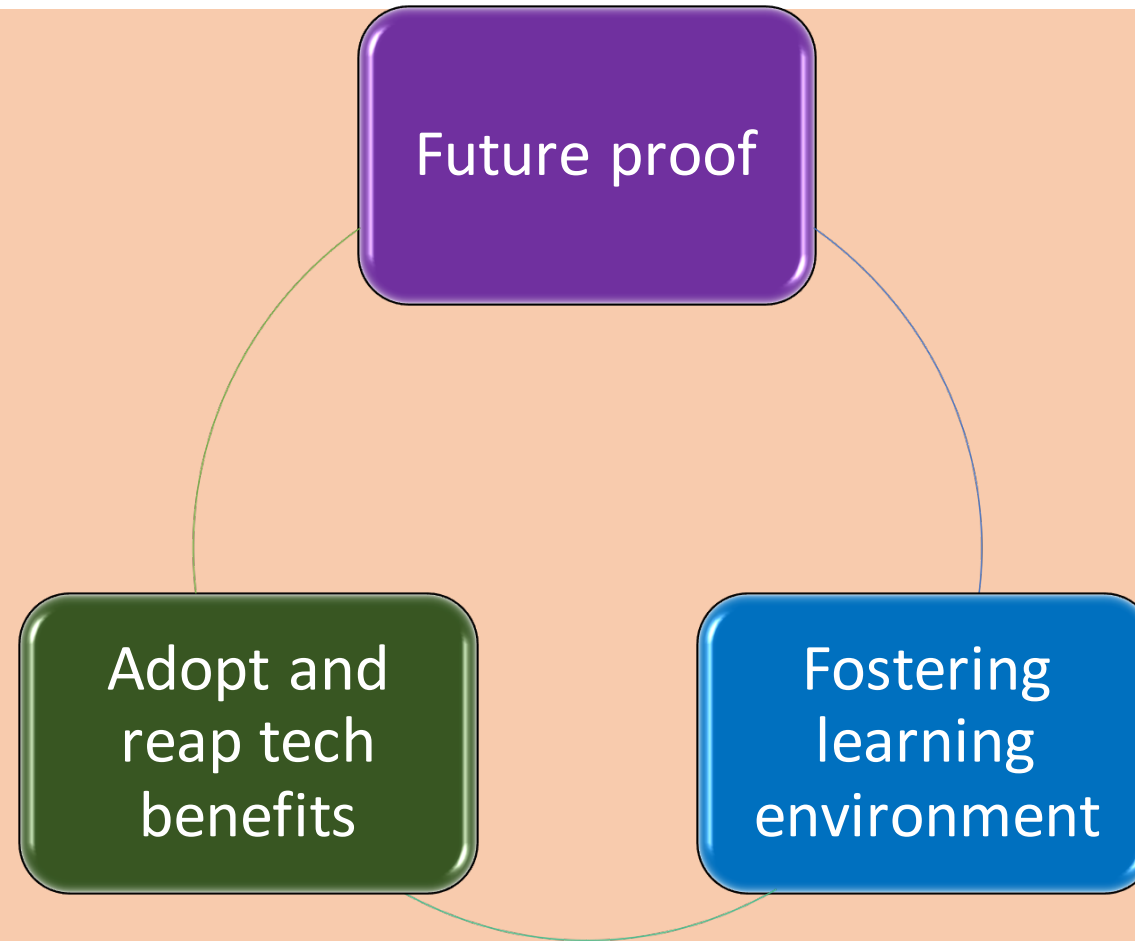
College of Business and Management

Lynn University

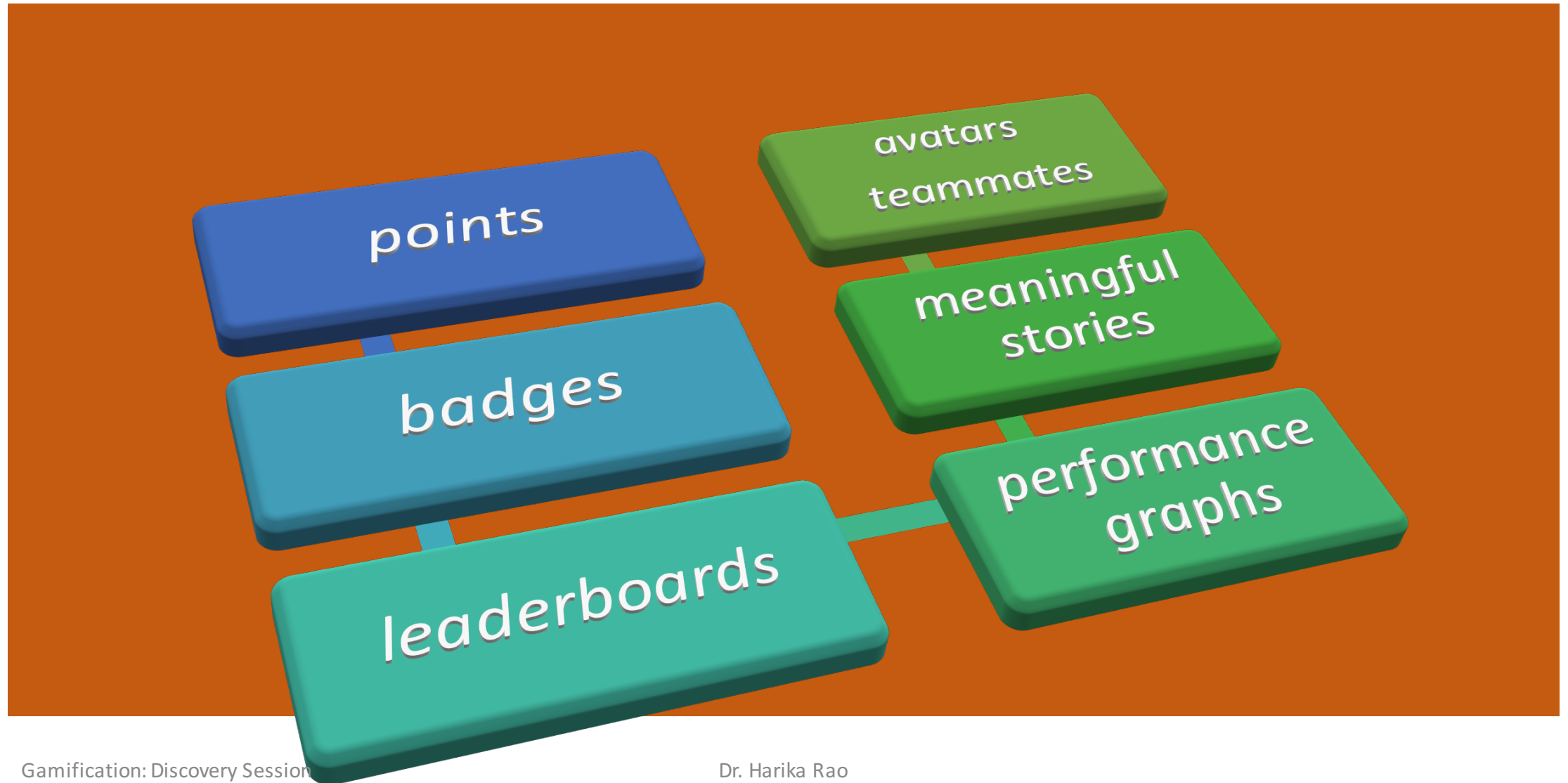
Gamification – Context



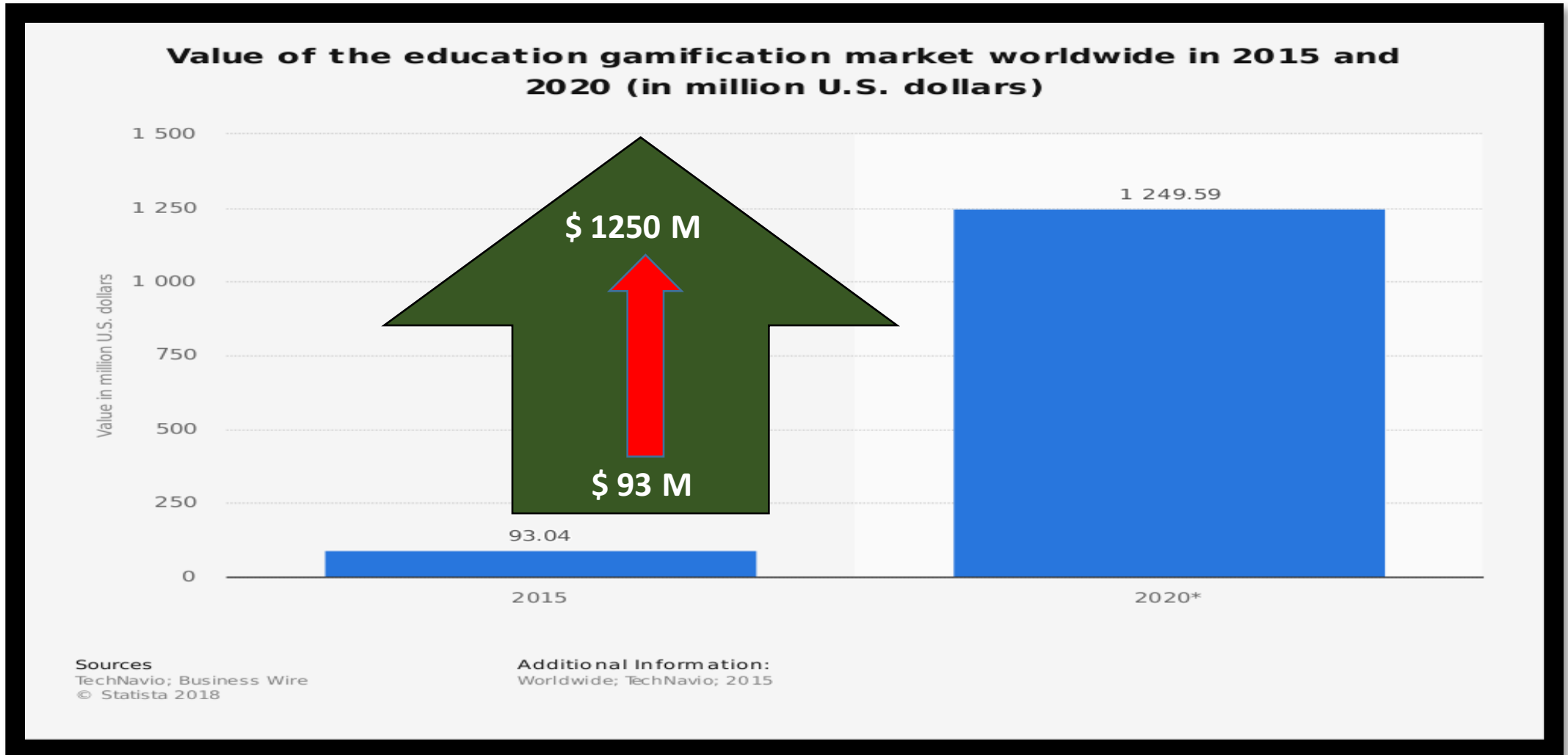
Gamification in Education



