

# ONLINE RESEARCH, GAME ON!

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VP of Innovation



# Background

PANEL RESEARCH 2008

| CONFERENCE PAPER – ARF CONVENTION & EXPO 2009

Page 1 – CONGRESS 2011

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Page 1 – ASIA PACIFIC 2012

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## CAN SURVEY GAMING TECHNIQUES CROSS CONTINENTS?

EXAMINING CROSS CULTURAL REACTIONS TO CREATIVE QUESTIONING TECHNIQUES

*Jon Puleston • Duncan Rintoul*

### INTRODUCTION

This paper sets out to explore two questions:

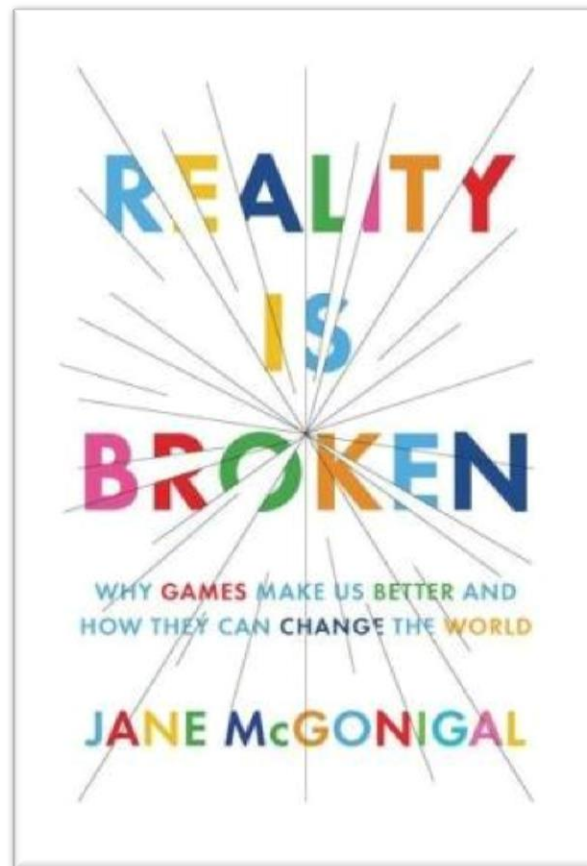
- How well do creative survey techniques perform in non-Western cultures?
- Do creative techniques help reduce the cultural response style biases that create problems when conducting multi country surveys?

The paper draws on two primary sources: historical data from previous GMI multi-country studies, and a bespoke survey of over 3,800 respondents from seven markets (China, India, Japan, Singapore, Korea, Australia and United States,).

Over the last couple of years  
the concept of gamification  
has swept across the  
marketing industry



# Read this



Behaviour scientists studying games realised that there is often little other than a mindset to distinguish work from games



And so if you can  
understand how games  
work...



You have the potential to  
get people to do all sorts  
of stuff for free!



Quite an attractive  
proposition for market  
researchers too!





# What defines a game?



# A game is just about any form of thinking activity that we do for fun

Have 3 core elements:

**Rules**, an element of **skill or effort** & **rewards**



Gardening  
Cooking  
Photography  
Twitter

all Games!



In fact Surveys technically  
are games

Just rather dull ones

# How to gamify your surveys

FIRST THING TO THINK ABOUT IS  
THE ISSUE OF MOTIVATION



# Most online surveys are simply not competing with our other online experiences



# Here is how a typical survey starts...



0% 25% 50% 75% 100%

Have you participated in a market research survey in the past 6 months for any of the following industries?

*Please select all that apply.*

- ☐ Advertising: Print
- ☐ Advertising: Audio Visual
- ☐ Airlines
- ☐ Apparel & Footwear: Casual
- ☐ Apparel & Footwear: Sports
- ☐ Autos & Auto Parts
- ☐ Banking: Private
- ☐ Banking: Retail
- ☐ Consulting, Outsourcing, Off-shoring
- ☐ Computers: Hardware
- ☐ Computers: Software
- ☐ Educational Services
- ☐ Financial Services: Insurance
- ☐ Financial Services: Investment and Security Services
- ☐ Foods & Nonalcoholic Beverages
- ☐ Healthcare: Facilities
- ☐ Healthcare: Pharmaceutical
- ☐ Household: Durables
- ☐ Household: Non-durables
- ☐ Media & Entertainment: Broadcasting & Cable
- ☐ Media & Entertainment: Movies
- ☐ Retail: General
- ☐ Retail: Specialty
- ☐ Real Estate & Construction
- ☐ Travel & Tourism: Domestic
- ☐ Travel & Tourism: International Leisure Travel
- ☐ Telecommunication: Fixed line
- ☐ Telecommunication: Wireless
- ☐ No I have not participated in any such survey in the past 6 months



# We jump straight into the nitty-gritty

Which of the following financial products do you currently have?

*Please select one answer in each row.*

	Yes	No	Don't know/ Prefer not to answer
Personal and, or Homeowner Loan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Current Account	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credit Card	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Savings Account	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

# No understanding of the value Foreplay



**Say you were having to do some research on chocolate how could you start the survey?**

**What brands of chocolate are you aware of?**

**But you could start with  
questions like this...**

**What is the longest period you  
have gone without eating  
chocolate**

**But you could start with  
questions like this...**

**If the government banned  
chocolate how would you feel?**

## 2. Copywriting & art directing questions



# A rethink on question wording

Analyzing where the problem lies with surveys being seen as boring it all really does centre around the questions themselves.

at a scale of 1 to 10 where 1 is do not read at all and 10 is read completely and 5 means you read on average exactly half, if you were in the middle of a 20 minute survey how likely would you be to read these instructions?

Particularly old  
skool, face to face  
questioning  
techniques





Hello and welcome to this survey for **Royal DSM N.V.** We are currently conducting a short study in the area of chemicals and products containing chemicals, and would like to ask you a few questions. The survey will take approximately 15 minutes to complete.

All data generated in this survey will remain anonymous at all times and will be treated in accordance with data protection laws and market research ethical guidelines. Your name will not be mentioned at any time, connected to any data or disclosed to a third party, unless you specifically wish to exchange more information by providing us with your contact details at the end of this survey.

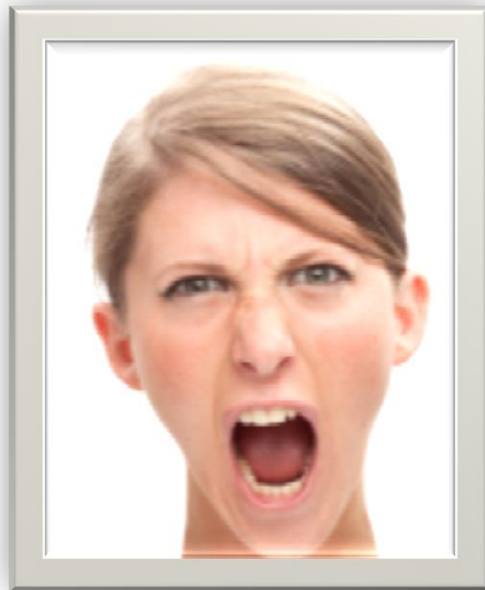
Which primary industry do you work for?

Did you purchase any of the following for your own personal use in the 6-month period beginning February 2007 and ending August 2007, approximately 12 to 18 months ago?

Please click "Yes" or "No" for each option.

	Yes	No
An MP3 player	<input type="radio"/>	<input type="radio"/>
A desktop personal computer	<input type="radio"/>	<input type="radio"/>
A Segway personal transporter	<input type="radio"/>	<input type="radio"/>
A digital camera	<input type="radio"/>	<input type="radio"/>
A flat-panel television, including either a plasma or LCD television	<input type="radio"/>	<input type="radio"/>

Respondent reaction?



**Ways to make  
question  
more fun**

**1. Inject some humanity  
into the questions...**

# Personalisation...

~~Which of these paint colours do you like best?~~

If you had to paint your room in one of these colours which one would you pick?

# Emotionalisation...

~~what would you wear?~~

what would you wear on a first date?

# Projection...

~~what do you think about this new product?~~

Imagine you are the boss of a company. Your job is now to evaluate this new product...



# Fantasy

~~Can you make a list of your favourite shops?~~

Imagine you could set up your own perfect shopping centre just with shops you want can you make a list of the shops you would have in your shopping centre?

**Changes like these can  
often deliver 2 or 3 fold  
improvements in  
feedback**

## Question: list your favourite shops

Apple store | Game | Currys | River Island | Bank | Republic |

ALDI | PRIMARK | MATALAN | B&Q

John Lewis | Debenhams | Marks & Spencer

debnams | Asda | next | m and spencers |

Funky Fish | Rock Collection | New Look | H&M

benetton, aldi, asda, charity clothes shops, marks and spencer, tk maxx, currys

Tescos |

## Game: Imagine you could design your own shopping centre

clothes shops | shoes shops | hair salon shops | car shops | nice restaurants | dry shops | furniture shops | liposuction clinic | teeth clinic | housing agents | childrens stores | kitchen shops | hairdressers | makeup artiste | carpet shops | laptop suppliers | office furniture suppliers

Shoe, clothes, books, music, food, independent shops

Giant ethnic food store, DIY shops, Dunelm Mill shop, Old fashioned hardware shop, PC World or suchlike shop | John Lewis store, Large garden centre

Next, debenhams, jane norman, dorothy perkins, DVS, New look, costa coffee, primark, bench, build a bear, disney store, boots, super drug, matalan, b&q, mother care, tgi fridays, house of frazer, cult clothing, something different, urban decay, jane iredale makeup, top shop, schuh, irregular choice, asos, boohoo, oasis, warehouse. Pizza hut, ben & jerrys, mcdonalds, chinese restaurant |

stationery, music, model, gadgets

garden and plant shop-diy shop-model shop-craft shop-coffeeand tea outlet-wine merchant-food outlet -book and mag shop

White Stuff, Fat Face, Monsoon, Accessorize, Joules, Jack Wills, John Lewis, Boden, House of Fraser, Revital, Waitrose, Sainsburys, Waterstones, Godiva, La Redoute, Jones The Bootmaker, Fossil, Lush, Dwell, Ikea, Hobbycraft, Dunelm, Costco, Faith Shoes, Bally, The Natural Store,

boots the chemist | an electrical store | a coffee shop | a supermarket | a cinema | store selling housewares and fancy goods | somewhere just to sit and relax | marks and spencer | shoe shop | spa

# Example...

~~Please describe your favourite meal~~

Imagine if you were on death row and had to plan your last meal what would you order?

# The result: Richer more thoughtful feedback

## A question

## A game

Steak au pouivre

Pesto Pasta

fish and chips

garlic chicken

Scotch broth soup as a starter served with garlic bread. Medium grilled gammon steak with a lightly fried egg on top with chips and side salad. A glass of red wine. A sticky toffee pudding, followed by cheese and biscuits.

