NEWLOCAL

New approaches for local media

REPORT ON

GAMIFICATION

Contents

1. INTRODUCTION

Project name: New approaches for local media

Project acronym: NEWLOCAL

Call: CREA-CROSS-2022-JOURPART

Topic: CREA-CROSS-2022-JOURPART

Type of action: CREA Project Grants

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Local media have an advantage in direct access to local users and in serving content that does not compete with big national media. However, the target market is small, and advertisers are frequently not interested in cooperating with small media companies.

Through the **NEWLOCAL** cooperative project, our consortium of local media companies will develop a new approach to the audience, which will also help us develop new products and opportunities for increasing advertising revenue. We will focus on new technology, first in the form of mobile apps for all consortium partners' media and then on developing tools to improve interactivity with our users. We will focus on polls, quizzes, smart push notifications, gamification, user-generated content and personalization of the content for every user.

We will focus on **internal know-how sharing** during the project through conferences, workshops, reports, and work exchange programmes. But, we will also make our knowledge public, as our findings will be available through the project's website for all interested local media to learn about our activities, experiments and what has worked and what hasn't.

The project will have a significant impact on sustainability, competitiveness and long-term success.

The consortium for NEWLOCAL project is composed of **10 local media companies from 4 countries (Slovenia, Croatia, Serbia, and Montenegro).** We come from diverse backgrounds (radio, print, online), but we are all now established digital media, with editorial teams for online production and increasing online revenues.

Who's Participating?

The NEWLOCAL consortium is a diverse group of 10 local media companies from four different countries:

From Croatia (HR)

Varaždinske vijesti d.d.

Sjeverni pol d.o.o.

RI PORTAL j.d.o.o.

Pro Media d.o.o.

From Serbia (RS)

Tim za razvoj i integracije

Radio Magnum-18 d.o.o.

Privredno društvo Boom93 d.o.o.

From Slovenia (SI)

NT&RC d.o.o.

RADIO TEDNIK PTUJ, družba za časopisno in radijsko dejavnost, d.o.o.

From Montenegro (ME)

Digital media factory d.o.o.

2. REPORT ON GAMIFICATION

Readers will be able to **create a profile with the mobile app**, allowing them to select favourite topics and stay informed about them through personalized homepages and push notifications. However, they will also be able to collect points and build their level of engagement. The idea of task **3.6 User profile should be fun – gamification and collecting the points** is to develop fun way for readers to interact with medias, but with no need for prizes to be given out each time. Maybe building fun avatar can be enough? Or by collecting badges for achievements, like the video-gaming industry is doing. These badges will be shown through all interaction within the app and website, making them recognizable in the local community. This task works on this concept, collecting best practices around the world and from all partners, to find the best way to make the experience fun and engaging for the readers and attractive for the sponsors.

In order to get the needed information from the project partners on their needs regarding gamification, a **short survey was conducted** among the partners.

3. SURVEY FINDINGS

All ten project partners filled out a short survey on gamification.

When asked how familiar are you with the concept of gamification, the majority of partners said „We have a basic understanding of gamification, but we have not used it in our projects".

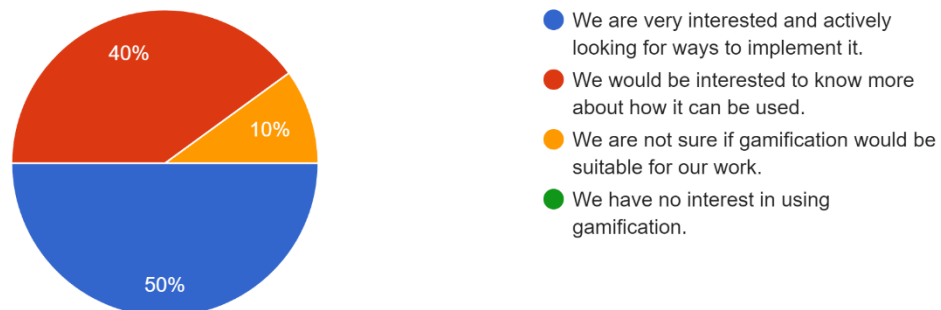1. How familiar are you with the concept of gamification?
10 responses

