



MEET THE METAVERSE!

A Reality Check for Insights.

Thank you to our Sponsors!



MEET THE
METaverse!
A Reality Check for Insights.

Session 3

13:30

Session 3: The Participant Focus



13:30

ESOMAR perspectives on privacy & profession.

By **Dr Parves Khan**, Director General & CEO, ESOMAR



14:00

Metaverse and identity.

By **Kerry Frank**, Head of Digital Identity, Snickerdoodle Labs | Oxford Pershing Square Scholar



14:30

Metaverse and the impact for participant engagement.

By **Betty Adamou**, Author, Games & Gamification in Market Research

15:00

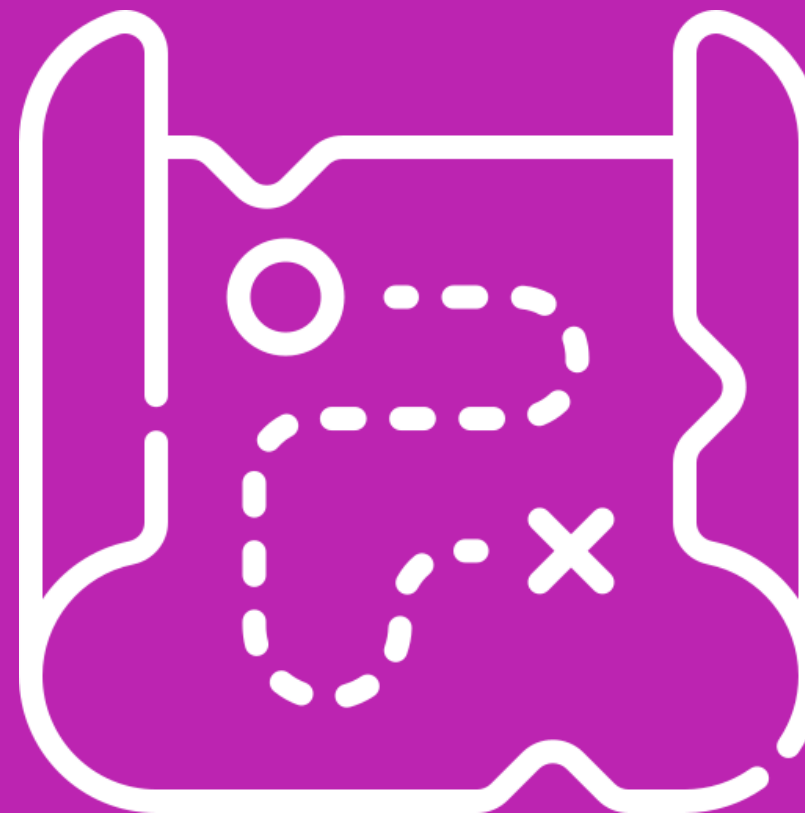
Tea (Refreshments & Networking)



MEET THE
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The Metaverse & Research: Gamification, Engagement, and Talent



Betty Adamou

Author: Games & Gamification in Market Research
Associate Director: Hannelius Recruitment
betty@hanneliusrecruitment.com

Vegas!

Happy birthday Betty!!! 🥳🍷

🕒 You replied on Thu 11/10/2022 9:21 AM

 Eric van Velzen <eric.vanvelzen@esperto.one> 
to: Betty Adamou

Cheers!



Conference!



**That photo was taken
12 years ago.**

**What's happened with
gamification
since then?**

- Desire coming direct from brands, not agencies
- More exploration & talk than commercial application
- Still, the subject feels 'elusive'
- Less than 5% have job descriptions specifically asking for interest or experience in 'innovative methods'

And yet,
we still have an
engagement problem

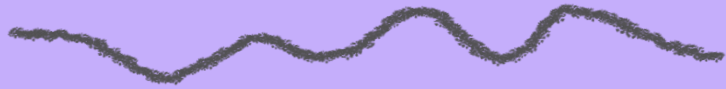
The Metaverse promises IMMERSION



Immersion doesn't come
from technology.