Bacon chips and tinned tomatoes and an egg butternut squash soup(homemade) fillet steak well done (not burned) new potatoes fresh garden peas fresh fruit salad and cream all served with a good white wine

Calamari for starters Curried goat with rice & jerk chicken with plantain and fried dumplings for main meal and hot sticky toffee treacle pudding with hot custard for dessert with a triple amaretto and lemonade to drink

Classic roast dinner with beef cooked medium rare, pink in the middle and a little bit of blood, the roast potatoes crispy on the outside soft on the inside, Yorkshire puddings, peas and gravy cooked in shallow oil and chips

# Likert question example...

~~How much do you agree or disagree with  
these statements?~~

How much like you are these people...

### Average thinking time

2.7



How much like you?

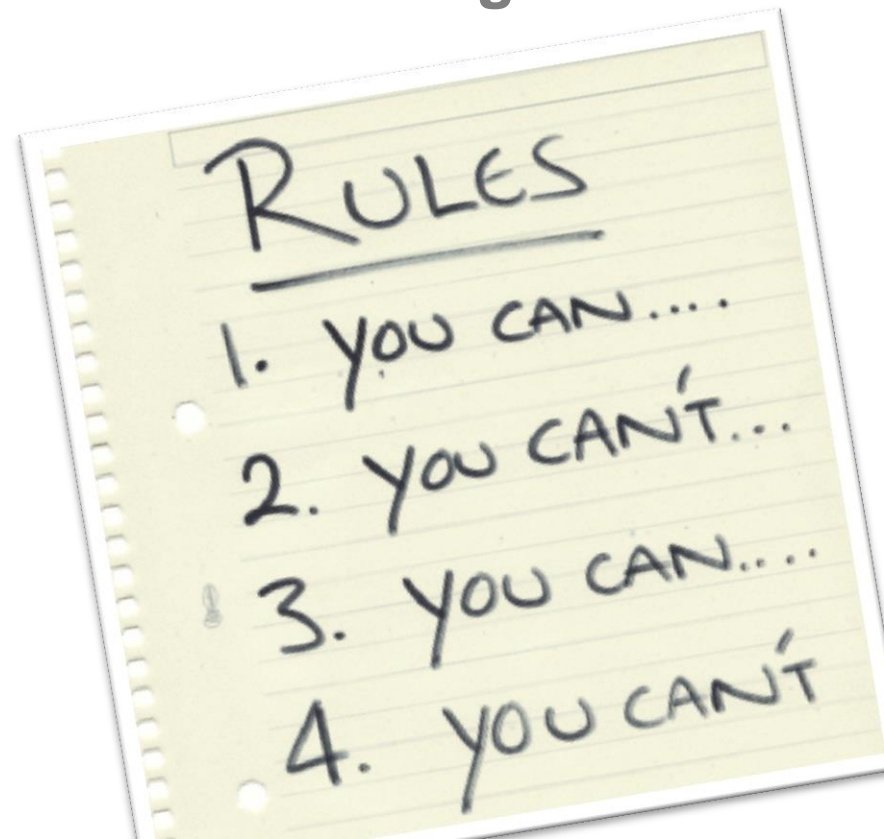
2.0



How much do you agree/disagree?

## 2. The application of Rules

Abstract rules are a core constituent of most games





# Strip away rules from games and what do you have?

**Golf** —————> A long walk with a heavy bag

**Football** —————> Run around for hour and a half

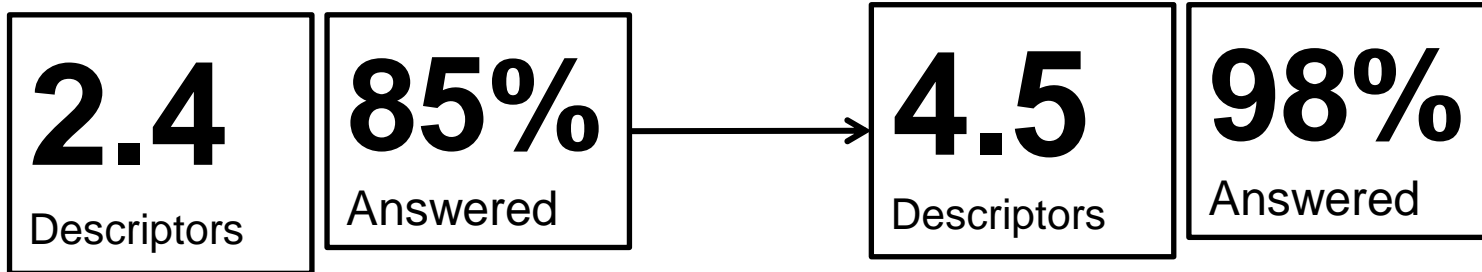
# Rules can turn questions into mental puzzles

Which are more fun for respondents to answer

# Example...

Describe yourself?

Describe yourself in EXACTLY 7 words

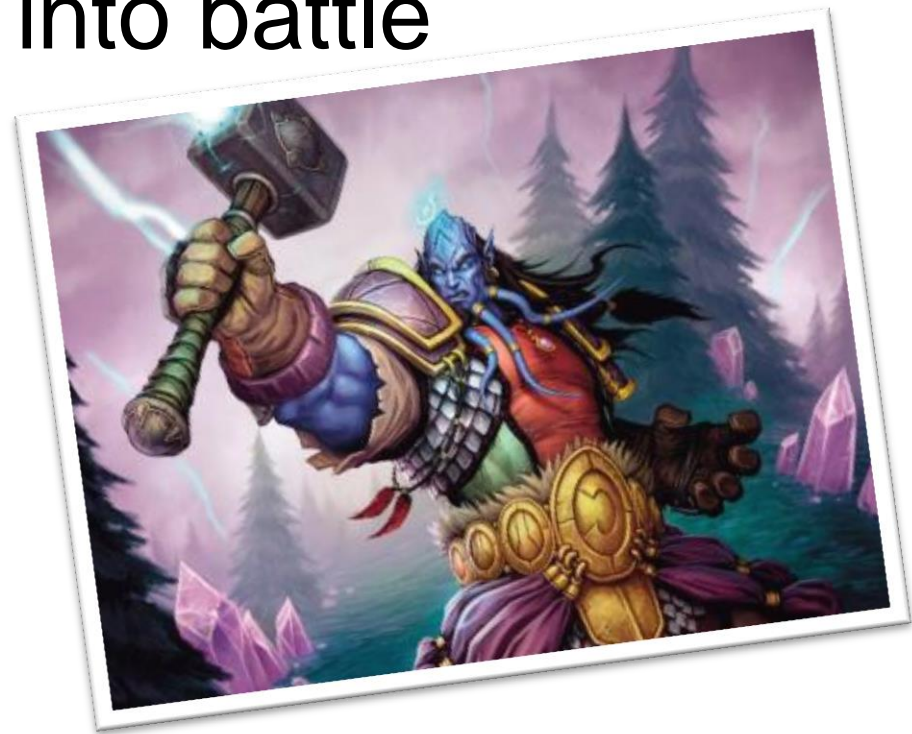


### 3. Turn questions into quests...

We will do more work with a clear fun purpose...



e.g. World of Warcraft: Involves people spending hours of their life doing meaningless chores to earn reward points to go into battle



# By devising a motive to answer a question you can turn it into a “quest”

## A question...

How much do you like these music artists?

**83**

Artists  
evaluated

## A quest...

Imagine you owned your own radio station and could play any music you liked which of these artists would you put on the playlist?

**148**

Artists  
evaluated

Take part in...

# The Advertising Game

You have £1 million to spend on an advertising campaign to reach you! how would you spend it?

Start >>



# Advertising game metrics

- Developed with the advice of AMS media, we adapted from a traditional media Touchpoint survey
- **Spent 20% longer** answering like for like questions v control media Touchpoint survey set up in a traditional way
- **“Not seen” media scores dropped from 23% to 14%** (an indirect measure of the depth of thoughts put into answering the question)
- **Enjoyment ratings increased from 61% to 82%** despite having to answer a survey which was 4 minutes longer
- **Average completion rate move moved up from from 78% to a 95%**



## 4. Add in a competitive element

Many, if not most games tap into our competitive spirit

Down to our survival of the fittest instincts we have a near Pavlovian response to challenges and opportunities when presented to us.



# Adding a competitive element

## A question

What brands of deodorant  
come to mind?

**2**

Brands

## Framed competitively

how many brands of deodorant can  
you guess

**6+**

Guesses

## 5. Give them rewards

At the heart of most games are mechanisms for rewarding participants.



# Adding rewards...

## A question

What emotions do you think people associate with this...

