Fahd Kamis J Alzahrani,¹ Farhan Mohammed Alshammary¹, Waleed Salim Alhalafawy^{1,2}

¹King Abdulaziz University, Jeddah (The Kingdom of Saudi Arabia) ²Ain Shams University, Cairo (Egypt)

Gamified Platforms: The Impact of Digital Incentives on Engagement in Learning During the COVID-19 Pandemic

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ABSTRACT

Gamified platforms have a great role in motivating students to proceed with enthusiasm in learning events and activities. The COVID-19 pandemic has generated some tensions and pressures that were reflected on students' engagement in learning when studying through digital platforms. Accordingly, this research examines the impact of using gamified platforms on engagement in learning during the COVID-19 pandemic. The quasi-experimental approach was used to compare the first experimental group that used the G1-Gamified platforms and the second experimental group that used the same platform but not gamified and was referred to as G2-Non-gamified platforms. The research sample in the quantitative study consisted of 60 students from the tenth grade in Jeddah, who were randomly distributed to the two research groups. A measure of engagement in learning has been developed and consisted of three themes with a total of 24 items. The results showed the preference of the first experimental group, which used gaming platforms, in improving indicators of engagement in learning through educational platforms during the pandemic. The research recommended the need to employ digital incentives such as points, badges, levels, and leaderboards in digital platforms to increase the effectiveness of these platforms in improving learning outcomes.

KEY WORDS

Gamified platforms, digital incentives, engagement in learning, COVID-19 pandemic Paper received: 23 October 2022 • Paper revised: 27 November 2022 • Paper accepted: 29 November 2022

Dr. **Waleed Salim Alhalafawy**, Professor, Instructional Technology Department, Faculty of Educational Graduate Studies, King Abulaziz University, Saudi Arabia, and Ain Shams University, Egypt. His research interests are in the field of e-learning, augmented reality, mobile learning, digital platforms, and gamification. Email: welhlafawy@kau.edu.sa

Fahd Kamis Alzahrani, PhD student, Instructional Technology Department, Faculty of Educational Graduate Studies, King Abulaziz University, Saudi Arabia. His research interests are in the field of gamification, e-learning in higher education, blended learning, online learning, and technology-enhanced learning. Email: fjalzahrani@stu.kau.edu.sa **Farhan Mohammed Alshammary**, PhD student, Instructional Technology Department, Faculty of Educational Graduate Studies, King Abulaziz University, Saudi Arabia. His research interests are in the field of e-learning, flipped classroom, mobile learning, digital platforms, and gamification.

Email: fhalshammary@stu.kau.edu.sa

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