

Removing Gamification from an Enterprise SNS (Social Network System)



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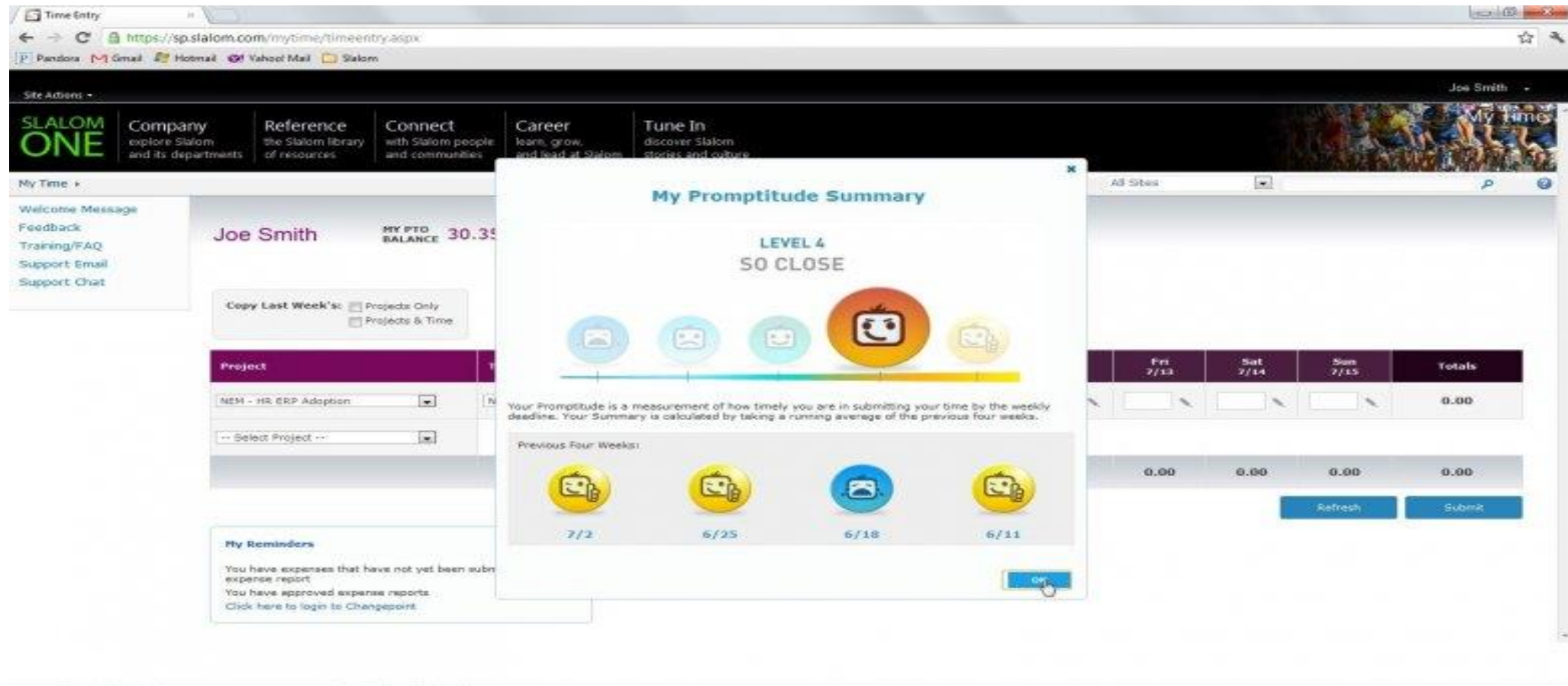


Gamification is the use of game elements and game mechanics in non-gaming applications.

Enterprise applications use Gamification to:

- Increase user motivation and employees engagement
- Improve efficiency
- Enhance productivity

Example of Gamification in a Time Recording system



- They give better score to those who enter data earlier.
- This simple widget is enough to remind the employees and motivate them to enter the information on time.



Motivation

➤ *Personal*

- Research interest
- Related to my EIS lab project

➤ *Community*

- This topic could be interesting for all developers who want to develop enterprise systems.
- This prominent technique can help us to make our application more enjoyable and desirable.



Objectives

In the paper, some experiments are conducted to examine patterns of user activity in an enterprise social network service after the removal of Gamification features.

And it answers the following main research question:

How does the removal of Gamification features affect user activity within an enterprise social networking service?

The results reveal that the removing Gamification features made a significant negative impact on the user activity in the SNS (social network service).