Examples

Research question:

Blocking ads kills commercial websites, but nobody likes ads. How do we use gamification for deactivating advertisements in a way that users enjoy?

Their paper uses a lot of steps of different methods. What would you do first?

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Blocking ads kills commercial websites, but nobody likes ads. How do we use gamification for deactivating advertisements in a way that users enjoy?

Method:

- Brainstorm ways to gamify ad removal
  - Example gamifications (not complete)
  - Paintball: ads shot with virtual paintball gun, when fully covered with paint they disappear
  - Teams: users belong to one of two teams and gets his team points if he captures ads
  - Tetris: the ad fills with a tetris zone; each row that's removed shrinks the ad
  - Minesweeper: minesweeper game overlayed on top of ad, finding all mines removes it
  - Monster: a monster can be dragged onto ads; he eats the ad and gets an equippable item
- What next?

Examples

Research question:

Blocking ads kills commercial websites, but nobody likes ads. How do we use gamification for deactivating advertisements in a way that users enjoy?

Method:

- Brainstorm ways to gamify ad removal
- MTurk, but showed game storyboard and asked for freeform written response
  - Asked for them to describe the game in their own words
  - Raters simply rated the participants' comprehension of the game idea
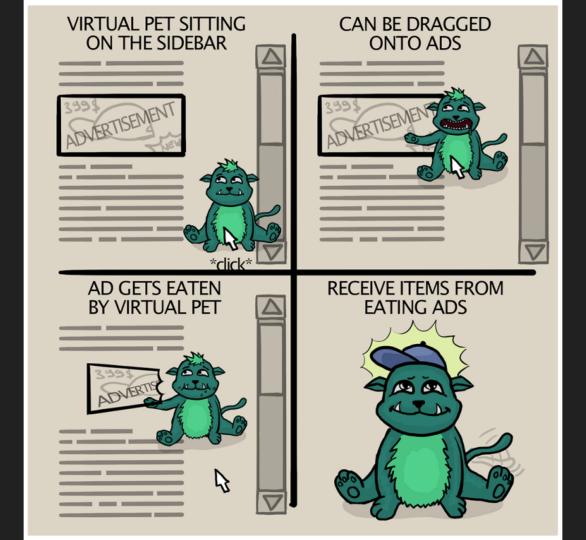- What next?

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Method:

- Brainstorm ways to gamify ad removal
- MTurk, but showed game storyboard and asked for freeform written response
- Game concept evaluation: storyboards presented to participants
  - Participants were asked to evaluate (5-item likert) whether they would: "have an enhanced perception of ads", "enjoy playing the game to deactivate ads", "find the game fun to play", and "like the game idea"
- What next?

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- Brainstorm ways to gamify ad removal
- MTurk, but showed game storyboard and asked for freeform written response
- Game concept evaluation: Storyboards presented to participants
- Implemented game evaluation
    - Participants actually played the game with the ads, then rated them in various ways
    - Included brand/product recognition/recall
    - Surprisingly, the "Monster" idea was actually preferred to adblockers

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Research question:

Why do people turn to gaming in times of personal difficulty?

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Why do people turn to gaming in times of personal difficulty?

Methods:

- Used a free response online questionnaire
  - Why an online questionnaire instead of an interview?

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Research question:

Why do people turn to gaming in times of personal difficulty?

Methods:

- Used a free response online questionnaire
  - Because the topic involved "times of personal difficulty", the researchers felt it would be more comfortable for participants
  - Coded questionnaire responses
    - Positive: respite, dealing with feelings, connection, personal growth, a distraction
    - Negative: seen as not productive, may be too easy to engage with causing inactivity

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Research question:

How can we use drones to assist firefighters and citizens?

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How can we use drones to assist firefighters and citizens?

Method:

- Semi-structured interviews with 2 groups: firefighters and 9-1-1 callers
  - 9-1-1 callers
    - First recall events where you've called 9-1-1
    - Then, react to certain video scenarios
      - Were told that drones would fly in and send footage back to emergency services
    - Thematic analysis for main benefits/suggestions/privacy concerns/etc.
  - Firefighters
    - Were also shown video, mentioned that drones would be helpful in fires, hazardous materials, and vehicle accidents, but maybe not in-home medical emergencies

Examples

Research question:

How can we use drones to assist firefighters and citizens?

Method:

- Semi-structured interviews with 2 groups: firefighters and prior 9-1-1 callers
  - Asked about design needs and challenges with drones
    - Researchers captured relevant quotes in their analysis
    - Discussion centered around roles of drones
      - Companion (simply seeing one in an emergency could be comforting)
      - Information gathering