

THE PRINCIPLE OF MOTIVATION IN GAMIFICATION FOR TRAINING HIGHLY QUALIFIED PERSONNEL

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Abstract

This article analyzes the concept of gamification and its significance in modern society. The opportunities to enhance human activity and efficiency through the application of gamification in education, manufacturing, healthcare, marketing, and other fields are discussed. The article examines the core psychological principles of gamification, reward systems, tools to influence participants, and mechanisms to inspire motivation. Additionally, the role of rewards, recognition, and competitive environments in social relations is elaborated upon. The future trends of gamification and factors driving its rapid development are analyzed.

Keywords

Gamification, motivation, education system, game mechanics, stimulation, reward systems, competitive environment, efficiency, technology, innovation, participants, social relations, psychological principles.

We live in a world where we can achieve new results every day. We communicate with those around us, set goals, and open new horizons, and technology helps us do this today. Nowadays, engaging in any activity is very easy, but a frequently heard problem arises – boredom. Yes, you read that right – just boredom.

Let's take the education system (don't assume this is pure criticism): modern children rarely pick up a pen for long, and even in classrooms (though not always), they are on smartphones, tablets, portable gaming devices, and other gadgets. Why? Naturally, to play, because now, thanks to computer technology, you can find incredible games. Children play at home, on the streets, and even in hiding places. But then the bell rings, and they must sit at their desks and immediately switch to other "games" – activities that are far from interesting or engaging.

We won't dive deeper into this topic because we believe every one of you can recall a typical classroom lesson from 10-15 years ago taught by a regular teacher.

You might not agree with us: studying (in the traditional sense) is a very boring task.

And what about work, activities, and other responsibilities? Of course, all of this is important and necessary because otherwise, people wouldn't work enough in the world, but do they want to do it? Many people see work as hard labor, their only wish being to finish the day and go home. Moreover, many companies face challenges with employee engagement because, in most cases, work is done out of necessity, almost by force, and not out of genuine interest or will.

Let's take a moment to focus on ourselves and our loved ones. Here, we set goals and strive to achieve them. Whether it's self-education, learning to read quickly, mastering public speaking, normalizing a daily schedule, breaking free from food consumption habits, learning foreign languages, or studying design basics – all of these can be achieved. The question is: how? You could stick to traditional methods, but you won't achieve your goals as quickly as you'd like because boredom gradually sets in, and you become distracted and frustrated.

On the other hand, the busier and more engaging, exciting, and fun our activities are, the more likely we are to succeed, achieving results several times faster while experiencing significantly more positive emotions. But how can learning, work, and life be made more interesting and engaging?

Gamification makes it very easy – we just need to learn how to turn any activity into a game. Remember how you enjoyed playing games as a child, and maybe even now? Games are always incredible and engaging. Most importantly, you can play at any age, and games can be highly beneficial. The key is to know how to organize a game – this is gamification.

Some people see it as just another marketing trick, while others recognize it as a future trend. Regardless, interest in this phenomenon grows because it increases people's engagement in any activity, helps companies attract employees, and makes reward systems more transparent and appealing.