- We are quite familiar with gamification and have used it in our projects.
- We have a basic understanding of gamification, but we have not used it in my projects.
- We have heard of gamification, but we don't know much about it.
- We have never heard of gamification.
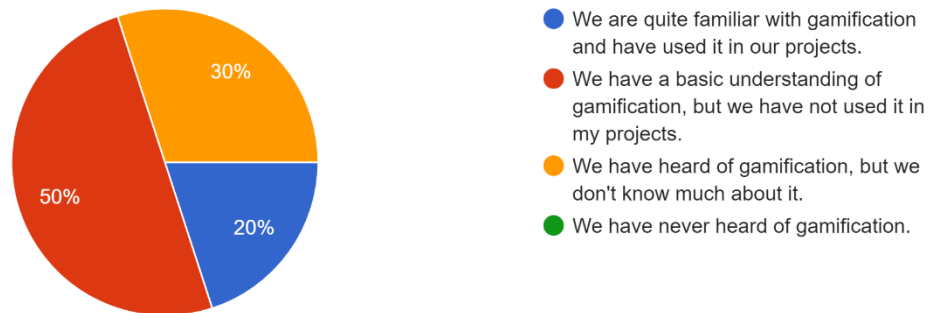
The second question was „To what extent are you interested in using gamification in your media content" where majority of partners stated that they are very interested in gamification and are actively looking for ways to implement it in their work.

2. To what extent are you interested in using gamification in your media content?
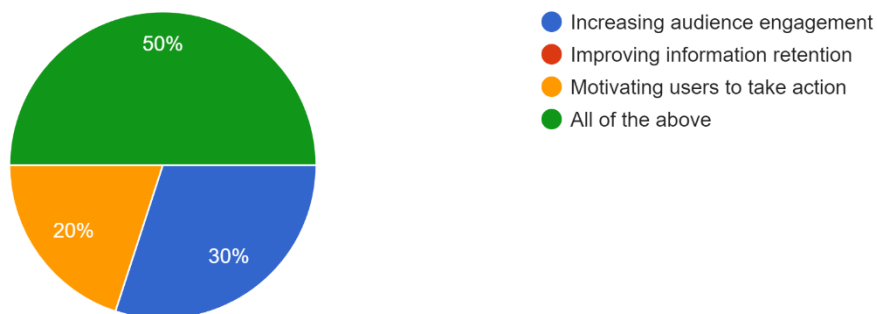10 responses

- We are very interested and actively looking for ways to implement it.
- We would be interested to know more about how it can be used.
- We are not sure if gamification would be suitable for our work.
- We have no interest in using gamification.

The biggest advantages of using gamification in the media are various, as shown in the third questions:

3. What, in your opinion, are the biggest advantages of using gamification in the media?
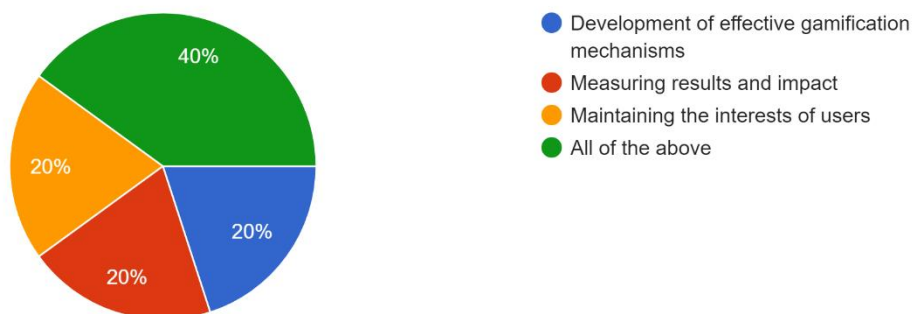10 responses

- Increasing audience engagement
- Improving information retention
- Motivating users to take action
- All of the above

50%
20%
30%

Partners also had various opinions when asked about the biggest difficulties in using gamification in the media:

4. What, in your opinion, are the biggest difficulties in using gamification in the media?
10 responses

- Development of effective gamification mechanisms
- Measuring results and impact
- Maintaining the interests of users
- All of the above

40%
20%
20%
20%

Eventhough there are different types of gamification that can be used in the media, so far majority (50%) of the partners have used badges, while others also used competitions, challenges and point systems.

5. What types of gamification have you seen used in the media?
10 responses
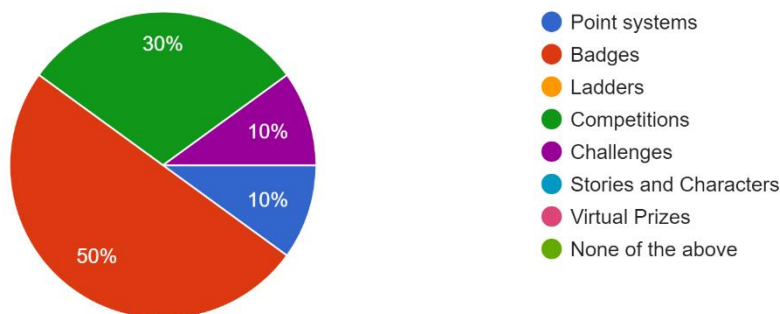
When asked „Do you know any examples of good gamification at the global level in the media?" most of partners simply stated no, while some partners did have some examples:

- NewYork time and games on there website.
- The scratch and win games because they create buzz around your brand and increase subscribers to your site and with that new base of concats.
- "DEŽELAK JUNAK" charity campaign of Radio 1 (for the Association of Anita Ogulin Moste Polje)
- Facebook, Instagram, in the field of education, for example Duolingo

Partners were asked what do they think are the most common mistakes that occur when using gamification in the media and 6 of 10 partners believe that the biggest mistake is that the prizes are not valuable or relevant.

