

# **Motivating and Involving users through Gamification: a proposal**

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# Outline

- 1 problem: motivating users
- 2 narcissistic act of exhibitionism aimed at social recognition
- 3 gamification : improving user involvement
- 4 a project that aims at enriching a digital collection of multimedia items
- 5 expected results and the planned methods to gather data

# Emulation

- ❖ Emulation of a cultural model helps improving self-esteem and gaining **reputation** within a group of peers
- ❖ This mechanism is likely to be part of a more complex process involving **assertiveness** that, with the increasing development of social networks, is more and more linked to an investment in **social capital**

# Social Capital & Consensus

- ❖ **Social capital** corresponds to the actual or potential resources which are linked to a durable network of more or less institutionalized relationships of mutual acquaintance or recognition
- ❖ **Social capital** is the benefit derived from one's position in a social network, the number and type of the ties one maintains, and the resources those ties themselves possess
- ❖ **Social capital** conservations requires a continuous search for **consensus**

# Identity

Consensus can be obtained in two ways:

- ❖ by promoting our **image** through the construction of a **forged identity**, based on shallow and external aspects, that can be quickly created with advertising actions
- ❖ by promoting our **reputation** through the construction of an **authentic identity**, reputation takes time to be built although it can be quickly lost and it is based on behavior and actions

# Gamification

Gamification is defined as the use of **game elements** and **game design technique** in **non-game contexts**



## DATA

**2.5 billion dollars** gamification investment in the USA with an increasing interest also by Italian marketing

**50%** of the European population between 16 and 29 had played a videogame at least once in the previous six months

# User Engagement

Points, badges and leaderboards are part of the process, but fun and engagement require the design of a coherent game experience



## Social Game

Through social game users involve narcissistic act of exhibitionism aimed at social recognition



## Game Elements

The research of consensus is comparable to a game, where players cooperate and compete with the goal of promoting their image and increase their reputation



## Rewards

Users feel themselves satisfied and they are pushed to continue to play

# A social network about fashion

The project is still in an early development stage and it is based on the idea to build a platform comprising elements typical of social games, social networks, online communities and question-answer sites

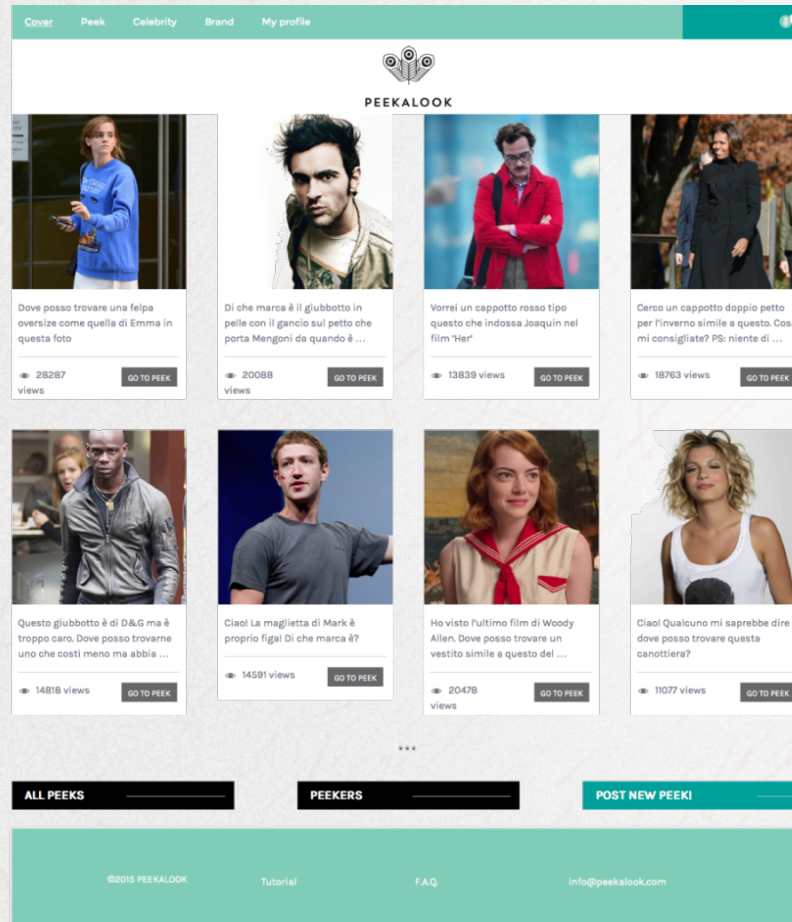


**PEEKALOOK**

- ❖ The aim of the project is to spread the knowledge about celebrities' outfits to a wide public in a simple, intuitive and entertaining way
- ❖ The scope is also to provide the users with a powerful tool to find and share their knowledge about valid cheap alternatives to the original outfits



