TREO
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Gamified Systems and Information Disclosure Behavior

The Impact of Hedonic and Utilitarian Benefits on Risk and Trust

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Gamification, a prominent trend in information systems (IS) design, enhances user engagement via game-like experiences (Koivisto and Hamari 2019). Gamified design encourages user-system interactions with the dual goals of improving intrinsic motivation and productive behavior (Liu et al. 2017). Users' perception of the balance between utilitarian and hedonic benefits of gamified systems can vary, and this perception can influence adoption and use decisions (Köse et al. 2019). Additionally, many IS require users' personal information to enhance the user experience or enable certain features. Such requirements can raise privacy concerns and inhibit adoption and use (Xu et al. 2009). Privacy research suggests that users perform a cost-benefit analysis prior to disclosing personal information and choose to disclose only if the benefit of using a system outweighs the potential cost (Dinev and Hart 2006). Risk and trust are two primary factors that users consider in the cost-benefit analysis when making information disclosure decisions (e.g., Smith et al. 2011). While prior gamification research highlights the importance of both hedonic and utilitarian benefits, it does not consider their effects on information disclosure behavior. Similarly, privacy research does not consider how hedonic and utilitarian benefits differentially affect information disclosure in a gamified context. Thus, the proposed study examines how perceived hedonic and utilitarian benefits interact with risk and trust in a gamified system context to influence information disclosure. As gamified systems incorporate both types of benefits, we consider and compare their effects on information disclosure. We will survey users of multiple types of gamified applications that offer both hedonic and utilitarian use potential to test our model.

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