

## Research article

# Edutainment Methods in the Learning Process: Quickly, Fun, and Satisfying

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**Abstract:** The spirit of edutainment learning is in the learning process that is fun, comfortable, and amazing and is in how the interaction between teachers and students is established with close, friendly, and harmonious communication like friends. That way, students do not feel restricted, afraid, and can interact freely and happily. The purpose of this study was to determine the effectiveness of the edutainment approach to learning. The research location is at the Tourism Middle School Academy in Makassar, Indonesia, with a sample size of 31 students. The research process through Classroom Action Research (CAR) was carried out for one semester. The results of the evaluation show that through the edutainment approach, students prefer to learn more, and student achievement in learning has increased as seen from the percentage of success achieved reaching 57 percent, previously only 23 percent for learning to write and learning to read, the percentage of success was up to 62 percent 25 percent. The Edutainment approach is a variation in learning strategies that convey subject matter by combining question and answer methods with fun and creativity. Students' assessment must be more flexible; there must be variations in the assessment, for example, with written evaluations, singing, and speaking.

**Keywords:** Education; Learning Model; Pedagogy; Student; Teaching.

## 1. Introduction

Education is one of the most important factors for human life to achieve the expected goals and objectives. Therefore, education must be implemented as best as possible by directing various supporting factors towards improving education quality. The teacher is the driving factor for realizing the goals and means of education [1]. Teachers are required to have the ability to create good learning and manage existing resources, prepare plans, and improve the ability to provide good service to students so that good learning can be created [2].

Education is a conscious and planned effort to realize learning and the learning process to actively develop their potential [3]. To have spiritual strength, religion, self-depth,

personality, intelligence, noble character, and skills needed by him, society, nation, and state.

Many factors affect learning outcomes but can be classified into only two internal and external types. Internal factors come from within, and external factors or come from outside. External factors are influenced a lot from within the students themselves, and the environment influences external factors, be it the family environment, the school environment, and the community environment. Internal and external factors will greatly affect learning outcomes, and to obtain good or satisfying learning outcomes, students must pay attention to internal and external factors. It can be concluded that learning outcomes are the occurrence of behavioral changes in a person that can be observed and measured in terms of knowledge, attitudes, and skills. These changes are

interpreted as improving and better development before those who do not know. Using a model can make it easier for teachers to easily convey lesson indicators and absorb the teacher's learning. Because innovative learning models make students better understand and can improve learning outcomes [4], [5].

The application of thematic learning models often uses the old learning model, so the learning process will feel boring for students because it feels monotonous. This condition is thought to affect student activity in the classroom greatly. The lecture method as the main method does not mean it is not suitable for use, but this method's dominating use causes students to feel bored, bored, unable to play an active role, and cannot learn independently [6]. To overcome this problem, the teacher must create a pleasant learning atmosphere. Fun learning activities can be created if the teacher uses various models or methods and the use of learning media relevant to the material, being grateful for the diversity that will be taught so that students become interested in learning it [7].

One of the methods offered to overcome writing difficulties and burnout is the edutainment method. The concept of the edutainment method is the importance of problem-solving skills to develop educational creativity [8], [9]. The teaching and learning process is well packaged, not to become a boring or even miserable process for students through the edutainment method. This method designs teaching and learning activities to be entertaining and makes students creative and comfortable in class. With this method, teachers are expected to create good interactions with their students to feel valued and involved when learning takes place [10], [11].

Edutainment, often alternately termed as educational entertainment or entertainment-education, is entertainment designed to educate and attract people's attention in entertaining ways. This definition has a broad meaning: all forms of entertainment aimed at or enabling information or education to be inserted (in fact) to the audience can be called edutainment [12]. This fun learning system is called edutainment, a combination of education and entertainment. The learning process is made so that the content of education and entertainment can be combined harmoniously [13]. In this way, learning becomes fun and more meaningful. It just shows the instructor's teaching style. One effective method of achieving this is using techniques, and various media adapted to the learner's learning style. One of the theories that form this thought is Eric Jensen, proposed by Paivio [14], [15]. According to the dual coding theory, information is processed through two independent channels, namely verbal channels such as text and sound, and visual channels such as diagrams, animations, and images. Further research related to the dual coding theory

conducted by Paivio, Bagget, and Kozma indicates that by choosing the appropriate mix of media, one's learning outcomes can be improved. Information that uses words (verbal) and relevant visual illustrations tends to be easier to learn and understand than information using only text, voice alone, a combination of text and sound, or just illustrations [16]–[19]. Several important principles and tips for developing edutainment-based teaching materials utilizing computer and multimedia technology have been formulated based on this dual coding theory. Moreover, even though it is more than 30 years old, this theory is still relevant to technological developments and education innovations. Although many studies have been conducted to date, more research is needed to determine multimedia information on citizens more conclusively learning for different learning styles.

