Using the Web to Motivate to Experience a City and its Social Life

A Case Study of PlanetLinz

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Agenda

- PlanetLinz Project and Scope,
  Problem statement and research question

- Literature review

- Proposed concepts

- Methodology

- Results

- Conclusion

Planet Linz Project & Scope

- interactive on- & offline campaign

- students with background in business, computer science, sociology, arts & design

- integrate people who are new to the city of Linz into the social life and to motivate them to interact with the city and its inhabitants

- target group includes tourists but excludes visitors

website	TV broadcast	?
Social Media	radio broadcast	scientific discourse
AdWords	Events	survey
…	…	…

How can web services and frameworks be used to motivate people to explore a city in real life?

Search for new and easily implementable approaches to use digital media in order to leverage (collaborative) leisure experiences in real life.

Methodology

1. Literature review
2. Developing of concepts
3. Selection of concepts
4. Test implementation (small scale)
5. Evaluation and improvement (focus groups)
6. Conclusions and recommendations on the concepts
7. Revised implementation or discontinue

Literature – some interesting concepts

Motivation

   intrinsic and extrinsic (Ryan & Deci, 2000; Hars & Qu, 2000)

Experience Design

   Experience realms (Pine & Gilmore, 2011)

   Peak experience: balance of skills and challenge (Csikszentmihalyi, 2002)

Gamification

   "use of game design elements in non-game contexts" (Detering et al., 2011)

   „requires relatedness […] and a meaningful story" (Groh, 2012)

Recommendations

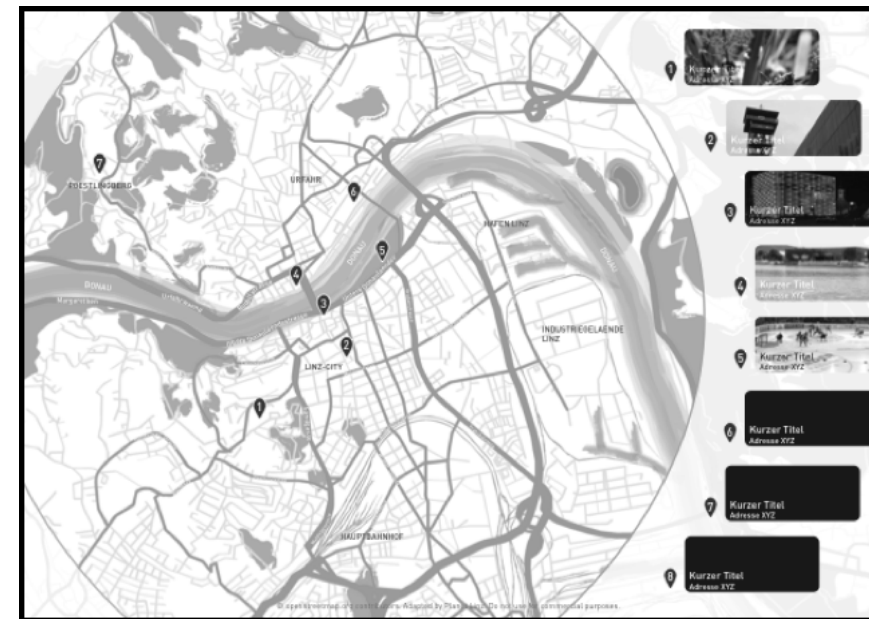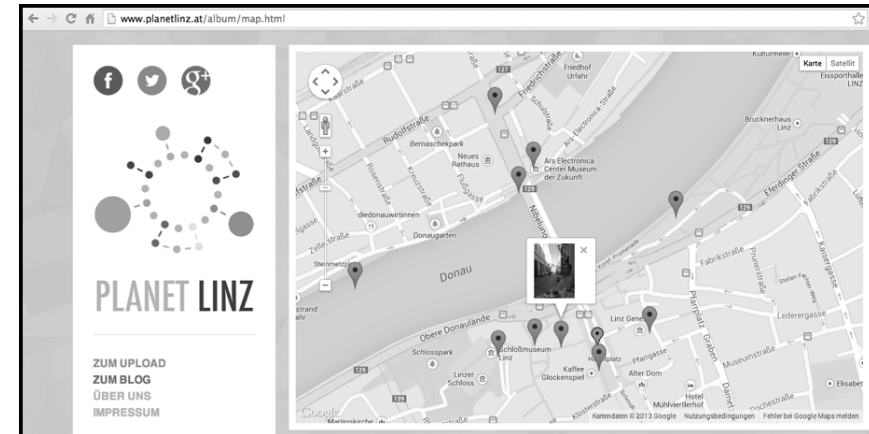   user-generated content, trusted but noisy

   complex recommender agents (Ricci, 2000; Adomavicius & Tuzhilin, 2013)