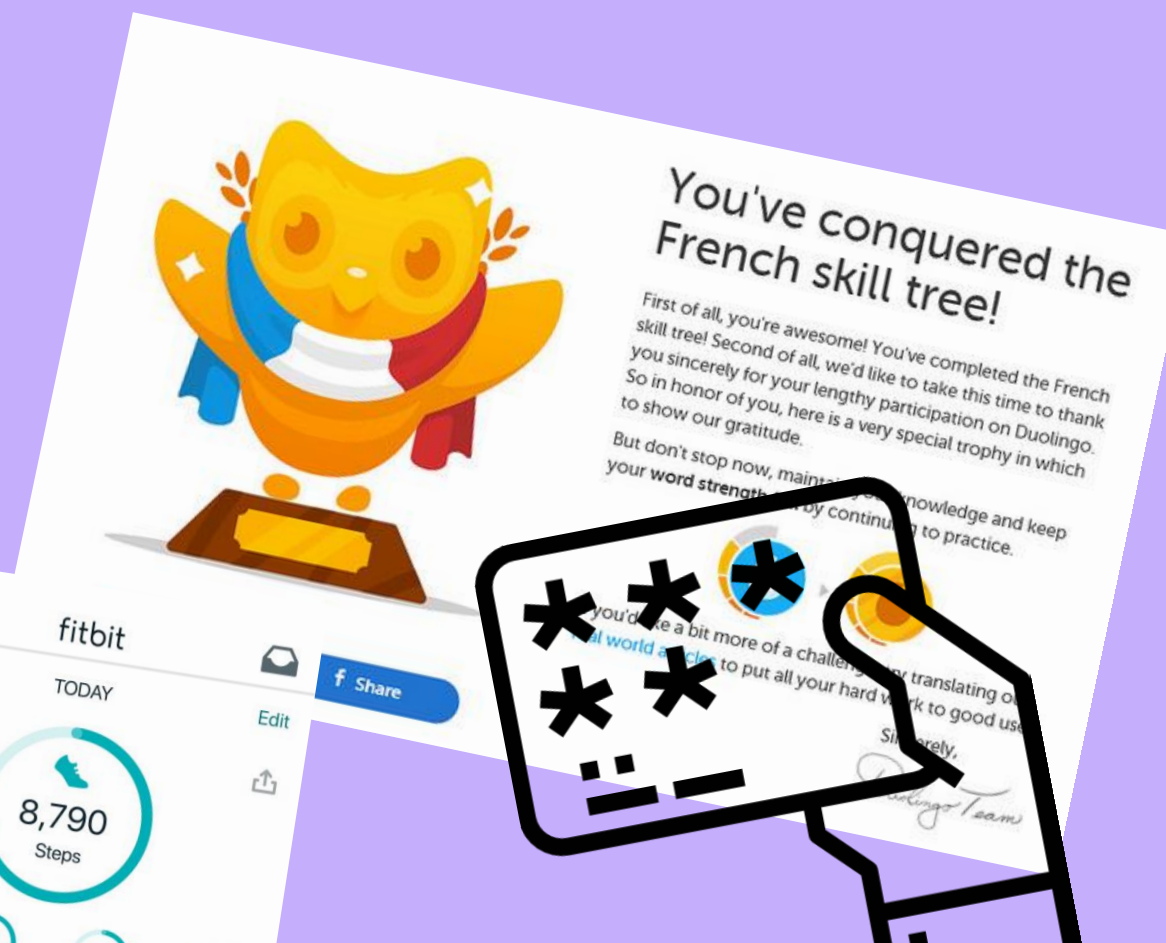
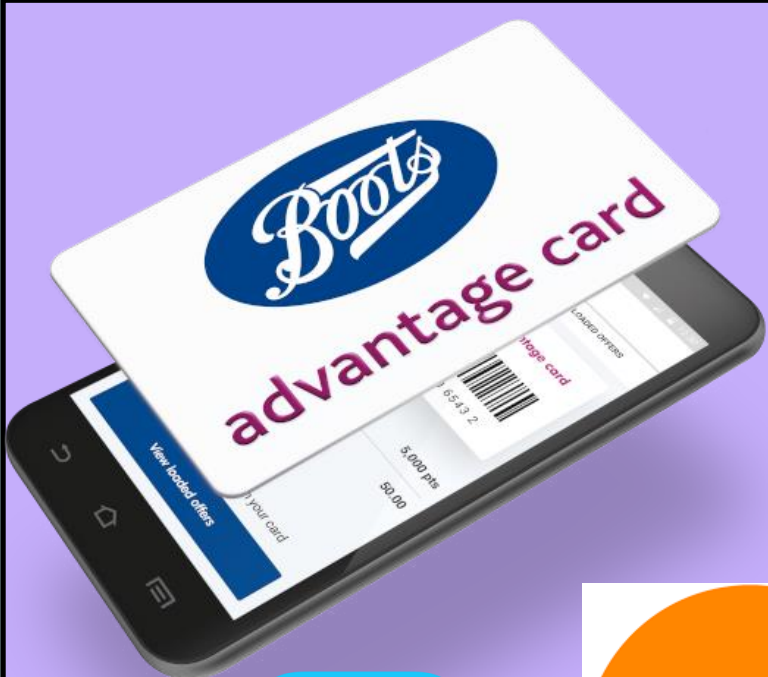
**Immersion comes from
good design
that
inspires, motivates and
engages.**

