

From Traditional Learning to Gamification: How to Engage Students of Generation Z and A in School

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Abstract

Generation Z and A are the most technologically driven generations. These generations are growing up in an environment where they are surrounded by interactive social media and virtual games. This leads to their different attitudes, social behavior, and preferences in learning. To motivate them, new interactive learning methods and gamification can be a key factor in engaging Gen Z and A student in school. Nevertheless, there is still a lack of research on attitudes, interests and motivation of students of Generations Z and A. Moreover, it is not known which learning methods are preferred by these generations and whether there are differences between the students of Generations Z and A. The purpose of the study is to determine the learning methods that lead to the greatest engagement in school of students of Generations A and Z. The paper presents the results of the survey of 1515 students (1243 representatives of Generation Z (82.05 %), 272 of Generation A (17.95 %)). The study found statistically significant differences between some learning methods and gamification elements that are best used for learning of Generations A and Z. Statistically significant differences between the A and Z generations' engagement in school were also determined. Summing up, Gen A is more engaged in learning than Gen Z: Gen A likes learning more and likes school more; Generation A tends to make more efforts and are more persistent in the learning process and are more active in extracurricular activities; they are also more active than Generation Z.

Keywords: Generation A, Generation Z, learning methods, gamification, engagement in school