

Recently, a number of researchers have started to hypothesize that gamification's presumed positive effects can be intensified when taking users' personal characteristics into account [3, 5, 40]. This idea sprouts from the observation that the same game can elicit different responses and consequences in different users [43]. Similarly, Koster [36] reasoned that different predispositions and social structures bring a unique, personalised sense of fun for everyone, as such making it impossible to design a universally Bfun^ game. More particularly, research has shown that different users interpret, functionalise and evaluate the same game elements in highly different ways [47]. Antin and Churchill [1] exemplified this by distinguishing five different functions a user can ascribe to a badge. Further, it has been shown that (a) the enjoyment derived from a game [9, 50, 57]; (b) a user's preference for specific game elements [48]; (c) the perceived persuasiveness of game elements [49]; and (d) the motivation derived from game elements [49, 57] are all impacted by a user's personality and their personal characteristics. In sum, it can be reasoned that gamified systems should be specifically tailored to its different users in order for gamification to live up to its full potential [11, 22, 60, 61].