**8**

Seconds

**50%**

enjoyment

## Framed competitively

...win a point for everyone you guess right

**12**

Seconds

**90%**

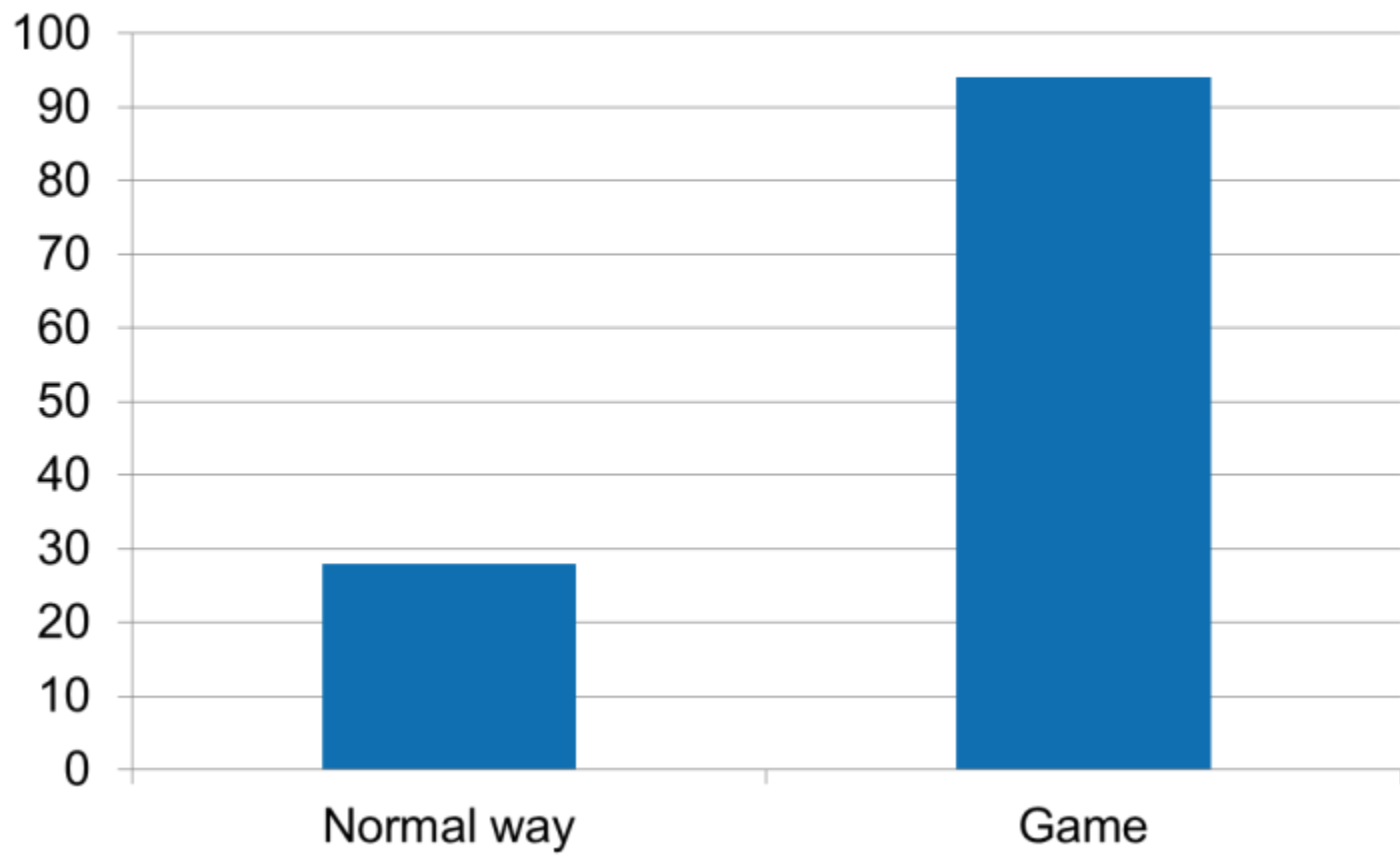
enjoyment

The market predicted that Apple will surge ahead

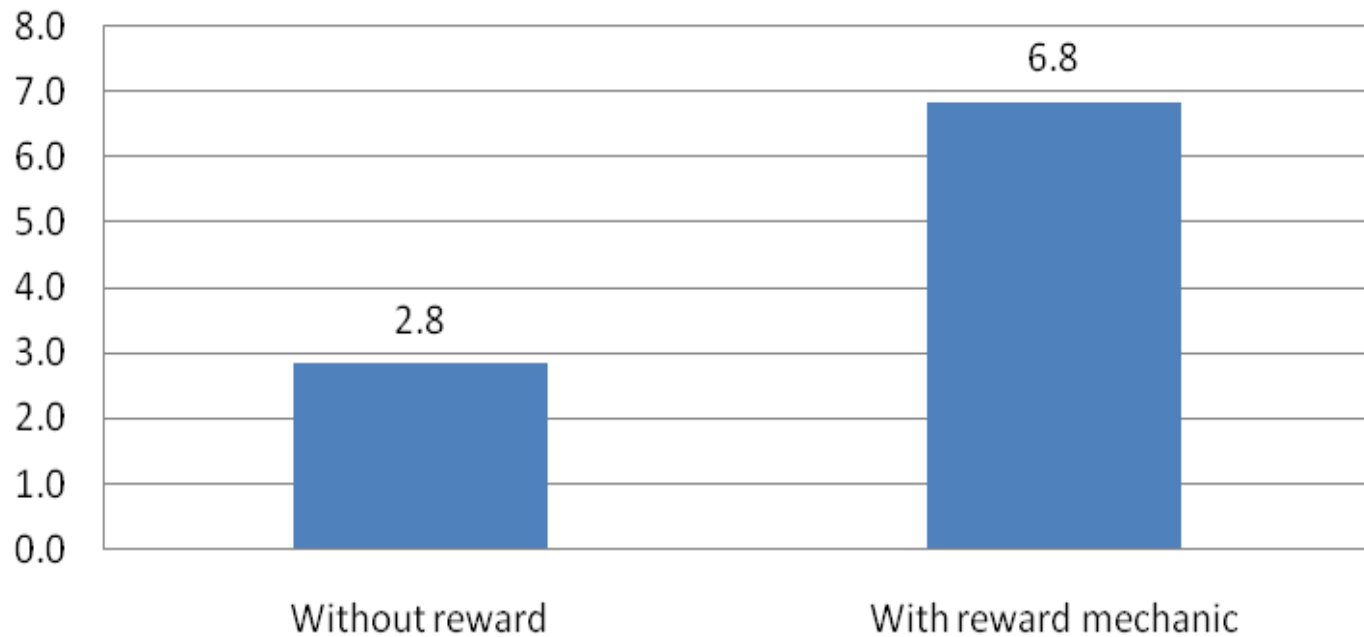
So you win/lose = 20

So your investment pot is now £120

# Fun



## Average Answer consideration time (seconds)



# Zero straight-lining

(v 18% with traditional method)



## Which brand

100

do you associate the image or word with?

No 1 toothpaste brand  
used by dentists\*

Aquafresh

Arm &  
Hammer

Colgate

Crest

Macleans

Oral B

Sensodyne

## 8. Allow them to think!

Most of the best games encourage us to think.

We like to think!



What brand do you use?

How much do you agree with this?

Do you like this?

**Think about respondents as  
consultants**

**Pitch them the problem...**

**Do you like this product?**

**Would you invest in this product?**

**Designing  
questions to be  
more game-like.**

Understand the value of imagery in surveys



We don't invest anywhere near enough thought in the creative selection of images.

Slapping on a smiley face is not good enough...



# This sort of approach is not good enough

Do you think each of these industries or individuals is making...?

*For each group that appears below, select the response that best describes how you feel.*

	A significant effort to reduce emissions of greenhouse gases	Some effort to reduce emissions of greenhouse gases	No effort at all to reduce emissions of greenhouse gases
 Oil companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Consumers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Electric companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Automobile companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
 Manufacturers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

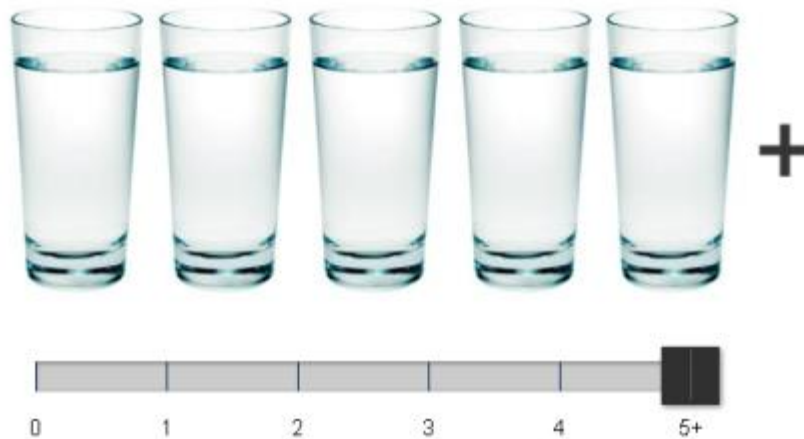
Next

50 % Complete



Images can add measurable value when used properly...

Roughly how many glasses of water do you drink every day?



What they can do is encourage respondents to stop and think!

**When did you drink some tap water yesterday?**

Please click with your mouse on all the times you recall drinking tap water



	7am	8am	9am	10am	11am	12am	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	11pm	12pm
Drink tap water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



I did not drink any tap water



What they can do is encourage respondents to  
stop and think!

### When did you drink some tap water yesterday?

Please click with your mouse on all the times you recall drinking tap water



	7am	8am	9am	10am	11am	12am	1pm	2pm	3pm	4pm	5pm	6pm	7pm	8pm	9pm	10pm	11pm	12pm
Drink tap water	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



I did not drink any tap water ☒

Resulting in richer feedback



35% more  
drinking incidents  
recorded across the day

# IMAGES CAN STIMULATE THE IMAGINATION

There always seems to be that time in the day when your energy supply is low and you need something to pick you up



**50%**  
More

We want to know all the foods you hate to eat.



**90%**  
More

What words do you associate with Elvis



Charming	Diamonds	Cool	Cool
Confident	Controversial	Cool	Creative
Distinctive	Driven	Exciting	Funny
Sensitive	Glamorous	Happy	Intelligent
Provocative	Strong	Sexy	Unique
Amusing	Artificial	Boring	Cliche
Cold	Dumb	Dumb	Rebellious
Self-Absorbed	Unpleasant		

**+40%**  
Clicks

Use it as a hat



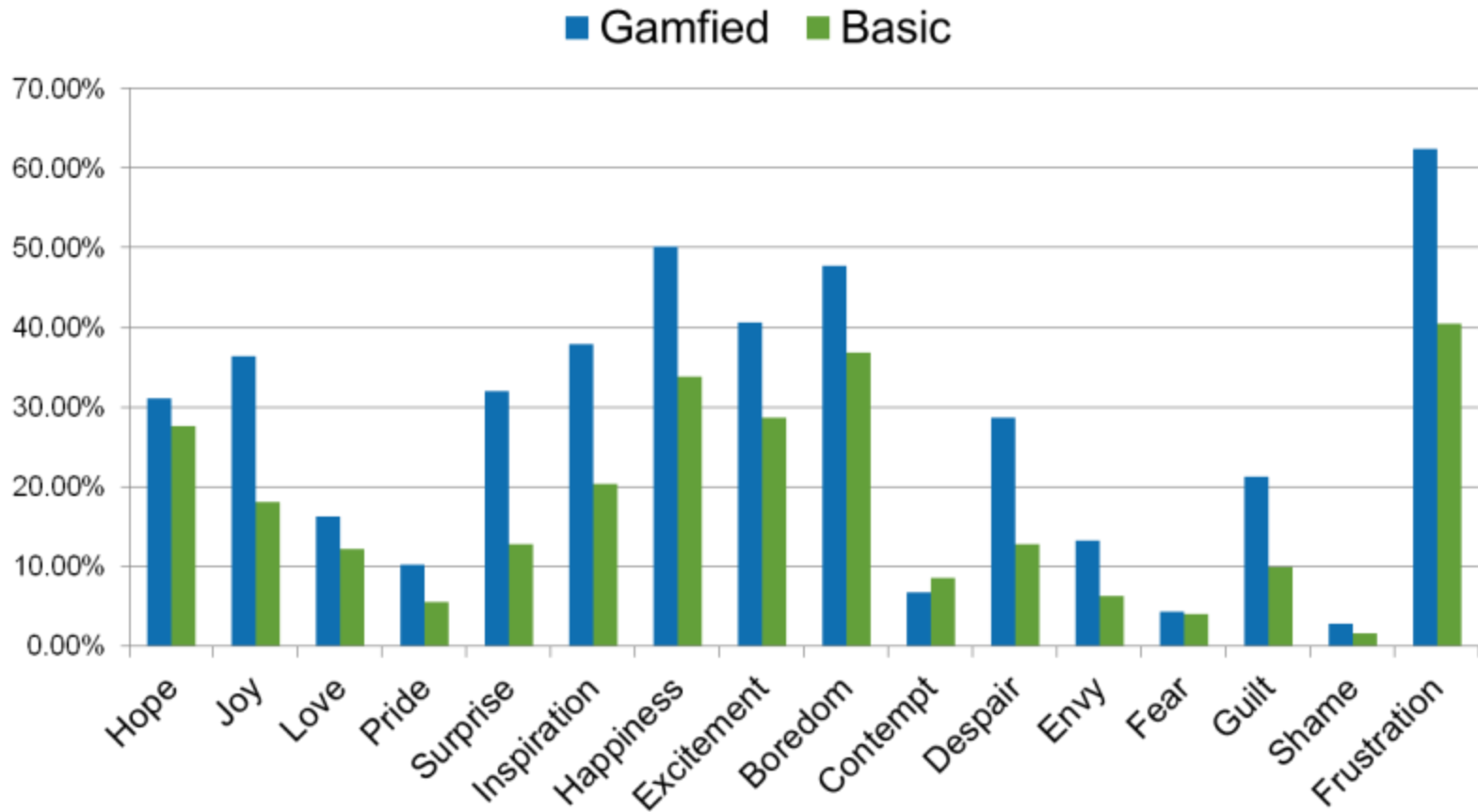
**30%**  
Better  
ideas

## 2. Make the selection process more fun

Which of these emotions have you experienced or associate with shopping?



