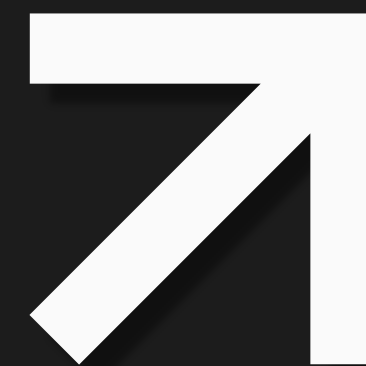




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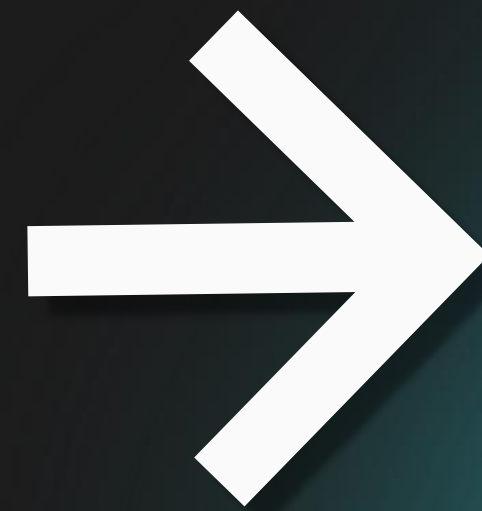
Level up Education: Teaching Finance and English Through Video Games (The Aijuvi 1.0 model)

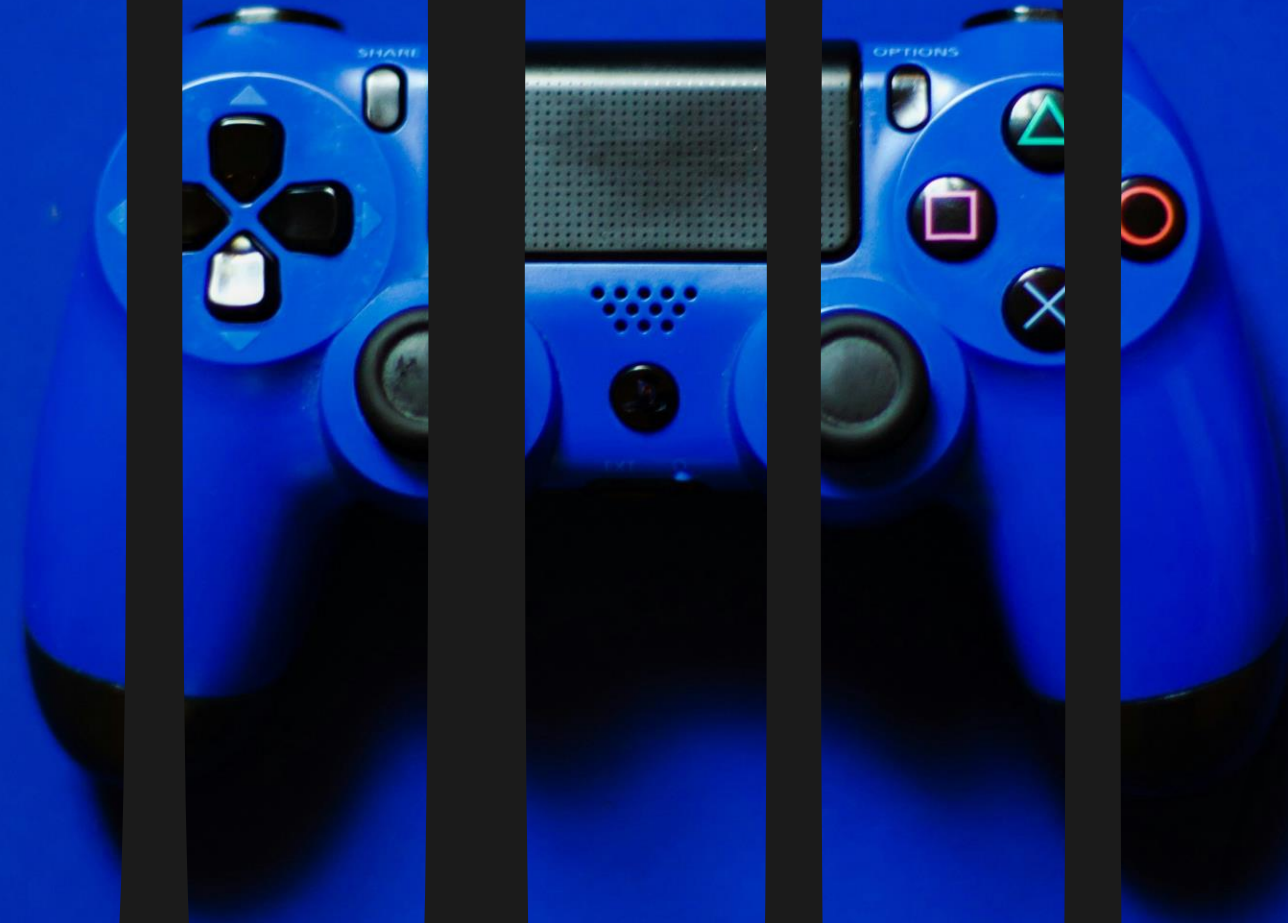
Firenze, Italia | June 27th, 2025 | *Presented by*