Much research has been done on dual coding theory to study multimedia information on visual and verbal learners, but few have studied its effects on other types of learners, such as learners with sensory, intuitive, sequential, global, active, and reflective styles. During its development, edutainment with different emphases has emerged under various names such as The Learning Revolution, Quantum Learning, Quantum Teaching, Accelerated Learning, Super Learning, etc. This edutainment method is also the development of learning such as quantum learning, quantum teaching, beyond teaching and learning, contextual teaching, and learning.

These concepts are built and mutated in the foundation of "Edutainment," a concept that combines interests, hobbies, learning materials, and the development of the art of music. This method is relatively new. In fact, changes in learning strategies are a small part of educational reform. Criticism of the change effort generally concerns its feasibility for Indonesian education with limited cultural support and readiness. However, whatever the obstacles, we must start a revolution in teaching and learning methods to not continue to fall behind other countries. As Eric Jensen has stated, the three main elements that influence the learning process are circumstances, strategy, and content [20]. So, creating the right atmosphere for learning, using a good presentation style or method, and the topics that are brought up must match the needs. Many learning processes pay attention to both the second and third elements but ignore the first element that will become the main door in the learning process.

## 2. Literature Review

### 2.1. Edutainment

Basically, edutainment comes from two syllables, namely education, and entertainment. Education means education and entertainment, which means entertainment, so it can

be concluded that edutainment is an entertaining or fun education. In the context of the terminology, edutainment can be interpreted as a learning process designed as educational and entertainment content that is combined harmoniously to create a pleasant learning atmosphere. From these terms, it can be understood that fun learning can make students understand and capture the essence of learning without feeling that they are learning. This can be done through games, role-playing, or demonstrations, as Edgar Dale's theory calls the "*cone of human experience*".

It is necessary to note that edutainment places more emphasis on methods, strategies, and tactics. The strategy is usually related to tactics, while tactics themselves in the Indonesian dictionary are defined as implementing a strategy or, in other words, a systemized plan that is carried out to achieve a goal. As for the educational process, it is more familiar to use the term strategy or technique.

Methods and techniques are terms that often appear in learning, and many teachers or students misuse them by making them one unit, even though conceptually both (methods and techniques) have different meanings, even though they are basically the same [21]. The method is a way that must be followed to achieve the goal, while the technique is a way of doing something. From this, it can be concluded that the method has a broader meaning than the technique. For example, the lecture method is commonly used in classroom learning, where lectures, when conducted on relatively many students, require separate techniques, which will technically be different from using the lecture method in classes with a small or limited number of students. Likewise, the discussion method will also be different when the teacher is faced with active class students and passive student classes. The teaching and learning process must create good interactions between educators and students or between students [22]–[24]. That way, they will feel valued for being involved to feel happy when the learning takes place. This is the origin of the term edutainment in learning.

## 2.2. Application of Edutainment in the Classroom

Essentially, edutainment can be applied in any learning pattern. Because in its implementation, edutainment is transformed in various forms, both in the form of cooperative learning, active learning, accelerated learning, quantum teaching, and so on. However, before transforming into these forms, educators always design classrooms by designing classrooms to have positive energy as a place where learning is carried out. Whatever the educator carries out the transformation ignores the class setting (class managerial), learning will not have a positive passion (student participation). The intended class design is: First, educators always create a classroom

environment by arranging students' seats. This is very important concerning the learning methods used by educators. Most educators and educational institutions often neglect seating arrangements. As a result, students in static seating arrangements will experience more boredom in the classroom. The steps that can be taken for this setting are the educators making changes to the seats randomly, either in the form of a conference formation, circular formation, or a separate group formation. This is believed to be able to form the learning concentration of students. Besides, seating arrangements can provide a value for achieving learning objectives where students will easily interact with their friends.

Second, giving aromatherapy and music in the classroom this second step contributes greatly to creating pleasant learning, where aromatherapy and musical can lead students to enjoy learning without remembering the time. In the quantum teaching concept, music in learning really helps students in learning. Learning, and it should be noted that the musical nuances given are instrumental music, both classical and modern.

Third, provide several images that can excite students' motivation. The image intended in this case can be in the form of an affirmation poster (self-affirmation) or an icon poster. Affirmation posters can be made from the results of the students' words by including several motivational expressions such as "I can definitely do it," "anyone is a winner," and others. Apart from being a trigger for self-motivation, this step can also be used as an arena for students' creativity in classroom learning.

