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Title: *Exploring Pharmacy Students' Interest in Digital Badges*

Abstract

Objectives: To identify from students their perceptions of the value, motivating factors, both intrinsic and extrinsic, and challenges for participating in digital badging. **Methods:** An online survey was emailed to P1, P2, and P3 students at SIUe. Information including year in school, pharmacy GPA, organizational membership and level of professional organization leadership was obtained. The survey using a five point Likert scale consisted of nine perceived values categorized as value for recognition, motivation for participation, and learning; eleven motivating factors including intrinsic and extrinsic motivators; and seven challenges for pursuing a digital badge. The overall likelihood of pursuing a digital badge was also queried. Rank order for four motivating factors for pursuing a digital badge was obtained. The top two interest choices for types of digital badges were queried. Descriptive statistics and other appropriate statistical tests were performed to determine associations with various variables and likelihood to pursue a digital badge. **Results:** A total of 116 usable responses were received representing an overall 48.9% response rate. A majority indicated that digital badges had perceived value for recognition, motivation for participation and learning. Each of these variables were important in explaining the likelihood to pursue a digital badge. Both extrinsic and intrinsic motivators were important in predicting likelihood to pursue a digital badge with extrinsic factors being more important in explaining the variations. The influence of challenges did not explain the variations in likelihood to pursue a digital badge. Leadership and community engagement were the top two desired digital badges. **Conclusions:** The survey data provided insights for determining best practices for designing a digital badge as a form of micro-credentialing for differentiating skills among students. Further research and evaluation of an implemented digital badge is necessary for ultimately defining best practices in digital badging.