



Cong Zhang

Yanyu Li

Damar Hoogland

Daniel Duncan

Newcastle University, UK

Motivations

[1] advocated a gamified approach for data collection in Applied Ling. We demonstrate gamification is also useful for phonetic experiments.

- **Participant engagement:** making lengthy & tedious phonetic experiments more attractive for wider participation and better data quality
- **Citizen science:** involving the public in scientific research to bring together science, policymakers, and society in an impactful way
- **Data validity:** capturing more ecologically valid data & diversifying the participant pool

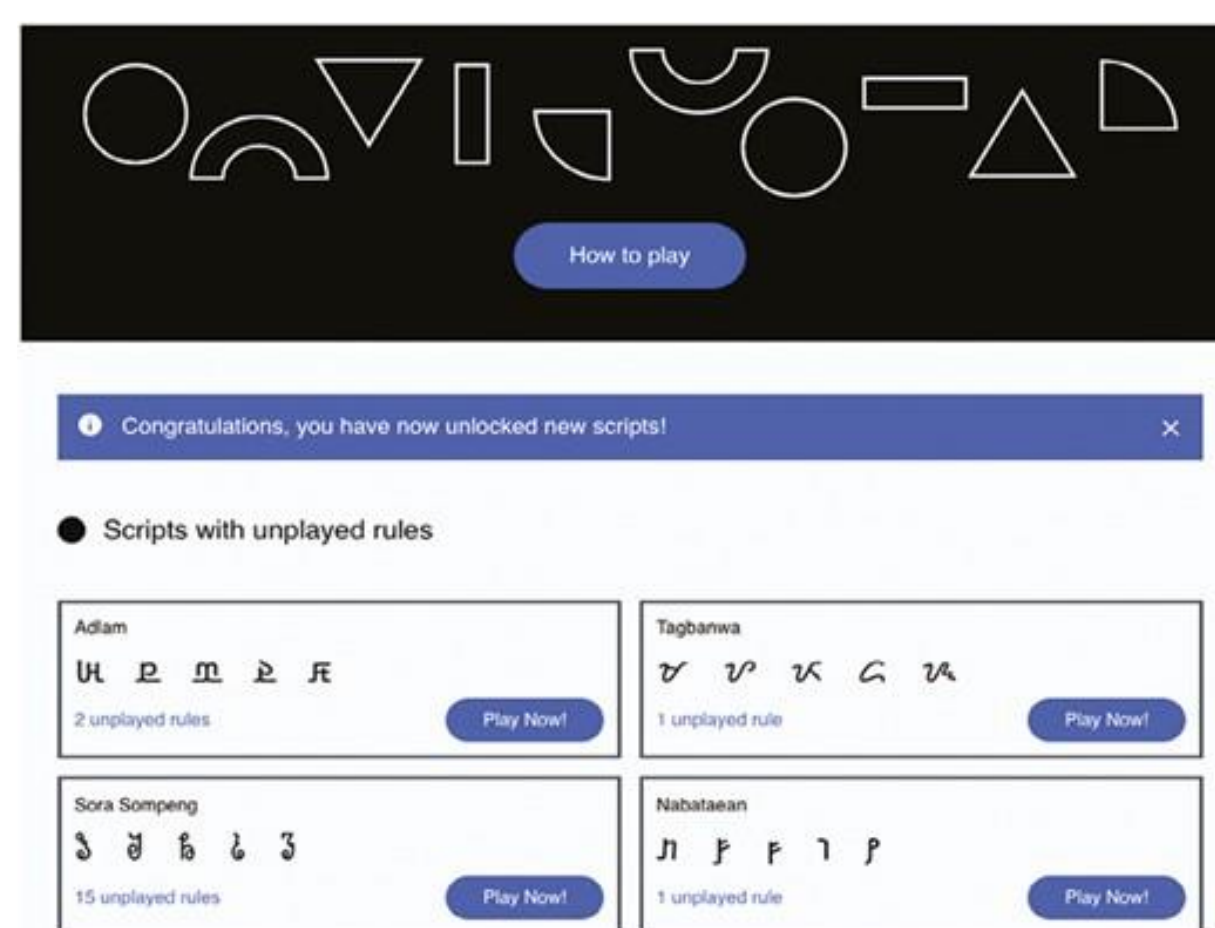
Successful applications

Applied linguistics:



See [1] for more details

Writing system research:



What is Gamification?

