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Games & Gamification
For Research
Increased Engagement.
Increased Accuracy.

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Speaker: Betty Adamou, Research Through Gaming
NewMR Lecture Series 2013 - Introduction to Gamification in Market Research
We use real and metaphorical narratives to get to the truth of how people think and feel.

And what they will do.
Combined with games, we are producing very powerful formats of research.

Evoking emotions closer to the truth is how we help our clients.
Please tell us on a scale of 1-10 how you rate the following:

- [ ]
- [ ]
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Fuck this.

Google
sneezing panda

REALITY
First allow me to debunk the 3 most common misconceptions.
GAMES ARE NOT ABOUT BRIGHT COLOURS
What Games and Gamification is NOT:

- Making fonts bigger, brighter generally more ‘cool’
- Adding in images and colour (this prezi is NOT a game)
- Giving out real or virtual badges (just because it has a badge doesn’t make it a game)
- Making something gameful IS NOT BRIGHT COLOURS.
'Surveytainment' IS NOT A GAME
GAMES ARE NOT JUST FOR KIDS.
In our recent ResearchGame™
“T.E.S.S.A Undercover Agents”
we had 1400 people
aged 18-65+ play
(yes, over 65!)
• "I enjoyed playing this game very much. I am not a gamer and neither do I use smartphone or phone apps but I also learned from this gaming experience" Male aged 72

• "Enjoyed this it is good to do something different, hope research goes well" Female aged 70

• "The mission was thoroughly enjoyable" Female aged 68

• "I thoroughly enjoyed this unusual way of doing a survey" Female aged 67

• "VERY ENJOYABLE" Female aged 67

• "That was a quite enjoyable experience. It would be good if we could have more like that!" Female aged 67

• "i really enjoyed it" Male aged 73
89 Our oldest playspondonent
GAMES ARE NOT ABOUT FANCY GRAPHICS
West of House
You are standing in an open field west of a white house, with a boarded front door.
There is a small mailbox here.
>open mailbox
Opening the mailbox reveals a leaflet.
>read leaflet
(Taken)
WELCOME TO ZORK
ZORK is a game of adventure, danger, and low cunning. In it you will explore some of the most amazing territory ever seen by mortals.

No computer should be without one!

The original ZORK was created by Tim Anderson, Marc Blank, Bruce Daniels, and Dave Lebling. It was inspired by the ADVENTURE game of Crowther and Woods. This version was created by Marc Blank, Dave Lebling, Joel Berez, and Scott Cutler.

(c) Copyright 1979 & 1980 Infocom, Inc. All rights reserved.
Other things games for research are not:

- Toying with question language *alone*
- Drag and drop functions
- Fancy ways of using a cursor to click on an answer
Now for the things you need to know and consider to make a Game for Research. 2 sets of Acronyms for your HOW TO guide.
Acronym Set #1
R.A.V.A. & C.A.B.I.N.N.
What is a game?

- Rules
- A feedback system
- Voluntary participation
- A goal(s)
- Collaborative approach
- Ability to share
- Bonus features
- Increases in problem/solution
- Noticeable aesthetic
- Narrative
Acronym Set #2

R.A.C.A.B.
R: The client’s Research Objectives
A: The Age of the audience
C: The Culture of the audience
A: The clients Analysis needs
B: The Budget of the client
“T.E.S.S.A. Undercover Agents” and “Dubious”:
Exploring the use of Games in Research as a methodology and the impact of ResearchGames and their components on Participant Engagement and Likelihood to participate in future ResearchGames
T.E.S.S.A.
UNDERCOVER AGENTS

WELCOME RECRUIT.
THIS IS A NEW KIND OF SURVEY.
THIS IS A RESEARCHGAME™.

THE ELITE SECRET SERVICE AGENCY (T.E.S.S.A) PLAYS A HUGE ROLE IN PROTECTING US ALL FROM THREAT AND DANGER. T.E.S.S.A FACES RISK EVERYDAY FROM HACKERS AND OTHER PERILOUS INDIVIDUALS.
NOW T.E.S.S.A IS UNDER SIEGE AND WE NEED YOUR HELP.

This icon is a ‘Hover and Learn’ button and you will see it throughout this ResearchGame. You can click on it to see a description of some words and images.
Welcome Time Traveller.
This is a new type of survey
This is a ResearchGame™

You’ve travelled back in time from the year 2030, but now you are stuck in 2013. Your time machine has broken and you will need help and special parts to fix it.

This icon is a ‘Hover and Learn’ button and you will see it throughout this ResearchGame. You can click on it to see a description of some words and images.
So what?
TESSA: N=1400 (March)
Dubious: N=902 (July)

A recall rate of 81%.
Higher than we, and the panel company expected.
Based on the TESSA and Dubious Research Games we made:

- Over 90% of our participants said to enjoy the Research Games
- 91% said they want to play again
- Many respondents expressing an additional desire (completely voluntarily) within their feedback to play more Research Games
- 81% of the participants who played TESSA went on to play Dubious - higher than the panel company we worked with expected
- 19% went on to play optional Dubious Bonus Game which was completely optional
- Verbatim in Dubious Bonus Game not just lengthy, but honest, colloquial and insightful to client.
Expressed desire for more:

"man this type of survey is totally awesome and ground breaking in its method. Please please please sign me up for any future projects. xxxxx@hotmail.com or xxxxx@yahoo.co.uk"
Male aged 41

"more of these please please please please" Female aged 54
In all our ResearchGames to date, a total of 96% have said they want to play again.

In other ResearchGames, we have been able to gain more completes than the client needed in less than half the time we were allocated, saving money in field.