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Fifth, complement educational aids that can be used in classroom learning. This is the main concept of the importance of a medium in learning, media, or educational aids that greatly affect learner concentration in the learning process.

The basis for media use is based on two things, namely a philosophical basis and a psychological basis. The philosophical foundation itself is motivated by the flow of humanism. The form of learning practice that is carried out always involves students by seeing that each student already has their knowledge, not like an empty glass ready to pour water in it. The second psychological foundation, where the use of media is based on the ease with which students understand something concrete rather than

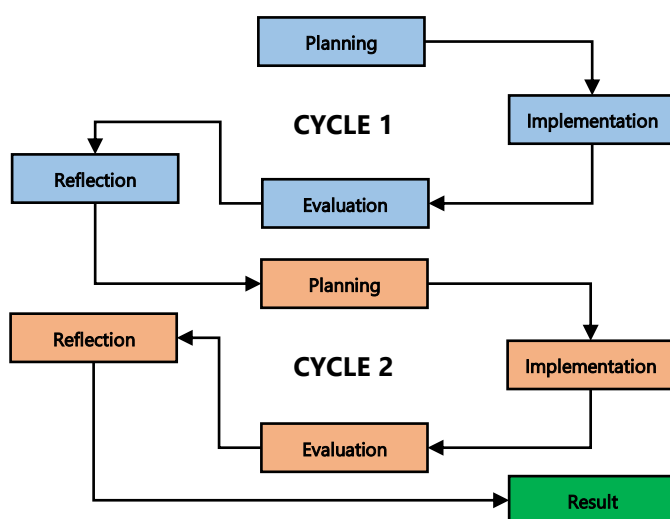
something abstract, Journey Bruner provides a conceptual foundation for human understanding that begins from things that are seen (Iconic representation of experiment) to things abstract (Symbol representation) [25], Edgar Dale also uses this concept in his experience cone theory which illustrates that the learning experience can go through a process of action or experience what is learned, the process of observing, and listening through certain media and the process of listening through language [26]. The last class setting in the edutainment concept is plants and plants' arrangement in a classroom environment. This activity is essential because plants and plants can produce oxygen. The brain itself develops because of oxygen, so the more oxygen it gets, the better it is—the human brain's performance [27]. The class setting above is important for every educator or educational institution to support the implementation of learning strategies carried out by educators. If the strategy is good but not supported by a good classroom setting, learning in class will feel monotonous and stiff, the result is that many students are reluctant to enter class. To make learning enjoyable, educators should also be fun role models, have standardized competencies, always entertain learners, and motivate every learning carried out. Edutainment is a relatively new term in the world of education, and this has great potential for achieving classroom learning to achieve the goals of national education. Therefore, great hope is always pinned on every educator to provide fun learning and a feeling of longing for every learner for the presence of educators in the classroom.

### 3. Research Methods

#### 3.1. Research Design

This type of research used in this research is classroom action research. Classroom action research is very suitable for this research because research is held in class and focuses on problems in the classroom or the teaching and learning process. Classroom Action Research is a form of research that is reflective by taking certain actions that can improve the learning process in the classroom [28]. Classroom action research is a systematic study of efforts to improve the implementation of educational practices by a group of educators by carrying out actions in the learning environment, based on their reflections on the results of these actions [29]. From the above understanding, it can be concluded that this research was carried out by changing habits (for example, methods, approaches, strategies, models, media) in learning activities; this new change in action is expected to improve processes and abilities, results or learning achievements, as well as other problems in the learning process.

A study is said to be a participant in Classroom Action Research if the person carrying out the research must be directly involved in the research process from the start to the results. Thus, since planning, the researcher is involved, monitoring, recording, and collecting data and ending with reporting the results of his research. Classroom action research is an examination of activities that are deliberately raised and occur in a class. Classroom Action Research is a form of a reflective study carried out by action actors to increase the rational stability in carrying out tasks and deepening understanding of conditions in learning practices [30], [31].



