

Gamification-Education: the power of data. Teachers in social networks

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SOCIAL NETWORKS

Social networks are spaces for teachers to exchange content on new methodological approaches to gamification.



GAMIFICATION

We ask ourselves about the integration of gamification in current and future digital trends.



AIM

The present research aims to determine behaviours of posts with gamification content on the social networks Twitter, Instagram and TikTok.



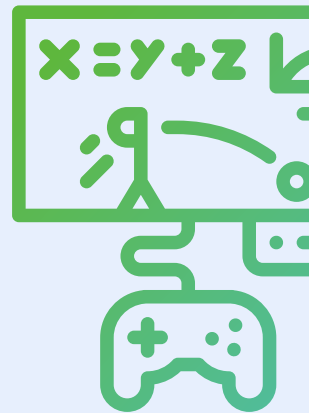
WEB SCRAPING

Web scraping techniques for Instagram and TikTok, together with the Twitter API, collect 189,414 posts with the keywords gamification and education in Spanish and English, during the year 2022.



METHODOLOGY

These large volumes of data are made available to stakeholders through Microsoft Power Business Intelligence. Using deliberative sampling, we conducted an in-depth analysis of the 100 most viral publications on each social network to respond to the research objective.



RESULTS

The results highlight the presence of teachers on social networks, predominantly on Instagram for the Primary Education stage, and the influence of gender on the publications. The male gender has a greater number of followers and publications, but the female gender has followers with a greater number of "likes". Commercial interests in the gamification theme are accentuated in digital trends, although they are lower in comparison to sharing non-profit resources.



CONCLUSION

It is concluded that teachers who use social networks become emerging agents in the design of materials and, therefore, mediators between the curriculum and practice.

