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IMPACT OF GAMIFICATION STRATEGY ON ACADEMIC ACHIEVEMENT AND ACHIEVEMENT MOTIVATION TOWARD LEARNING

Abstract:

The current study aims to determine the effect of Gamification strategy on academic achievement and achievement motivation among students of the second stage of basic education in Muscat Governorate. The current research sample has reached (68) students divided into an experimental group (34) and a control group (34). The quasi-experimental approach has been used for the application of the study, as well as the descriptive analytical methodology for the analysis & interpretation of previous Arabic and foreign studies addressing the subject of Gamification strategy, motivation and academic achievement. To assess such effect, researchers have used an educational electronic game for the application of Gamification strategy, motivation scale and achievement test (pre & post). The study found the existence of statistically significant differences at a level of significance ($\alpha = 0.05$) between the experimental group and the control group in the increase of motivation for the experimental group, in addition to the existence of statistically significant differences at a level of significance ($\alpha = 0.05$) between the experimental group and the control group in the increase of academic achievement for the experimental group.

Keywords:

e-Content, Gamification, Motivation

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