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COMMRC 0320

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Recitation B

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***How do media companies use gamification to get people’s attention? What is its effectiveness?***

Farzan, Rosta & M Dimicco, Joan & Millen, David & Brownholtz, Beth & Geyer, Werner & Dugan, Casey. (2008). *When the experiment is over: Deploying an incentive system to all the users.*

This is a study done by IBM to show the effectiveness of gamification on a social network. They implemented gamification into an internal social network service and measured the effect it had on the users. They found that there was a 92% increase in comments in the short term and 299% more comments posted in the long term. The study shows that gamification causes an increase in participation of the media. It is helpful because it uses statistics to show the effectiveness of gamification in a social service. I can uses this research to argue that gamification increases the users motivation to use media.

Graham, Cameron. “How Companies Use Gamification to Amplify Social Media.” BrainSINS, 4 June 2014, [www.brainsins.com/en/blog/how-companies-use-gamification-to-amplify-social-media/3210](http://www.brainsins.com/en/blog/how-companies-use-gamification-to-amplify-social-media/3210).

This article explains how companies take advantage of gamification in social media. Graham explains specific strategies that are used in social media. He then uses examples of companies that have used gamification to their advantage. This article is useful because it provides specific strategies used in gamification which helps answer my question. The examples from different companies clearly shows how different strategies are implemented into the media and shows their effectiveness.

Halan S., Rossen B., Cendan J., Lok B. (2010) High Score! - Motivation Strategies for User Participation in Virtual Human Development. In: Allbeck J., Badler N., Bickmore T., Pelachaud C., Safonova A. (eds) Intelligent Virtual Agents. IVA 2010. Lecture Notes in Computer Science, vol 6356. Springer, Berlin, Heidelberg

This is another study on the effect of gamification on an online training program. They added narrative, leaderboards, and countdown timers to the program and measured the effect. They found that there was a 62% percent increase in participation in the training after these strategies were implemented. This study shows that gamification can influence things other than social media. This study is useful because it shows that gamification strategies can affect many different types of media. I can use this to create a stronger argument about how gamification increases people’s motivation.

Swallow, Erica. “How Three Businesses Scored Big with Gamification.” *Entrepreneur*, 6 Mar. 2012, [www.entrepreneur.com/article/223039#](http://www.entrepreneur.com/article/223039).

This article is about three specific examples of companies implementing gamification and the results it had. The author describes how NBC, Verizon, and Samsung used gamification to increase use. NBC created a game app, and Verizon and Samsung both changed their websites. All three found very large increases in the amount of people using their websites and an increase in the time people spent on it. This article is helpful because it provides another example that shows the effectiveness of gamification on the media. I can then make the argument that gamification is very effective by using these specific examples. This article would help me argue that gamification is very effective in increasing media usage.

Klosowski, Thorin. “The Psychology of Gamification: Can Apps Keep You Motivated?” Lifehacker, Lifehacker.com, 13 Feb. 2014, lifehacker.com/the-psychology-of-gamification-can-apps-keep-you-motiv-1521754385.

This article is about why gamification works so well. It describes how it affects your brain and dopamine levels to motivate you to continue using an app or program. The author describes the chemical changes that happen in your brain when using something that is designed like a game. He uses three basic elements of motivation to describe why it works: autonomy, value, and competence. This article is helpful because it goes into depth about the psychological effectiveness of gamification. It will strengthen my argument on how effective gamification is by providing scientific proof.

Research Strategic Management Global. “People Love Games - but Does Gamification Work?” *Knowledge@Wharton*, 3 Feb. 2016, knowledge.wharton.upenn.edu/article/people-love-games-but-does-gamification-work/.

This argument is how about when gamification isn’t effective and even has negative results. It talks about how if the user has a positive mindset when using the app, then gamification causes the user to be motivated to use the app more often. But, if the user has a negative mindset when using the app, gamification causes the user to be less motivated about continued use. This article allows me to make the argument that although gamification can be very effective, there are times when it causes a negative return on investment.

Singh, Bhavana. “Why and How Using Gamification Can Increase Mobile App Engagement?” *Infojini Consulting*, 25 July 2017, [www.infojiniconsulting.com/blog/2016/10/28/whys-and-hows-of-using-gamification-to-boost-mobile-app-engagement/](http://www.infojiniconsulting.com/blog/2016/10/28/whys-and-hows-of-using-gamification-to-boost-mobile-app-engagement/).

This article is written by a software developer with experience in designing apps and programs. In the article, she describes different strategies that can be used to increase traffic on your app. She describes gamification strategies like adding levels, offering rewards, and creating competition. This is helpful because it provides specific strategies and helps me answer the question about how developers use gamification.

Newman, Daniel. “Creating More Productive Companies Through Workplace Gamification.” *Digitalist Magazine*, Digitalist Magazine, 15 Jan. 2015, [www.digitalistmag.com/future-of-work/2015/01/16/creating-more-productive-companies-through-workplace-gamification-02085639](http://www.digitalistmag.com/future-of-work/2015/01/16/creating-more-productive-companies-through-workplace-gamification-02085639).

This article is helpful because it provides examples of how gamification can be used outside of app development. It uses examples like the SAP Streamwork which used gamification to get a 58% increase in brainstorming ideas. The author describes how to implement gamification and its positive effects. This article is helpful because it shows that gamification can be used for many things. I can use it to argue that it is a strategy that can go far beyond apps and social media.