Gamification: using game mechanics such as competition and rewards in non-game environments [2] (c.f. **game-based approach:** the design and usage of standalone games or the repurposing of existing games)

Current study

Our gamified design: based on Self-Determination Theory [3], which distinguishes intrinsic and extrinsic motivation

Intrinsic elements:

- Leaderboard
- Progress-tracking
- Feedback

Extrinsic elements:

- Winner vouchers
- Prize draw

Other key game mechanics:

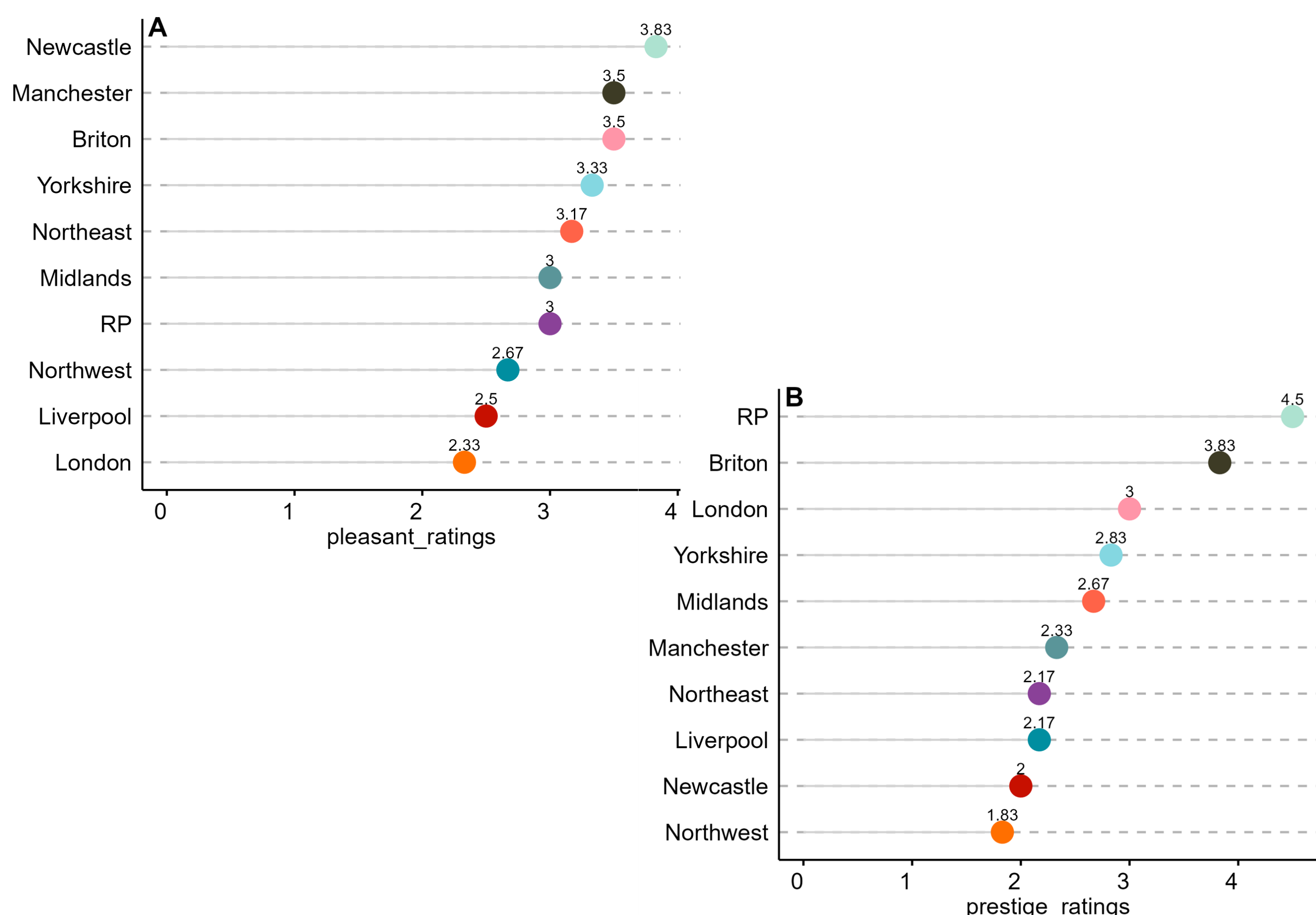
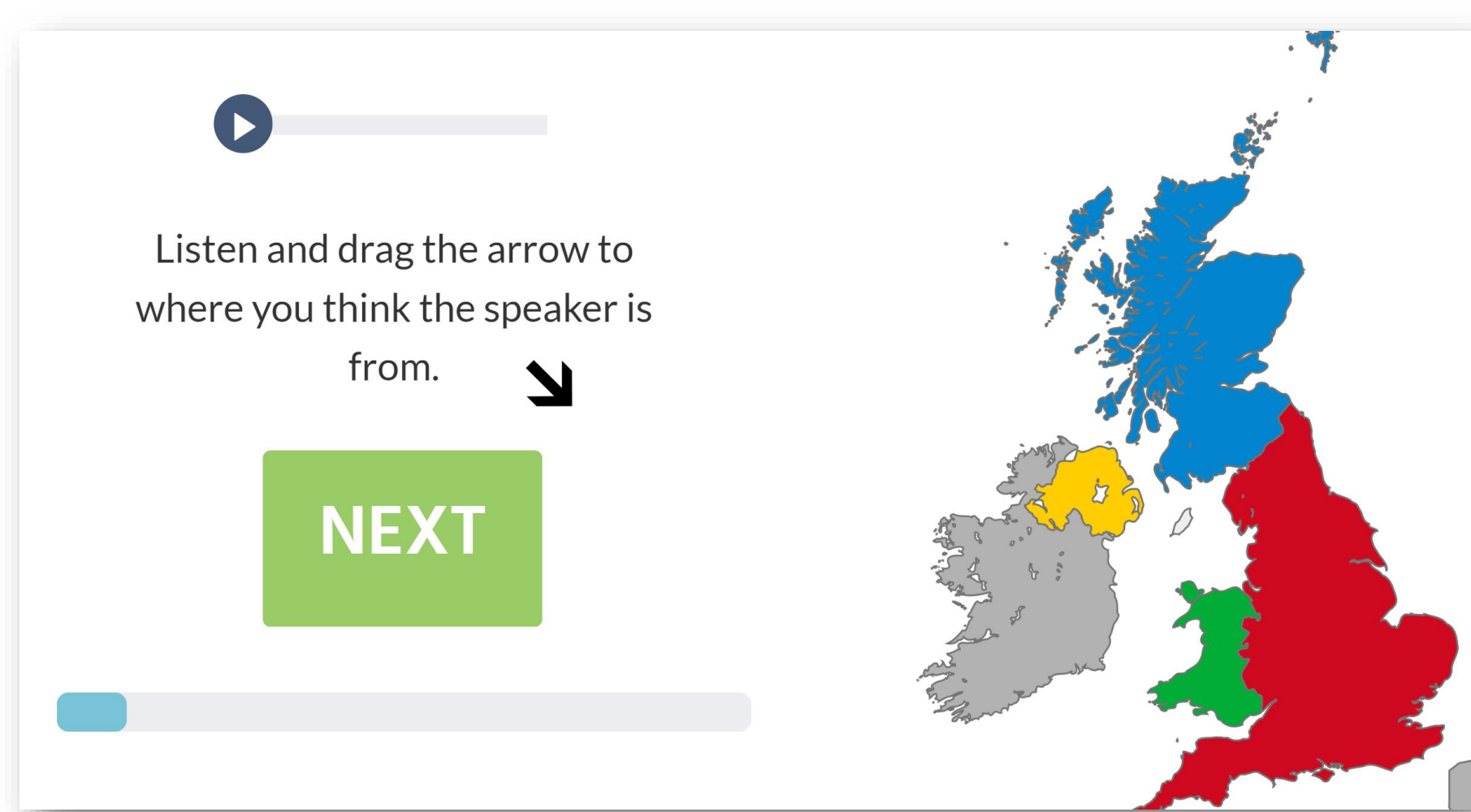
- Incremental difficulty levels
- Enticing game interface (e.g., colourful map & big clickable buttons)