Gamification is truly everywhere!



In education, training, employee engagement, fitness, marketing, market research, selling pre-loved goods, product development, interior design, dieting, interviews, recruitment, etc etc





Built with
Askia ->



University of Surrey  @UniOfSurrey · Jun 22, 2017

Find out what kind of student 🎓 you are with our quick quiz!
ow.ly/vlsn30cw5Rl #createwonder



What kind of student are you?

TAKE PART IN OUR
QUICK QUIZ SURVEY

Going to university is on the horizon,
so why not find out what you're
truly seeking from university life?

Answer 17 short questions to uncover
your true interests and values
when it comes to university, and see
which one of 6 student profiles you get as a result.
You can even share your profile with friends!



© Copyright University of Surrey 2017

We can use
the survey software we have,
without the Metaverse
to create participant
engagement,
and context-driven
research

Using the Metaverse for research will be...

- Cumbersome
- Costly
- Still need to build relevant environments inside the Metaverse
- Doesn't increase likelihood for engagement or useful insight

What is Gamification?

What problem(s)
gamification can solve?

When people are
INTRINSICALLY engaged,
there is virtually no limit on
how much they will

FOCUS
COLLABORATE
CREATE

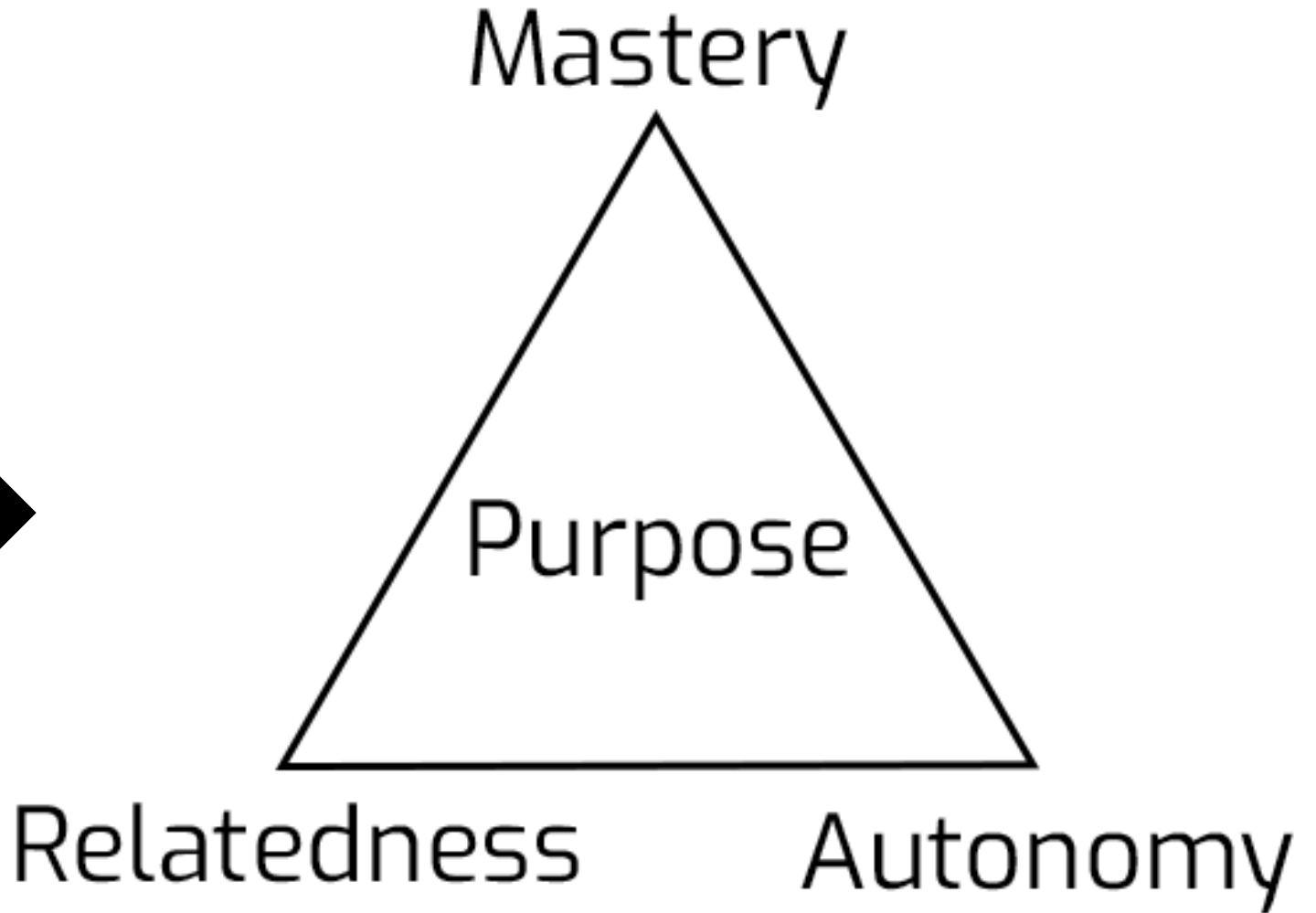
But why?

