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

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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 in Education

Future proof

Adopt and reap tech benefits

Fostering learning environment
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: $1,250 M
- 2020*: $1,249.59

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

- MOOCs: 37%
- Badges or Digital Credentials: 37%
- Gamification: 39%
- Competency Based Education: 63%
- Open Educational Resources: 65%

Source: Statista 2019
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
