عنوان مقاله:

User Engagement; A Gamified Model

محل انتشار:

دومین کنفرانس ملی بازیهای رایانهای؛ فرصتها و چالشها (سال: 1395)

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خلاصه مقاله:

Nowadays with the increasing proliferation of mobile apps, attracting, Engaging and retaining of audiences are major concerns for developers and publishers of these programs. They utilize different tools for audience engagement. Gamification is one of them. Gamification is the use of game thinking and game mechanics in non-game contexts to engage users and solve problems. This study examines how gamification impact on audience engagement focuses on the use of mobile apps. For this purpose, the role of design, flow and user has been studied as important components of the gamification. In order to study of the conceptual model proposed by the researchers, Structural Equation Modeling (SEM) was employed

کلمات کلیدی:

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