

Gamification & AI: A systematic literature review

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MOTIVATION

Gamification –characterized by the integration of game design elements in non-game contexts (Deterding et al, 2011)– and **Artificial Intelligence (AI)** –which involves the emulation of human capabilities using computational machinery, such as physical tasks, cognitive processes and emotional responses (Huang & Rust, 2021)– have gained relevance in recent years.

Due to the swift progression of technologies, the potential for integrated applications of both subjects has emerged in different areas. However, knowledge on the implementation of gamification and AI is scarce and fragmented.

OBJETIVE

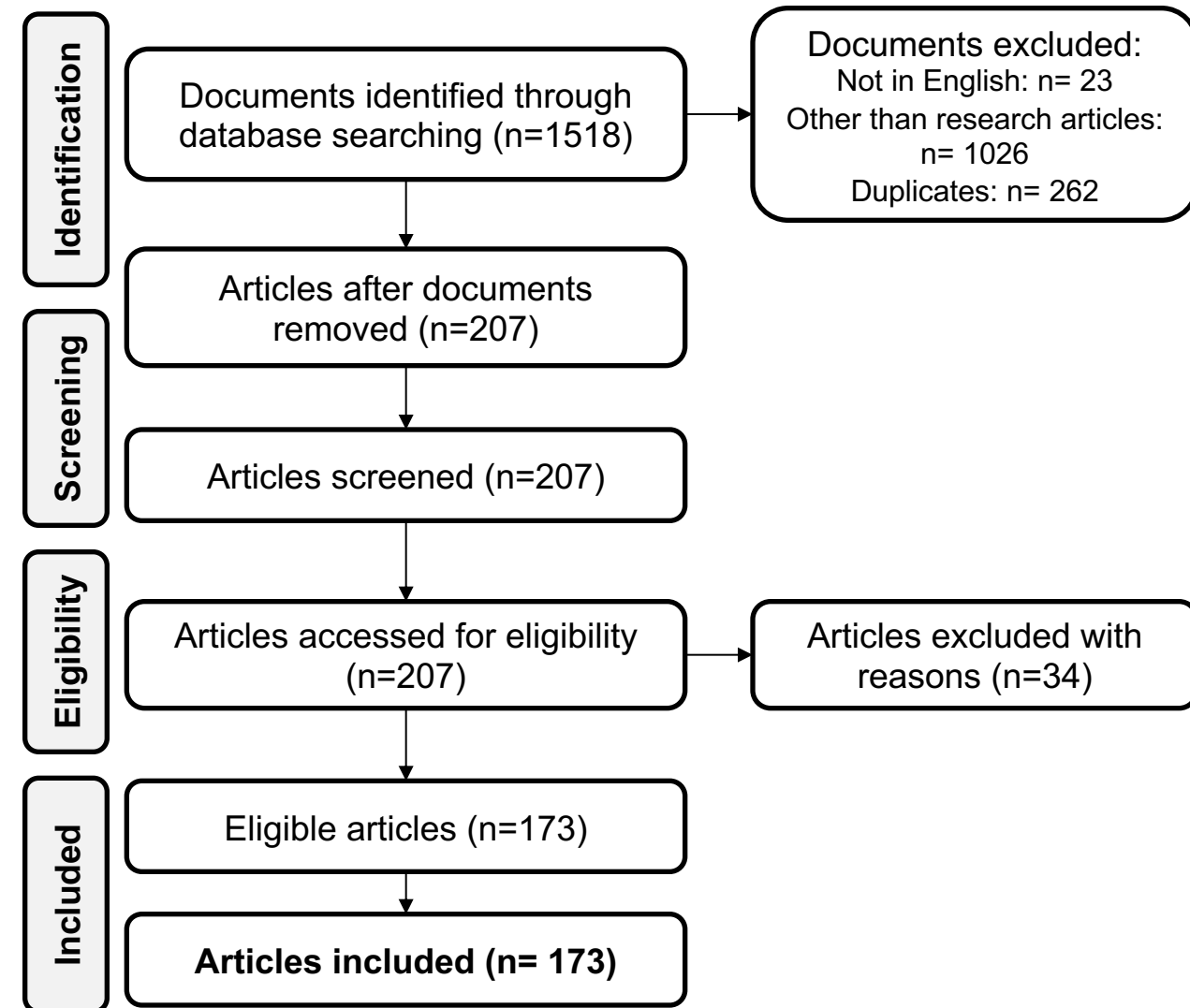
This study aims to summarize existing gamification knowledge in relation to artificial intelligence (AI), in order to provide useful insights for research and practice.

METHODS

Systematic literature review:

- Databases: Scopus, ScienceDirect, ProQuest, Web of Science
- Search: TITLE-ABS-KEY (gamif* AND “artificial intelligence” OR “AI”)
- PRISMA (Moher et al., 2009)

Figure 1. PRISMA flowchart of the systematic literature review



EXPECTED RESULTS

This systematic literature review aims to provide insights about what are the key themes in the reviewed research (e.g. context, gamification affordances, type of AI), what are the results and critical issues for the detected themes, and what further research is proposed.



- Deterding, S., Dixon, D., Khaled, R. and Nacke, L. (2011), “From game design elements to gamefulness: defining gamification”, Proceedings of the 15th International Academic MindTrek Conference on Envisioning Future Media Environments, pp. 9-15.
- Huang, M. H., & Rust, R. T. (2021). A strategic framework for artificial intelligence in marketing. *Journal of the Academy of Marketing Science*, 49(1), 30–50.