# Volume of data





Dislike a lot



Dislike



Neither like or  
dislike



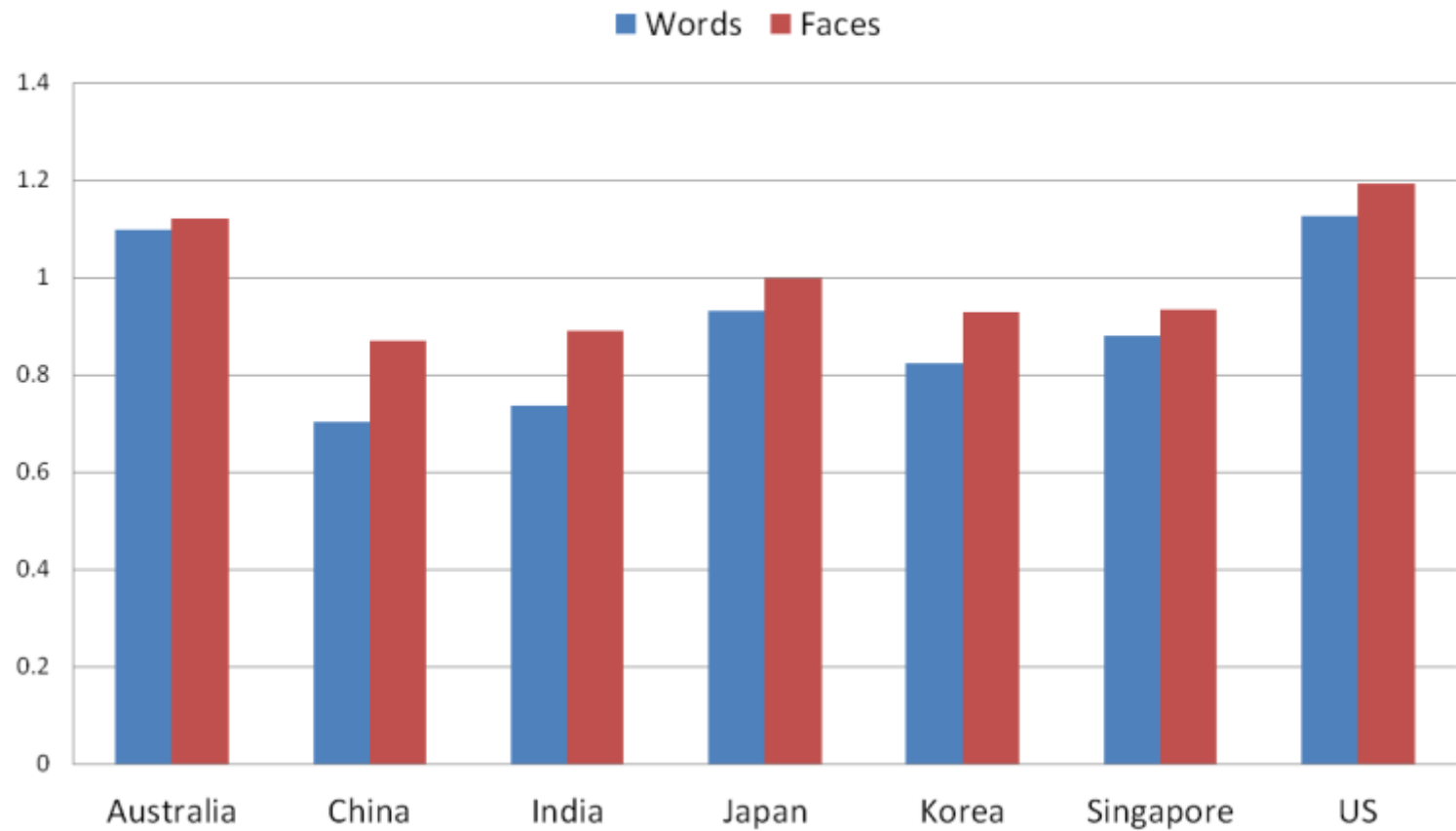
Like



Like a lot



## Standard deviation



# 1. Bin the girds!

sports - Windows Internet Explorer provided by Global Market Insite, Inc.  
http://interactive.gmiresearch.com/survey/preview.php?surveyid=30473&screennumber=33&width=800&height=600

How much do you enjoy watching these sports on TV?

	Dislike slot	Dislike	Neither like or dislike	Like	Like slot
Soccer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tennis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Skating	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Athletics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
American Football	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Golf	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gymnastics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Basketball	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motor racing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GM Interactive!

Done Internet 100%



Vertical scrolling grid approach...

How much do you like these sports?

Tennis

Swimming

Skating

Running

Cycling

Base Riding

Dislike Neither Like or dislike Like Love

GM Qstudio Progress Monitor

Grid Question just not capturing  
the imagination of respondents

Average consideration time given to answering to a  
typical question in a survey

4.3 seconds

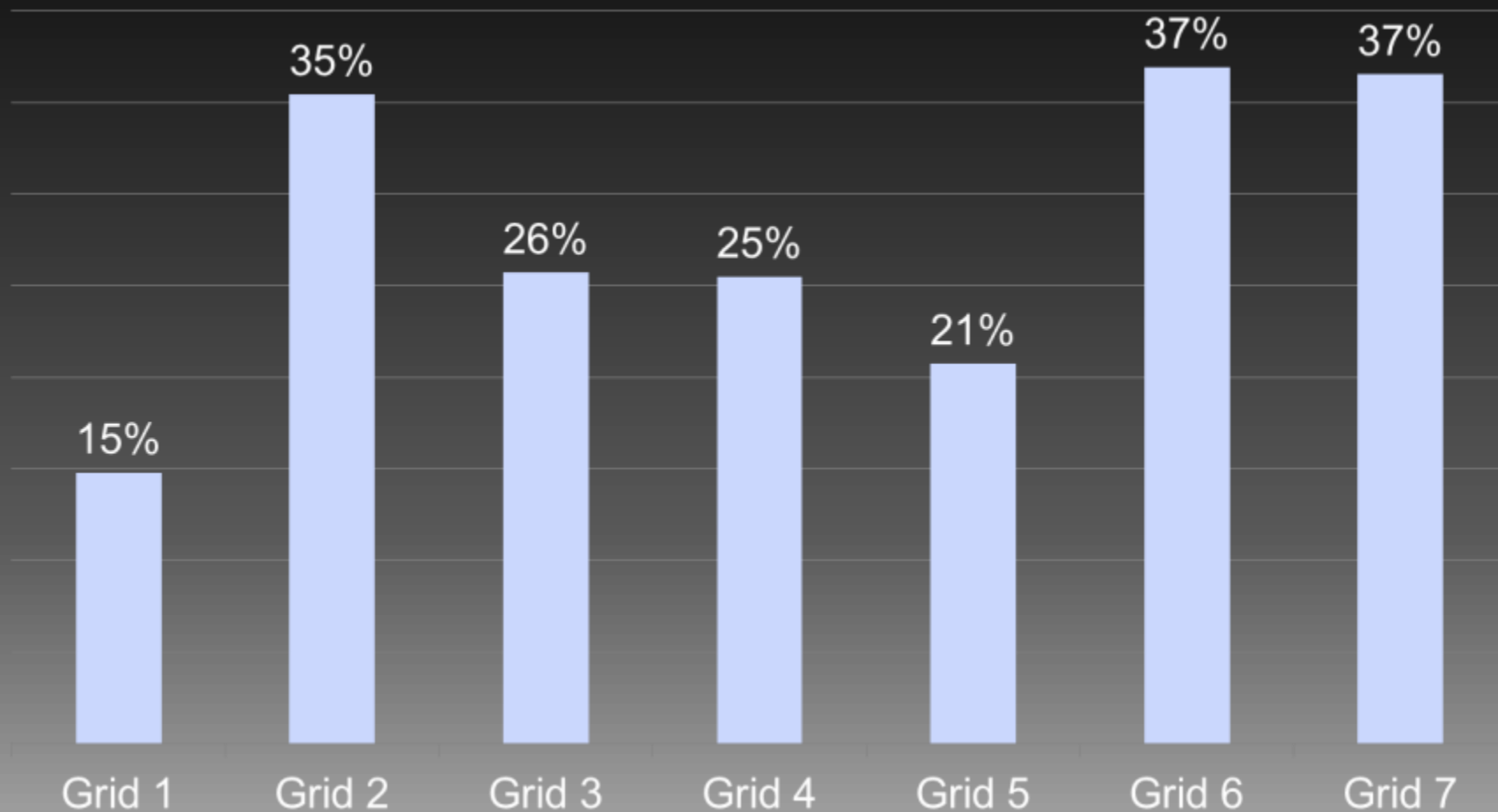
Average consideration time given to answering a  
likert scale question in an online survey

1.7 seconds

% of respondent who speed  
through them

85%

# % OF PATTERN ANSWERS\*



\* Answers with less than 0.33 max standard deviation across 6 answers

# Its a Pavlovian response!

What topics in marketing and advertising research will be "hot" in the future? Please indicate which category best describes each item below, looking ahead 5-10 years from now. If you are not familiar with the term at all, or do not feel you know enough to evaluate it, please just indicate that below.

