

ACTION RESEARCH OF GAMIFICATION APPLICATION IN STUDY PROCESS: FIRST INSIGHTS

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Gamification has become a trending buzzword since 2011. The idea of using game mechanics in non-game contexts was captured by wide audiences ranging from business to academia. However, after five years of extensive application of gamification in various domains the results of the studies has different approaches. One of the most explored areas where gamification is used as a method to foster certain behavioral or emotional responses is education. Despite the numerous attempts to test gamification in educational setting, action research is used rarely as a strategy for uncovering practical challenges and theoretical knowledge which arise from the collaborative nature of this research strategy. The report is based on ongoing study which revolves around the usage of gamification in university study environment.

The purpose of the report is to present the intermediate results of ongoing study which analyzes the effect of gamification involvement into university study course.

Action research serves as a main research strategy. It combines different approaches of research methods to uncover practical and theoretical knowledge related to a problem.

The preliminary results of the study show that game design elements applied to university study course involve more students comparing to traditional course. However, the effect of gamification is more extrinsically motivating and it is hard to achieve intrinsic motivation to learn just by using game design elements. The personality and input of a teacher/lecturer should be considered as strong factor for study course engagement.

The limiting factor is that the study has not reached its final iteration. In case of action research it may transform and results could shift during the process.

The research is valuable from scientific and practical perspective, since very few gamification studies have been conducted in Lithuania. Action research is rarely used as a research strategy for gamification based investigations. The ability to see the course transformation, as well as students attitude change towards the study subject is a valuable knowledge source for educators and game designers.