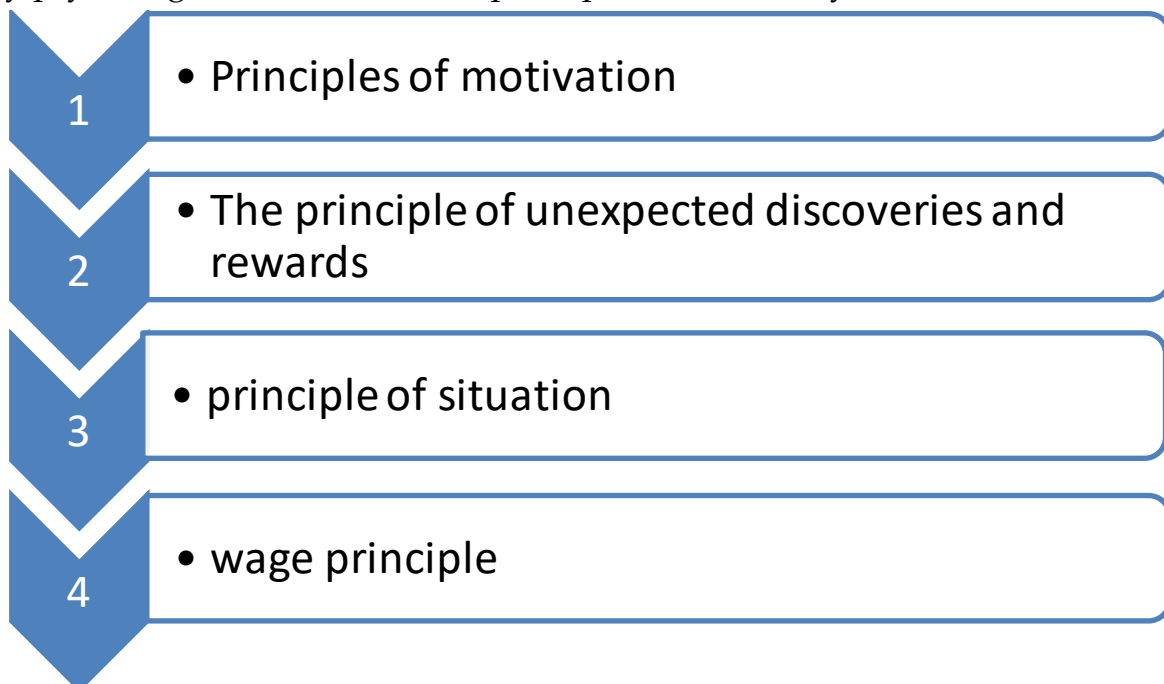
Moreover, according to a recent Gallup study (which found that 71% of workers in the U.S. are either "disengaged" or "actively disengaged"), gamification is gaining more attention, including in the education system. Gartner also explores gamification, defining it as the use of game mechanisms, methods, principles, and techniques to solve real-world problems, such as recruitment, education, or promoting a healthy lifestyle. Gartner experts believe that within the next few years, more than 70% of large corporations will implement at least one gamified program to improve general performance and problem-solving skills.

A recent report, "*The Gamification of the Future*" prepared by Elon University, highlights surveys conducted among internet specialists, stating that gamification can significantly improve motivation and learning processes. According to survey results, 53% of respondents believed that by 2020, gamification would be applied in industries such as healthcare, communications, marketing, education, and many more.

Gamification professional Karl Kapp believes its rapid spread depends on its appeal to all generations worldwide. He also highlights that one of the most critical elements of this methodology – rewards – supports engagement in projects and encourages interpersonal interactions. The power of gamification awakens the competitive nature in everyone. When someone plays a game, they participate more actively, take pride in their achievements, and are willing to put in “extra” effort that benefits not only themselves but also their organization.

Moreover, the more a person works, the more they are drawn into the business, helping them achieve new levels of success. I want to note that gamification is developing rapidly today, with companies like Aetna, Deloitte, and Marriott already using game systems. Even the U.S. Department of Defense uses game mechanics and technologies to engage and develop employees.

Speaking of gamification, it's essential to discuss its principles, which you may consider for your future practice. The foundations of gamification are built on many psychological and behavioral principles, but four key ones can be identified:



According to these principles, people need to desire to communicate with each other, meaning they must have a purpose. It is no secret that the strongest motivator for action is joy and the desire to avoid discomfort.

Firstly, some kind of reward can be applied to earn people's respect and recognition as a genuine achievement. In the second case, if someone plays a role in the game where they can win, they are motivated to achieve the same level in real life. At this point, everything is based on knowledge of the target audience – the more you are aware of what motivates potential participants (customers, employees, colleagues, friends, students, etc.), the better you can influence them.

Any additional game content, bonuses, new perspectives and opportunities, praise, special rewards, or other elements create not only positive emotions but also interest that fuels the desire to achieve the project's ultimate goals, competition, and tasks.

The desire for status is inherent to human nature – almost everyone wants to know they are doing something well. If a game is well-structured, it provides many opportunities to demonstrate success and progress, which allows a person to prove their strengths both to themselves and others. Feeling a positive self-image and gaining the respect of others helps individuals stay committed to the behavior that led to their success.

