**Effectiveness of gamification in the engagement of students**

It means making education more fun and engaging, without undermining its credibility.

Gamification helps students gain motivation towards studying, and because of the positive feedback they get pushed forwards and become more interested and stimulated to learn.

According to the research engagement is the important metric for success in gamification.

There are several metrics to analyze engagement which due to technological advancement in analytics can be included into such a web application.

These metrics are page views per visitor, time spent on site, total time per user, frequency of visit, participation and conversions.

In their future work they wish to implement the gamification elements proposed on an e-learning course and follow the above-mentioned metrics.

It is however intuitive that gamification can improve motivation and engagement of users with such a system.

By gamifying an e-course we do not wish to replace the intrinsic motivation of student, which is stinger and more long term, with the extrinsic one, but offer a combination of the two for a better performance.

Gamification offers the proper tools to generate positive change in behavior as according to Fogg.

We can use this mean to create more effective and engaging e-learning applications.