

Table of contents

List of abbreviations.....	VII
List of figures	VIII
List of tables.....	IX
1 Introduction	1
1.1 Motivation and scope	1
1.2 Contribution	4
1.3 General structure	5
2 Literature and theoretical background	7
2.1 Theoretical background.....	7
2.1.1 Definition(s) of gamification.....	8
2.1.2 Game elements	9
2.1.3 Theoretical frames of gamification	13
2.1.4 Delimitation of gamification with respect to other concepts	18
2.1.5 Areas of application	21
2.2 Systematic literature review	23
2.2.1 Research questions	24
2.2.2 Methodology	27
2.2.3 Findings of systematic literature review	29
2.2.4 Summary of systematic literature review results	44
3 Effects of monetary incentives on motivation and task performance	46
3.1 Monetary incentives within self-determination theory.....	46
3.2 Conceptual framework by Bonner and Sprinkle	50
3.3 Moderating effects of task complexity.....	55
3.4 Meta analytical findings on the effects of monetary incentives	64
3.5 Interim conclusion and research questions.....	67
4 First experimental study – Levels of gamification	68
4.1 Theoretical background and development of hypotheses	70
4.2 Method.....	77

4.2.1	Alternative experimental methods	77
4.2.2	Employed software.....	79
4.2.3	Participants	80
4.2.4	Setting.....	80
4.2.5	Experimental Task.....	81
4.2.6	Manipulations.....	82
4.2.7	Experimental procedures.....	85
4.2.8	Measures.....	85
4.3	Results – levels of gamification	89
4.3.1	Manipulation checks	89
4.3.2	Hypotheses test.....	92
4.3.3	Summary – Levels of gamification	102
5	Second experimental study – Moderating effects of gamification and task complexity	104
5.1	Hypotheses development.....	105
5.1.1	Predictions on the effects of gamification on motivation	105
5.1.2	Predictions on the effects of gamification on effort.....	107
5.1.3	Predictions on effects on performance	108
5.1.4	Predictions on the moderating effects of gamification and task complexity	109
5.2	Method.....	118
5.2.1	Research design.....	118
5.2.2	Measures.....	122
5.3	Results – The moderating effects of gamification and task complexity	129
5.3.1	Manipulation checks	129
5.3.2	Hypotheses test.....	132
5.3.3	Summary - The moderating effects of gamification and task complexity	148
6	Summary and concluding discussion.....	151
6.1	Integration and discussion of findings.....	151
6.2	Implications for research and practitioners	157
6.3	Limitations and suggestions for future research.....	159
	References	163