	<b>Fading fast:</b> its days are numbered	<b>Trendy:</b> here today, but maybe gone tomorrow	<b>Timeless:</b> this is tried and true and will be around for awhile	<b>Cutting edge:</b> we'll be seeing more and more of this	<b>Hard to say:</b> I've heard of this but don't know enough to judge	<b>No idea:</b> I don't even know what this means
<b>Marketing research on/for...</b>						
Media planning/mix optimization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mobile marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Multicultural marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Neuroscience	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
CRM	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural trends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer loyalty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integrating "design thinking" into marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shopper insights	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product/service innovation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Touchpoint effectiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact of social networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand strategy/management	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Marketing/advertising effectiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Next

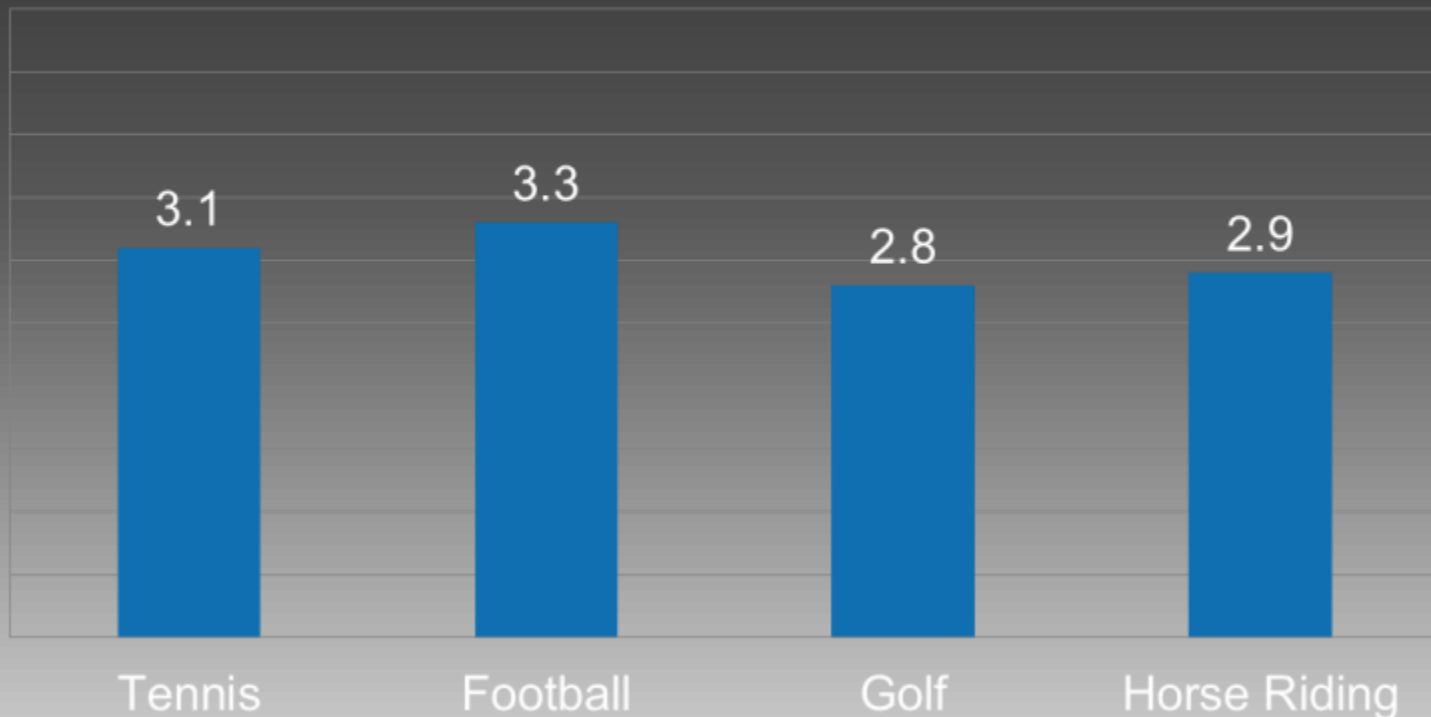


# Results in mediocre data

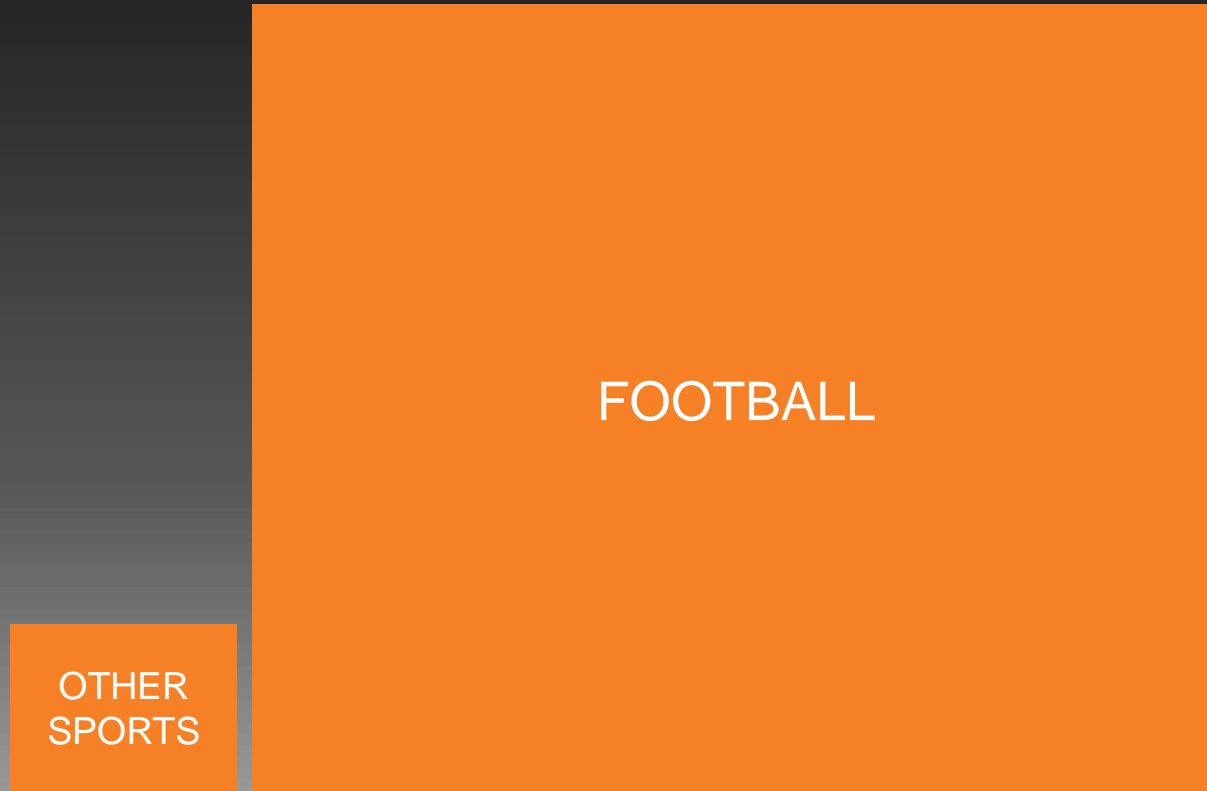
How much do you like watching these sports on TV?

1= Dislike alot  
2= Dislike a little  
3=Neither like or dislike  
4=Slightly like  
5= Like alot

**Standard likert scale**



# Behavioural reality



# Employ more imaginative approaches...



# Impact these can have...

- **Less straight-lining:** up to 80% lower levels in some experiments
- **Lower neutral scoring:** average 25% lower
- **Higher enjoyment:** rating scores could be increase from 3 out of 10 to 8 out of 10
- **Lower dropout (if questions are designed ergonomically):** able to reduce from 5% to 1% in test experiments.

# Thinking of more fun ways to answer questions...

This next question is about your perceptions of different ways to "search" for information.

Please indicate which media you associate with each statement in the context of local search to potentially buy a product or service. You can check as many or as few media sources for each statement.

## The Information sources easiest to use

	Print Directories	Online directories	Search engines	Direct Mail	Community papers	Daily newspapers	Television	Radio	Outdoor/Billboards	Auction/classified shopping sites	Talking to friends/family	Social media
1st choice	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>	<input checked="" type="radio"/>
2nd choice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3rd choice	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Progress



## Your award for the Information sources easiest to use

Please drag and drop with your mouse the 1st,2nd prize to the best information sources

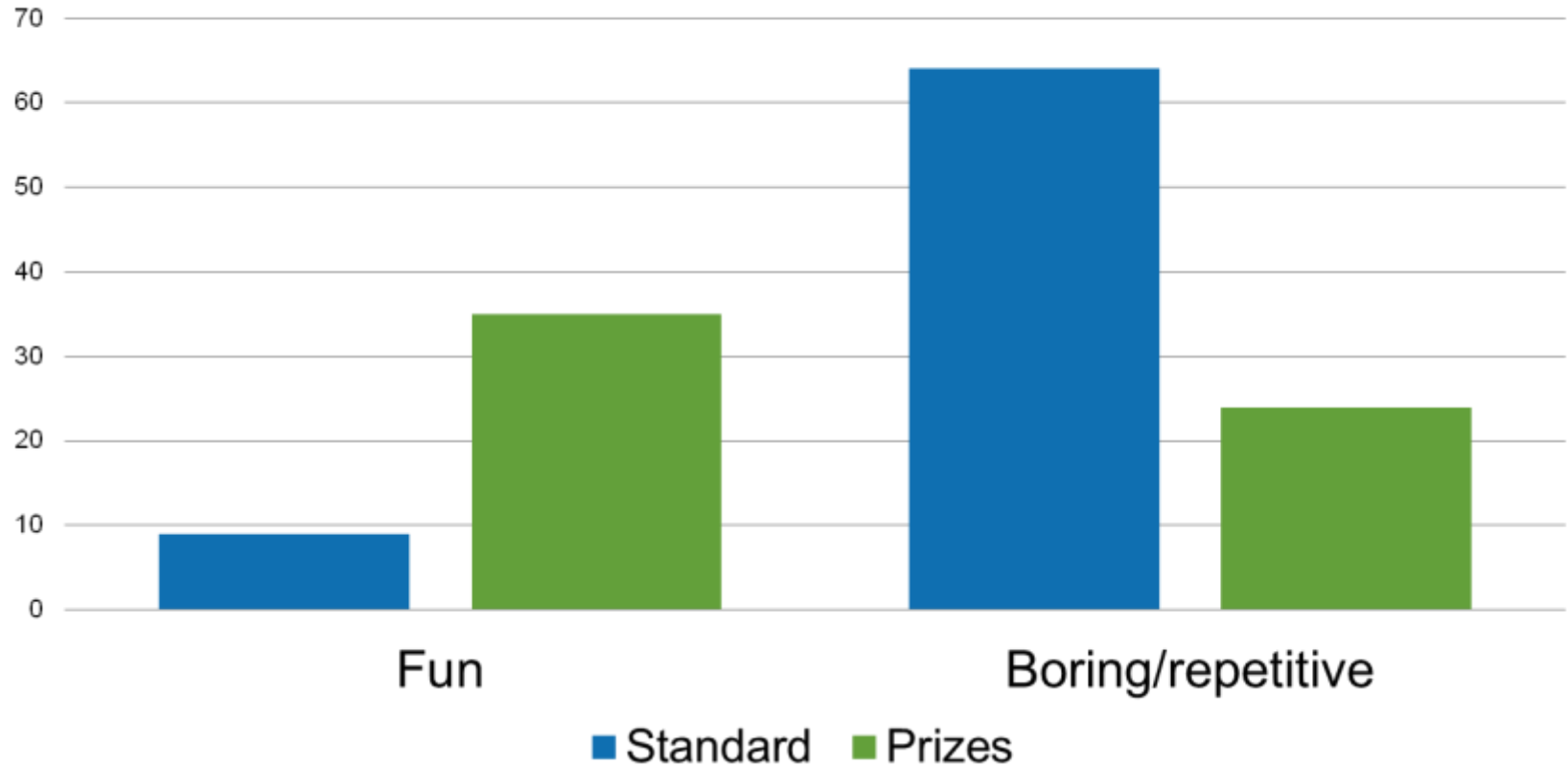


Print Directories	Online directories	Search engines	Direct Mail	Community papers	Daily newspapers
Television	Radio	Outdoor/Billboards	Auction/classified shopping sites	Talking to friends/family	Social media