**Figure 1.** Classroom Action Research (CAR) Design

#### 3.2. Data Analysis Technique

Data analysis is the effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, looking for and finding patterns, discovering what is important and learned, and deciding what to convey to others. In this classroom action research, the data analysis process begins by examining all available data from various sources, namely from interviews and observations written in field notes. According to Miles and Huberman, the ideal data collection and analysis model is a model that takes place alternately from the beginning. The data analysis carried out in the classroom action research was carried out from the beginning of the field orientation. Moving on from the above opinion, this study uses a qualitative data analysis model that flows from Miles and Huberman [32], which includes three things, namely:

##### a. Data Reduction

Data reduction is a simplification process that involves selecting, focusing, and abstracting raw data into meaningful data. Reducing data means summarizing, choosing the main things, focusing on the important things. Thus, the data that has been reduced will

provide a clearer picture and make it easier for researchers to carry out further data collection and make it easier for researchers to make accountable conclusions.

b. Presentation of data (Data Display)

The next step after reducing data is presenting the data. Data presentation can be done in a brief description, a chart of the relationship between categories. The presentation of the data used in the classroom action research data is in narrative form. It will be easier to understand what happened by presenting the data and plan the next work based on what has been understood. From the results of the reduction, then the interpretation is made to plan the next action. The results of the interpretation can be in the form of an explanation, including:

- The difference between the design and implementation of an action.
- The need for a change of action.
- Alternative actions that are considered the most appropriate.
- The researchers' assumptions, peers, and teachers involved in field observations and recording of the actions taken.
- Constraints and solutions.

c. Withdrawal of Conclusions

Drawing conclusions or verification is carried out based on the data that has been presented, and the final disclosure of the research results still needs to be tested for its validity, robustness, and suitability of meanings that arise from the data. The criteria for the success of this action will be seen from; a) process indicators, b) outcome indicators. This study's process indicator is that students' learning needs towards Indonesian reached 75% (sufficient criteria).

3.3. Success Indicators

The criteria for the success of this action will be seen from the process indicators and indicators of learning outcomes or understanding. This study's process indicator is if the student's learning completeness towards the material reaches 75% and students who get 75 are at least 75% of the total number of students.

**Table 1.** Action Success Stage

Mastery Level	Score	Predicate
86 – 100%	A	Very high
76 – 85%	B	High
60 – 75%	C	Sufficient
55 – 59%	D	Low
< 54%	Not Pass	Very low

The learning process is known to be successful and quality if all or at least 75% of the students are actively involved both physically, mentally, and socially in the learning process. Besides that, it shows a high enthusiasm for learning, great enthusiasm, and self-confidence. Meanwhile, in terms of results, the learning process is successful if there is a positive change in behavior in all students or at least 75%. Learning indicators from this study are 75% of students who have reached a minimum of 75%. To find out the success rate, it can be calculated using the following formula:

$$Average\ Value\ Process = \frac{Total\ Score}{Maximum\ Score} \times 100\% \tag{1}$$

## 4. Result and Discussions

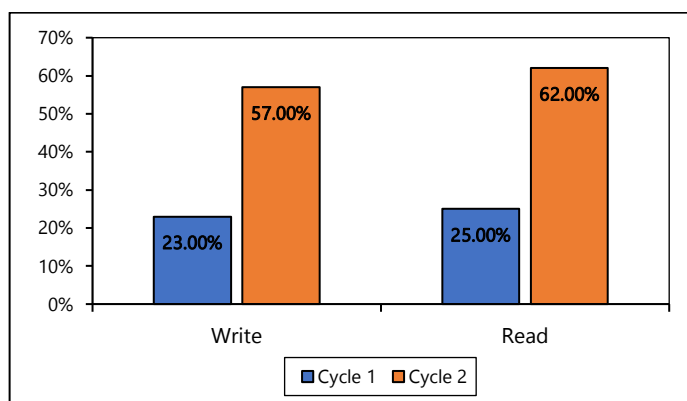
In each lesson, there is a goal to be achieved. To achieve the learning objectives, the teacher or educator applies various learning methods or models that follow the child's characteristics, abilities, desires, and interests and takes advantage of the environment's potential around the child learning, then determines the material to be conveyed to participants students.

The application of some of these learning models or methods can work well to achieve learning objectives if there is support for strengthening teachers' ability to innovate to create interesting, creative, innovative, and fun learning. This thinking requires teachers to create a conducive, safe, comfortable, and enjoyable learning environment that allows them to gain physical, social experiences and reflect on them.

Associated with the basic concept of edutainment is in line with the notion of edutainment itself. Edutainment consists of two words education and entertainment. Education means education, and entertainment means entertainment. In terms of language, edutainment means fun education. It is a learning process designed to harmoniously combine educational and entertainment content so that learning activities take place pleasantly.