What is it about games that
produce such high levels of
intrinsic engagement?

All humans
have four
psychological
needs



When ALL FOUR needs
are satisfied, we become
intrinsically engaged

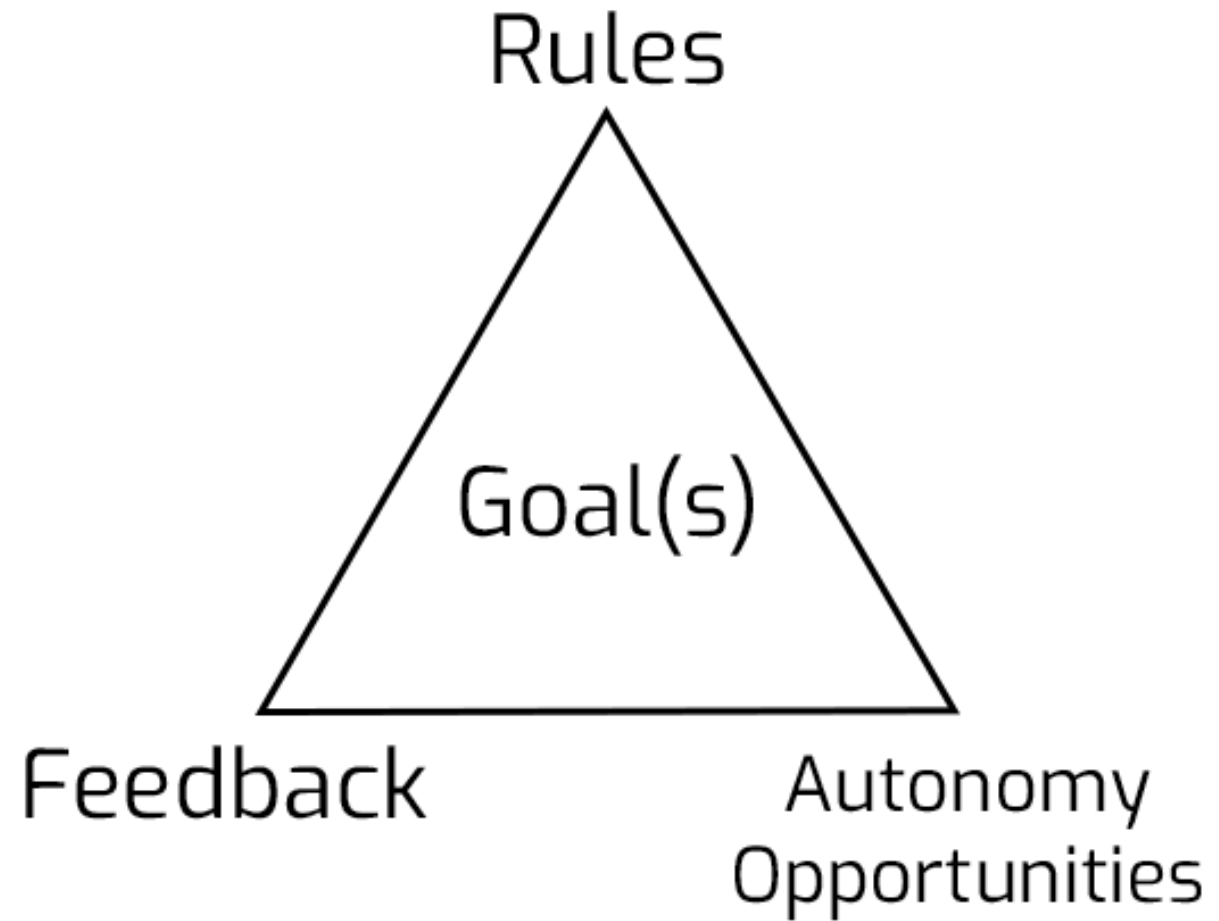


- Source: Betty Adamou (2019)

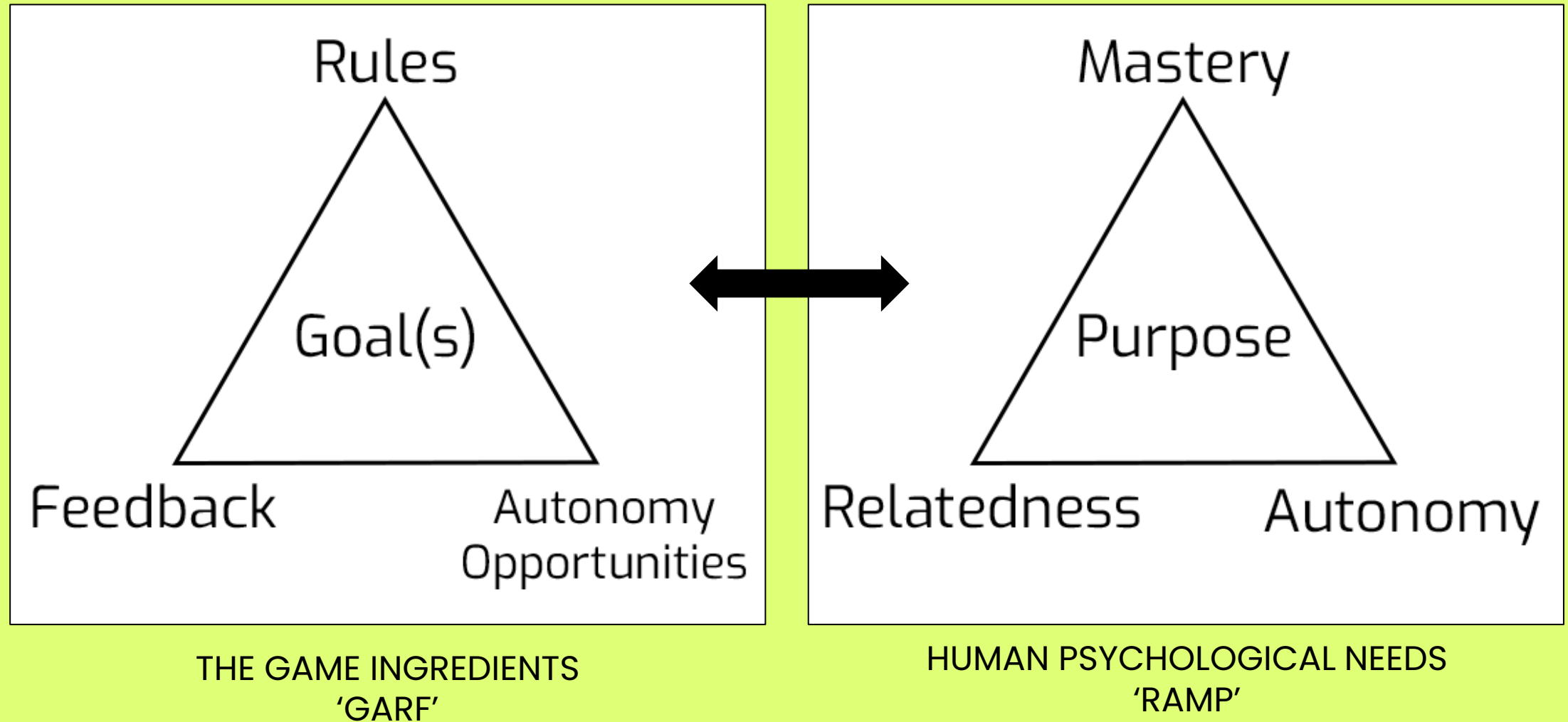
or 'RAMP'

