

confident, and culturally competent language learners, preparing them to thrive in an interconnected and diverse world.

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GAMIFICATION: USE OF GAME MECHANICS TO ENHANCE ENGAGEMENT, MOTIVATION, AND KNOWLEDGE RETENTION OF B1 EFL LEARNERS

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***Abstract.** Is gamification simply a trendy term, or can the strategies used by game designers to captivate players be effectively utilized in the development of eLearning software? What exactly does gamification entail, and is it adaptable to various projects regardless of their scale and resources? This article will discuss specific methods through which game mechanics can enhance your eLearning initiatives. In recent times, gamification has emerged as a potent tool in the realm*

of education, presenting innovative approaches to boost engagement, motivation, and knowledge retention among students. Moreover, it delves into the integration of game mechanics in language learning, with a focus on B1 learners who possess an intermediate level of proficiency.

Key words. *Gamification, eLearning, education, engagement, motivation, B1 learners, interactive, challenges, achievements, rewards, student motivation .*

By infusing elements of gamification into language learning activities, educators can establish a more interactive and B1 language learners often struggle to stay motivated and engaged in their studies, as traditional teaching methods may not always effectively capture their interest. Gamification provides a solution by integrating game elements like points, badges, leaderboards, and rewards into educational tasks. These components leverage people's natural inclination towards challenges, achievements, and recognition, inspiring B1 learners to actively participate and advance in their language learning journey. By fostering an emotional connection between the content and students, gamification enhances the encoding and retrieval of information, making the learning process more efficient and engaging. Research studies and articles have highlighted the positive impact of gamification on student motivation by leveraging intrinsic and extrinsic motivational factors.

Study conducted by J.Hamari, J.Koivisto, and J.Sarsa examined the effects of gamification on student engagement and motivation in a language learning context. The researchers found that incorporating game elements such as points, badges, and leaderboards into language learning activities significantly increased student motivation and participation. For B1 level learners, these game mechanics provide clear goals and feedback, creating a sense of achievement and progress that motivates them to continue learning [1].

The theory of flow was developed by Hungarian psychologist Mihaly Csikszentmihalyi. Several studies have been conducted to describe the role of gamification in enhancing motivation through the concept of "flow," a state of optimal engagement and immersion in an activity. By designing language learning

tasks that are challenging yet achievable for B1 level students, teachers can create a flow experience that keeps learners engaged and motivated to overcome obstacles and achieve their language learning goals [2].

Furthermore, examples from language learning platforms such as Duolingo and Memrise demonstrate how gamification can be used to motivate B1 level learners through interactive exercises, rewards, and progress tracking. For instance, Duolingo's language lessons are structured as a series of levels that students must complete to unlock new content, providing a sense of accomplishment and progression. Similarly, Memrise uses spaced repetition algorithms and gamified quizzes to help B1 learners memorize vocabulary more effectively while earning points and competing with other users.

Utilizing gamification in language learning for B1 level students can enhance knowledge retention by offering engaging opportunities to practice and apply language skills. By incorporating game-like elements such as quizzes, puzzles, and role-playing scenarios, learners can reinforce their grasp of grammar, vocabulary, and language structures in an enjoyable and interactive manner. The repetitive nature of these activities within a gaming context helps solidify the information in learners' memory, facilitating easier recall and application of learned concepts in real-world situations. Studies by M.Sailer have demonstrated the effectiveness of gamified educational activities in boosting engagement, motivation, and retention of information among B1 level learners [3]. For instance, interactive language learning apps that include gamification features like points, badges, and leaderboards can incentivize regular practice and improve retention of language components. Similarly, transforming traditional quizzes into game-like challenges with instant feedback and rewards can enhance learners' ability to remember and utilize acquired knowledge effectively. In essence, integrating gamification into language learning activities for B1 level students can create a dynamic and effective learning environment that enhances knowledge retention and proficiency in the language.

In addition to enhancing engagement and knowledge retention, gamification fosters a sense of community and collaboration among B1 learners. Multiplayer games, team challenges, and cooperative tasks encourage learners to work together, communicate effectively, and support each other in their language learning endeavors. This social aspect of gamification not only enhances the overall learning experience but also cultivates important interpersonal skills that are essential for success in today's interconnected world.

In summary, gamification emerges as a valuable strategy for educators to enhance engagement, motivation, and knowledge retention among B1 level learners. By integrating game elements into language learning activities, instructors can create interactive and immersive experiences that not only support students in achieving their language learning objectives but also make the learning process enjoyable. As the educational landscape evolves, gamification proves to be a promising approach for improving learning outcomes and equipping B1 learners with the necessary skills to thrive in a globalized society. Leveraging game mechanics to tap into students' intrinsic motivation and provide a fun and rewarding learning environment, gamification stands out as a powerful tool that inspires students to actively participate in their own learning journey.

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