Collaborative Photo Map

Inhabitants recommend meaningful places by submitting a picture of something which is synonymous to the city of Linz to them

Places and pictures are transformed into a physical map for the target group.

The final product is a "tourist map" with places other than typical tourist spots.

Scotland Yard City Hunt

Based on board game.

Agent regularly publishes clues
     (photos) on position in Social
     Media.

Hunters discover the city and can win
     prices.

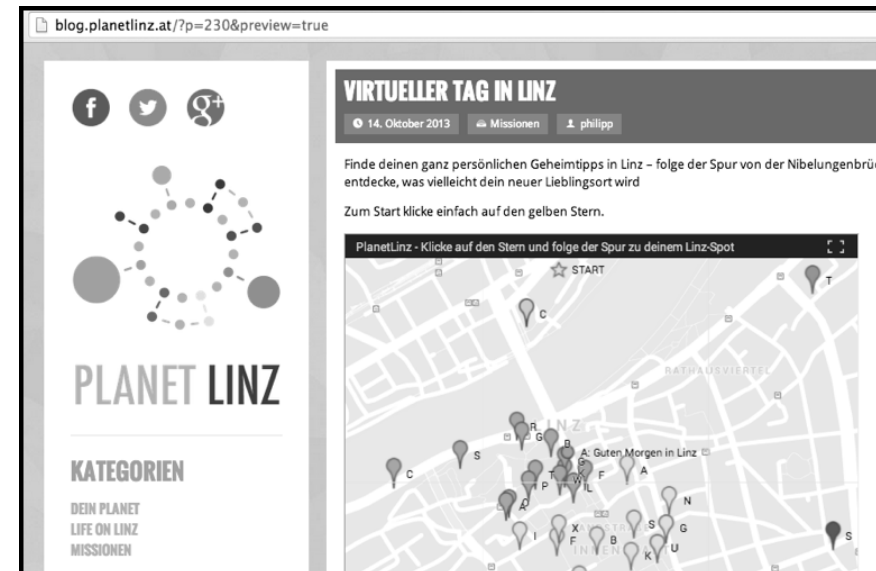An online story outlines a tour through
     the city.

Virtual Day in Linz

"Recommender system"

Questions based on interests lead to one out of several possible next stops on a map.

Users were guided along routes that used a day as a metaphor, starting with breakfast recommendations and ending with particularly charming bars and spots for the night.

Focus groups

- 2 sessions (1 hour each) with participants of the small-scale implementation

- Semi-structured, recorded, analyzed

- Focus groups are "carefully planned series of discussions designed to obtain perceptions on a defined area of interest in a permissive [.] environment" (Krueger & Casey, 2000, p.5)

- They allow further insights on people's experiences, attitudes, opinions, values and ideas (Gibbs, 1997).

- Morgan (1998): at least 2 groups to reduce the influence of group dynamics

Results & Conclusions (1): Photo map concept

- Unusual content is expected and required
- Personalized (and topic-based) maps would be more appealing
- Usability-problems in the web-interface

Results & Conclusions (2): City Hunt concept

- More original storytelling expected

- Multiple, increasingly difficult hints might increase the involvement of participants

- Hints should not be too easy, otherwise they might diminish intrinsic motivation

- Means of encouraging teamwork should be considered

Results & Conclusions (3): Recommender concept

- The suitability of the concept for the proposed goal remains questionable

- map framework is easy to implement, but inflexible, thus reducing usability

- Original content and insiders' knowledge are crucial

Conclusions & next steps

- Photo map was found to be a valuable concept but is is dependent on intrinsic motivation fostered by user-centred design (Cuel et al., 2011)
  - therefore remained online but improved in terms of usability following Nielsen (1993)