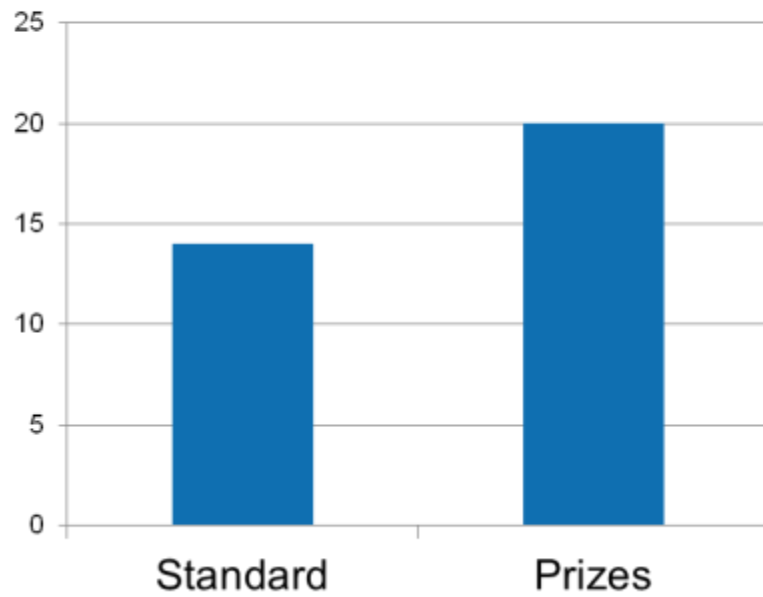
Progress



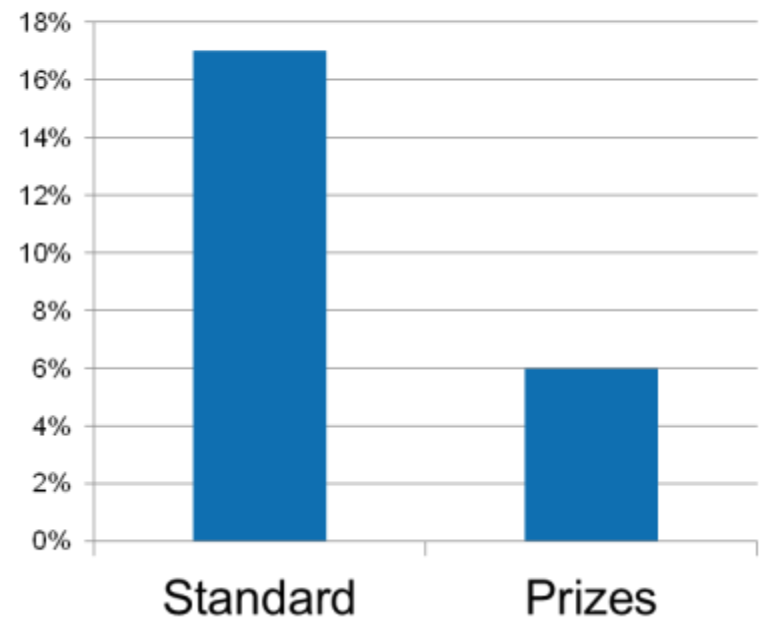
## Respondent reaction



**Consideration time  
(seconds)**



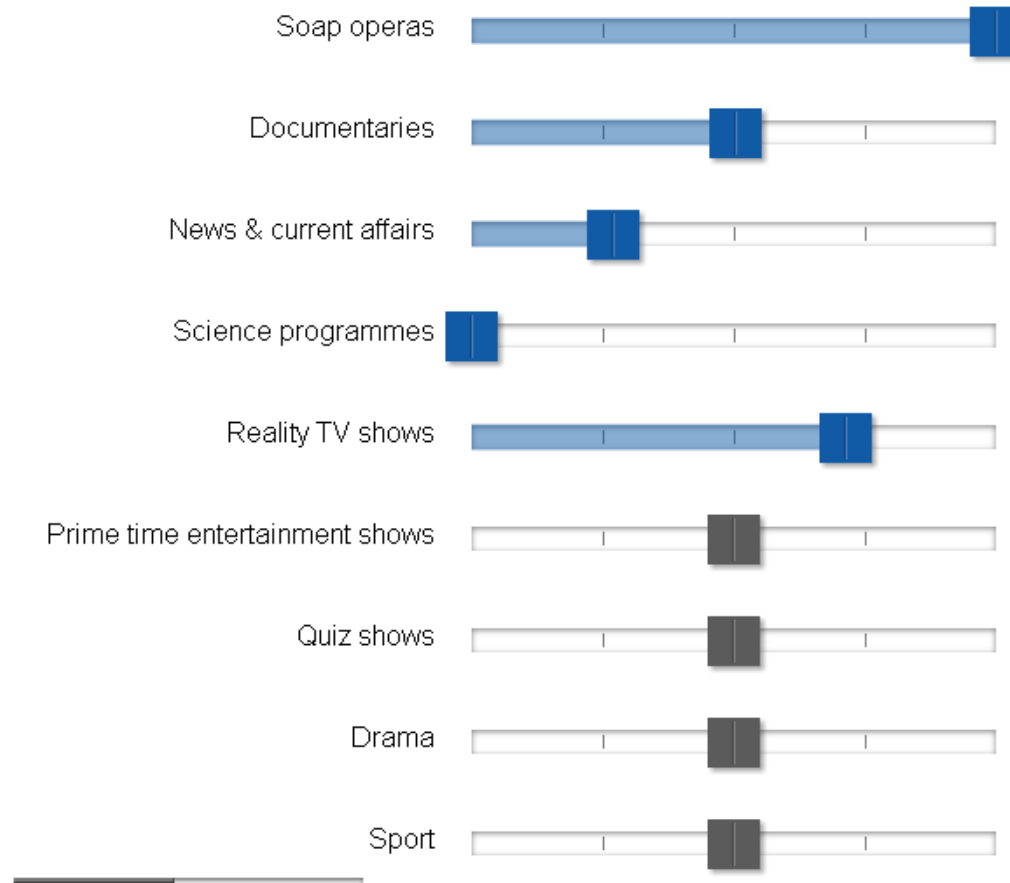
**Straight-lining**





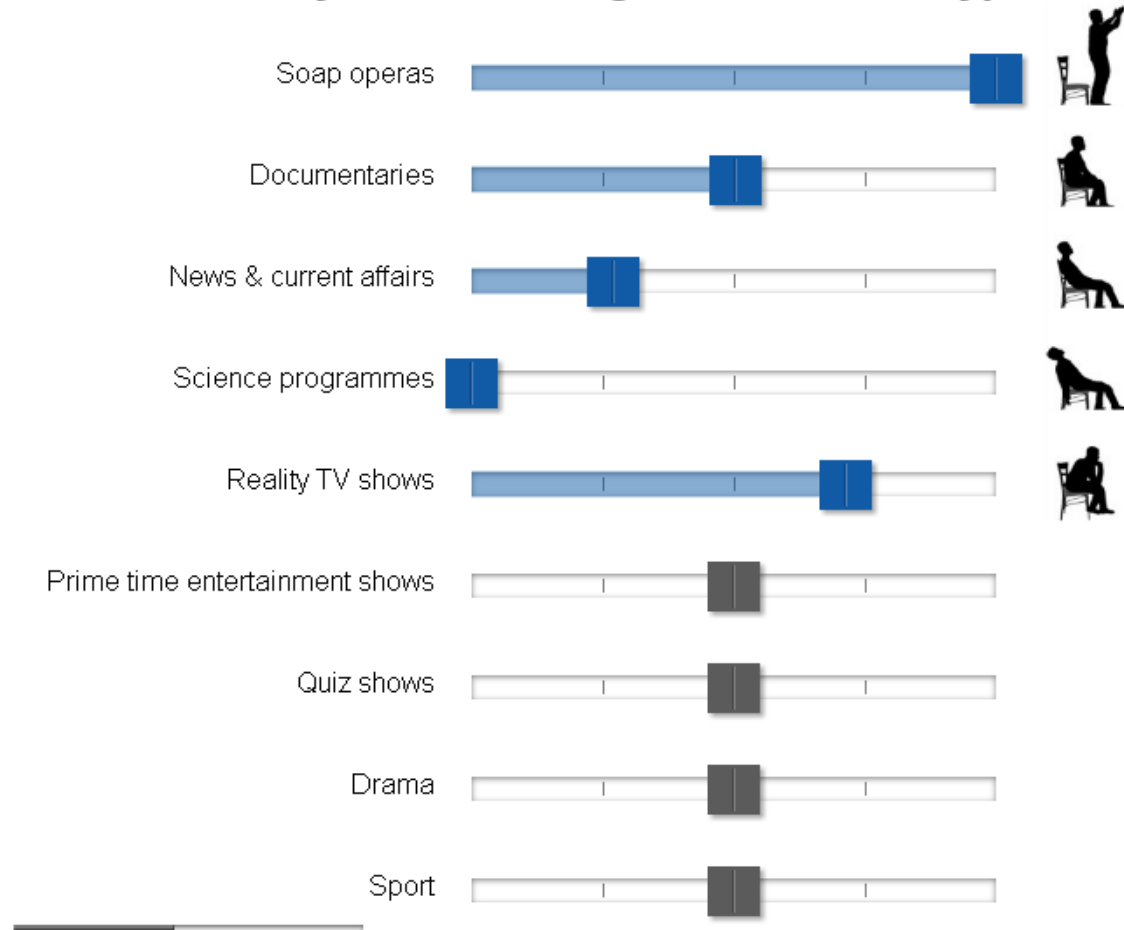
# Another example...

How interested are you in watching these different types of TV programme?



# Another example...

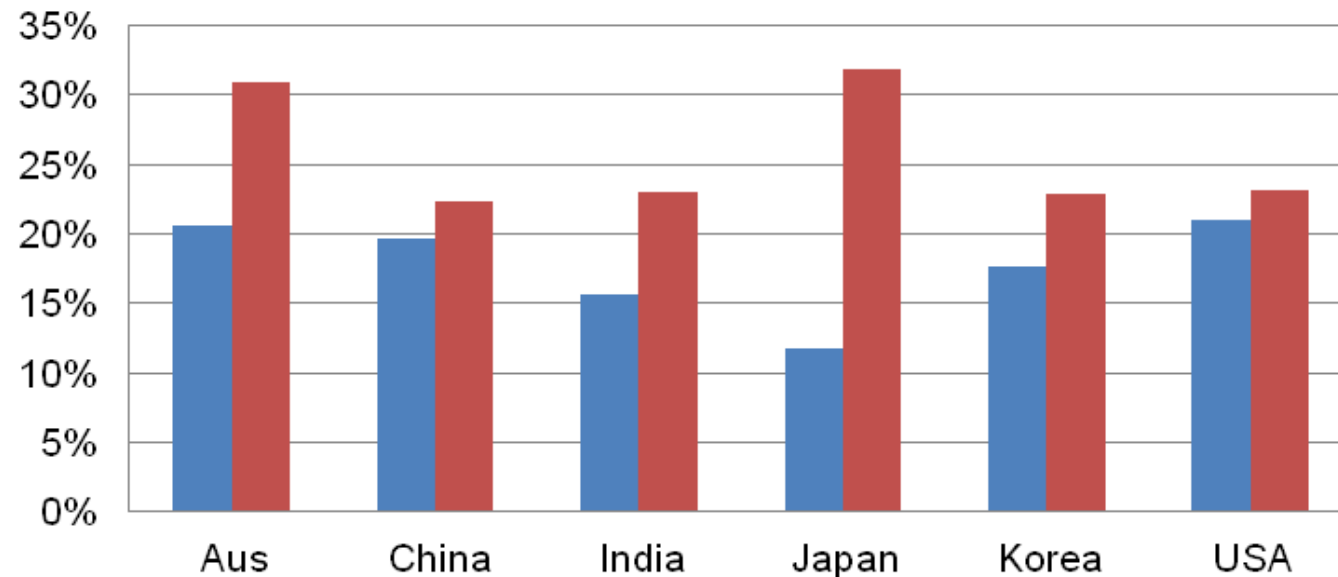
How interested are you in watching these different types of TV programme?





