



Universiteit
Leiden
The Netherlands

Diagnosing student acceptance and designing digital gamified learning: an integrated UTAUT and TPACK perspective

Hong, Y.

Citation

Hong, Y. (2026, September 22). *Diagnosing student acceptance and designing digital gamified learning: an integrated UTAUT and TPACK perspective*. Retrieved from <https://hdl.handle.net/1887/4309839>

Version: Publisher's Version

License: [Licence agreement concerning inclusion of doctoral thesis in the Institutional Repository of the University of Leiden](#)

Downloaded from: <https://hdl.handle.net/1887/4309839>

Note: To cite this publication please use the final published version (if applicable).



Universiteit
Leiden
ICLON

ICLON, Leiden University Graduate School of Teaching

ico

The research was carried out in the context of the Dutch Interuniversity Center for Educational Sciences.



This research was funded by the China Scholarship Council (CSC) (Grant no. 202308230139).

Title: Diagnosing student acceptance and designing digital gamified learning: An integrated UTAUT and TPACK perspective

Titel: Het diagnosticeren van studentenacceptatie en het ontwerpen van digitaal gegamificeerd leren: een geïntegreerd UTAUT- en TPACK-perspectief
ICLON PhD Dissertation Series

Print: Mostert & Van Onderen!

Cover design: Yaqi Liu

Lay-out: Yujia Hong

ISBN/EAN: 978-94-90383-58-9

© 2026, Yujia Hong

All rights reserved. No part of this thesis may be reproduced, stored in retrieval systems, or transmitted in any form by any means, electronic, mechanical, photocopying, recording or otherwise without the prior written permission of the author.

Diagnosing student acceptance and designing digital gamified learning: An integrated UTAUT and TPACK perspective

Proefschrift

ter verkrijging van
de graad van doctor aan de Universiteit Leiden,
op gezag van rector magnificus prof.dr. S. de Rijcke,
volgens besluit van het college voor promoties
te verdedigen op
donderdag 22 september 2026
klokke 14.30 uur
door

Yujia Hong
geboren te Heilongjiang Province, China
in 1992

Promotores

Prof.dr. W.F. Admiraal

Prof.dr. N. Saab

Promotiecommissie

Prof.dr. B.A. Barendregt (voorzitter)

Prof.dr. R.M. van der Rijst

Prof. dr. L. Kester, Maastricht University

Prof.dr. O. Noorozi, Wageningen University & Research

Dr. L.S. Post

Table of contents

Chapter 1	General introduction	5
Chapter 2	Play to learn: Unpacking university students' acceptance of in-class digital games through a GAMI-UTAUT model	16
Chapter 3	Research on EFL university students' game element preferences and learning needs: Implications for the instructional design of the digital gamified class	42
Chapter 4	Student information in user profiles for tailored gamification: A systematic literature review	77
Chapter 5	How to tailor gamification for learning: A systematic literature review	108
Chapter 6	General discussion	130
References		145
Appendices		167
Curriculum Vitae		224
Acknowledgements		225
ICLON PhD		226
Dissertation Series		
Summary		231
Samenvatting		234
Propositions		237