Referring to the definition of education above, the aim of the edutainment approach in learning is none other than so that learning feels fun, so that students feel comfortable, safe, enjoy, relaxed, and the class does not feel tense, scary, uncomfortable, threatened, and or depressed. Edutainment is a learning process designed to harmoniously combine educational and entertainment content so that learning activities take place pleasantly. The edutainment concept offers various interesting, creative, innovative, and fun learning strategies and methods. The concept and method of edutainment create

a learning atmosphere where students are made as comfortable as possible and happy with what the teacher teaches. The results of the evaluation can be seen in the graph as follows:



**Figure 2.** The Average Value of Learning Completeness

From the results obtained, there is an increase in learning outcomes related to reading and writing, but the percentage has not yet reached the recommended completeness level of 75%. However, it can be seen from the difficulty in understanding the learning material in reading and writing, the percentage increase from 23% up to 57% is good enough for the condition of students who are new to the material. Then for the level of learning, completeness in reading increased from 25% to 62%.

The unsuccessfulness of learning so far is due to the lack of quality teaching and learning. So far, teachers generally introduce writing skills using the expository learning model. In a learning model like this, the teacher's authority is so great. The teacher becomes the center of attention from the beginning to the end of the lesson; thus, the teacher becomes a boring figure. Students become bored, which in turn decreases the activity and learning outcomes.

In this connection, the teacher needs to create a more interesting learning atmosphere and increase students' writing ability. Teachers must stimulate and encourage to maximize student potential, foster their activities, and create effective dynamics in the teaching and learning process. That way, the teaching and learning process is expected to be efficient and effective. Children are thought to be stimulated by fun and humor when their brains are better relaxed and less bound by rules [33]. The role of fun and enjoyment is seen as a natural and important part of children's learning process. Hromek and Roffey explain a natural association between children, play, and the desire to have fun which makes play an ideal vehicle for teaching [34].

A teacher is someone who has a duty as a facilitator so that students can learn and/or develop their basic potential and abilities optimally through school

educational institutions, whether established by the government or by the community or private sector. So, a teacher's sense of humor can be interpreted as a teacher's sense of humor or a teacher's ability to make humor recognize humor, appreciate humor, and use humor as a problem-solving tool in interactions between teachers and students in the learning process in the classroom.

Whisonant suggested that humor has also been used in education. Teachers and educators of all levels and disciplines have praised humor to aid learning, aid student understanding of key points, and relax students in times of anxiety and increase tension. The benefits of humor have been made clear to those with various personal accounts and descriptions [35]. A teacher's humor encourages children to be cheerful and happy and will not get bored and tired quickly [36]. Staton-Spicer and Wulff also support this opinion that stories that are considered important or the ability to use the right opportunity to insert humor wisely will encourage students not to get bored following the lesson [37].

Humor is a small branch in the study of human psychology. Humans widely like humor because humor can make people happy, happy, or laugh with this joy; most people think that humor is just mere joy. The existence of humor is often confined to the context of entertainment alone. Humor is an excellent method of breaking tense situations. Humor can support the success of the learning process. Sometimes learning is conveyed in a monotone and the too tedious way to affect the thinking power and attention of students to be reduced.

In fact, this humor makes an immeasurable contribution to human life, especially in education. Where a teacher can relieve boredom or tension in the classroom through the language of humor. To make humor have good qualities and values, morals are the main way in providing definition and at the same time controlling the humorous language does not pass through the lines of rules or norms. Fun humor makes an immeasurable contribution to human life, especially in education. Where a teacher can relieve boredom or tension in the classroom through the language of humor. Humor is an excellent method of breaking tense situations. So, humor can support the success of the learning process. Sometimes learning is delivered in a monotonous and tense manner to affect the thinking power and attention of students to be reduced.

The variety of methods used in teaching is very beneficial for teachers. However, new teaching methods are needed because they can train students to better understand new material, especially in increasing interest, and creative teaching methods are needed in the learning process. The use of the edutainment method here is expected to attract participants' interest and attention.

This cheerful teaching method can eliminate students' belief that learning is excellent. A difficult point of view is innovation in teaching methods. A friendly classroom atmosphere can attract students' attention, and a boring atmosphere can be removed and will change the learning conditions to be more cheerful.

## 5. Conclusion

Edutainment is a learning process that combines education and entertainment to become a learning design that is fun and attracts students to learn. Basically, he believes that every student has self-potential that can be developed with the learning process he is undergoing by fostering intrinsic motivation in each student to use their learning modalities to become human learners who are in a happy and pleasant atmosphere. The edutainment principle can be summed up in three words: fun, quick, and satisfying. Therefore, with a little creativity and courage, teachers and education policymakers should immediately make various efforts to improve it.

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