

Examples

Research question:

If we decide to gamify an image tagging task, should we give people the ability to disable the gamification?

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Method:

- Image-tagging system
 - Participants were either given a choice to enable/disable or were forced one way or the other
 - 2:1:1
 - Two tutorial images (one with, one without gamification for the choice group)
 - For choice group: asked about each option, given the chance to enable/disable
 - Tags were coded mostly for sensibility (to analyze how productive people were)
 - Enjoyment/competence/autonomy/pressure questionnaire given to everyone
 - Game elements questionnaire given to only people with gamification

Examples

Research question:

If we decide to gamify a system, should we give people the ability to disable the gamification?

Method:

- Image-tagging system w/ enabled/disabled gamification and questionnaires
- Results:
 - Gamification motivated participants (motivation: amount of tags produced)
 - Choice motivated participants who disabled gamification
 - Tag quality unaffected by gamification
 - Choice improved autonomy