7. What, in your opinion, are the most common mistakes that occur when using gamification in the media?

10 responses

- ● Gamification is not integrated into the content objectives
- ● Gamification mechanisms are too simple or unattractive
- ● Prizes are not valuable or relevant
- ● No follow-up and adjustment

Following are some recommendations from project partners for fellow media owners and journalists who are thinking about using gamification:

- Do not give up, something will work at some point. Make sure to find sponsors.
- Include novelties on portals and applications as much as possible, in order to retain the audience as much as possible.
- Make it simple, add valuable prizes.
- Attracting new users through this content.
- To make strategic plan what objective or goal they want to achieve with gamification, and stick to it.
- To do the necessary preparation for developing using gamification.
- Credibility of projects or products that demonstrate "value and importance" in the community.
- The gamification mechanism should be as interactive and interesting as possible, notifications that invite participants to join the game are one of the possible ways of obtaining greater interaction, while interesting questions, as well as prizes, badges and ranking are elements that will provide participants with motivation and competitive spirit, as well as a sense of accomplishment which will retain and motivate them to participate.

Most of the partners believe, when it comes to the future of gamification in the media, that it will only be used in certain types of media:

9. How do you see the future of gamification in the media?
10 responses

- It will become more ubiquitous and sophisticated.
- It will only be used in certain types of media.
- It will lose popularity.
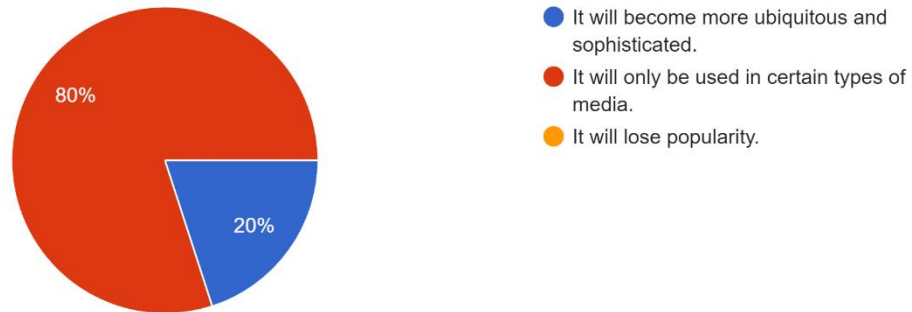
And finally, partners were asked "Will you continue to acquire new knowledge and improve gamification on your medium even after the project?" and they all answered Yes.

4. EXAMPLES AND BEST PRACTICES OF GAMIFICATION

What is gamification in media?

An example of gamification for media might be a social media platform or website that incorporates game-like elements, such as leaderboards, progress bars, and reward triggers, to improve user engagement and increase brand awareness.

Advantages of gamification of Brand / Media

Gamification moves businesses beyond seeking likes and shares on social media channels. When done right, gamification can make followers genuinely admire a brand. Gamification helps customers express, share personal narratives and validate emotions in an authentic way that aligns with business goals. In addition, gamification drives brand loyalty and virality when companies create opportunities for users to generate content about the brand. *(Source: Smartico.ai)*

The most famous example of *gamification outside the media*

- **"Duolingo"**

One of the best and most popular examples of gamification apps is Duolingo — an e-language learning tool that uses gamification to increase user engagement.

Users build a streak and earn badges and achievement crowns as they progress through levels and reach higher leagues on the leaderboard. Competing and maintaining an impressive streak are two key motivators.

Examples of gamification *in the media*

The News York Times, one of the most important media outlets in the world, offers its visitors the option of playing "The New York Times Crossword". This feature is a free

crossword puzzle that helps engage readers and keeps them coming back to the New York Times website.

Some of the key features of the game include:

- **Various crossword puzzles:** The game offers a wide variety of crossword puzzles, from easy to challenging, as well as themed crossword puzzles that deal with current events, pop culture and other topics.

- **Personal profile:** Users can create a personal profile to track their progress, compete with friends and earn badges.

- **Tips and Tricks:** The game offers tips and tricks to help users improve their crossword solving skills.

- **Community:** Users can join an online community to discuss crossword puzzles, share tips and compete against each other.

- **National Geographic**

National Geographic Photo Contests: National Geographic photo contests are a popular way to engage audiences, inspire creativity, and raise awareness about important topics related to nature and the world around us.

These contests use gamification elements, such as point systems, badges and prizes, to motivate participants to compete and do their best.