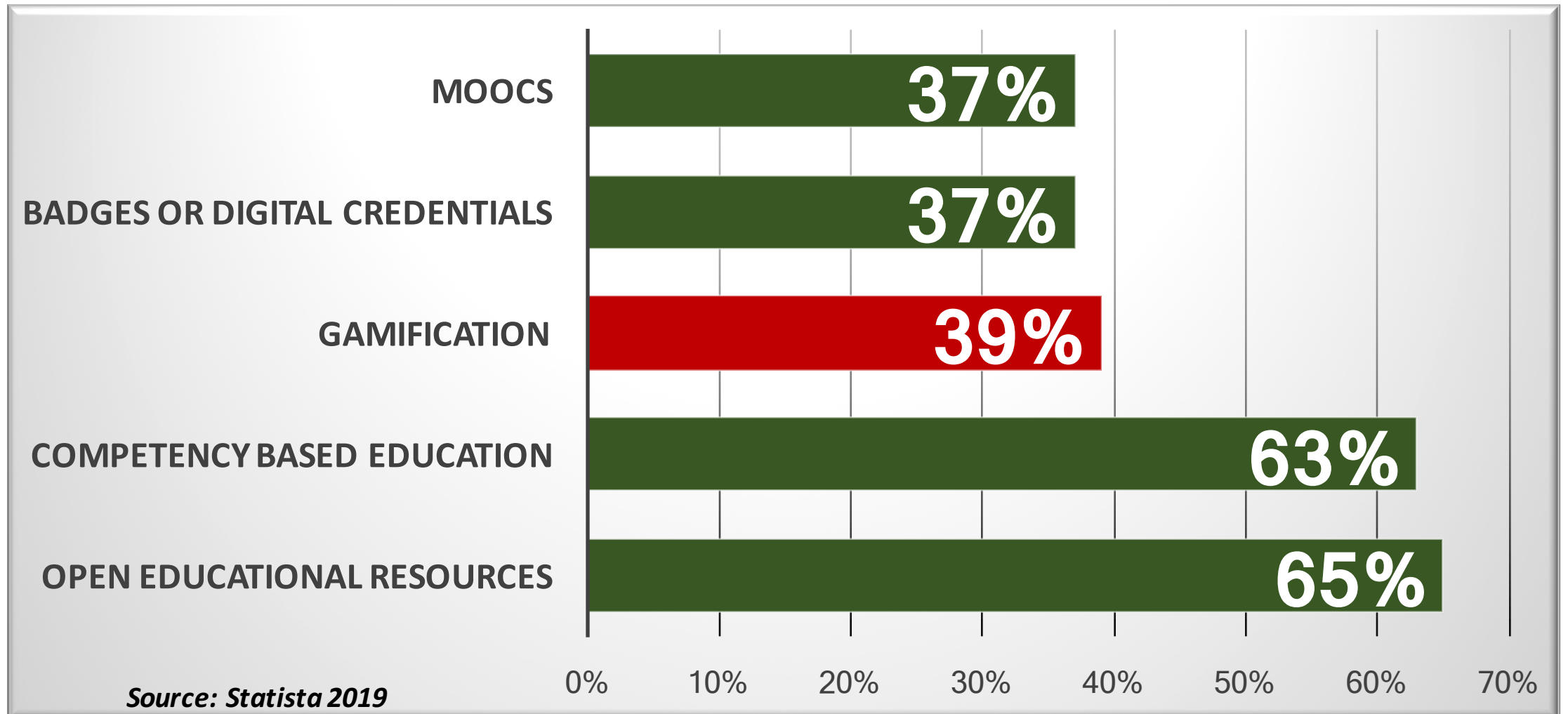
Typical Game Design Elements



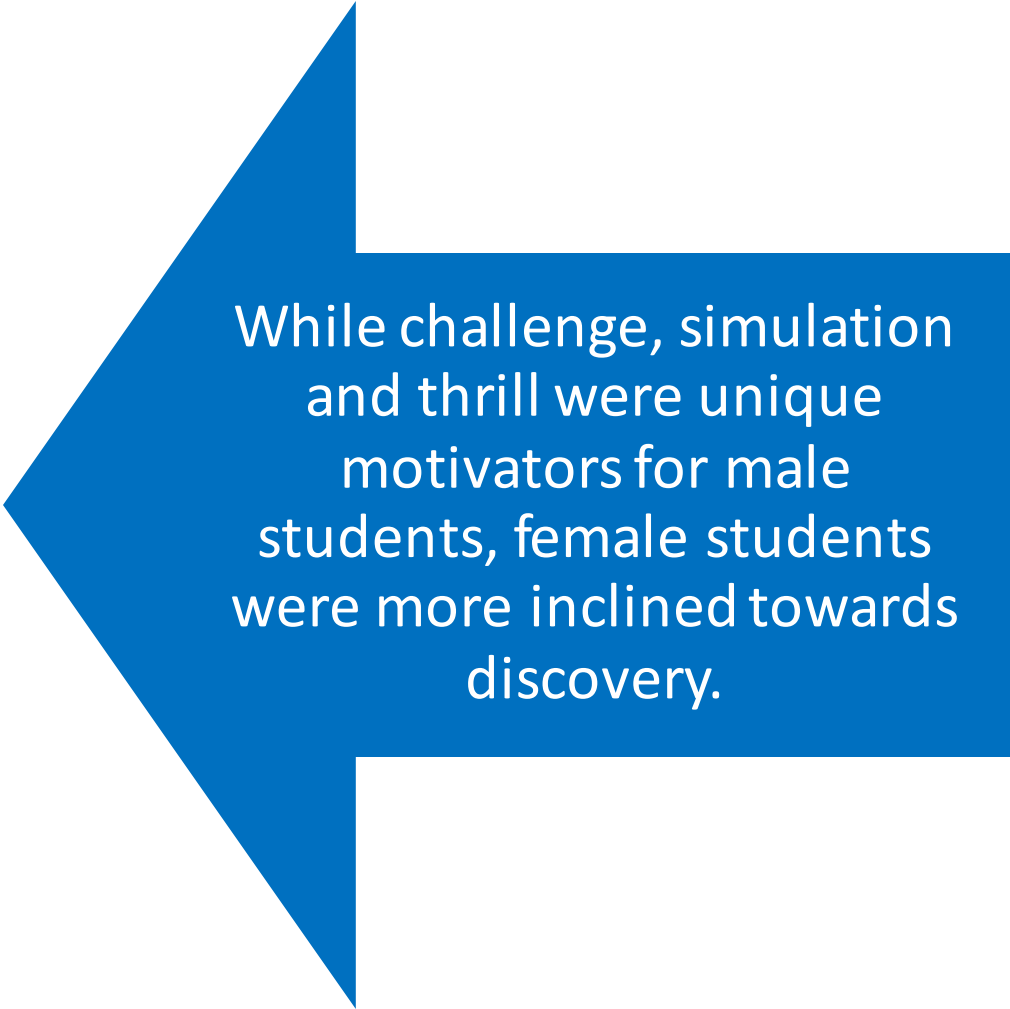
Education gamification market value worldwide 2015-2020




Percentage of faculty worldwide who support less traditional and digital education models as of March 2015



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

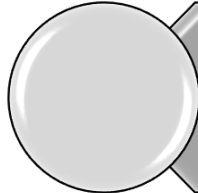
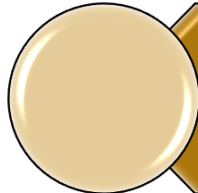
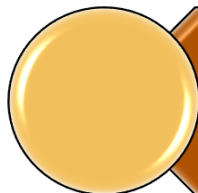
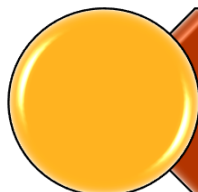


Rule breakers

- Short cuts
- Wrong way



Challenges of Gamification

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

References

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