Our ResearchGames have been played by 7 year olds to 89 year olds.
Our Research Games have been played by 7 year olds to 89 year olds.

We, and our clients, have found no one group that enjoy the games more than others. They are enjoyed equally by all age groups and genders.
Welcome to Magazine Question Hunt!

This is a new kind of survey. It’s a ResearchGame™!
We’d like to find out what YOU think of certain magazines and advertising around today. Please create your Avatar and then hunt for the stars around the virtual room. Each star gives you a question, so good luck with the hunt!

Start!

In April 2012, we created a ResearchGame™ for a UK based Television Broadcasting House. We were allocated 2 weeks to get 500 completes of 7-10 year old children for a 20 minute ResearchGame.

We had 700 completes in just under 7 days. Once removing the under 7’s & over 10’s - we STILL had 565 completes.
We had over 85% of the children give positive feedback.
This adds to the evidence that Games for Research have their firm place in the Market Research space.

"I enjoyed it a lot. It was really interesting and fun really liked the celebrity guessing game and that was my favourite part." Girl aged 8

"It was fun looking for all the stars and guessing the celebrities at the end" Boy aged 7

"IT WAS REALLY FUN I WOULD LIKE TO DO IT AGAIN." Boy aged 9
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"I enjoyed it a lot, it was really interesting and fun-I really liked the celebrity guessing game too that was my favourite part." Girl aged 9

"it was fun looking for all the stars and guessing the celebrities at the end" Boy aged 7

"IT WAS REALLY FUN I WOULD LIKE TO DO IT ANOTHER TIME." Boy aged 8
Quotes from the respondents:

25% Left comments

"That was the best research survey I have ever taken part in, bar none. Well done to whoever thought it up and constructed the package!"

"wow....great fun. bravo"

"That was such a great way to complete a survey. I thoroughly enjoyed it and the time went so quickly. Totally engaging."

"really good fun and does actually make you think NICE ONE !"

"so good!!!!!!!!!!!!!!!!!!!!!!"

"very weird game but intriguing as well"

"what an awesome way of carrying out research, count me in for the future"

A good way of doing what would otherwise be an un-interesting survey

"I enjoyed playing this game very much. I am not a gamer and neither do I use smart phone or phone apps but I also learned from this gaming experience"

"This is the wackiest survey I have ever had the pleasure to undertake, thanks"
"I love this way of conducting surveys and I would have absolutely no hesitation in completing one again. Fantastic!"

"creative idea, like it hope it works well for you"

That experience was brilliant and although I was a little worried about what might happen next it was very exciting. Thank you

"A novel and interesting way of conducting a survey that also focuses the mind on specific answers. Would definitely do again."

"would love to do this again any more?"

"This way of doing surveys is brilliant, i do an immense amount of surveys, 100% presented to me, most can be boring and feel like a chore but there are others that i genuinely enjoy, this one is in this bracket and i would love to do more, well done finally someone has put themselves in my place to see panelists from my perspective thank you very much 10/10 ha ha."

"This is a lot more stressful than a survey"
"such fun! I wish all surveys were like this. what a refreshing change to the tickboxes, thank you!"

"Thank you very much, this survey was new and different and kept me on my toes!! I didn’t feel like a survey which is often boring, very good way to keep me alert!! thanks!"

"An interesting way to do market research, keeps it more interesting, however the subject of this one was very worrying to me and I wonder if this is a government survey as if it is it is very worrying indeed, all that talk about the RFID chip, the ultimate end game trap of the elite, and the shocking new ways to track people through jewelry and even tattoos! I am shocked and afraid and angry and disgusted with the way the human race is treated like cattle and not given a real democratic voice of their own freedom."

"It was good fun and if you have any more in the future please do not hesitate to send me a request to complete it. I have really enjoyed this"

"Weird but cool"
"it was good fun and if you have any more in the future please do not hesitate to send me a request to complete it I have really enjoyed this survey"

"prob on of the best and inventive surveys I done, if only more were like this. Interesting and enjoyable to participate. would participate in these again."

"Amazing way of conducting a survey, Very interesting and fun to do. I wish all the survey’s are like this. Feels like I am playing a game. Hats off to whoever has come up with this unique idea."

"very enjoyable way to do a survey well done to whoever thought of it thank you really enjoyed this"

"I enjoyed this. It was the best survery/questionnaire I have ever done and I am quite a frequent participant! HOWEVER, the music makes me tense and panic. Not necessary."
Games make research more engaging
Games make people motivated to take part in the first place
...and take part again
Games give our clients deeper insights
Insights drive their business forward
Although the ResearchGames were not perfect, they were reflected upon as great, and enjoyable, and as an EXPERIENCE. This represents a significant paradigm shift in research and in the way we interact with people.
Future Planning:

What kind of job titles will the students of research today have on their Linked In profiles tomorrow?
Thank you for listening!

May you use Games to improve the accuracy of your data!
RESEARCH THROUGH GAMING

We make Games for Research. Talk to us about using Games & FLICK THE SWITCH™ to better, more engaging, more creative research*

INVENTORS, RESEARCHERS, ARTISTS, GAME DESIGNERS

www.researchthroughgaming.com

*as told to us by REAL research participants!
Resources

• Twitter: #Gamification
• “The Storytelling Animal” by Jonathan Gottschall
• “The Art of Game Design” by Jesse Schell
• “Reality is Broken” by Jane McGonigal
• Check out www.gamification.co (they also have conferences, a wealth of case-studies and contributing writers on their site)
• Check out RTG blog for Gamification examples & case-studies www.researchthroughgaming.com/blog
• Courses in Gamification - Market Research Society, London
Betty Adamou
Research Through Gaming

Ray Poynter
Vision Critical University

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