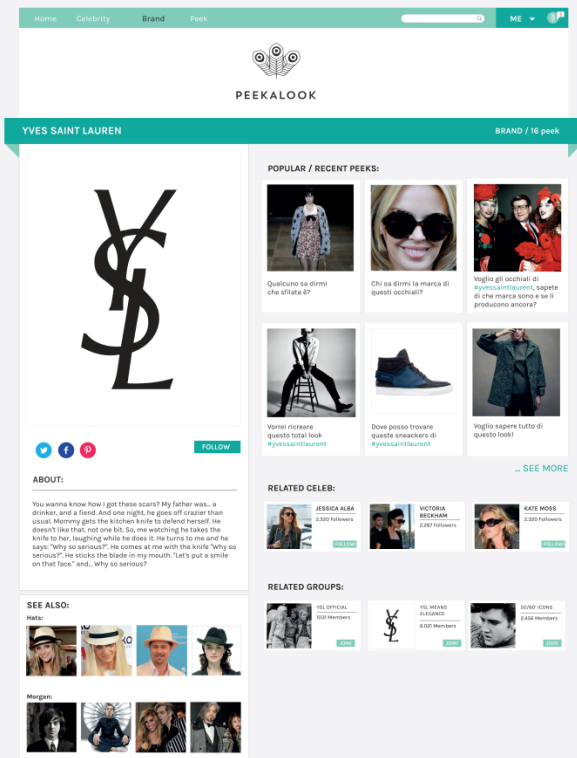
# Home Page



The home page of the social network is also called **cover page**

# Celebrity & Brand page

The website is composed of different kinds of pages, the most important being the **celebrity page** and the **brand page**



Both pages can be created and maintained directly by users and are composed of:

- ❖ a picture depicting the celebrity or the logo of the brand
- ❖ a brief description or biography
- ❖ the most popular/recent threads of discussion about the brand or celebrity
- ❖ links to similar or related brands and celebrities

# Peek Page

Home Celebrity Brand Peek

PEEKALOOK

ONGOING PEEK 5 entries · 1 This One, 1 Like

Qualcuno sa dove posso trovare questo bel #cappello di #Morgan?

DISCUSS OR JOIN THE PEEK

IN THIS PHOTO:  
ITEM: Cappello  
BRAND: XXXX  
SINGER: Morgan  
ADD AN ITEM

SHARE THIS PEEK

PEEKER: Carolina  
ANSWERS: 1 alike · 5 similar  
FOLLOWERS: 100  
FOLLOW THIS PEEK

SEE ALSO:

Hats:

Morgan:

BIANCA said:  
Questo è un cappello di xxxx e lo puoi trovare in questo sito:  
www.xxxxxxx.com

MARTINA said:  
Si pensavo anch'io fosse di xxxx ma potrebbe anche essere quello di yyyy... si somigliano molto! In ogni caso lo trovate qui www.yyyyyyyyy.com

FASHION VADER said:  
Secondo me è un cappello di merda ma se proprio vuoi farti del male ne trovi uno simile ed economico alla Rinascenza, marca xxxx circa 30€.

RAPP said:  
Dart sono d'accordo con te, ma come sempre, dipende da come lo abbinii! Insomma se uno ha stile come Morgan può mettersi addosso di tutto!

FASHION VADER said:  
RAPP mi astengo dai risponderti che sento che il lato oscuro potrebbe prendere il sopravvento...

CAROLINA said:  
Grazie ragazzi, farò sicuramente colpo!!! @Dart I love you...

The main kind of page is the **peek page**, being "peek" the term used by the project to define a discussion thread.

