

### IMPORTANT DATES

**New Paper submission deadline:** 20 March 2022

~~**Paper submission deadline:** 20 February 2022~~

**Review decision:** Beginning of May 2022

**Revisions due:** End of June 2022

**Second review decision:** End of July 2022

**Notification of final decision:** September 2022

**Targeted publication date:** December 2022

### Theme

The use of games and game-like elements in information systems has increased at an astounding pace and led to inspiring trends (Schöbel et al. 2021), one being gamification which counts among the most prominent developments in the past years (Koivisto and Hamari 2019). Gamification can be described as using games or game design elements in both digital and non-digital non-entertainment contexts in order to achieve desired outcomes such as engagement, satisfaction, and motivation (Schöbel et al. 2020). Gamification has been applied to several contexts, such as health, education, or crowd working (Dissanayake et al. 2019; Schmidt-Kraepelin et al. 2019; Super et al. 2019).

So far, gamification research has passed through different waves of development (Nacke and Deterding 2017). To make gamification more sustainable and tease out its desired outcomes more effectively, an upcoming wave involves investigating ways of creating individualized gamification concepts that are tailored towards specific user needs and application scenarios. Designing and utilizing individualized gamification concepts is necessary, because users differ in their personality, preferences, motivations, behavior etc., and, thus, experience gamification in different ways. To individualize gamification concepts, we may, for example, draw on artificial intelligence (AI) (Schöbel et al. 2020). AI allows for individualizing gamification concepts to get away from so-called "one-size-fits-all" solutions (Klock et al. 2020; Santos et al. 2021). Besides personalizing gamification concepts, another upcoming wave of gamification research has started to investigate the use of gamification in innovative application contexts such as "Digital Detox" (i.e. supporting a healthier usage behavior by creating a gamified experience or by nudging users towards a more regulated behavior (Schmuck 2020)). From our point of view, some of these innovative application contexts require fundamental rethinking of the way we approach gamification and its desired outcomes. For example, in Digital Detox, the system designer's goal is to reduce system usage instead of increasing it – as is the case for most traditional gamification contexts like education and fitness. Consequently, knowledge regarding the design of effective gamified information systems that has been produced by research in the last decade might not be easily transferable to these new application contexts. In conclusion, the goal of this special issue is to publish work that critically demonstrates and represents the future of gamification by presenting ways to create intelligent and adaptive designs of gamification concepts.

### Central issues and topics

Among others, the special issue considers topics such as:

- Concepts and empirical insights on individualized and personalized gamification concepts
- Artificial intelligence to personalize gamification
- Personalizing gamification concepts with anthropomorphic and conversational user interfaces such as "smart personal assistants"
- NeuroIS and gamification

- Analysis of user needs and preferences in gamification
- Role and meaning of context and culture in developing gamification concepts
- Individual design of gamification concepts (utilizing dynamics of competition and collaboration)
- Changing the perspective on gamification element design by considering related concepts such as digital detox or digital nudging

We encourage contributions with a broad range of methodological approaches, including conceptual, qualitative, and quantitative research, as well as design science research. The review process will be double-blind. If you would like to discuss any aspect of the special issue, please contact the editors (see below).

### About AIS-THCI

THCI is a high-quality peer-reviewed international scholarly journal on Human-Computer Interaction. It is published by AIS (<http://aisnet.org/>) and sponsored by AIS SIGHCI (<http://sighci.org/>). THCI is ranked "A" in the 2019 Australian Business Deans Council (ABDC) Journal Quality List. For more information about the ABDC Journal Quality List, please refer to <https://abdc.edu.au/research/abdc-journal-list/>. As an AIS journal, THCI is oriented to the Information Systems community, emphasizing applications in business, managerial, organizational, and cultural contexts. However, it is open to all related communities that share intellectual interests in HCI phenomena and issues. The editorial objective is to enhance and communicate knowledge about the interplay among humans, information, technologies, and tasks in order to guide the development and use of human-centered Information and Communication Technologies (ICT) and services for individuals, groups, organizations, and communities.

### Submission

THCI requires that all papers must be original and not published or under review elsewhere (with the exception of publications at AIS conferences – see <https://aisnet.org/page/PoliciesGuidelines>). The preferred article length is around 10,000 to 15,000 words, excluding tables, figures, appendices, and references. Interested researchers may submit their most promising work to the SIG HCI workshop at the International Conference on Information Systems (ICIS) (<https://icis2021.aisconferences.org/>) that will be held in December 2021 for the opportunity to receive early or preliminary feedback. The call for papers for the SIG HCI workshop is available at <https://sighci.org/conferences/2021-pre-icis-workshop/> (due date: September 6, 2021)

**Submission Deadline for the Special Issue: 20 February 2022**

To submit a manuscript:

- 1) Read the "Information for Authors" and "THCI Policy" pages at <https://aisel.aisnet.org/thci/>.
- 2) Go to <http://mc.manuscriptcentral.com/thci>
- 3) Please type: "Gamification" when presented with the statement: "If this is a submission to a special issue, please enter its name here."
- 4) Complete the paper submission.

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