

## EXPLORING THE EFFECTIVENESS OF QUIZIZZ IN IMPROVING VOCABULARY LEARNING OF EFL FRESHMEN STUDENTS AT HUFLIT

Gamified learning tools have attracted considerable interest in language education, especially in the area of vocabulary development. This study explores the effectiveness of Quizizz in improving vocabulary acquisition among freshmen EFL students at HUFLIT. Employing a mixed-methods approach, data were gathered from 100 participants through surveys and questionnaires to explore the influence of Quizizz on students' motivations, engagements, and vocabulary retention. The results reveal a strong relationship between the use of Quizizz and levels of students' enthusiasm, participation, and academic achievement. Nevertheless, limitations were noted, including repetitive question formats and the absence of personalized learning pathways. The study recommends incorporating multimedia features, a wider variety of question types, and adaptive learning mechanisms to improve the platform's effectiveness. The findings emphasize the value of technology-enhanced learning and offer practical insights for learners aiming to optimize digital tools for vocabulary acquisition.

Keywords: Gamified learning, Quizizz, vocabulary acquisition, Freshmen EFL students, technology-enhanced learning, digital tools in education.

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**Track Classification:** Teaching English as a Second Language in Vietnam