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

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
Typical Game Design Elements

- points
- badges
- leaderboards
- avatars
- teammates
- meaningful stories
- performance graphs

Gamification: Discovery Session
Dr. Harika Rao
Education gamification market value worldwide 2015-2020
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

Gamification: Discovery Session
Dr. Harika Rao
Challenges of Gamification

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


References