Leaderboards, praise, badges, and the like can serve as excellent motivators for high performance. Moreover, they assist through the visualization of information and gameplay because participants can compare their personal achievements and successes with those of others.

When engaging in the gamification of various processes, many specialists naturally think about rewards. At the same time, very few choose rewards that interest the target audience. Rewards can be related to status, personal achievement, physical aspects, or emotions, but in every project, what appeals to participants depends on their values and interests. For example, if you consider a physically tangible reward, you must ensure that students will put in the effort to earn its value; otherwise, no one will want to participate in the project.

These are the core principles of gamification, and you must always pay attention to them. However, we will discuss many practical aspects and continue our discussion more than once. For now, let's understand why gamification is worth adopting and using. Generally, there are three main reasons to apply game methods to non-game contexts: **engagement**, **experience**, and **results**.

Gamification, as has already been clarified, is a method of developing systems that motivate people. It is necessary to use everything that attracts new participants to a project, keeps existing ones, and inspires them to solve new problems.

Any game contributes to the production of the happiness hormone – dopamine – because it brings new victories and the approval of others. Thus, creating a gamified system allows you to implement an excellent process for solving problems. However, beyond simply creating an enjoyable process, you must also account for many mechanisms beyond basic ones – these are all elements of **external motivation**. We must strive to create **internal motivation**, where completing actions and solving problems hold intrinsic value.

Through gamification, people can regularly be encouraged to play sports, eat healthily, and use natural resources wisely. At the same time, it can help unite organizational employees and assist in completing team-based tasks.

Experiences allow individuals to improve themselves. Anyone who has ever played a game knows that they may lose and certainly will lose at some point, but they also know they always have the chance to start over, so the possibility of failure is not terrifying. In almost every game, a player can win, and even in defeat, they do not lose entirely.

Based on this, balanced games – not overly complex but not too simple either – encourage people to improve, enhance their results, and find innovative solutions for both simple and complex problems. Thus, gamification approaches are extremely important in **work, education, self-discipline, business**, and many other areas.

Gamification is only worthwhile if it produces results. Many successful global companies, such as **Samsung, American Express, Microsoft, Nike**, and others, integrate game elements into their operations. This can be a strong reason to follow their examples.

You might agree with us: all of this sounds wonderful and inspiring. But is it easy to learn gamification? At first glance, it might seem like this field is only for the chosen few, as if not everyone is meant to achieve high results. However, who says you cannot be among the successful ones? That's right – no one! Any skill, no matter how challenging, can be mastered because you and I are designed to acquire new knowledge and learn new things. We just need to find the right approach, and we are happy to share it with you.

Here, we must admit that understanding gamification, like anything else, comes primarily through experience. Of course, it is possible to intuitively comprehend, discover, or create something, but this is rare. Most of us need to

acquire the necessary knowledge, work hard to achieve results, and master practical skills.

The truth remains: you **can** learn anything, including gamification. There are two aspects to learning these skills – **theoretical** and **practical**. The theoretical aspect requires acquiring relevant knowledge, which will be presented in this gamification course. The practical aspect means applying this knowledge to your life – in other words, transitioning into real actions – and we will help you with that.

In many cases, theoretical foundations alone remain a burden that people carry mentally. This happens due to a lack of basic knowledge about how to apply what they have learned. For this reason, any course, training, seminar, or other educational tool must place special importance on practical application.

In preparing this course, we studied a vast amount of literature on the subject. During this process, we selected what seemed most important and relevant, adapted the material to make it easier to understand and absorb, and incorporated practical suggestions from people who have been engaged in gamification for over a year. As a result, we have collected the most critical information deserving of attention.

Lesson

1:

Motivation

We chose motivation as the first lesson topic because it is based on gamification as a methodology. Motivation serves as a driving force in human development, both on an individual level and on the scale of humanity, providing a stimulus for people from different categories. By introducing game elements into learning and project creation, motivation allows you to design projects in the most effective way. This lesson highlights motivation as a key factor, explores the need to manage motivation, and identifies the most effective ways to organize activities. Additionally, theories of motivation that help better understand gamification will be presented. As a result, you will be introduced to the concept of *flow state* and its significance in gamification.