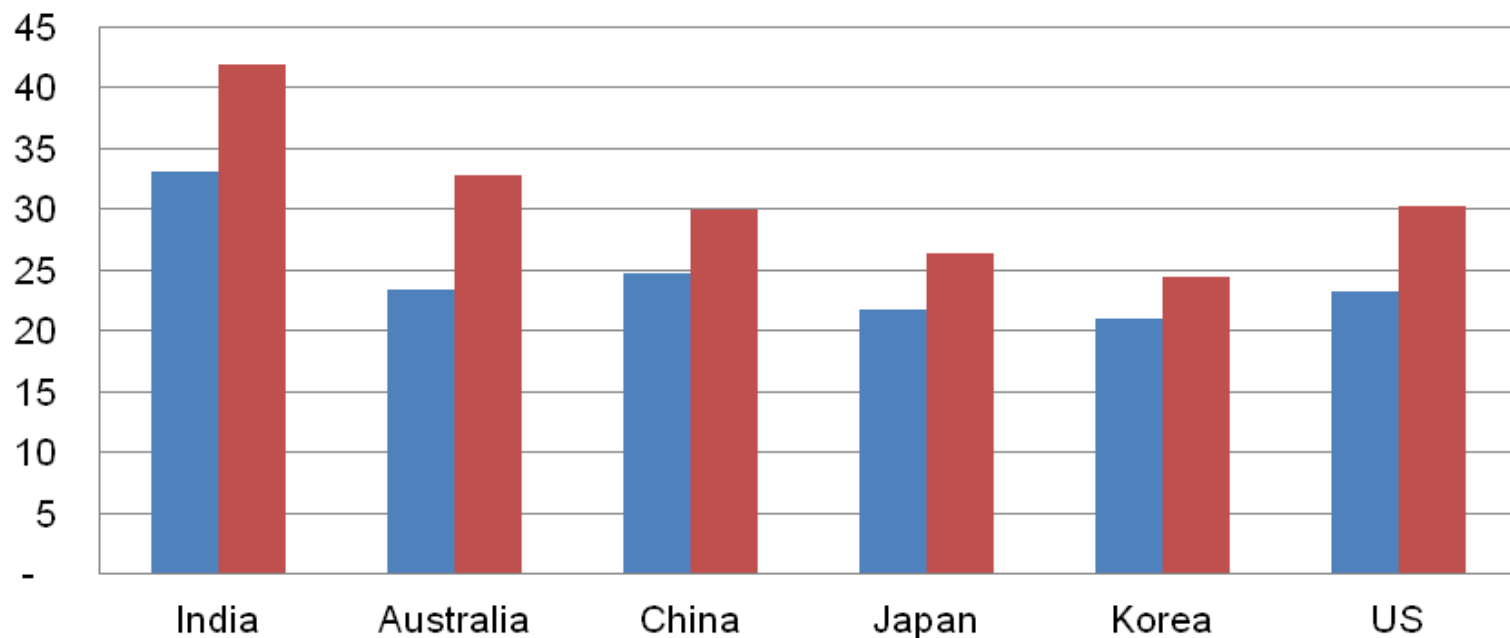
# Enjoyment Rating

■ Pain sliders ■ Animated sliders



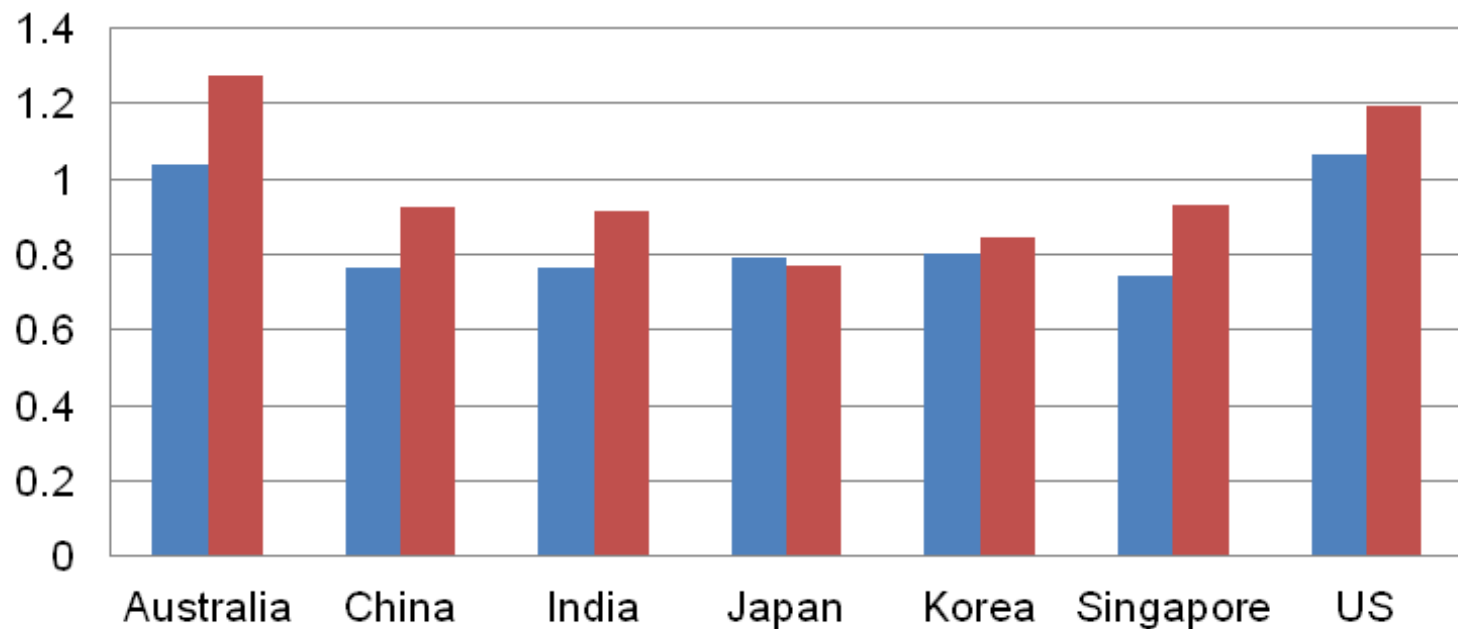
## Consideration time

■ Pain sliders ■ Animated sliders



# Standard Deviation

■ Pain sliders ■ sliders with images

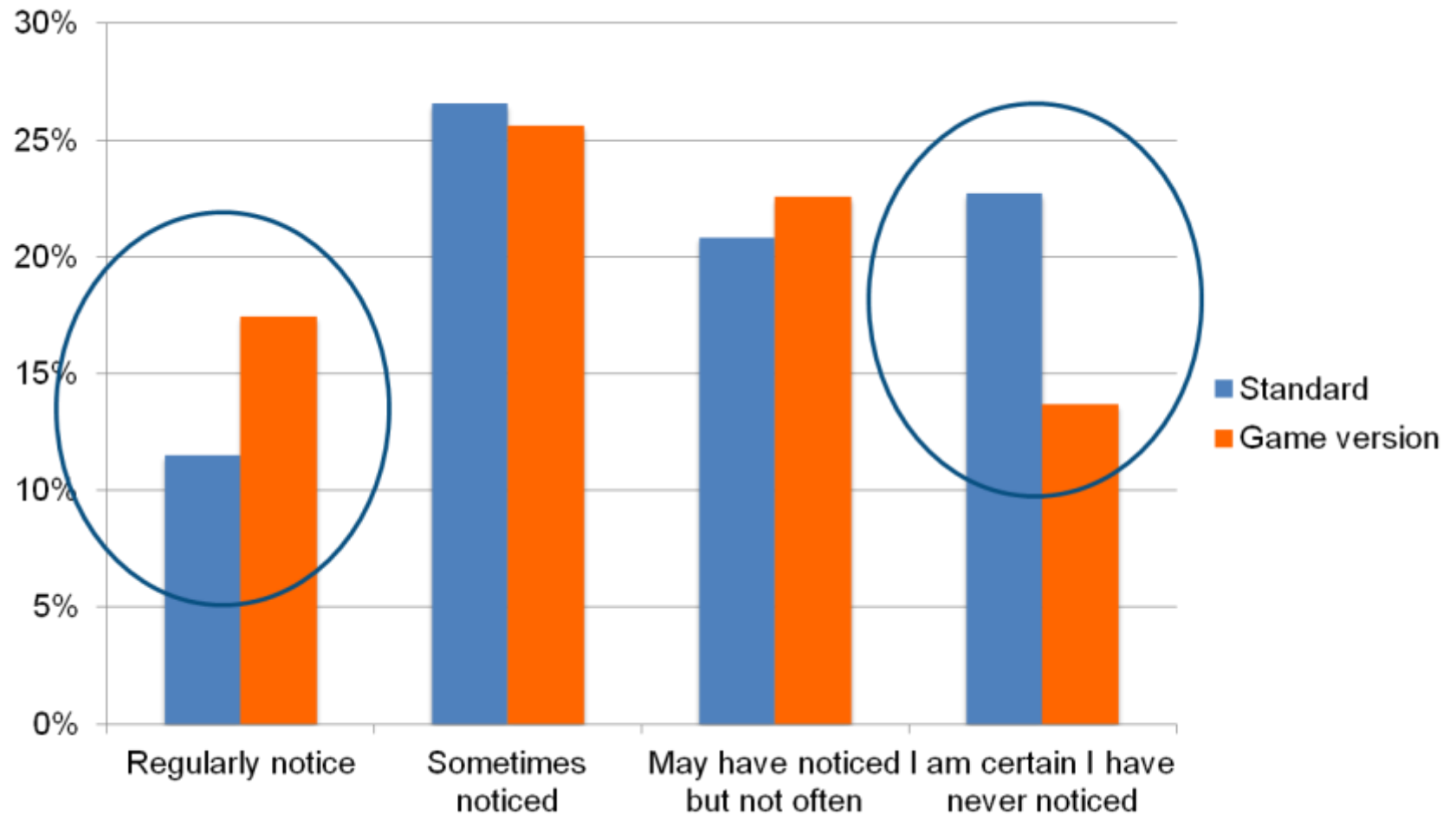


Source: ESOMAR Asia April 2012  
Can gamification techniques cross cultures

**WARNING...**

**Games can  
effect data!**

# Greater focus & thought





## Changes in mindset


## Personal Perspective



## As Magazine Editors






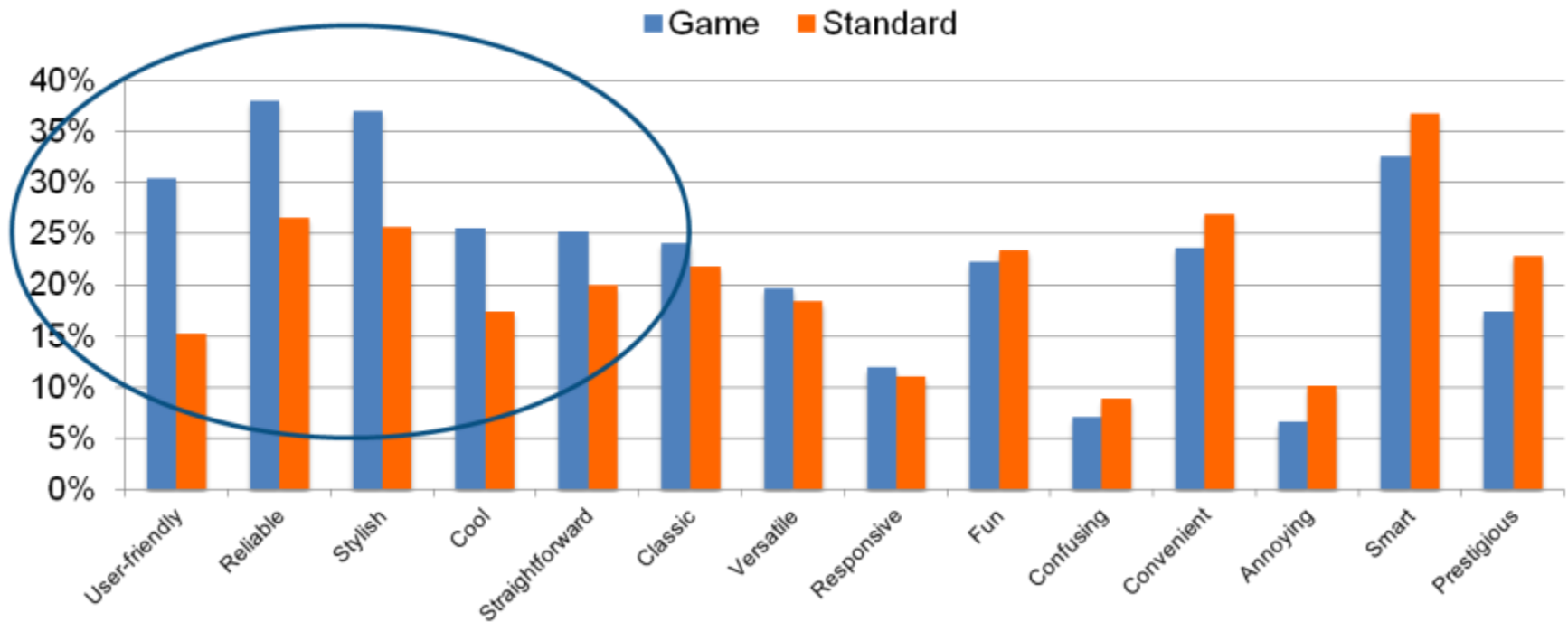
# Point scoring systems can badly steer the data...



Correct

Correct:2

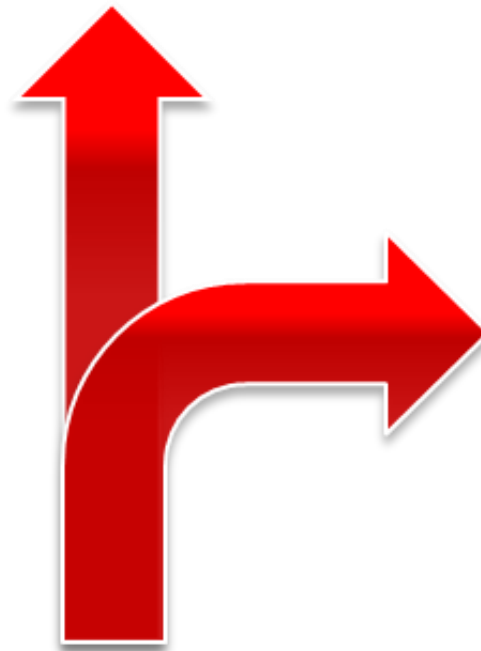
Annoying	 Reliable	Fun	 Smart
Convenient	Prestigious	Versatile	Stylish
 Cool	Responsive	Classic	Straightforward
	Confusing	User-friendly	



1. A leaning effect and desire to win
2. Prediction not the same as personal perspective

**Requires some imagination & pragmatism**

**Research  
objectives**



**Game  
objectives**



**Impact can be volatile  
So...**

**HANDLE WITH CARE**

# Who responds to game mechanics?

If you pitch it right....

**Nearly everyone**

**Last meal**

**95%**

Answered  
(v 85% standard)

**7 words**

**98%**

Answered  
(v 82% standard)

**Favourite  
Food**

**95%**

90% listed more  
than 20

**Brand  
personality**

**100%**

Completion  
rate



# Issues & Hurdles





## THE UGLY SISTER ISSUE





A pair of old, worn-out sneakers with beige and blue mesh uppers and thick, brownish-yellow soles. The shoes are lying on a light-colored, textured carpet. The laces are frayed and the soles show significant wear and discoloration.

