III. THEORY AND METHODOLOGY OF FOREIGN LANGUAGE AND CULTURAL TEACHING
III. ТЕОРИЯ И МЕТОДИКА ПРЕПОДАВАНИЯ ИНОСТРАННЫХ ЯЗЫКОВ И КУЛЬТУР

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EFFICIENCY OF GAMIFICATION IN E-LEARNING

Abstract. The article examines the effectiveness of using e-learning in teaching in higher education institutions. Teaching and learning techniques of are very important and depend on the concept of e-learning, in particular, the effectiveness integrating e-learning technologies in education by universities. The article examines the meaning or definitions of e-learning as presented by different researchers and the role that e-learning plays in higher education institutions with regard to teaching and learning processes, and advantages and disadvantages of its adaptation and implementation. An example of gamification technology, one of the modern applications for teaching foreign languages is given.

Keywords: e-learning, gamification, information and communication technologies, higher education.

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ЭФФЕКТИВНОСТЬ ГЕЙМИФИКАЦИИ ПРИ ДИСТАНЦИОННОМ ОБУЧЕНИИ

Аннотация. В статье рассматривается эффективность использования дистанционного обучения в высших учебных заведениях. Технологии преподавания и обучения зависят, в частности, от концепции дистанционного обучения, эффективности интеграции дистанционных технологий в образовательный процесс университетов. В статье представлены определения дистанционного обучения в работах различных исследователей, его роль при обучении в учреждениях высшего образования в зависимости от направленности учебного процесса, преимущества и недостатки адаптации и внедрения. Приводится пример технологии геймификации как одного из современных направлений при обучении иностранным языкам.

Ключевые слова: дистанционное обучение, геймификация, информационные и коммуникативные технологии, высшее образование.

Students view schools and education in general as hard work without fun, while some schools and institutions try to change the concept of education by adding some elements of interaction and fun so that students replace feelings of effort, work and distress with feelings of play and joy. This is what the gamification systems are trying to do to integrate education with games by designing interactive educational curricula that depend on their content and methods of displaying games, whether in the structure of the curriculum itself or through the methods of presentation.

Recently, many institutions have begun to use the principles of gamification in education so that education becomes more interactive and motivating for students, especially in e-learning processes that rely on this type to a large extent. That people

learn languages through a set of interactive games that help learners acquire language skills of all kinds. Khan Academy also relies on gamification principles in the curriculum that it displays, where students deal with content as a game that is based on levels, whenever they study and pass a level the more they get rewards and gifts represented in the signals and virtual images that adorn their account through the site [3]. These principles teach children programming skills through the «Hour of Code» initiative, in which all technology institutions and companies around the world collaborate to teach children to code using simple games for one hour, and also the Scratch program that teaches programming in the same way.

In 2015, the market value was estimated to be $ 255 billion. A recent research study conducted by «Global Shapers» on 25,000 participants from around the world, showed 77.84% of participants had taken more than one online course over the past year [7].

And according to online compensation research studies of the past, conducted by the Babson Research Studies Group in partnership with several other institutions; the number of students increased from 7.1 million students in 2014 to 7.4 million students in 2015 [1].

E-learning depends on learning mainly on the learner, as the student can directly learn anywhere and at any time he/she wants, unlike traditional learning. E-learning is formed in two main patterns:

-teaching and learning at the same time, and participating in the interaction from chatting and messages, or some audio and video meetings, which helps in continuous follow-up and personalization of the learning process.

- non-synchronous learning is the learning that allows learners to complete courses or training courses at their own pace and at the time they choose, but it allows learners to participate and interact live with the lecturer, while providing communication between the lecturer and learners through message boards and discussion forums, unlike simultaneous learning, so the learner has access to the educational material whenever he/she needs it and anywhere.

There are now millions of learners in the world who depend mainly on e-learning to gain skills, experience, and learn what they want.

