

RESEARCH GROUP: MODERN TECHNOLOGIES

RESEARCH AREA: LINGUISTIC SCIENCES

# GAMIFICATION IN EDUCATION

EDUCATIONAL STRATEGY FOR FOREIGN LANGUAGE LEARNING TO INCREASE MOTIVATION FOR UNIVERSITY STUDENTS

## GUIDELINES

**Who?** University lecturers -> University students  
**What?** The effectiveness of gamification in foreign language learning  
**Where?** Sofia University - various courses  
**When?** March 2024 - August 2025  
**Why?** As modern technology vigorously enters education, it's essential to have the right software and hardware to enhance teaching, making it more effective, engaging, and motivating

## RESEARCH ISSUES

▶ How gamification can be used strategically to enhance the quality of foreign language learning

## RESEARCH QUESTIONS

▶ In what ways does gamification demonstrate success in acquiring new knowledge?  
▶ Which features of gamification are crucial for motivation and effectiveness?  
▶ How can gamification be strategically applied to improve the quality of language learning?  
▶ What are the specificities and attitudes in the Bulgarian educational environment?

## SPECIFIC OBJECTIVES AND TASKS

▶ Identifying correlations between learners' attitudes toward play and their performance in language learning.  
▶ Determining the specific conditions under which language games are beneficial in the classroom.  
▶ Evaluating the impact of play elements in various types of learning activities commonly used in foreign language teaching.  
▶ Formulating new hypotheses about the effectiveness of the game-based approach.

Games have always been  
a mechanism for exploring the world and  
developing the human brain and  
its cognitive processes.

## GAME-BASED LEARNING



### START

EFFECTIVENESS is determined by the positive attitudes of the learners

### Luck

Games incorporate an element of risk and reward

### Being at risk

increases concentration and motivation in decision-making

preference  
for gamified activities



Games  
encourage  
collaboration  
among players

### FINISH

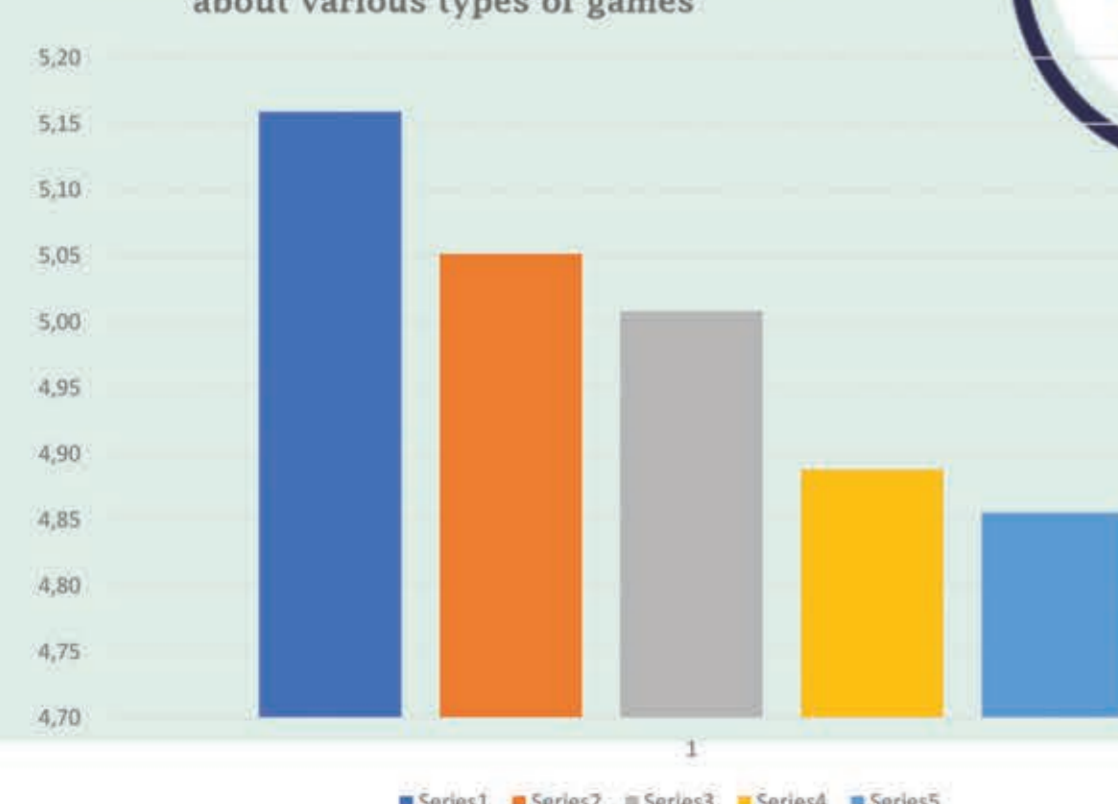
## STAGES

1. Developing criteria and an observation card
2. Conducting the observation
3. Preparing a standardized questionnaire 1 and conducting an online survey based on theoretical preparation and the results of the observation
4. Coding and analyzing the data from online survey 1
5. Conducting in-depth interviews
6. Transcribing the interviews and content analysis
7. Conducting a non-standardized written survey
8. Content analysis of the respondents' texts
9. Preparing a standardized questionnaire 2 and conducting an online survey based on theory and the results of the interviews and the non-standardized survey
10. Coding and analyzing the data from online survey 2
11. Interpreting and formulating hypotheses
12. Summary of results and publication

## BENEFITS

Development of cutting-edge strategies, methods and tools in university language teaching and synchronization of the learning process with the requirements of the new generations and the digital world

Average values given by all respondents about various types of games



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