



Bachelor / Master Thesis – Gamification / Serious Games / AR/VR Games

Context

Using game design elements to produce gameful experiences in non-game contexts has been an emerging trend in recent years, termed as **gamification** (Deterding et al. 2011). Drawing inspiration from video games, gamification intends to motivate user participation, change behavior, increase productivity and quality of actions, or induce social interaction (Hamari 2013). Numerous examples (e. g. Nike+, Duolingo, Waze, Yelp) demonstrate how the use of game elements can be successfully utilized outside of games. **Serious games** on the other hand are considered full-fledged games that serve a purpose other than entertainment (e.g. educational purposes), while **AR/VR games** immerse a person into a synthetic game world (virtual reality) or overlay game representation into the real world (augmented reality) (Deterding et al. 2011).

Goals

The thesis should address one of the topics surrounding gamification, serious games or AR/VR.

Possible goals of the thesis include

- exploring gamification in a specified domain (e.g. health and exercise, software engineering, education, crowdsourcing, innovation, marketing)
- assessing the effects of gamification, serious games or AR/VR on psychological outcomes and IS adoption.
- exploring developments, benefits and limitations of AR/VR.

Possible methods of the thesis involve

- reviewing scientific literature about gamification, serious games or AR/VR games.
- developing and evaluating a scientific model based on psychological and IS theories.
- conducting a survey or interviews.



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General conditions:

- The previously mentioned research topics are suitable for Bachelor and Master theses. Details such as the expected scope will be determined in a meeting with the supervisor.
- Title, contents and expectations are agreed in advance in an exposé.
- Both qualitative (e.g. case study, interviews) and quantitative (surveys & data analysis) methods can be used.
- The thesis can be conducted in cooperation with a company (the student is responsible for initiating contact with the company on his/her own behalf).
- The thesis can be written in English or German.

Requirements:

- Ability to review and synthesize literature.
- Time management skills and self-organization skills.
- Intrinsic motivation to learn more about gamification, serious games or AR/VR games.

Contact:

- The initiation and assignment of the thesis takes place in a coordinated manner.
- Please refer to: abschlussarbeiten@ikm.tu-berlin.de



References

- Deterding, S., Dixon, D., Khaled, R., & Nacke, L. (2011). From game design elements to gamefulness: defining gamification. In *Proceedings of the 15th international academic MindTrek conference: Envisioning future media environments* (pp. 9-15). ACM.
- Hamari, Juho (2013): Transforming homo economicus into homo ludens: A field experiment on gamification in a utilitarian peer-to-peer trading service. In: *Electronic commerce research and applications* 12 (4), S. 236–245.