

LEARN. PLAY. TRANSFORM.

Design learning that motivates. Personalize what matters.

This book explores how to diagnose student acceptance and design effective digital gamified learning experiences by integrating two powerful frameworks: **UTAUT** and **TPACK**.

A practical guide for researchers, educators, and instructional designers who want to make learning more **engaging**, **personalized**, and **impactful** through the power of games.

>>> WHAT YOU'LL DISCOVER <<<



UNDERSTAND

student acceptance of digital gamified learning through UTAUT.



DESIGN

meaningful gamified learning experiences using TPACK principles.



INTEGRATE

technology, pedagogy, and content with game design.



EVALUATE

models and strategies for better learning outcomes.



EMPOWER

educators to create motivating, student-centered learning environments.

PERFECT FOR

- Researchers in educational technology
- Teachers and instructional designers
- Graduate students and practitioners
- Anyone passionate about learning and games!

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THE FUTURE OF LEARNING IS GAME-CHANGING.
Let's build it—together. ♥



LEVEL UP!



ACHIEVEMENT UNLOCKED

Diagnosing student acceptance and designing digital **gamified learning**:

An integrated **UTAUT** and **TPACK** perspective

Yujia Hong

+100 XP

MISSION: LEARN

PLAY LEARN ACHIEVE