Lesson 2: Game Elements in Gamification

The system of incorporating game mechanics into non-game activities should not consist of just one or two elements. In fact, there are many components, and the absence of any of them can greatly impact the entire gamification process. That's why this lesson introduces you to essential elements. From the second session, you will learn what a game is, what its features are, and what components it consists of – this is the first part of the lesson. In the second part, we will discuss the PBL triad – three essential elements that participate in the gamification of any process.

Lesson 3: Game Mechanics

As you may know, there are outstanding games available today. All of them target different categories of users and players, and their main distinction is their *game mechanics*. This lesson is entirely practical and focuses on game mechanics. We will talk about many types of game mechanics, explaining even the most complex ones. Interestingly, the lesson is based on materials from thematic portals specializing in organizing activities, and each mechanic is explained with examples that help you understand its essence.

Lesson 4: Types of Players

Any game implies the existence of players. However, players, just like games, can differ in their psychological, interest-based, and personal characteristics. Moreover, every game should be designed in a way that all types of players are interested and willing to participate. This is the focus of the fourth lesson. As a foundation for this session, we use one of the discoveries in gamification—Richard Bartle's classification of player types. You will learn about four types of players, their characteristics, and the differences between them, as well as how to balance a game for all categories. Additionally, we will discuss providing extra information to identify and reflect on people's psychological types.

Lesson 5: Game Design

The fifth lesson helps you put together all the elements previously covered. In other words, you will understand how a gamification system is created, what needs to be done, and what to look for. You will be introduced to Kevin Werbach's step-by-step guide to game system creation—he is a professional and renowned gamification expert. Examples of selecting game mechanics based on project goals will also be provided. As a result, we will describe how game elements are integrated into the system. As an added benefit, you will receive tips on avoiding common mistakes in gamification.

How to Conduct the Lessons

As we've mentioned several times, we adapt all exercises for practical application so that everyone can absorb and understand them. The key point here is transitioning thoughts into actions—because no matter how many books you read, your knowledge will remain theoretical unless you apply it in real life.

We advise against indefinitely postponing "half-implemented exercises." Instead, act immediately at the first stage. Here's how you can do it: dedicate one day to studying the introduction and first lesson, then spend the next two days applying what you learned. Take a day off, and repeat the process. As a result, the entire course (excluding additional materials) will take about three weeks. This

simple approach will begin yielding results in the early days, and using your new skills will gradually become a habit – a very useful one. Of course, you can develop your own course progression system, but the essence remains the same: the approach is practical.

Additional

Materials

The additional materials for the gamification course include books dedicated to this topic. While there may not yet be a vast number of books, as gamification is still an emerging field, valuable literature does exist, and we will introduce you to it.

In the additional materials section, we provide a brief description of highly useful books, their content, and some information about the authors. We recommend reading this literature first because it fills any gaps in your foundational knowledge and provides you with essential insights. Secondly, since the books are written by renowned experts, their advice is worth listening to. If you plan to implement gamification seriously, some of the recommended books will become fixtures on your desk.

As tradition dictates, we also want to share a few famous quotes on the topic of games to broaden your horizons and encourage reflection on the importance of games in people's lives:

Quotes on Games from Great Minds

• *"A passion for games is the strongest of all passions."* – Alexander Sergeyevich Pushkin

• *"Nowhere else can a person express the marvels of others in a form so clear."* – Ralph Emerson

• *"The important thing in a game is not whether we lose or win, but how we learn, adapt, and create new things that we can apply in other games. Victory often comes through strange defeats."* – Richard Bach

• *"If you engage in a conversation or debate, treat it like a chess game."* – Baltasar Gracián

• *"When man plays, he is fully human."* – Friedrich Schiller

• *"Man is a powerful toy of God. One must accept it and play."* – Plato

• *"Play is the highest form of research."* – Albert Einstein

• *"We don't stop playing because we grow old; we grow old because we stop playing."* – George Bernard Shaw

• *"Play is fundamentally the foundation of all human culture."* – Anatoly Vasilievich Lunacharsky

• *"A game attracts the player, engages them, and compels them to play."* – Hans-Georg Gadamer

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