**Justification**

Gamification has become a buzzword over the past few years. Attaching the term ‘gamification’ to an otherwise dull or mundane task directs some people to think that it will instantly create improvements. There are an unlimited number of ways to implement gamification by using different techniques and game features. However, most instances of gamification are surface-level and fail to engage users fully in the game elements. In order combat this, different models have been created to support the implementation of gamification. One such model is Octalysis (Chou, 2019).

The Octalysis model is built around eight core drives that are human-focused. Instead of thinking about how a system works independently, with Octalysis, designing gamified systems starts with thinking about how people act, what drives and motivates them, and then building around those factors. There have been some studies conducted with students (Cunha et al., 2018) and with adults (Chen et al., 2023; Fairuzabadi et al., 2024) which use the Octalysis model. These studies have shown increased engagement and motivation for learning, as well as some improvements in performance.

Due to the prevalence of gamification, it is important to understand how to use it in a way that is beneficial for students’ learning. Octalysis has been widely promoted as a model for gamification and has been used in both education and corporate settings. The foundation of the model is based on motivation, using a combination of both intrinsic and extrinsic motivators. As this model has been used frequently, it is important to understand if it is working and how to best apply it to gamified situations.

**Research Questions**

Is the Octalysis model based on sound motivational research?

What role does motivation play in the development of gamification with Octalysis?

Is Octalysis an effective framework for using gamification in education?

What impact does Octalysis gamification have on motivation and academic performance in education?

**Search Terms**

Octalysis AND (eudcat\* OR learn\* OR school\* OR class\* OR teach\* OR student\*)

**Inclusion/Exclusion Criteria**

* Must be an experiment, not a literature review/analysis
* At least one outcome variable related to motivation or academic performance
* Sample must include students (elementary to post-secondary)
* Peer-reviewed journal article or conference paper
* Written in English