

Abstract

This thesis summarizes latest scientific literature on gamification; it defines this phenomenon, describes its basic principles and links it with contemporary psychological theories of motivation. Simultaneously, it is concerned with the effectiveness of gamification and describes behavioral as well as psychological variables which may be influenced by it. Furthermore, this thesis brings a summary of recommendations for the implementation of gamification in practice and describes its use in psychological research. It further fluently translates into a project proposal, which aims to investigate attrition in psychological research and the possible effect of gamification on this variable. Lastly, it includes criticisms of this phenomenon.