

GAMIFICATION AND TRANSMEDIA FOR SCIENTIFIC PROMOTION AND FOR ENCOURAGING SCIENTIFIC CAREERS IN ADOLESCENTS

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INTRODUCTION



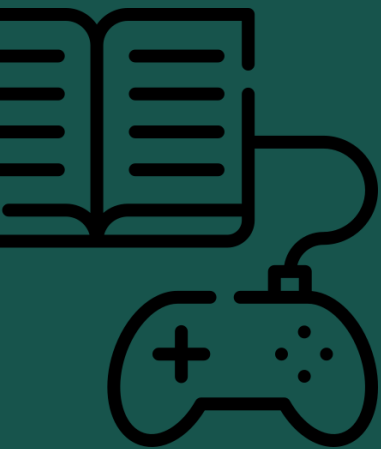
- The goal of gamification is to improve the intrinsic motivation of the participants. The «Digital Learning based on Games» is developed in five principles: Intrinsic motivation, Learning through intense enjoyment, Authenticity and, Autonomy.

METHODOLOGY

- Design a project to facilitate scientific activity promotion through the gamification development with transmedia support which could provide an immersive and participative experience.
- The project had a maximum of 1,741 active students weekly solving tasks and challenges (in addition to 465 teachers and 49 secondary schools).



RESULTS



- The Antarctic Project has been the first experience of specifically designed transmedia gamification carried out in Spain for its mass application.
- The participants have had the opportunity to find out about the motivations for career-choices of active scientists and to see the interest and social benefit from research work in general while handling scientific methodology and learning about the work .

CONCLUSIONS

- ❖ Our general objective of fostering vocational interest in S&T professional fields has been fulfilled with a clear and relevant effect on the participants.
- ❖ It is essential to have an attractive storyline and, above all, to have protagonists the participants can easily identify with regarding likes, hobbies, and preferences. The use of messaging and publications on the protagonists' social networks has greatly helped to increase the participants' immersion and make the plot realistic.



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