

**DEVELOPING SOCIAL AND EMOTIONAL SKILLS IN HIGHER EDUCATION  
STUDENTS THROUGH GAMIFICATION**

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**Annotation:** this article analyzes the development of social and emotional skills in higher education students through the use of gamification techniques. Gamification interests students by incorporating game mechanics into the learning process, enhancing their skills such as teamwork, communication, and emotion management. The article discusses the impact of gamification on the social and emotional development of students, its pedagogical benefits and limitations. Gamification techniques have been shown to play an important role in the development of student motivation, success and failure management skills.

**Keywords:** gamification, social skills, emotional skills, education, motivation, game mechanics, learning process, pedagogy, teamwork, learners.

In higher education, students need to develop not only academic knowledge, but also social and emotional skills. These skills are necessary for the student to be successful in his future professional life, as well as in his personal and social relationships. Today, the need to activate students and support their academic, social and emotional development is becoming increasingly important in the higher education system. In the learning process, it is important to develop not only knowledge, but also the student's personal, social and emotional skills. Social and emotional skills, in turn, allow students to work in a team, communicate with others, understand and manage their emotions, as well as increase their resilience to stress and failures. The development of these skills in students will help them to be successful not only in the professional sphere, but also in their personal lives in the future. The use of gamification methods to increase the efficiency of the learning process and interest students is widespread today.

Gamification is the application of game elements to other types of social activities [1]. Gamification is the use of game mechanics to increase participation in a website and online learning management system and encourage interaction and communication between employees. Gamification ensures active participation of students by incorporating game mechanics into the learning process. Games and game elements help students make the learning process interesting and interactive. This approach aims to develop students' social and emotional skills. During the game process, students communicate with each other, work in groups, share successes, and achieve goals together.

There are several types of gamification: internal, external and behavior-changing. Internal gamification works within the framework of one organization and is a motivational component, which should correspond to the management and incentive system of this company. External gamification helps to improve the relationship between the coach and the student. Some of its elements are present in the general secondary education system. It is most often used in schools and in programs for primary school teachers. This is because primary school students are more psychophysiologicaly playful. This is explained by the high level of effectiveness in conducting

lessons with various games and interesting activities. It helps the student to master the subject quickly and easily and with great interest. This, of course, also creates convenience for the teacher[2].

The main principle of gamification is to motivate students to learn through an interesting and competitive environment in the process of playing games. By introducing game mechanics into the educational process, students are more interested in applying their knowledge, overcoming difficulties, and learning new knowledge. This method helps students develop not only intellectually, but also socially and emotionally. Developing social skills through gamification:

Social skills are the ability of people to interact effectively with others, work in groups, exchange ideas, and help others. Gamification is a very effective tool for developing these skills. Games are often played in a team environment, which promotes cooperation and communication between students. For example, in lessons organized with gamification elements, students work in groups to achieve common goals. Working in these groups teaches students to communicate effectively, listen to others, and express their opinions clearly. Each student in the group knows their role and helps each other in this process. In this way, students develop social skills such as teamwork, effective communication with others, and conflict resolution [3].

Through gamification, students have the opportunity to evaluate each other's achievements, compare themselves with others, and see their own successes. This, in turn, creates healthy competition among students and provides opportunities to learn from each other. The use of game mechanics serves to establish social connections among students and encourage teamwork. Developing emotional skills through gamification:

Emotional skills are the ability to manage one's own emotions and understand the emotions of others. Developing students' emotional skills helps them understand themselves and effectively manage social interactions with others. Gamification also plays an important role in this regard, as students are exposed to a variety of emotional states during the game. During the game, students often experience success and failure. These states help them learn to manage their emotional states[4].

Through gamification, students learn to self-assess their own achievements. This increases their self-confidence. In addition, when faced with failure, students are encouraged to seek new opportunities, develop patience and resilience. Games provide students with opportunities to manage their emotions, cope with stress, and improve their relationships. For example, students who lose during a game increase their enthusiasm and desire to win, as well as learn how resilient they are to failure. Such experiences teach students to manage stress, increase patience, and understand their own emotions.

Gamification also allows students to track their progress, see their achievements, and self-assess themselves. This increases self-confidence and motivates students to strive for new goals. Celebrating successes, assessing achievements, and rewarding them in games is a source of positive motivation for students and improves their emotional state.

Pedagogical benefits and limitations of gamification: The pedagogical benefits of gamification methods are enormous. Engaging students, turning them into active participants, increasing motivation, developing teamwork and social skills are the main advantages of gamification. Also, through games, students are not only involved in the learning process, but also become more active in the process of providing mutual assistance and learning new knowledge. However, gamification also has limitations. Some students may not take games seriously compared to other learning methods. In addition, excessive dependence on game mechanics in the gamification

process can also weaken social connections and traditional teaching methods. Therefore, it is important to use gamification with the right balance [5].

Gamification is an effective tool for developing students' social and emotional skills. Through game mechanics, students are more involved in the learning process, which increases their skills such as teamwork, communication, managing emotions, and providing mutual assistance. The effective use of gamification methods has a positive impact not only on the academic but also on the personal development of students. However, the correct and targeted use of gamification methods brings maximum benefits to students.

The use of gamification techniques is an effective tool for activating students, increasing their motivation, and developing social skills such as teamwork and communication. Game mechanics also play an important role in helping students develop emotional skills such as managing their emotions, adapting to success and failure, and coping with stress.

In conclusion, the effective use of gamification methods makes the learning process interesting and interactive for students, which further increases their interest in learning. At the same time, it is important to use gamification methods correctly and purposefully, since excessive reliance on game mechanics can reduce the effectiveness of traditional teaching methods. Thus, gamification is an important tool in the higher education system to ensure not only academic achievement, but also the personal and social development of students.

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