- City hunt was found to be generally suitable but in need for improvements. Result of the focus groups is in line with the literature: more storytelling (Groh, 2000) and challenge (Csikszentmihalyi, 2002).
  - therefore revision of concept based on focus groups and literature

- Virtual Linz Day mimed a simple conversation and was not comparable to applications discussed in the literature or applied in e-Commerce
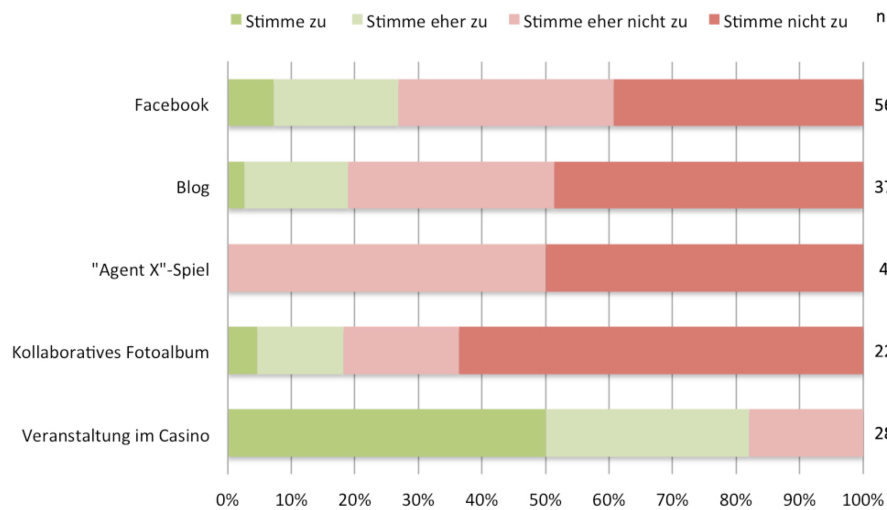 - therefore concept not proposed for implementation

Epilogue – quantitative results

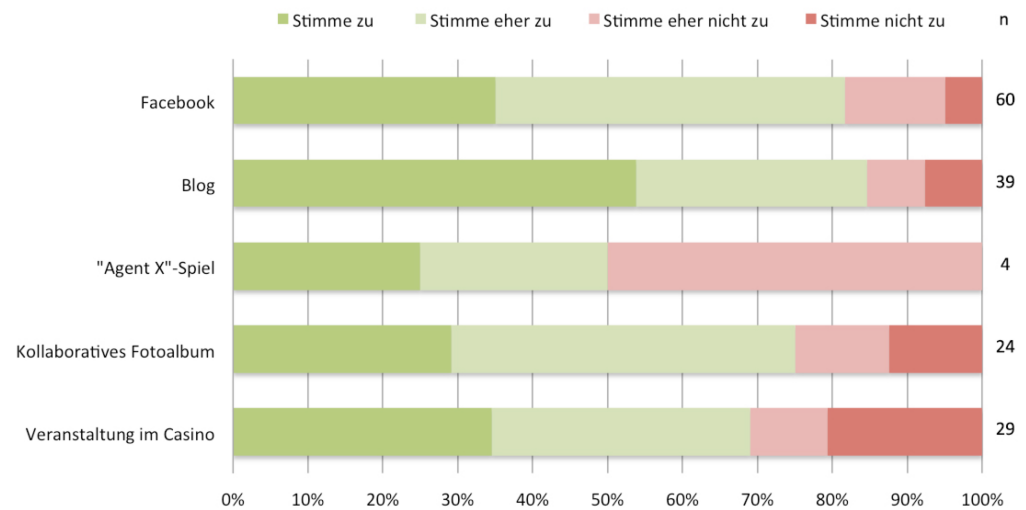Generally, we perceived it difficult to use online media to cause offline actions

Lack of interaction in City Hunt also in quantitative results

Concepts are rather supporting measures.

Durch das Element konnte ich mehr LinzerInnen kennenlernen

Durch das Element konnte ich mehr über die Stadt Linz erfahren

Thank you,

for your interest,

and for the possibility to again participate in the ISCONTOUR conference.

I am looking forward to your questions.