
GAMIFICATION AND PUBLIC SECTOR: INNOVATING COMPLIANCE IN THE DOMAIN OF ENERGY

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PREFACE

The purpose of this research has been to test the compatibility of gamification and the public administration's need for innovation in its practices, whereas the domain of energy has been used as contextualizing mean, to scope down the spectrum of analysis. Gamification has been a topic which I have been interested in for several years, and that also resulted in a business plan, in the domain of innovation of bike sharing experiences. The idea of connecting it with the public service however, came from my work experience, in which I have been on a daily contact with the public administration on several levels of hierarchy, seeing how several practices applied, were not only outdated, but also counterproductive, especially in the connection with the citizens. And thus, with the knowledge acquired through the various steps that marked my experience in the M.Sc. Public Governance, the idea of connecting the two domains became my founding idea for the concluding step of my experience in the Master.

I couldn't have reached the conclusion of this dissertation without the help and the support of my supervisor Dr Geertje Bekebrede, as with her guidance, the messy ideas that were floating in my head at the beginning of April, were organized, connected and thus, provided me clearness to structure, my research. I would also like to thank the support of Lianne Dols and Kathy Kuntz, as their assistance and insights were a crucial hand in understanding the points of view of the public sector and the gamification in the energy domain. Furthermore, I am deeply thankful to the 30 people who took part in the testing of the gamified platform (and those who volunteered and weren't selected for the test), as their support and insight has been of fundamental importance. Last but not least I want to thank my family and friends who supported me and helped me never lose focus and strength. Thank you all for your support.

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The resulting data and the correlated conclusion derived from them, are deemed to pose ground for future researches as the focus of this thesis is to explore the possible implication of gamification in a public context trying to probe its possible effects in the energy domain.

regulatory compliance, thus proving its worth in this domain as it combines the strengths of both approaches adding insightful means to the sum.

Even though gamification has no experience in the public domain, it can be said that the components that define it, are a good fit for it, in fact the strong imprinting on cooperation and competition, (fundamental drivers of the astonishing thriving of gamification in the private sector⁷), could be a new mean of engagement increasing the connection between citizens, the public sector and the community they are in. Furthermore, applied in the domain of energy saving, the strong emphasis on self-regulation that gamification entails (Kuntz, 2018 interview), could provide a mean to overpass the hurdle that the public sector has been facing in regulating this domain.

Thus, it can be said that gamification can be a good fit for the public sector to be used in the domain of energy, instead of the means already in use, as its possible benefits outshine the lack of previous experience in the public sphere, while providing a possible solution to both compliance and engagement of citizenship.

⁷ Danelli, 2015

Thus, gamification has appeared to be a meaningful medium, not only capable of providing a mean of behavioural modification, but also capable of providing the single person, a way to become a unique entity in regards of the public sector and not only as a citizen among the many, but as a person who takes choices and is autonomous in finding the most suited course of action to pursue the needed goal.

• I would be more interested
• I would be less interested
• It wouldn't matter
• Other

11. What is your Age group?

• 18-25
• 26-29
• 30-35
• 36-45

