

Technical & Business Writing



ASSIGNMENT # 02

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1: Gamification is about influencing employee and customer behaviors in ways that benefit a company. Is this ethical? Explain your answer.

The ethical implications of gamification in influencing employee and customer behaviors depend on the intent, transparency, and fairness of the approach. Here are the key considerations:

Ethical Aspects:

- **Transparency:** If the gamification mechanics are transparent and users are fully aware of how their actions and behaviors are being incentivized and rewarded, it is more likely to be ethical. Hidden or deceptive gamification that manipulates users' actions without their knowledge raises ethical concerns.
- **Fairness:** The rewards and incentives offered through gamification should be fair and justifiable. Unfair manipulation or creating an uneven playing field can be seen as unethical.
- **Consent:** Users should have the option to participate or opt out of gamification without any negative consequences. Forcing users into gamified interactions might be considered unethical.
- **Aligned Objectives:** If the objectives of the gamification align with the users' goals and provide value to them, it can be considered ethical. Forcing users into activities solely for the company's benefit might be unethical.

Examples of Ethical Gamification:

- **Employee Ethical:** Gamification could involve rewarding employees for achieving productivity goals or participating in skill-enhancing activities. This can contribute positively to both the company and the employees.
- **Customer Loyalty:** Ethical gamification might include rewarding customers for providing valuable feedback or sharing their experiences with others, as long as it benefits the customers and enhances their experience.

- **Unethical Aspects:**

- **Manipulation:** If gamification is used to manipulate users into behaviors that are against their best interests, it can be unethical. For example, encouraging addictive behavior or pushing unnecessary purchases.
- **Deception:** If the game mechanics mislead users into thinking they're making meaningful choices while merely serving the company's interests, it raises ethical concerns.
- **Exploitation:** Gamification should not exploit users' vulnerabilities, such as their desire for rewards or social recognition, in an unethical manner.

2: Assume a company provides a job-search game app that helps you navigate your way through applying for a job, explore various job openings, and understand what it would be like to work there. Would the app make you feel more positively about the company, or would you find that using a game for this purpose would trivialize something as important as your job search? Explain your answer.

The reception of a job-search game app would depend on individual preferences and the execution of the app. Here are some perspectives:

Positive Aspects:

Engagement: A well-designed job-search game app could engage users more actively in the job search process, making it more enjoyable and informative.

Exploitation: Gamification might encourage users to explore different aspects of a company, such as its culture, values, and work environment, which can be beneficial in making an informed decision.

Skill Development: The app could potentially include interactive elements that help users improve their interview skills or create a strong resume.

Concerns:

Trivialization: Some users might feel that gamifying the job search process trivializes a significant life decision and turns it into a game.

Seriousness: Job searching is a critical endeavor, and if the gamification approach is not respectful of the seriousness of the process, it could lead to negative perceptions.

Authenticity: Users might be concerned that gamification could mask real issues within the company or present an overly positive image that doesn't reflect the actual work environment.

In summary , the acceptability of a job-search game app would vary among individuals. Its success would depend on how well the app balances engagement and seriousness while providing valuable and accurate information about job opportunities.