

TYPES OF GAMIFICATION USERS

Vasilenko Y.
BarSU (Baranovichi)

Keywords: gamification; gamers; gamification user types; edutainment; students' motivation.

Annotation. The article explores the types of gamification users from the point of view of their individual preferences for the content of playful activities. One of the most significant gamification user typologies in the theory of game design, according to which six types of gamification users are distinguished, is described. The author substantiates the possibility of transferring the approach to the typology of players from gaming to classical learning in order to increase the level of fun the students have when they are engaged in the learning process.

ТИПЫ ПОЛЬЗОВАТЕЛЕЙ ГЕЙМИФИКАЦИИ

Василенко Ю. В.
УО «БарГУ» (Барановичи)

Ключевые слова: геймификация; геймеры; типы пользователей геймификации; эдьютейнмент; мотивация обучающихся.

Аннотация. В статье рассматриваются типы пользователей геймификации с точки зрения их индивидуальных предпочтений к содержанию игровой деятельности. Дается характеристика наиболее значимой типологии игроков в теории гейм-дизайна, согласно которой выделяется шесть типов пользователей геймификации. Автором обосновывается возможность переноса подхода к типологии игроков с игровой деятельности на классическую учебную деятельность в целях повышения уровня удовлетворенности обучающихся процессом обучения.

In recent years, the concept of gamification has gained significant attention in various fields, including education. Gamification refers to the application of game elements and game mechanics in non-gaming contexts in order to enhance user engagement and motivation.

However, not all users respond to gamification in the same way. Different individuals possess various preferences and motivations when interacting with gamified systems. Throughout the years, many researches have been conducted on how certain characteristics and traits may affect how people can be grouped into player types [1, p. 909]. Alongside motivations,

user's personality has an effect on player types and player preferences of different game genres and gamification elements. Personality also seems to affect how players experience psychological satisfaction in games and presence in virtual reality applications [2, p. 2]. Hypothetically, different types of gamers are drawn to particular kinds of games in accordance with the specific kind of fun they want to experience. Once the correlation has been established, it will become possible to find out what types of activities can motivate people not only to play games, but also to get engaged into more "serious" learning events.

The contemporary gamification theory has known some attempts to classify types of gamers or gamification users according to fun-related principles. For example, using RAMP motivation theory as a basis, A. Marczewski came up with 6 types of players [3, p. 66], which are to be explained further.

The first gamification user type is the Achiever. These individuals are goal-oriented and driven by the desire for accomplishment. Achievers enjoy challenging tasks, competing against others, and striving to reach the top of leaderboards. They are motivated by points, badges, and other rewards that signify their progression and achievements. With clear objectives and a competitive environment, achievers thrive in gamified systems that offer a sense of accomplishment and status.

On the other end of the spectrum, we have Socializers. These users are primarily motivated by social interactions and collaboration within gamified platforms. They seek opportunities to connect with other players, engage with them, and work together towards common goals. Socializers value communication tools and cooperative game mechanics that foster collaboration and teamwork. Their primary satisfaction comes from building relationships and belonging to a community within the gamified environment.

The Philanthropist player type in a gamified system is someone who is motivated by altruism and a desire to help others. They are focused on making positive impact and are more interested in collaborative or cooperative gameplay rather than competitive or individualistic activities. They are likely to be willing to share resources and help other players, and may be more inclined to engage in philanthropic activities within the game, such as donating virtual currency or resources to those in need. Overall, the Philanthropist player type is driven by a sense of social responsibility and a desire to contribute to the greater good within the game environment.

Another user type, the Free Spirit, is characterized by their non-conventional approach to gamification. They tend to resist rigid rules

and structures, seeking more freedom and flexibility in their interactions with gamified systems. Free spirits may be more inclined towards open-ended gameplay. Gamified platforms that allow customization and personalization are likely to appeal to the free spirits, as they value autonomy and unique experiences.

The Disruptor type is characterized by a desire to challenge and change the status quo. They are innovative and unafraid to challenge already existing norms and systems within the game. Disruptors are motivated by the thrill of pushing boundaries, breaking rules, and creating new strategies that have not been considered by others. They often seek out unconventional ways to play the game or other activities that challenge traditional game mechanics. Disruptors thrive in competitive environments where they can outperform opponents through unexpected or creative methods. Their primary motivation is to introduce novelty and change.

The last out of the six is the Player user type. The Player user type typically encompasses an average gamer who participates in the game for entertainment and enjoyment. In a gamified system, Player is generally motivated by the rewards. They may be adaptable and willing to explore different aspects of the game, and their playstyle can vary depending on their mood and preferences at any given time.

The point of the Gamification User Types was to give people a better understanding of why and how a gamified system will be used and how is better to engage with it. It also helps to demonstrate that all people are different [4]. Understanding the different types of gamification users is essential for developing effective gamified systems that engage and motivate users appropriately. Achievers thrive on clear goals and rewards, while socializers value collaboration and community-building. Explorers seek novelty, and free spirits desire autonomy and customization. Finally, competitors are driven by the thrill of competition.

Tailored gamification design corresponds to concepts such as personalization and adaption and fulfill the specific needs of the user. Since users' needs, personalities, and motivations influence the expected benefits and actual performance in gamified systems, gamification designers in both academia and practice need to be supported with knowledge on how to design tailored gamification [5, 2]. By tailoring gamification elements to these preferences, organizations can create meaningful and engaging experiences for various user types.

According to the types of gamification users and their preferences, an ordinary non-gamified learning process can bring more fun to students be-

longing to the given types if the teacher implements such organizational components as competition, cooperation and collaboration, personalization and diversification, creativity and rewards.

Научный руководитель: Леон О. В., кандидат филол. наук, Барановичский государственный университет.

Литература

1. Santos, A. C. G. [et al.] The relationship between user types and gamification designs / A. C. G. Santos, W. Oliveira, J. Hamari, L. Rodrigues, A. M. Toda, P. T. Palomino, S. Isotani // *User Modeling and User-Adapted Interaction*. 2021. – № 31. – PP. 907–940.

2. Tondello, G.F. [et al.] The Gamification User Types Hexad Scale / G. F. Tondello, R. R. Wehbe, L. Diamond, M. Busch, A. Marczewski, L. Nacke // *Proceedings of the 2016 Annual Symposium on Computer-Human Interaction in Play (CHI PLAY '16)*. Association for Computing Machinery, New York, NY, USA, 2016. PP. 229–243.

3. Markzewski, A. Even Ninja Monkeys Like to Play: Gamification, Game Thinking and Motivational Design / A. Markzewski – 1. – Addlestone: Gamified UK, 2015. – 220 p.

4. Marczewski, A. Marczewski's Gamification User Types / A. Marczewski // *eLearning Industry*. 2014. URL: <https://elearningindustry.com/marczewski-gamification-user-types>. – Дата доступа: 23.11.2023.

5. Krath, J., von Korfflesch, H. F. O. Player Types and Game Element Preferences: Investigating the Relationship with the Gamification User Types HEXAD Scale. // *HCI in Games: Experience Design and Game Mechanics*; X. Fang (Ed.), *HCI 2021. Lecture Notes in Computer Science*. – Vol 12789. – 2021. – PP. 219–238.