WE EDUCATE
WE MOTIVATE
WE PRODUCE CHANGE

e-LEARNING DEPARTMENT

LPI ACCREDITED LEARNING DEPARTMENT SINCE 2024

AMBASADORZY METODYKI

Motivational game-based elements

Poland, November 2025

LIDL

By the end of this presentation you will:

01 | Gain knowledge about motivational game-based elements in e-learnings and understand their scientific foundations

02 | Learn what specific motivational elements we use in our e-learnings
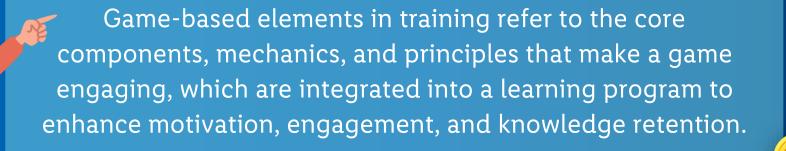
Ambasadorzy Metodyki 2025

01 Gain knowledge about motivational game-based elements in e-Learnings

and understand their scientific foundations.

Game-based elements in trainings

Game-based elements in training refer to the core components, mechanics, and principles that make a game engaging, which are integrated into a learning program to enhance motivation, engagement, and knowledge retention.

Motivational game-based elements

Game-based elements in corporate trainings

Boosts emotional engagement

Boosts knowledge retention

Supports adult autonomy

Encourages safe failure

Facilitates change of behaviour

Society of Neuroscience research on The Neuroscience of Gaming in Corporate training

What number of these elements is the most effective?

Ambasadorzy Metodyki 2025

GAME-BASED ELEMENTS:

- **MOTIVATIONAL -** unmeasurable
- **FUNCTIONAL -** measurable

WE INCORPORATE GAME-BASED ELEMENTS BASED ON:

- neuroscience of game-based learning*
- market research on attractiveness of gamification elements in e-Learning**
- e-Learning methodology
- andragogy principles
- our expertise and continuous upskilling

* Neuroscience of game-based learning
- Society of Neuroscience, Neuronline Roundtable 2015 – The Neuroscience of Gaming
- Gamification in Corporate Training: The Whys, Whats, and How-tos.

**The effect of game-based learning **
- Market research results on attractiveness of game-based learning on motivation and engagement. The International Journal of Information and Learning Technology, 2018
- Digital game elements, user experience and learning: A conceptual framework. Education and Information Technologies, 2018
- Assessing the use of gamification element in a student-centered learning environment for Self Development and Professionalism lessons, 2018
- Enhancing student learning experience with technology-mediated gamification: An empirical study. Computers & Education, 2016

03 Learn what specific motivational elements we use in our e-learnings

Why do we think they are effective?

Motivational game-based elements in e-Learnings

Scoring system motivates people

Collecting points

because collecting points is one of the most motivating game-based element (IJOILT, 2018)

People need a safe space to practice failure

Exercise as decision making

because neuroscience of game-based learning proves that decision making tasks offer freedom to fail thus maximize the learning process! (SfN, 2015)

Motivational game-based elements in e-Learnings

People need to be noticed

Feedback
(exercise feedback, summarise)

because it is also one of the most popular game-based elements. It facilitates self-reflection and revision of behavior (IJOILT, 2018)

because neuroscience of game-based learning proves that feedback influences decision making and change of behavior (Adam Gazzeley, MD, PhD, the Neuroscience Imaging Center at the University of California)

Motivational game-based elements in e-Learnings

People feel valued and happy when given rewards

Trophy cups, badges

because they are an effective tool in the development of individual's behavior (SfN, 2015)

because collecting items deemed valuable is human nature. Game-based learning utilize it offering trophies, badges to enhance the user engagement ((IJOILT, 2018)

Ambasadorzy Metodyki 2025