Identifying the Components of Gamification in Content Marketing

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Abstract

Purpose: The purpose of this research was to identify the components of gamification in content marketing based on the perspectives of managers and librarians at Malek National Library and Museum.

Methodology: This study employed an applied research approach and utilized a descriptive survey method. The research population consisted of all managers and librarians (totaling 20 individuals) at Malek Library and Museum. A researcher-developed questionnaire consisting of four components and 50 items was used as the data collection tool. The validity of the questionnaire was determined through expert opinions, and its reliability was evaluated using Cronbach's alpha coefficient (0.779). Data analysis was performed using SPSS software version 24, utilizing descriptive statistics such as frequency percentage, mean, standard deviation, and Friedman's test.

Findings: According to the research participants, the factor of gamification mechanics with an average rating of 2.13 was deemed more important in content strategy. In terms of content production, the dynamics of gamification had a higher average rating of 2.31 compared to the other two factors. For content creation and optimization, participants considered the dynamic gamification factor (average rating of 2.19) as more significant than the other two factors. Lastly, in the context of content dissemination and distribution, the gamification mechanics factor was rated highest with an average rating of 2.38 compared to the other two factors.

Conclusion: From the viewpoint of librarians and managers at Malek Library and Museum, the elements of gamification mechanics and dynamics were the most important factors in content marketing.

Value: Given the nature of service provision in libraries and museums, as well as their contribution to national production, the integration of gamification and content marketing can greatly assist in growth, expansion, and meeting customer needs and demands.

Key Words: *Content Marketing, Gamification, Librarians, Malek Library and Museum*.

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Extended Abstract

Introduction: Gamification is the use of psychology to influence user behavior, focusing on ability, motivation, and stimulation. In marketing, gamification applies a sense of winning to selling products or services, creating a memorable experience for consumers. By using gamification to increase consumer engagement with a product, brand attraction can be boosted, ultimately influencing future purchase decisions (Nab Afarini, 2023).

The MDA framework, which stands for Mechanics, Dynamics, and Aesthetics, is a renowned game design framework. It provides a posthumous analysis of game elements, helping to describe their interaction within and outside of the game. Mechanics are the functional components that allow game designers to control player behavior, while dynamics refer to how players react to these mechanics. Emotions, as outputs, arise from the interactions between players and game mechanics, highlighting the impact of game dynamics (Zarin Bal Masuleh, 2017). This framework was later modified by Werbach and Hunter (2012), replacing aesthetics with components. Their pyramid model categorizes elements into dynamics, mechanics, and components, emphasizing their interconnections and hierarchical nature (Werbach and Hunter, 2012).

Purpose: This research aims to identify the components of gamification in content marketing through the perspectives of Malek National Library and Museum managers and librarians.

Methodology: This applied research utilized a survey-descriptive approach. The research consisted of 20 participants, including managers and librarians from the Malek Library and Museum. Data collection employed a researcher-made questionnaire consisting of four components and 50 items. Validity was established through expert opinions, and reliability was assessed using Cronbach's alpha at 0.779. Data analysis involved descriptive statistics, such as frequency percentage, mean, standard deviation, and Friedman's test, performed using SPSS software version 24.

Findings: The importance of gamification components in content strategy, production, optimization, and distribution were assessed using Friedman's test.

Table 1. The components of gamification in content marketing

	Component	Average	average rank	standard deviation	Test statistics	Significance level
Content strategy	Gamification mechanics	٣/٧٧	٢/١٣	٠/٨٣	٧/٧٩	٠/٠٠٧
	Dynamics of gamification	٣/٦٢	٢	٠/٧٤	٣/٨٢	٠/٠٤١
	Gamification process	٣/٤٦	١/٨٨	٠/٥٠	٤/١٨	٠/٠٠٧
Content production	Gamification mechanics	٣/٧٧	١/٩٤	٦٠/٠	٠/٠٥	٠/٠٢
	Dynamics of gamification	٠/٧٥	٢/٣١	٠/٦٦	٤/٦٢	٠/٠٠٩
	Gamification process	٣/٥٠	١/٧٥	٠/٥٠	٣/١٤	٠/٠٣٦
Content optimization	Gamification mechanics	٣/٨٠	٢/١٣	٠/٦٠	٤/٨٢	٠/٠٠٧
	Dynamics of gamification	٣/٧٥	٢/١٩	٠/٧٣	٦/٤٩	٠/٠٠٩
	Gamification process	٣/٧١	١/٦٩	٠/٦٧	٤/١٣	٠/٠٢٤
Dissemination and distribution of content	Gamification mechanics	٤/٠٠	٢/٣٨	٠/٥١	٣/٧٣	٠/٠٠٦
	Dynamics of gamification	٣/٩٠	٢/٢٥	٠/٤٤	٢/٦١	٠/٠٤٥
	Gamification process	٣/٦٢	١/٣٨	٠/٤٠	١١/٤٢	<٠٠١

The results revealed that gamification mechanics held greater importance (average rating of 2.13) in content strategy according to the participants. In content production, gamification dynamics (average rating of 2.31) emerged as the most important factor. For content optimization, dynamic gamification (average rating of 2.19) surpassed the other two factors. In content distribution, gamification mechanics received the highest importance rating of 2.38.

Conclusion: Gamification mechanics and dynamics stood out as crucial elements in content marketing based on the perspectives of Malek Library and Museum librarians and managers. With the increasing use of new technologies and evolving marketing processes, libraries must familiarize themselves with these concepts to effectively attract new audiences and retain loyal users.

Value: Over recent decades, gamification has become a fundamental factor in various aspects of human life, influencing education, health, lifestyle, and marketing. Libraries and museums, as service providers and contributors to national production, can greatly benefit from incorporating gamification and content marketing strategies. These elements can aid in growth, expansion, and responding to customer needs and demands.

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