



Emilie RUIZ (USMB, IREG), The Dark Side of Gamification: Unintended Consequences of Designing Gamified Crowdsourcing Platforms

It is increasingly common for firms to implement gamification elements in their crowdsourcing platforms. Growing research attention has thus been placed on understanding the role of gamification in crowdsourcing for innovation. While much crowdsourcing literature points to the positive effects and benefits of gamification in engaging crowds in innovation activities, little is still known about its potential negative effects. More specifically, recent studies emphasize the need to better understand how gamification can lead to the emergence of unintended consequences on crowd engagement, fostering opposite behaviors than what was originally intended by firms. In order to unfold this, we conducted a qualitative, multiple case study of four firms implementing gamification in their crowdsourcing platforms. We discuss how the way the gamification system was designed ended up creating unintended consequences which did not align with the firms' initial expectations and goals. (...)

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❖ 12h30 — Salle 103 / Comodal

❖ Participer à la réunion Zoom

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❖ Calendrier des séminaires

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