

Keynote Speech Abstract
WCECS 2014

Engaging Users and Motivating Behaviors through Gamification

Dion H. Goh

Wee Kim Wee School of Communication and Information
Nanyang Technological University
Email: ashlgoh@ntu.edu.sg

Abstract

Gamification refers to the process of infusing game design thinking and game mechanics into non-game contexts. In software applications, the primary intention of gamification is to make applications more fun and engaging in order to attract users, solve problems and/or encourage certain behaviors.

The goal of this talk is to introduce gamification and its concepts. Origins of the idea, design strategies and challenges will be discussed. The talk presents a selection of typical game mechanics employed in gamified applications such as points, badges, levels, challenges and leaderboards. Along the way, examples across various industries and domains will be provided.

As an illustration, the talk will provide a research-oriented case study in employing gamification to motivate mobile content sharing. Here, mobile content sharing applications refer to those that allow users to view and share content on mobile devices such as photos, text, and other multimedia. These applications are fast becoming popular in part due to people's increasing reliance on mobile phones, their myriad uses beyond voice calling, and the technological advancements found in them.

Despite the benefits of mobility and information sharing as well as mounting interest, limitations of mobile devices such as difficult text input as well as the lack of sufficient incentives may make the creation and sharing of location-based information tedious, resulting in decreased motivation for participation. In our research, we incorporate gamification techniques into mobile content sharing applications. That is, such applications provide entertainment through games, and content is created as a result of gameplay.

As part of the talk, I will present our research in SPLASH (Search, PLAY, Share), a gamified mobile content sharing application that seamlessly blends content sharing and gaming. A description of the application is first given, and thereafter through a series of user-studies, challenges and opportunities associated with gamifying mobile content sharing applications are discussed.

About the Speaker

Dion Goh has a PhD in computer science. He is currently Associate Professor with Nanyang Technological University (Singapore) where is also the Associate Chair overseeing graduate studies in the Wee Kim Wee School of Communication and Information. His major areas of research are in mobile information sharing and seeking, social media perceptions and practices, and gamification techniques for shaping user perceptions and motivating behavior. His work has been widely published in over 200 international journals and conference proceedings. Dion has led a number of funded projects in the use of gamification in mobile content sharing, mobile tagging, collaborative querying, and e-community building tools for portals.