Name: Ganit Richter   **Date:** 30/6/2024
College of Management Academic Studies

CURRICULUM VITAE

1. Personal Details

Electronic Address: ganitri@colman.ac.il

Marital Status: M+3

2. Higher Education

A. Undergraduate and Graduate Studies

B.A. Mathematics and Fine Arts. University of Haifa. Approval Year 1989.

M.A. Pure Mathematics. University of Haifa.

Advisor: Alexander Kozhevnikov. Approval Year 1999

M.B.A. Non-Profit Organization. University of Haifa. *Cum Laude*. Approval Year 2010.

M.A. (Thesis**) Information and Knowledge Management.** University of Haifa.

 Advisors: Sheizaf Rafaeli and Daphne Raban. (Final 96) Approval Year 2012.

Honors and Awards During Studies: Graduate Studies Authority scholarship 2008. Dean's award of excellence 2010. Research scholarship 2012.

B. Doctoral Degree and Post-Doctoral Studies
Ph.D. Information and Knowledge Management. University of Haifa**.** *Best Doctoral Award*
Advisors: Sheizaf Rafaeli and Daphne Raban. Approval Year 2020

Post-Doctoral Studies. The Technion – Israel Institute of Technology.
Advisor: Ido Roll. 2020-2021

Honors and Awards During Studies: LINKS Scholarship, the ISF Center for Research Excellence 2014-2018**.** Graduate Studies Authority scholarship 2014-2017. Special Grant for Publication a Scholarly Article 2014, 2018. Dean's award of excellence 2014.

C. Other Education
Summer school visual analysis, DHSS Hub, 2023
2014, 2016 Advanced Program for Public Leadership, supported by the Friedrich-Ebert Stiftung,

Abraham Fund Initiatives, and WePower

3. <u>Academic Ranks and Tenure in Institutes of Higher Education</u>

Dates	Institution and Department	Rank/Position
2022-present	Technology Management and Information Systems. School of Business Administration, the College of Management Academic Studies.	Lecturer
2020-2021	Education in Science and Technology. The Technion – Israel Institute of Technology. Advisor: Ido Roll	Post-Doctoral Scholar
2021-present	Digital Game Design (MDes), Azrieli Faculty of Design, Shenkar College of Engineering. Design and Art.	Adjunct Faculty
2020-present	Technology and Information Management, Coller School of Management. Tel Aviv University	Teaching Fellow
2011-present	School of Business Administration, and Department of Information and Knowledge Management, University of Haifa	Adjunct Faculty
2017- 2022	Computer Engineering Program, and Electrical & Electronics Engineering Program, Faculty of Engineering; and Business Administration and the Program for Executives, Faculty of Economics & Business Administration. Ruppin Academic Center	Adjunct Faculty
2016–2020	Community Information Systems Program. Zefat Academic College.	External Lecturer
1999 – 2016	MBA Program, and BA in Management & Economics Program, Department of Management and Economics. Open University of Israel	Instructor
1991-1994	Israeli Air Force and Israeli Naval Academy Special Programs; and Department of Economics, Faculty of Social Sciences. University of Haifa.	Lecturer

4. <u>Offices in Academic Administration</u>

2024- present: AI trustee, Faculty of Business, the College of Management Academic Studies.
2010-2013: Advisory Committee and Leading Instructor, Games for Executives Initiative, University of Haifa.
2014-2019: LINKS Website committee, Center of Research Excellence, University of Haifa.

5. <u>Scholarly Positions and Activities outside the Institution</u>

2022 – Present: Academic judge and supervisor of final projects, master's degree in digital game design

and development, Azrieli Faculty of Design, Shenkar College of Engineering. Design and Art.

Research and Lab Centers -member
2020-2021: Learning Analytics, Learning Design Lab, The Technion – Israel Institute of Technology.
2018: WG- Social & Cyber, Prime Minister's Israeli Innovation, Peres Center for Peace and Innovation.
2014-2019: Learning in a Networked Society (LINKS ISF) Center of Research Excellence, University of Haifa.
2010-2013: Crowd Computing (IBM Open Collaborative Research).
2010- 2020: The Center for Internet Research, University of Haifa.

