

Table of Contents

Abstract	I
Acknowledgments	II
Table of Contents	III
List of Figures	VII
List of Tables	VIII
List of Abbreviations	IX
A. Introduction and Background	11
1. Introduction	11
1.1. Objectives and Research Questions.....	13
1.2. Research Design.....	14
1.3. Publication Overview	17
1.4. Structure of the Dissertation.....	19
2. Background	20
2.1. Computer-Mediated Cooperation.....	20
2.2. Gamification	23
2.3. Gamification and Cooperation	24
B. Research Articles	26
3. Understanding Cooperation in Games and Deriving Implications for Gamification	26
3.1. Introduction.....	27
3.2. Theoretical Background.....	28
3.2.1. Cooperation, I-Intention and We-Intention	28
3.2.2. Underlying Goal Structures of Altruism and Egoism	30
3.2.3. Altruism and Egoism in Games.....	32
3.2.4. Game Features.....	33
3.2.5. Enjoyment in Helping Others.....	35
3.2.6. Recognition	36
3.2.7. Goal Interdependence.....	37
3.3. The Present Study	38
3.3.1. Data.....	38
3.3.2. Measurement.....	39

3.3.3.	Validity and Reliability	40
3.3.3.1	Formative Constructs	40
3.3.3.2	Reflective Constructs	42
3.3.4.	Results.....	43
3.4.	Discussion	46
3.4.1.	Theoretical Implications.....	46
3.4.2.	Practical Implications for Gamification.....	48
3.4.3.	Limitations and Future Research	51
4.	Gamification and Cooperation in Organizational Contexts	54
4.1.	Introduction	55
4.2.	Methodology.....	56
4.2.1.	Review of Academic Literature.....	57
4.2.2.	Case Selection	57
4.2.3.	Cross-Case Analysis	58
4.3.	Analysis and Results	58
4.3.1.	Gamification Design.....	58
4.3.2.	Instrumental Ends	60
4.3.3.	Motivational Dimensions and Challenges.....	61
4.4.	Discussion and Conclusion	63
5.	A Review of Using Gamification to Motivate Cooperation	67
5.1.	Introduction	68
5.2.	Methodology.....	70
5.2.1.	Search Strategy	70
5.2.2.	Study Selection.....	70
5.2.3.	Data Extraction.....	71
5.3.	Results.....	72
5.3.1.	Context and Types of Cooperation.....	72
5.3.2.	Overview of Gamification Design Features.....	73
5.3.3.	Theoretical Perspective.....	76
5.3.4.	Effectiveness of Gamification.....	78
5.4.	Discussion	81
5.4.1.	Practical Implications	81
5.4.2.	Future Research	84

6. Conceptualization, Review and Design of Gamified Cooperation.....	86
6.1. Introduction.....	87
6.2. A Conceptual Framework for Gamifying Cooperation	89
6.3. Methodology.....	94
6.3.1. Bibliographic Sources and Search Query	94
6.3.2. Search Strategy and Study Selection.....	94
6.3.3. Data Extraction.....	96
6.4. Results.....	96
6.4.1. Context and Purpose.....	97
6.4.2. Overview of Gamification Design Features	99
6.4.3. Theoretical Perspective.....	106
6.4.4. Methodological Setups in the Reviewed Literature	112
6.4.5. Effects of Gamification.....	113
6.4.6. Outcomes of Gamification	115
6.4.6.1 Psychological Outcomes.....	115
6.4.6.2 Social Outcomes.....	117
6.4.6.3 Behavioral outcomes.....	119
6.5. Discussion	120
6.5.1. Theoretical Implications.....	121
6.5.2. Practical Implications	123
6.5.2.1 Individualistic Approach.....	123
6.5.2.2 Collective Approach	124
6.5.2.3 Hybrid Approach	125
6.5.3. Future Research Agenda.....	129
6.5.3.1 Thematic Agenda.....	129
6.5.3.2 Theoretical and Conceptual Agenda.....	133
6.5.3.3 Methodological Agenda	134
6.6. Conclusion.....	136
C. Discussion and Conclusion	138
7. Research Findings.....	138
8. Theoretical Implications.....	142
9. Practical Implications.....	149

10. Limitations and Future Research.....	155
Appendix A.....	158
Appendix B.....	161
References	162