

A COMPARATIVE STUDY ON THE EMPLOYEE PLAYER TYPOLOGIES IN THE IT AND RETAIL SECTOR AND PROPOSING GAMIFIED ELEMENTS

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INTRODUCTION

Gamification has risen as a trend around 2010. Gamification involves the utilization of game mechanics and game thinking. It aims at bringing out the competitive spirit in each individual to create a challenging environment and retain achievement.

Personalization of gameful systems according to each user is essential because personalized interactive systems are more effective than *one-size-fits-all* approaches.

Marczewski proposed six user types based on the two different types of motivation- Intrinsic (Curiosity, Independence, Self-realization etc.,) and extrinsic motivation (Bonuses, rewards etc.,). Philanthropists, Socialisers, Free Spirits, Achievers, Players and Disruptors are the six player types proposed by Marczewski.

This paper aims at understanding the difference in player typologies of the employees in IT and retail sector using Marczewski hexad scale framework and proposing gamified elements.

LITERATURE REVIEW

❖ The term *gamification* was coined by Nick Peiling in 2002. Gamification theory offers a wider perspective of learning experience and a broadened reach using assessment tools which emphasizes group/team behaviour [1].

❖ Two types of game elements are game mechanics and game dynamics. Mechanics are functional components leading to actions and control measures (e.g., leaderboards, levels, point systems, and challenges). Dynamics represents gameplay which determines individuals' reactions as a response to mechanics implemented [2].

❖ Marczewski proposed six user types based on the two different types of motivation- Intrinsic (Curiosity, Independence, Self-realization etc.,) and extrinsic motivation (Bonuses, rewards etc.,). The user types proposed in the hexad scale framework - socialisers, freespirits, players, philanthropists, achievers and disruptors [3].

RESEARCH GAP

❖ Gamification has been applied across various industries in HR processes like recruitment, onboarding and engagement.

❖ Different elements of gamification have proved to be successful in different companies. Studies have been conducted on the relative importance of gamification compared to other learning theories and importance of gamification in HR to gain a competitive advantage.

❖ There has not been a comparative study between two different sectors and how the different gamified elements can be applied for the critical jobs in the company.

RESEARCH QUESTIONS

❖ How much is the significant difference between the employee player typologies in IT and retail sector?

❖ How the employee player typologies and age and gender are related?

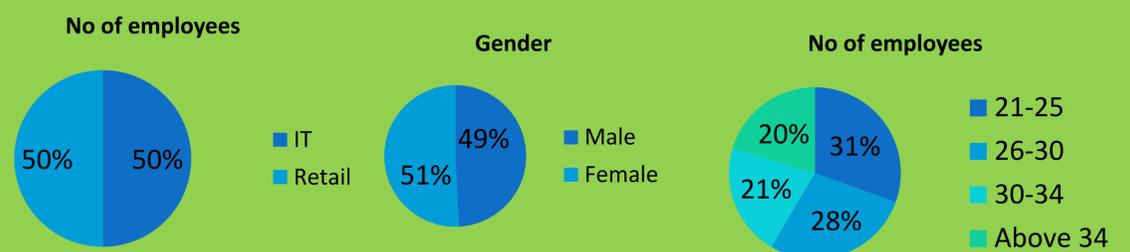
HYPOTHESIS

Hypothesis 1: There is no significant difference in the player typology of the employees in IT and retail

Hypothesis 2: There is no significant difference in the player typology with gender

Hypothesis 3: There is no significant difference in the player typology with age

SAMPLE DESCRIPTION



ANALYSIS AND INTERPRETATION

Player Typology	Significance (2 tailed)
Philanthropist	.005
Socialiser	.000
Free spirit	.126
Achiever	.001
Player	.309
Disruptor	.565

❑ The proposed gamified elements according to marczewski's hexad scale framework for philanthropists are Collection and Trading, Gifting, Knowledge Sharing and Administrative Roles.

❑ For socialisers. Teams, Social Networks, Social Comparison, Social Competition, Social Discovery are the design elements.

❑ Challenges, Certificates, Learning, Quests, Levels or Progression are the design elements for the achiever typology.

Player typology	Age		Gender	
	Estimate	Sig.	Estimate	Sig.
Philanthropist	.485	.068	1.437	.005
Socialiser	.054	.835	.647	.187
Free Spirit	.287	.001	.496	.092
Achiever	.189	.465	.045	.926
Disruptor	.668	.013	-1.124	.023
Player	-.022	-.521	-.036	-.899

❑ The disruptive nature of females is comparatively less compared to males, significantly 1.124 times lesser.

❑ As the age increases, the disruptor player typology shows slight increase of .013.

❑ The free spirit nature shows an increase of .284 times with the progression of age. It indicates more autonomy and freedom with the increase in age.

LIMITATIONS AND FUTURE WORK

❖ Although the sample was adequate to draw some meaningful inferences, the study was limited to two sectors and a generalization cannot be made to the entire population.

❖ Future works can include extending to more sectors and a bigger population. A large sample size can help in quantifying the differences in typologies.

❖ Most of the user preferences tend to be towards philanthropists which have to be investigated further.

REFERENCES

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