

Contents

1	Introduction	1
1.1	Motivation and Scope	1
1.2	Contribution	4
1.3	General Structure	5
2	Literature and Theoretical Background of Gamification	7
2.1	Theoretical Background	7
2.1.1	Definition(s) of Gamification	8
2.1.2	Game Elements	10
2.1.3	Theoretical Frames of Gamification	13
2.1.4	Delimitation of Gamification with Respect to Other Concepts	17
2.1.5	Areas of Application	20
2.2	Systematic Literature Review	21
2.2.1	Research Questions	23
2.2.2	Methodology	25
2.2.3	Findings of Systematic Literature Review	27
2.2.4	Summary of Systematic Literature Review Results	42
3	Effects of Monetary Incentives on Motivation and Task Performance	45
3.1	Monetary Incentives Within Self-determination Theory	46
3.2	Conceptual Framework by Bonner and Sprinkle	49
3.3	Moderating Effects of Task Complexity	54
3.3.1	Definition of Task Complexity	54
3.3.2	Ongoing Debates Concerning Task Complexity	56
3.3.3	Task Complexity Models	57

3.3.4	Previous Findings on Task Complexity	59
3.4	Meta Analytical Findings on the Effects of Monetary Incentives	62
3.5	Interim Conclusion and Research Questions	65
4	First Experimental Study—Levels of Gamification	67
4.1	Theoretical Background and Development of Hypotheses	69
4.2	Method	76
4.2.1	Alternative Experimental Methods	76
4.2.2	Employed Software	78
4.2.3	Participants	79
4.2.4	Setting	79
4.2.5	Experimental Task	80
4.2.6	Manipulations	81
4.2.7	Experimental Procedures	83
4.2.8	Measures	84
4.3	Results—levels of Gamification	86
4.3.1	Manipulation Checks	87
4.3.2	Hypotheses Test	89
4.3.3	Summary—Levels of Gamification	97
5	Second Experimental Study—Moderating Effects of Gamification and Task Complexity	101
5.1	Hypotheses Development	102
5.1.1	Predictions on the Effects of Gamification on Motivation	102
5.1.2	Predictions on the Effects of Gamification on Effort	105
5.1.3	Predictions on Effects on Performance	105
5.1.4	Predictions on the Moderating Effects of Gamification and Task Complexity	106
5.2	Method	113
5.2.1	Research Design	113
5.2.2	Measures	118
5.3	Results—The Moderating Effects of Gamification and Task Complexity	123
5.3.1	Manipulation Checks	124
5.3.2	Hypotheses Test	127
5.3.3	Summary—The Moderating Effects of Gamification and Task Complexity	140

6 Summary and Concluding Discussion	145
6.1 Integration and Discussion of Findings	145
6.2 Implications for Research and Practitioners	151
6.3 Limitations and Suggestions for Future Research	153
References	157