COMFY OLD DATA ISSUES

OH NO IT WILL MUCK UP ALL  
MY NORM DATA



# TECHNOLOGY BARRIERS

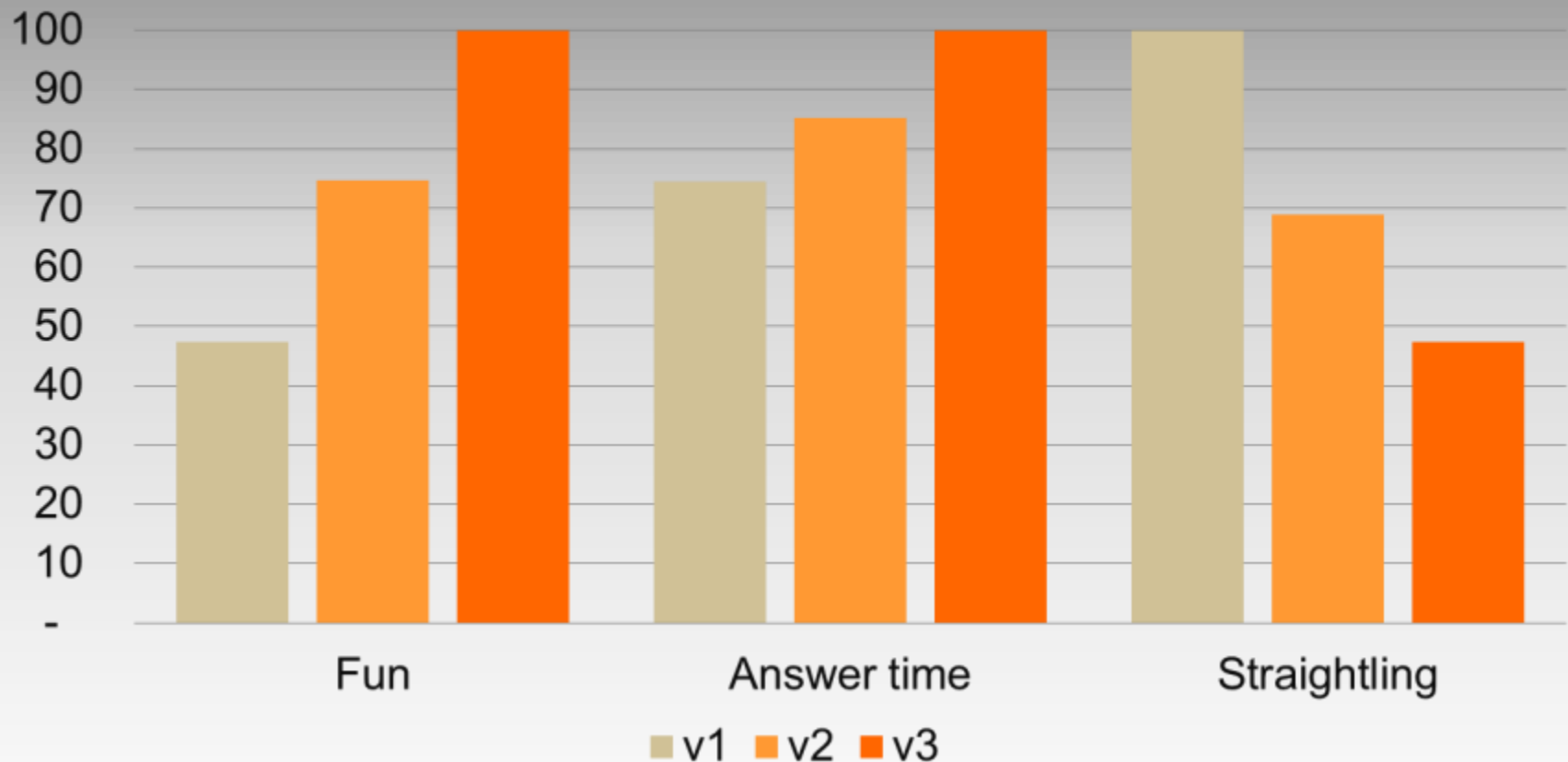


THINK OF A SURVEY AS A PIECE OF  
ENTERTAINMENT

ENTERTAINMENT = CONCENTRATION

# ENTERTAINMENT = CONCENTRATION

**Average index: Fun v Answer Time v Straight-lining**



Source: GMI/Malinoff, 2011. Index of average score across 3 versions of a survey



# GAMIFICATION: **A CREATIVE SOLUTION**



**Extremely versatile concept  
which can be applied on lots  
of different levels.**

Requires the same  
quality of thinking  
involved in  
designing great  
advertising



## Lemon.

This Volkswagen missed the boat.  
The chrome strip on the glove compartment  
is blemished and must be replaced. Chances  
are you wouldn't have noticed it; Inspector  
Karl Kröner did.

There are 3,389 men at our Wolfsburg fac-  
tory with only one job: to inspect Volkswagens  
at each stage of production. 3,000 Volkswagens  
are produced daily; there are more inspectors

than cars!

Every shock absorber is tested (spot check-  
ing won't do), every windshield is scanned.  
VWs have been rejected for surface scratches  
barely visible to the eye.

Final inspection is really something! VW  
inspectors run each car off the line onto the  
Fehlensgründstand (car test stand), take up 189  
check points, gas ahead to the automatic

brake stand, and say "ja" to one VW out of  
fifty.

This preoccupation with detail means the  
VW lasts longer and requires less main-  
tenance, by and large, than other cars. It also  
means a used VW depreciates  
less than any other car!

We pluck the lemons; you get  
the plums.



**GO OUT AND  
PLAY!!!**