As one learning experiences are provided individually, which is not what traditional education provides, self-education presents alone or combined with regular instruction from traditional classroom. Generally, e-learning has invaded the field of education, and even surpasses it over its traditional counterpart.

The costs of traditional education are determined by international universities and institutes. International universities and institutes have offered different educational programs and the best lecturers and professors through e-learning sites.

So that the intensive online training courses cost half the cost of traditional education in one year. For example, for one student it is about 10 thousand dollars, there are experts to teach students programming skills, so that the student becomes a professional programmer and developer during the 12 intensive weeks. In addition, 90% of students of the program can find a job opportunity in less than 3 months after graduation. When comparing this program with traditional education within the university, this program is more intensive and better for time and money, because its cost is 10 thousand dollars in 12 weeks only, while the cost of education is about 80 thousand dollars during the studies [6, 7].

Unlike traditional education within the walls of schools and universities, e-learning provides absolute flexibility to learners, so the learner is not obligated to go to the university daily on fixed and predetermined dates, as e-learning does not set specific conditions for learners, is not limited to a specific age, and does not require exorbitant money to enroll in courses or training courses.

The learner can start learning or studying wherever he/she wants, and wherever he/she wants, they only need a computer and an Internet connection, and if the learner is a student at a university, he/she can study many training courses that benefit them in his field of specialization, and even if the learner is a full-time employee, e-learning is a great choice for learning the skills they need to develop in their career.

In e-learning, the learners will not be forced to study different courses and materials that will not provide them with the required experience and skills for four

years, so the learners can focus precisely on learning the specific skills their desires, or focus on learning the specialization they want to work with, as the online training courses are specially designed for this purpose as it focuses in its content on the real skills and experiences that the learners need to be able to pursue in their field of work [9; 10, p.17-29]. Instead of non-specialized courses that do not benefit the learners in the field they wish to work in, e-learning provides specialized courses. So, a person who wants to work as a programmer specializing in a programming language can choose training courses that benefit his specialization, so he does not need to study design Graphic, marketing, or even information technology, needs to study programming skills and languages only, which is what e-learning provides [11, p 245-258].

Online learning is the best way to keep the skills acquired by the individual updated and keep pace with continuous development, as it publishes hundreds of training courses on the Internet every month that ensure to provide the learner with the latest information and skills needed by the labor market in all fields and specializations [8, p.15-27].

E-learning has now become the best and most effective alternative to traditional education, as it saves time and effort, and enables the learner to master the specialization he/she wants in a short period [6].

Then e-learning provides a person with the skills he/she needs constantly to become qualified to compete in the labor market, unlike traditional education that relies on fixed courses for several years, not keeping pace with the development in the needs of the labor market. As a Gallup poll revealed earlier in the past year 14% of Americans, and only 11% of businessmen and business owners, believe that recent graduates possess the necessary skills appropriate to the job market. Because of these advantages, e-learning has now become the best and most effective alternative to traditional education, as it saves time and effort, and enables the learner to master the specialization he/she wants in a short period, especially the disciplines related to technology and information technology, so e-learning is the best way by all standards

to learn programming, or information technology or design, development, or even business management [5, p.19-28].

The only defect in e-learning is its inability to grant learners in some disciplines the right to practice working in those disciplines [1]. The learners can enroll in specialized training courses for medicine, law or science, and they can master the various skills related to any of those disciplines, but they are still unable to work in it and practice it as a profession unless they graduated in that specialty.

It can be said that e-learning intends to use gamification as a way to attract a larger audience of learners than the traditional educator, as the main goal of e-learning is pure learning without evaluating on the basis of points and also urging the individual to research, learning, self-development, which is in line with the principle of gamification. The issue of using gamification in traditional education is difficult, as the two methods differ in principle, because the basis for differentiation in traditional education is grades and exams, while gaming is based on calculating individual and group work and creating a spirit of cooperation and competition instead of the individual self, where the main goal is learning and not examination evaluation.

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