

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]. 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. Antin and Churchill [1] exemplified this by distinguishing five different functions a user can ascribe to a badge.