

Research Project Poster

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Introduction

This research project sought to explore the effect that gamification apps may have on resilience in the workplace, in addition to the receptiveness of a group of respondents to these applications.

A brief look at gamification apps shows that they are tools for incentivising or stopping habits, depending on whether they are positive or negative. Many things fall under the umbrella term of habit tracking but these apps in particular are the focus of the study.

Literature review

The literature review examined a variety of literature to get a grasp of the situation. Interesting findings were as follows:

- A four-factor resilience-measuring instrument
- A two-factor stress metric comprising the subscales Pressure and Threat
- Gamification is different from game-based learning although this confuses many
- Two gamification apps were found: Habitica and LifeUp. Habitica is more popular, while LifeUp is an emerging challenger.

Methodology

The method was built on a foundation of objective ontology and positivist epistemology with a deductive approach to the research. The method chosen was quantitative, involving numbers and trends.

A master hypothesis was created, followed by six sub-hypotheses. Surveys featuring 23 questions were created and administered (N=37) and results were analysed to find trends.

Ethics

Ethics was of great importance throughout the research project. An eye-opening ethics fact is that one article examined 64 dissertations and found that discussion of ethics was woefully inadequate in many dissertations. Using the guidelines put forward by this article, ethical perspectives were thoroughly discussed: ethical approval, informed consent, confidentiality, ethical principles and regulations and fair participant selection.

Discussion of these elements led to the conclusion that some aspects of the methodology could have been carried out differently for less risk of ethical dilemmas but, overall, the research was sound.

Findings & discussion

Responses to the survey were cross-tabulated with many variables to discern whether any trends existed.

The most interesting findings were that the length of employment affected receptiveness in a way similar to a bell curve and that gender played a part in app preference and overall receptiveness.

An important point to note is that convenience-based sampling skewed the respondent base in favour of women, young people and the tertiary sector; this meant drawing comparisons between these groups and others was difficult and potentially misleading.

Conclusion

The key takeaway from this research project is that, although some findings suggested that certain demographics may be less receptive to gamification apps, they have the potential to deliver benefit to many people. This ultimately depends on whether the movement can organise and self-advocate enough to be taken seriously by the public.

An interesting follow-on research question is whether these gamification apps could help corporations meet their own goals — this would observe companies' performance or the receptiveness of management.

References

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