

EFFECTS OF GAMIFICATION AND ANIME CHARACTERS IN LIBRARY E-LEARNING MODULE

Nur Zamira Azwa Zainal Abidin and Ahmad Nadzri Mohamad
*Faculty of Information Management,
Universiti Teknologi MARA (UiTM)
Puncak Perdana Campus,
UiTM Selangor, Malaysia*

Abstract

From the beginning, peoples have always associated cartoons with negative effects especially towards the children. It influences the children to become violent or aggressive such as in certain video games. However, cartoons are also used positively in other fields such as education and entertainment due to its interactivity. E-learning developers for instance used cartoonic figures and approaches to magnetize user attention. Such influence can also be seen in education especially in providing E-learning syllabus and modules in schools. The same concept is also seen in library and information science. Libraries are using E-learning module to interact and capture users attention especially children. Furthermore, gamification is also applied with E-learning modules to improve children understanding. The aim of this paper is to explore the effects of gamification and E-learning in Library E-learning modules.

Keyword: cartoon, E-learning, library services, anime

INTRODUCTION

Cartoon or *anime* is a favorite among the children and also adults. Cartoons grab the human attention because it uses animation with lots of color, graphics and generally become realistic, smooth and intriguing with the advances of technologies (Armour, 2011). Cartoons in E-Learning has been used by many developers especially in education (Singh, O'Donoghue, & Worton, 2005). Usually, cartoonic figures and animations are used on regular basis in many E-learning module (Jethro, Grace, & Thomas, 2012). However, very little considerations have been studied especially on using well-known local anime in E-learning applications. Among local-made anime in Malaysia includes Upin and Ipin, BoBoiBoy, Ejen Ali, Kampung Boy, Bola Kampung and The amazing Awang Khenit. These cartoons or anime have thousands of followers among the children in the country.

Library E-learning modules content is vary among libraries. Some modules are designed to introduce library users to the library facility, services, organization chart and even rules and regulations. This module usually intended to introduce the library to library visitors in an interactive way. Other libraries used E-learning module to explain on information literacy in library orientation programs. Cartoon roles and influences towards children is immense with animation industry in Malaysia is rising to its popularity. Librarians need to keep themselves updated by using anime cartoons to attract young readers using the library.

ISSUES AND PROBLEMS STATEMENT

In this study, we identified that a few issues regarding to the assimilation of anime characters in library E-learning module:

- Gamification in library modules are not well explored by using local anime characters
- Anime characters and series are gaining popularity among young readers but less studied by researchers.

RESEARCH OBJECTIVES

The objective of this paper is to:

- Explore the effects of gamification and well-known anime characters in library E-learning modules on social, physiological and interest impacts.

PROPOSED FRAMEWORK and CONCLUSION

Children can easily be influenced with what they seen or watched. Therefore, observation and questionnaire distribution can be used to collect data regarding to the effects of gamification and anime characters in E-Learning modules. An observation can also be held in order to understand the behavior of the children especially when the children with their siblings on their age and peers that share the same interest. For the second method is through questionnaire which is can be distributed to children to understand their interest impacts. Many E-learning modules are developed with little considerations on the audience acceptance or impacts towards children. Furthermore, gamification is important to attract students' attention on E-learning Modules. In this research, understanding social, phychological and interest impacts help E-learning developers to develop reliable E-learning modules.

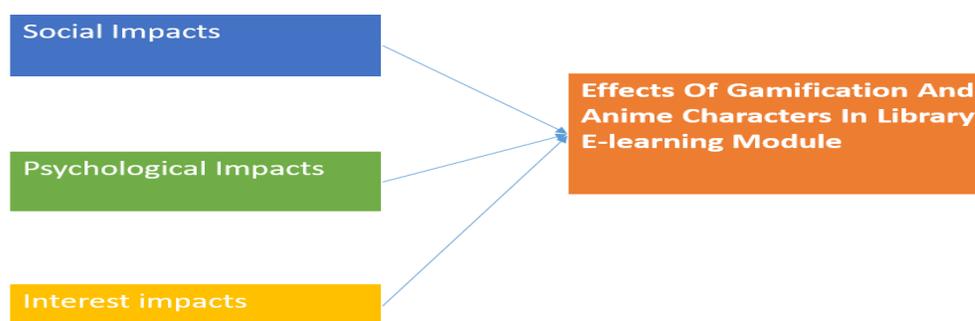


Figure1. Proposed Framework of the study

REFERENCES

- Armour, W. S. (2011). Learning Japanese by Reading 'manga': The Rise of 'Soft Power Pedagogy'. *RELC Journal*, 125-140.
- Jethro, O. O., Grace, A. M., & Thomas, A. K. (2012). E-Learning and Its Effects on Teaching and learning in a global age. *International Journal of Academic Research in Business and Social Sciences*, 203-210.
- Singh, G., O'Donoghue, J., & Worton, H. (2005). A Study Into The Effects Of eLearning On Higher Education. *Journal of University Teaching and Learning Practice*, 13-24.