Second International Workshop on Gamification for Information Retrieval (GamifIR'15)

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1 Motivation

Many research challenges in the field of IR rely on tedious manual labour. For example, manual feedback is required to assess the relevance of documents to a given search task, to annotate documents or to evaluate interactive IR approaches. A recent trend to perform these tasks is the use of crowdsourcing techniques, i.e., obtaining relevance labels from anonymous crowd workers via an open call. Although research indicates that such techniques can be useful, they fail when *motivated* users are required to perform a task for reasons other than just being paid per click, document judged or time spent on the task.

A promising approach to increase user motivation is by employing gamification methods which has been applied in various environments and for different purposes such as marketing, education, pervasive health care, enterprise workplaces, e-commerce, human resource management and many more. The definition of gamification is still under discussion, e.g., whether it covers methods "to facilitate and support the users' overall value creation"[3] or as a user experience enhancement using game design elements "regardless of specific usage intentions, contexts [...]"[1] or environments. Definitions pursuing the increase of user experience and overall value indicate that the application of gamification is goal-oriented. Although several studies indicate that gamification can lead to increased user activity, a detailed analysis of users' personal perception of gamification principles has barely been studied. In the last few years, several frameworks on how to 'gamify' were proposed, but there are still many open questions on how to start. We think a particular challenge of applying gamification is to find an elegant and subtle way of adopting and adapting game design patterns, mechanisms and elements to a particular problem or scenario.

The purpose of the GamifIR workshops was to bring together researchers and practitioners from a wide range of areas including game design, IR, human-computer interaction, computer games, and natural language processing in order to start a discussion and an exchange of research ideas and results relating to emerging areas of gamification within the context of IR.

The First International Workshop on Gamification in Information Retrieval (GamifIR'14) was held at ECIR 2014 in Amsterdam (half day only). The workshop focused on the challenges and opportunities that gamification may present for the information retrieval (IR) community [2].[1] Given the interest of the first GamifIR workshop created in the run-up of the event and the discussions emerging at the workshop, we are convinced that we are only at the start of seeing gamification becoming an established methodology to support and push forward IR in a variety of ways. This - we believe - merited the organisation of a second workshop.

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[1]A detailed review of the workshop can be found in the Spring 2014 edition of Informer, the quarterly newsletter of the BCS IRSG at http://irsg.bcs.org/informer/2014/04/gamifir-2014/

2 Workshop Goals

The call for papers solicited submissions of position papers as well as novel research papers addressing problems related to gamification and IR including topics such as:

- Gamification approaches in a variety of contexts, including document annotation and ground-truth generation; interface design; information seeking; user modelling; knowledge sharing

- Gamification design

- Applied game principles, elements and mechanics

- Gamification analytics

- Long-term engagement

- User engagement and motivational factors of gamification

- Player types, contests, cooperative gamification

- Search challenges and gamification

- Game based work and crowdsourcing

- Applications and prototypes

Each submitted paper was peer-reviewed by three members of the programme committee consisting of experts drawn from different communities guaranteeing a mix of industrial and academic backgrounds. In total, seven submissions were accepted.

3 Keynotes

We were very pleased that Dr Leif Azzopardi (University of Glasgow) and Dr Christian Eickhoff (ETH Zürich) were willing to provide keynote talks. Both of them are very well known in the Information Retrieval community with particular interests and expertise in IR games and crowdsourcing, respectively.

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References

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