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?
Examples

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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?
Examples

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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?
Examples

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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
- 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
VIRTUAL PET SITTING ON THE SIDEBAR

CAN BE DRAGGED ONTO ADS

AD GETS Eaten BY VIRTUAL PET

RECEIVE ITEMS FROM EATING ADS
Examples

Research question:

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

Research question:
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?
Examples

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
Examples

Research question:

How can we use drones to assist firefighters and citizens?
Examples

Research question:
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