Platform: *Labvanced*, a commonly used platform for linguistic studies [Next step: ShinyApp or other open-source platforms]

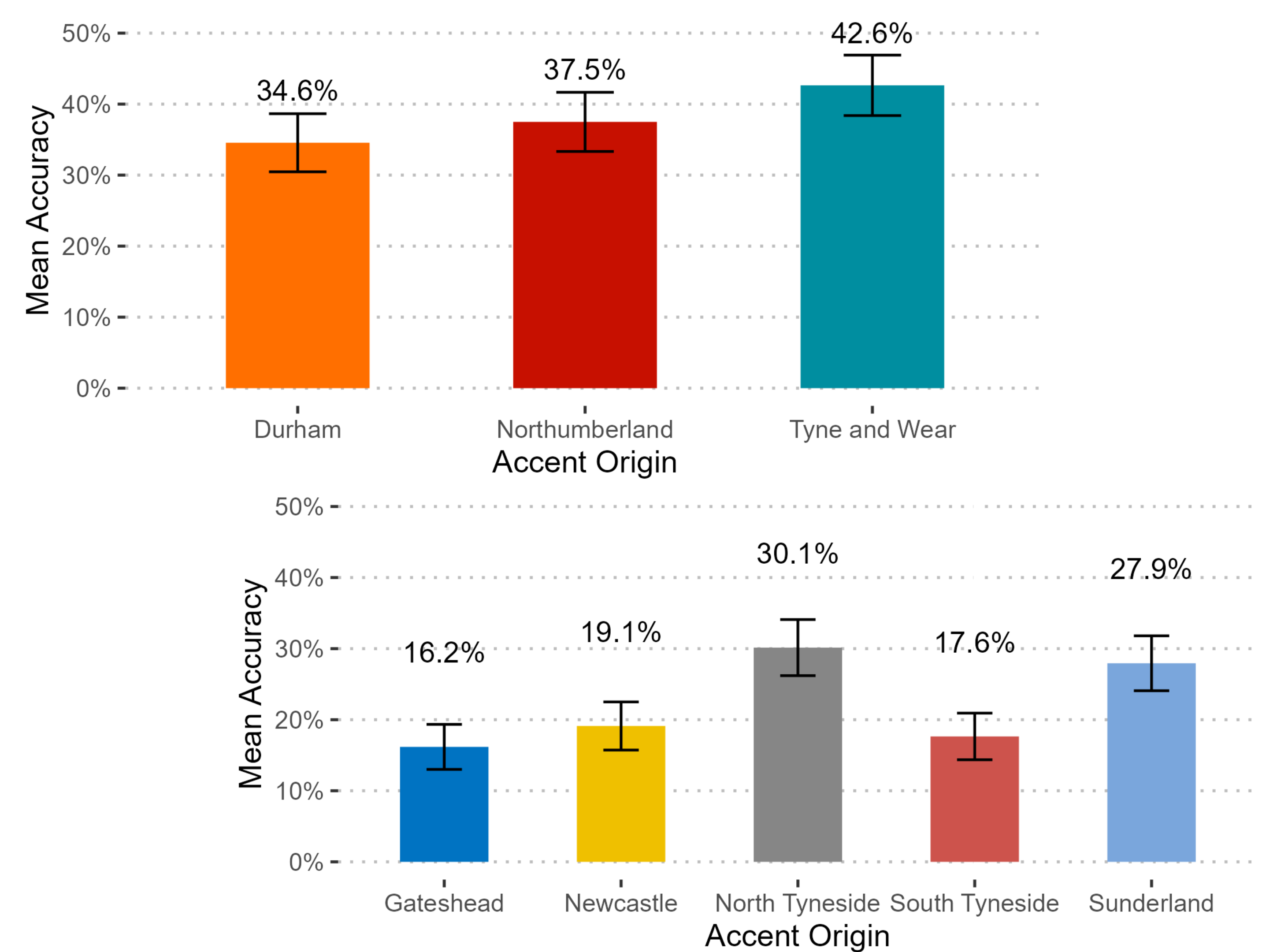
Caution: Balance between study design and game design, e.g. perceptual learning by giving feedback at every level

Make data collection more fun by integrating gamified designs.

Study 1: Accent identification & attitude



Study 2: Think you know North-East accents?



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