Driving engagement and online social behaviour of employees in an enterprise environment

DDS Thematic Seminar
Delft, May 28th 2015

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Motivation

Foster **positive behaviour** in employees to achieve important business needs

- Learning
- Social online interaction
- Spread awareness outside the company
- Sense of Belonging

Gamification, “the use of game design elements in non-game contexts”, proved beneficial in several applications
How can game elements be used to support user engagement and drive the online social behaviour of employees in an enterprise environment?
How Much of an IBMer are you?

HI, LAURENTIU CATALIN.
Looking good! Let me show you some stats.

Your score over time

Social accounts

Facebook:

Game stats

- 7 completed game(s)
- 76 questions
- 53.9% correct answers

Invite stats

53.13 invites
HI, LAURENTIU CATALIN.
Looking good! Let me show you some stats.
Social Connections

Question 1 / 10

SELECT YOUR TOPIC
Take your pick...

Dashboard
Play the game
Leaderboards
Your achievements
Trending topics
Your colleagues
About
Logout

IBM Facts
World Wide Technology
You & Your Network

What's on this page
WHAT IS IBM UP TO?

Spread the word and earn points!

Korea’s Davich Optical Looks to IBM Cloud to Expand Global Business

IBM today announced that Davich Optical Chain Store, the largest eyewear retail chain in Korea, has adopted IBM cloud to expand its operations overseas and improve internal information management processes.

IBM Launches First SoftLayer Data Center in Australia Extending Local Cloud Computing Capabilities

IBM today announced that SoftLayer, an IBM Company, plans to launch its first Australian data center in Melbourne in September. It will be the latest of 15 new data centers that IBM plans to open as part of a $1.2 billion dollar global investment to strengthen and extend its cloud services in Asia Pacific and around the world. The new onshore SoftLayer data center will meet Australian organisations’ demands for secure, in-country enterprise-grade IBM cloud services that can deliver hybrid, private and public cloud environments.
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Experimental Design

WHAT? Measure user engagement and social behaviour, learning.

VARIABLES? Score, feedback, presence of badges, presence of leaderboards.

HOW? Between subjects post-test only control group design with random assignment of employees to treatment conditions.
Reactions

“I wanted to be the first one to earn the 30 days consecutive logins badge and for that I would login even during weekends”

“I posted news on my LinkedIn account because of the game and I was surprised by the reaction of my colleagues who liked and shared the news article.”

“I used to play the game at night from home to keep the first position in the leaderboard.”
User Engagement

206 players

game played 778 times

employees spent in the tool 66 hours

7776 questions answered
User Engagement

Which game mechanics are more effective for incentivising users to stay longer on the website?

- *average session length* +70% when either badges or leaderboards are offered
- *average session length* +180% when the combination of badges and leaderboards is offered
User Engagement

Which game mechanics are more effective for incentivising users to answer more questions?

the combination of leaderboards and badges +200% total and +233% correct IBM Questions
Which game mechanics are more effective for incentivising users to answer more questions?

Both leaderboards and badges increase the **total** number of WWT Questions by 
> 200%

The combination of the two increases the **total** and **correct** number of WWT Questions by > 350%
Social Behaviour

553 invitations sent
299 news shared

leaderboards increase the number of invitations sent by more than 400%

the combination of leaderboards and badges increases the number of invitations sent by 500%
Do IBMers have strong ties across departments?

IBMers have strong ties across departments:
- **48%** inter-department invitations
- **52%** intra-department
Which game mechanics are more effective for incentivising users to share IBM related news on their social/professional networks?

the game elements presented did not prove successful for motivating employees to share news
Learning

2061 questions in IBM Facts
1720 questions in WW Technology
3995 questions in You & Your Network
Learning

Which game mechanic is more effective for supporting learning?

Overall, the participants believe they have learned (average ~4) by answering questions.

The effect of learning was more pronounced in IBM Facts and World Wide Technology.