Game Ingredients

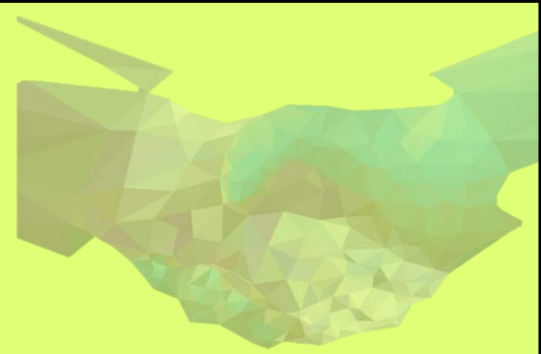
All games have
FOUR
Game
Ingredients;
the things
that make
a game a game



The Game Ingredients DIRECTLY satisfy our Psychological Needs



What PLAY does



- Creatively engages us
- Helps us to express our true selves
- Allows us to imagine our selves in the future, or in different contexts, in a way that feels safe



All things that can be achieved WITHOUT
the use of the Metaverse

What kind of student are you?

**TAKE PART IN OUR
QUICK QUIZ SURVEY**

Hi there! Going to university is on the horizon, so why not find out what you're truly seeking from university life?

Take part in a few quick activities to uncover what kind of student you are.

**There are 6 student profiles,
which one will you get?**

**You can even share your result with
friends!**



START



Sam Uzzell @samuzzell · Jun 28

So proud of our team and work with @BettyAdamou, @RTG_Ltd & @Arkenford to launch our student segmentation quiz #MRX

TAKE PART IN OUR QUICK QUIZ SURVEY



What kind of student are you?

Take the University of Surrey survey quiz! #CreateWonder

surrey.ac.uk



2



3



9



University of Surrey
Head of Market Insights and Data



- Highest: 97% completion rate (Averaged to about 75%)
- Ran for 4 years
- Over 17,000 participants
- 1,533 profile completes in one day alone!
- Average 70+% 'start rate'
- Even published on the homepage of their site

Michelle and Betty speaking at the IleX conference (2018)



Award at the University Market Insight Awards (2017)



"It was very interesting almost accurate and I had fun doing it lol. Bravo :)"

"that quiz was just perfect describe exactly what i feel and want the only thing that doesn't say is that I'm also looking for academic facilities"

"cool! amazing! Do more!!"

"Having to answer such questions that I have been avoiding in my head has cleared to me what exactly I want. I feel more confident. **Adding a few more questions could improve it some more."**

"I like the quiz and information I get in the end of it. Thank you :)"

"This was really fun! Not only that but it was accurate too. It's good to see that you acknowledge different types of students and have a way with dealing with each and every type."

"It seems interesting and a good effort from the uni management team"

NO FINANCIAL INCENTIVE

Because the client & I
invested in other types of
value

THE ARTISAN

Eric



Melissa



Moira



Stephen



Meet the four characters, carefully selected to represent the 'mature' and 'younger' customers

LEVELS

Thanks  let's get started!
You're challenged to make SIX cocktails today.
With each cocktail you can level up to create a successful bar.



Level 1

SUMMER TIME

Get a tour of the Cocktail Station and serve your first customers



Achievement



Create more great serves to get
GREAT CUSTOMER REVIEWS
for your bar, and
TWO high fives!



Level 3

THE CRITIC ARRIVES

It's Signature Cocktail time.
Show the Bar Critic what you've got.
Can you gain an awesome review in the local paper?



HINT: Every time you make a cocktail, you'll be able to earn a Gold Shaker.



Earn Gold Shakers by showing off your whisky knowledge and thinking. Earn as many as you can!
Earning Gold Shakers will shape how the Critic reviews your bar at the end.

There are 6 Gold Shakers in total - one for each cocktail.

Start Level 1

LEVELS



Achievement unlocked!



