

# A Theory of The Effects of Gamification on Social Software

## Abstract

This thesis presents a theory of the effects of using gamification in the design of social software. Examples are [1] [2] [3] [4]. The theory is created by a combination of the analysis of explorative interviews and literature review. The theory is elaborated by the provision of several non-trivial hypotheses. In a second step, the theory is (at least partially) validated by appropriate means, for example, a hypothesis-testing survey. The result is a validated theory of the effects of gamification of social software.

## Expected work results

- Literatur-Review zu Gamification allgemein
  - Ueberblick zu wesentlichen Praktiken und Elementen
  - Ueberblick zu wesentlichen Interaktionen zwischen Elementen
- Qualitative Situationsanalyse zwecks Theoriegenerierung
  - 2-3 qualitative Interviews zur Theoriegenerierung
  - Ergebnis = Theorie mit 3-10 Hypothesen auf Basis Interviews und Literatur
- Definition Validierungsstrategie der Theorie
  - Ggf. Einarbeitung in Umfragetheorie/gestaltung
  - Hoechstwahrscheinlich ein Umfrage zum Testen 2-5 Hypothesen
- Ausfuehrung Validierungsstrategie
  - If so, Umfrage ausfuehren oder alternative Strategie
  - Ergebnisse auswerten
  - Hypothesen beantworten/Theorie (in)validieren

## References

- [1] Khan Academy - <http://khanacademy.com>
- [2] Empire Avenue - <http://empireavenue.com>
- [3] Ushi - <http://ushi.cn>
- [4] <http://mashable.com/2011/07/06/7-winning-examples-of-game-mechanics-in-action/>

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