

Table of Contents

Preface	i
Abstract.....	iii
Table of Contents	iv
List of Figures	vii
List of Tables	ix
List of Abbreviations	xi
A. Foundations	1
I. Introduction.....	2
I.1 Motivation	2
I.2 Research Questions	7
I.3 Structure of this Thesis	13
I.4 Research Design	16
I.5 Anticipated Contributions	20
II. Related Research.....	22
II.1 Digital Work and Crowdfunding	23
II.2 Issues of Digital Work	25
II.3 Types of IS in the Context of Work	26
II.4 Persuasive System Design	28
II.5 Cognition and Behavior.....	35
B. Studies on Persuasive System Design for Digital Activities.....	39
I. PSD Elements for Digital Task Completion	40
1. Study 1: Can Gamification lead to Increase Paid Crowdworkers Output? ...	41
1.1 <i>Introduction</i>	41
1.2 <i>Theoretical Background</i>	43
1.3 <i>Research Model and Hypotheses</i>	44
1.4 <i>Research Design and Methods</i>	45
1.5 <i>Results</i>	47
1.6 <i>Discussion</i>	49
1.7 <i>Limitations and Opportunities for Future Research</i>	50

1.8	<i>Conclusion</i>	51
1.9	<i>Appendix</i>	51
2.	Study 2: ‘Let Us Work Together’– Insights from an Experiment with Conversational Agents on the Relation of Anthropomorphic Design, Dialog Support, and Performance.....	52
2.1	<i>Introduction</i>	52
2.2	<i>Research Background</i>	53
2.3	<i>Research Model and Hypotheses</i>	55
2.4	<i>Research Design</i>	57
2.5	<i>Results</i>	61
2.6	<i>Discussion</i>	63
2.7	<i>Conclusion</i>	65
II.	Personal Acknowledgements for Task Completion	66
1.	Study 3: Breaking Badge – Deconstructing the Principles of Badges to Understand the Interplay of Collectability and Rarity	67
1.1	<i>Introduction</i>	67
1.2	<i>Research Background</i>	70
1.3	<i>Research Model and Hypotheses Development</i>	75
1.4	<i>Method</i>	79
1.5	<i>Results</i>	85
1.6	<i>Discussion</i>	88
1.7	<i>Conclusion</i>	93
2.	Study 4: Crate some meaning – An Investigation of valuable Contents from Lootboxes and their influence on motivation and performance.....	95
2.1	<i>Introduction</i>	96
2.2	<i>Research Background</i>	98
2.3	<i>Research Model and Hypotheses</i>	101
2.4	<i>Research Design</i>	103
2.5	<i>Results</i>	106
2.6	<i>Discussion</i>	109
2.7	<i>Conclusion</i>	112

III.	PSD and Pro-User Outcomes.....	114
1.	Study 5: Under Pressure? - The Effect of Conversational Agents on Task Pressure and Social Relatedness in Digital Labor	115
1.1	<i>Introduction</i>	116
1.2	<i>Research Background</i>	117
1.3	<i>Research Model and Hypotheses</i>	119
1.4	<i>Methodology</i>	123
1.5	<i>Results</i>	127
1.6	<i>Discussion</i>	129
1.7	<i>Conclusion</i>	133
1.8	<i>Acknowledgements</i>	134
C.	Contributions	135
I.	Findings and Results.....	136
I.1	Findings for Research Question 1.....	136
I.2	Findings for Research Question 2.....	141
I.3	Findings for Research Question 3.....	146
I.4	Summary of Findings	148
II.	Implications and Limitations.....	150
II.1	Implications for Research	151
II.2	Implications for Practice	163
II.3	Limitations.....	164
III.	Conclusion	166
References	169
Appendix.....	xi
<i>Appendix A.</i>	<i>Overview of the Author's Individual Study Contribution.....</i>	<i>xi</i>
<i>Appendix B.</i>	<i>Overview of further published Studies (Only VHB ranked).....</i>	<i>xii</i>
<i>Appendix C.</i>	<i>Curriculum Vitae.....</i>	<i>xv</i>