

PEDAGOGY

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The use of gamification in the educational process of higher education institutions

The article examines the use of gamification in the educational process of higher education institutions, as well as its impact on student motivation and the quality of education. Various gamification tools such as scores, rating tables, achievements, and virtual awards are analyzed, which help increase student engagement and encourage them to actively participate in learning. Special attention is paid to the positive impact of gamification on the development of critical thinking, creativity and teamwork. The results of empirical studies confirming the effectiveness of gamification methods in higher education are presented. The need for further study and implementation of gamification approaches is emphasized, which will create more modern and effective educational practices that meet the requirements of the time and interests of students.

Key words: gamification; education; higher education institutions; motivation; interactivity; achievements; innovative technologies.

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