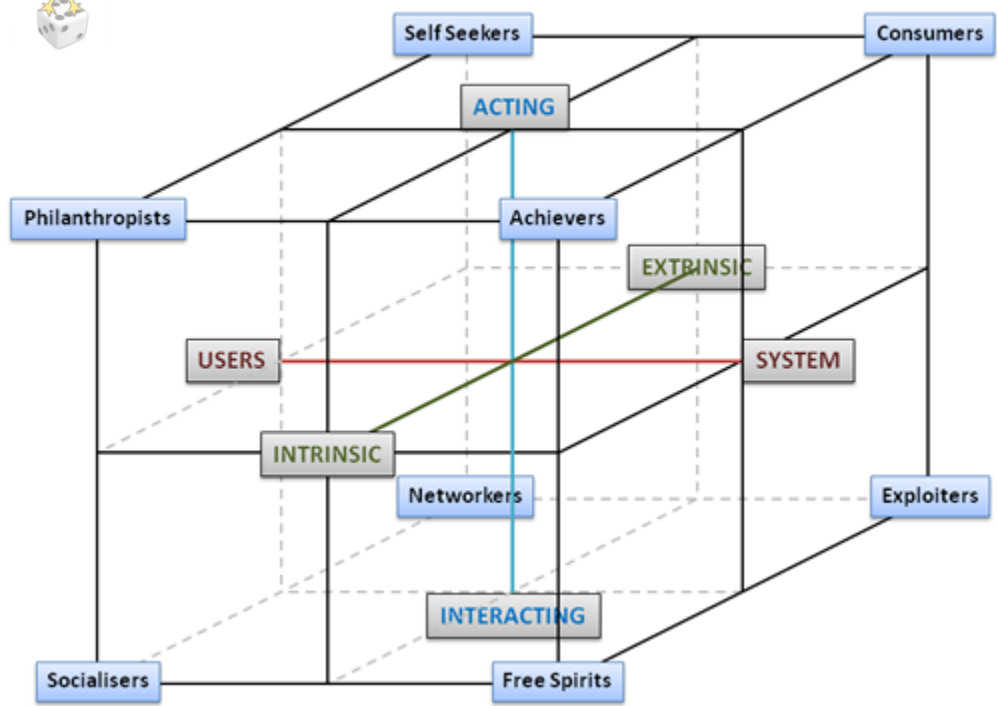


User Types in Gamification



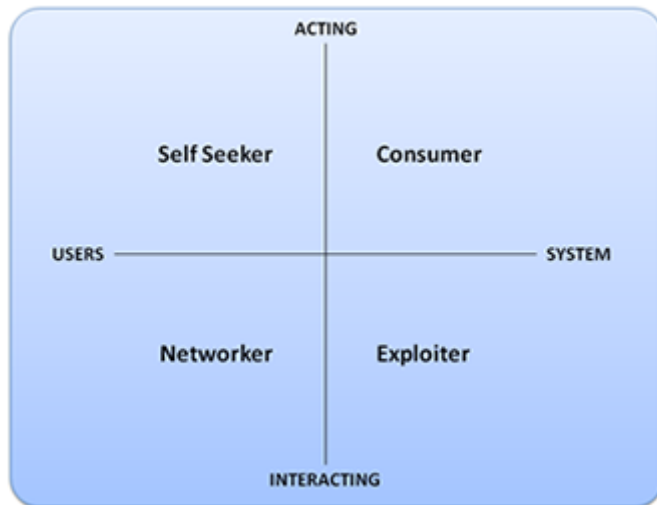
- **Philanthropists:** Seek a sense purpose from a system (e.g. answering questions on Quora, contributing to Wikipedia).
- **Achievers:** Seek enrichment and mastery from the system (e.g. learning systems, being best at tasks).
- **Socialisers:** Seek interactions and relatedness with other people (e.g. engaged social media users).
- **Free Spirits:** Seek autonomy and creativity in a system (e.g. customisation of environment, avatar, journey).

- **Self Seekers:** Seek rewards from interacting with others (e.g. answering peoples questions just for points. Quantity over Quality).
- **Consumers:** Seek to get rewards from the system with little interaction (e.g. loyalty schemes).
- **Networkers:** Seek to connect to others to increase their profile and the rewards that may bring (e.g. Klout obsessive's).
- **Exploiters:** Seek to gain reward from using the system, possibly by any means (e.g. liking Facebook pages for prizes, finding the loopholes that help them win).

Acting On for Intrinsic Reasons



Acting On for Extrinsic Rewards



Personal Gain and need for Structure

