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## BETWEEN GAMIFICATION AND ARTIFICIAL INTELLIGENCE: CHALLENGES AND OPPORTUNITIES IN EDUCATION

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### ABSTRACT

The integration of gamification and artificial intelligence into education presents a field full of challenges and opportunities. Gamification, which uses game elements such as rewards, levels, and immediate feedback, has the potential to increase student engagement and motivation. By incorporating these elements, teachers can promote more active and collaborative learning, as well as develop critical thinking skills in students. However, it is crucial to balance the entertainment provided by games with educational objectives, ensuring that fun does not overshadow teaching and learning. It is also important to address issues of accessibility and inclusion, as not all students have access to advanced technologies, which can widen educational inequalities.