**Dr. Jesús G.
Flores**



**Have you ever played a game, and
learned something without even
realizing it?**





What If Teaching Finance and English Felt Like Playing Your Favorite Game?



*** Low motivation in finance education.**

*** Struggles with academic English.**

*** Traditional methods often fail.**



AIJUVI = 'LEARN ENGLISH BY PLAYING VIDEO GAMES'

Based on

- Design-Based Research (De Benito & Salinas, 2016)
- Constructivism (Herrington, 2007)





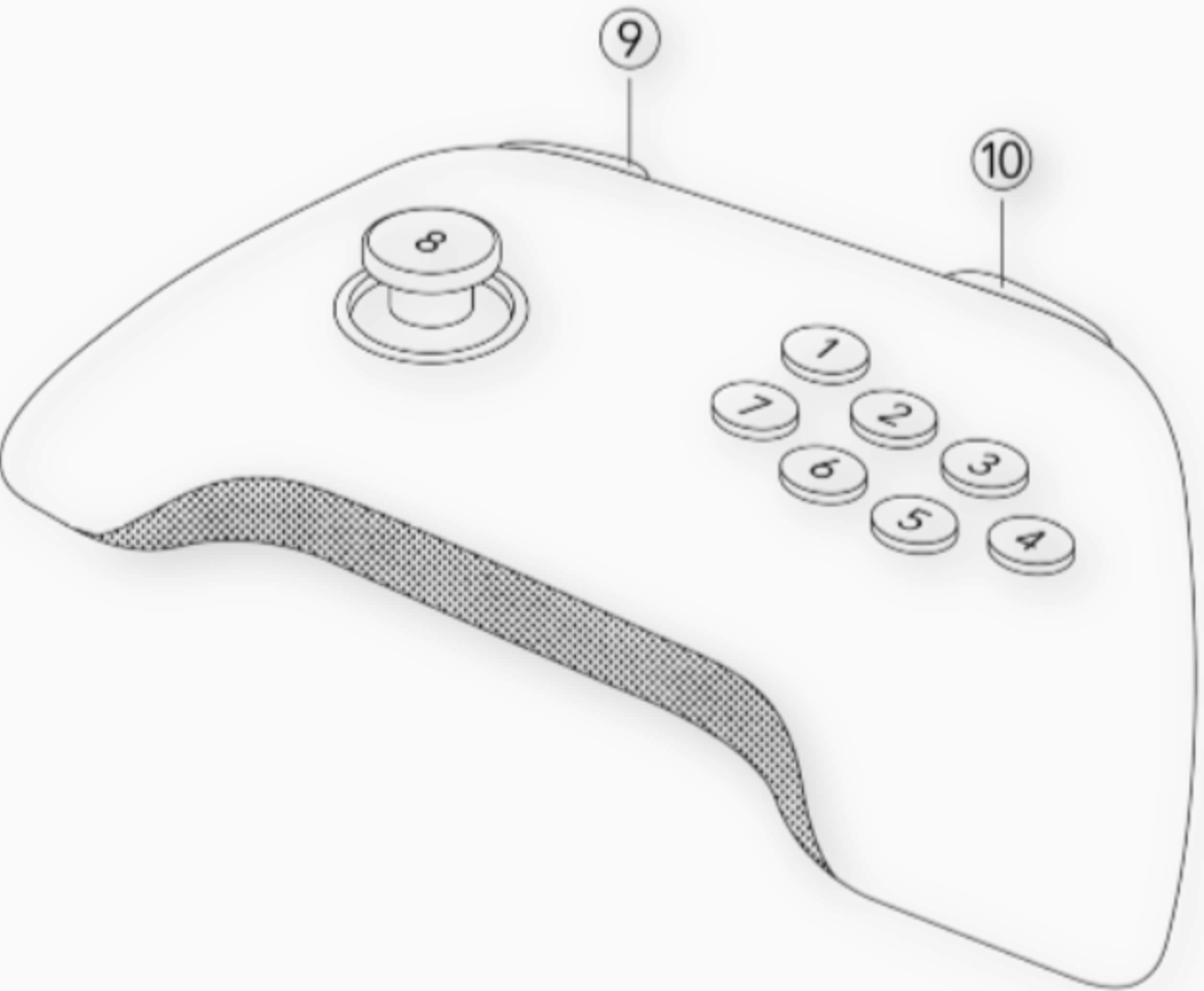
Prepare the Ground

Activate Prior Knowledge

It's Time to Play!

Reflect to Improve

THE 4 STAGES





STAGE 1: PREPARE THE GROUND

- ✱ Know your audience.
- ✱ Select the right device
- ✱ Prepare materials.
- ✱ Limit vocabulary.



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STAGE 2: ACTIVATE PRIOR KNOWLEDGE

- * K-W-L Chart

- * What I know

- * What I want to know

- * What I learn



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Stage 3: It's Time to Play

* Game: The Payoff



* Students explore
financial scenarios

* Teacher monitors,
encourages



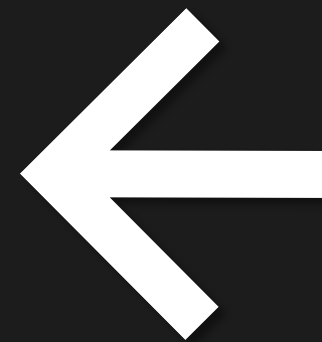
STAGE 4: REFLECT TO IMPROVE



- * Discuss learning experiences.**
- * Complete K-W-L charts.**
- * Share insights in forums or discussions.**

EVIDENCES

- ✱ 126 students (University of Guanajuato)
- ✱ Major increases in:
- ✱ Relevance (+5.43)
- ✱ Satisfaction (+5.53)
- ✱ Minor gains in Attention and Confidence



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WHY IT WORKS



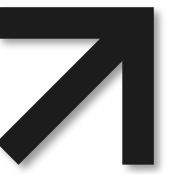
*** Real-world simulation.**

*** Language immersion.**

*** Immediate feedback.**



*** Fun and motivation
(Contreras
Espinosa & Eguia,
2017).**



PRACTICAL TIPS TO APPLY AIJUVI 1.0

- ✱ Choose a subject-relevant video game.
- ✱ Follow the 4-stage model.
- ✱ Measure impact (e.g., ARCS Model).
- ✱ Minimal technical barriers: The Payoff is free!





A Broader Vision

**Gamified learning can transform ANY
subject — not just finance or English.**

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INVITATION

**Let's redesign the future of education
— one level at a time.**



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THANK YOU!



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