Congratulations!
You gain the
WORD OF MOUTH
for your bar, and a high five!



Achievement unlocked!



You got
**GREAT ONLINE
REVIEWS**
for your bar, and
TWO high fives!



Achievement unlocked!



You got XX gold shakers and a
CRITIC REVIEW
in the local paper!
Have **THREE** high fives!



Well done!

You've created six great serving suggestions today and you've grown your bar.
The critics review is now ready. Read what the critic had to say...

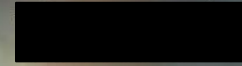
Check out the review

THE ARTISAN



THIS IS ERIC.

Hey! Are you



I heard that the bar re-opened under a new owner and wanted to come take a look for myself. The bar looks great!

I'd love a whisky cocktail.
Something refreshing for this Summer heat!

Thank you, and sure!
Any preferences?



Name your creation

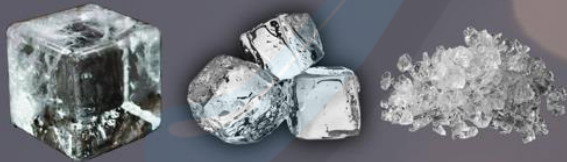
Choose a Glass



Sodas and Juices



Ice?



Syrups and purees



Shake, stir or serve hot



Bitters and liqueurs



Ready to serve



LEMON PEEL



Write
recipe
down
here

THE ARTISAN

Thanks for waiting.
Here you are! ▶
I'm calling this
The Coco Loco

No problem! *takes a sip*
This is great! Thank you!

**What made you choose these flavours
with [REDACTED]?**



0 / 650 characters

Submit reply

SKIP

Earn your first Gold Shaker
by showing off your
knowledge and thinking



THE ARTISAN

MUTE

Moira

Great, thank you!
Just left the office and
absolutley melting in this heat!
Happy to be unwinding with some
friends in the sun this evening!
And hope you're doing good too?

Can I get something with
[REDACTED]
It's pretty busy so anything you can
whip up fast would be great!

Absolutely!
Any particular kinds of
flavours that you like?

You'll be on a timer!
A busy night means you've
only got 2 minutes!



Name your creation

Choose a Glass



Ice?



Shake, stir or serve hot



0:29 mins



Ready to serve

RASPBERRIES



Sodas and Juices



CHERRY JUICE

Syrups and purees



Bitters and liqueurs



Write down
recipe here



2:48 / 7:33



Sometimes we need
art, poetry
and metaphors
to help
express *and* elicit
the truth

What kinds of talent do we need to build engaging & context-driven research in, or outside, the Metaverse?

- Researchers who understand QUAL as well as Quant
- People who can write fantastic questionnaires; this is a REAL skill
- Creative people; people who GET storytelling. People who can think like artists, *and* think like engineers; PROBLEM-SOLVERS
- People passionate about developing Research EXPERIENCES
- SKILLS IN UX and UI DESIGN; people who can 'storyboard' or graphically design a context-based questionnaire
- Fearlessness

So, how do we develop these skills in MR?

Courses in graphic-based questionnaire design

Showcase how customizable current survey software is, to create gamified & graphic survey experiences

Teach the importance of participant engagement, and gamification at education level

'Design-athons', competitions
Who can make the most engaging survey, that gains great quality data, with the same research objectives?

Attend non-MR events;
UX, Design, Tech, and Gamification

Explore/design and fail/progress in developing YOUR own skills. Have a go!



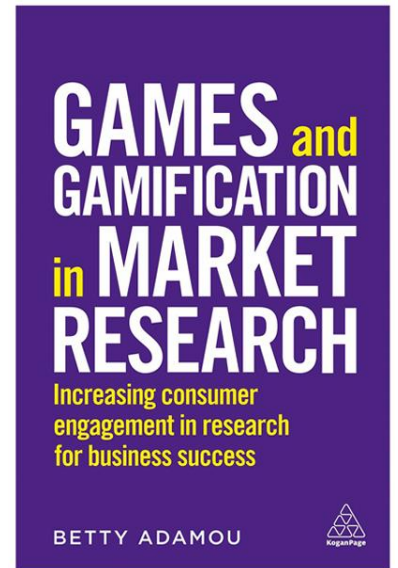
Thank you Q&A



www.hanneliusrecruitment.com

Get in touch!

betty@hanneliusrecruitment.com





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