# The Thread

Users upload a photo of a celebrity and then ask to the community information about the outfit of said celebrity. The social game begins here. Users can classify their answers in one of these three categories:



## This One

The answer links to the exact brand which produced the garment



## Alike

The answer links to a brand producing a similar and often cheaper alternative to the exact one



## Just Comment

The answer was made just to participate to a discussion

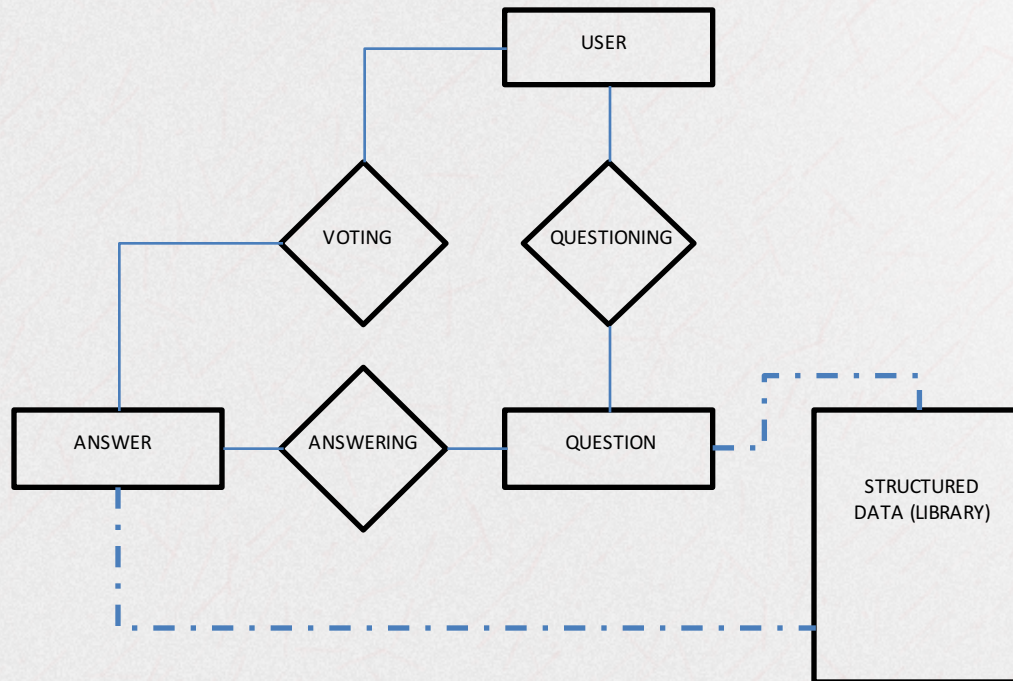
# Vote Process

By giving either a **this one** or an **alike** answer, users enter a social game which challenges them to prove their knowledge about brands and fashion in general and helps increasing the enjoyment of the users experience

- ❖ **Voting** is the second part of the game, and every answer can be voted by other users who choose the best or most pertinent one, while casting down the incorrect information
- ❖ The voting process has two scopes:
  - ❖ on the one hand, it elects and rewards the users who gave the best answers, extending their engagement
  - ❖ on the other hand, it validates the answers so that only useful and correct knowledge emerges

# Exporting The Experience

One of the problem with most libraries is that, while they are fully structured, they still miss some forms of refined cataloguing or unconventional links between the entries they contain



Excerpt of the E-R schema of the database

❖ When we strip the structure of the project from the its peculiar nomenclature we can see that it can be applied to any similar project like libraries of music, books, documents

❖ So would it be possible to have a big number of users do the job for us?

# Enrich a digital library

- ❖ This is beneficial for the library in two different ways: it **distributes the workload** of the cataloguing amongst the entire community and it **provides** the analysts with genuine and often **unbiased information**
- ❖ Users ask questions about entries of the library and **get answers from other users** who create associations with other entries based on similarities or other appropriate criteria
- ❖ The answers are then **reviewed through votes** casted by the community. It is even possible to consider the opportunity to allow the best users, emerging from the voting scheme, to insert new items in the collection
- ❖ This entire process is enveloped in a **gamified frame** which involves the users and encourages them to actively participate in the cataloguing process

# Expected Results

To improve user engagement:

- ❖ **implementing** an achievement and reward system we appeal to the need to be socially recognized by exhibiting one's competence in a given field
- ❖ **increasing** users engagement and enjoyment and motivate them to participate in the cataloguing process even without monetary payment

We expect to be able:

- ❖ to **channel** the knowledge users have to obtain a deeper, wider and more refined cataloguing of the data
- ❖ to provide some **unconventional cataloguing criteria**, developing new interesting links between items included in our libraries. This would especially apply to cultural fields like music, fashion, films etc



# Evaluation Methods

To evaluate in an empirical way the actual results we plan to use two different approaches:

- ❖ **analyzing statistical data** come directly from the portal and the database

- ❖ this will give us a quantitative measurement of the number of users who actively participate in the cataloguing process and the number of produced classifications

- ❖ **administer questionnaires** to evaluate the user engagement and enjoyment

- ❖ gathering their feedback in order to compare it to non gamified systems


# THANK YOU

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