Journal Referee:
Atlantic Journal of Communication (2024), European Journal of Information Systems, EJIS (2016, 2017), Journal of Learning Analytics, JLA (2020), ACM Transactions on Social Computing, TSC (2020), IEEE Transactions on Learning Technologies, TLT (2017).

Conference Proceedings Referee:
Association of Internet Researchers (AoIR) Annual Conference (2021, 2022, 2023, 2024), International Simulation and Gaming Association's Conference, ISAGA (2022, 2023), The annual International Conference on Information Systems, ICIS (2020), Hawaii International Conference on System Sciences, HICSS (2019, 2020, 2022, 2024), APA-ACM Technology, Mind and Society Conference, TMS (2019), The International Conference on User Modeling, Adaptation, and Personalization, ACM UMAP (2019), ACM Conference on Human Factors in Computing Systems, CHI (2011, 2012, 2024)

Committee Member and Co-Chair:
18th annual conference of the Israel Association for Information Systems (ILAIS) 2024.
Serious Games Symposium and Workshop 2012

Other Contributions:
2010-2013: Games for Executives Initiative, University of Haifa.
2013-2017: Games and gamification, European Researchers' Night.
2016-2018: Serious Games and Gamification for School ICT Leaders at the Ministry of Education, and for Information Managers at the Israel Ministry of Labor, Social Affairs and Social Services.

6. <u>Participation in Scholarly Conferences</u>

a. <u>Active Participation</u>
<u>International Conferences</u>

Date	Name of Conference	Place	Subject of Lecture/Discussion	Role
August 2024	DH 2024	George Mason University (USA). Washington, D.C	Responsible crowd architectures: examining incentive designs and participation across diverse knowledge creators	Oral presentation
April, 2024	The 19th International Conference on Persuasive Technology	University of Wollongong, Australia	Persuasive AR Technology for Information Producers	Oral presentation
January, 2024	Shifting AI Controversies – Prompts, Provocations	Berlin, the Alexander von Humboldt	Training for Truth: Gamified Inoculation Against Generative AI Visual Fakes	Oral presentation

	& Problematisations for Society-Centered AI	Institute for Internet and Society (HIIG) Germany		
November, 2023	ECREA	Complutense University of Madrid, Spain	The Power of Surprise: How Unpredictable Rewards Enhance Crowdsourcing Results	Oral presentation
2022	The 53rd annual international conference of the International Simulation and Gaming ISAGA	Northeastern University, Boston MA.	Investigating Failure Mechanisms in Digital Games: How Can Such Designs Impact E-Learning Environments?	Oral presentation
2022	FROG2022	University of Krems, Vienna, Austria	Examining group cohesion through cooperative video games.	Co-presentation
2022	MP2022	Michigan State University in East Lansing, Michigan	Game design promotes awareness: Healthy vs. vulnerable siblings	Poster Presentation
2022	MP2022	Michigan State University in East Lansing, Michigan	"Collective Action Problem" serious game	Poster Presentation
2021	The ACM Collective Intelligence conference 2021	Copenhagen Business School	Play to the Crowd: Fostering knowledge contribution with scoring mechanism Design.	Oral presentation
2019	Technology, Mind and Society Conference 2019	Washington, DC, USA	Gamifying Crowdsourced Contributions	Oral presentation
2018	Meaningful Play	Michigan State University, East Lansing, Michigan.	Re-playing and quality contribution	Oral presentation
2018	the 51st Hawaii International Conference on System Sciences (HICSS-51	Hawaii, Shidler College of Business, University of Hawaii at Manoa	Tailoring a Points Scoring Mechanism for Crowd-Based Knowledge Pooling	Oral presentation
2018	DHOxSS	Oxford, UK, University of Oxford e-Research Centre	Know your crowd: A study on gamification in crowdsourcing	Oral presentation
2017	AOTA Annual Conference & Expo: Centennial Celebration	Philadelphia	Implementing elements of collaborative learning and gamification in an academic occupational therapy program	Co-Presentation
2014	The 22nd European Conference on Information Systems (ECIS)	Tel-Aviv	Score keeping function in a knowledge sharing game	Oral presentation

| 2012 | Conference on Information Systems MCIS 2012 | Guimaraes, Portugal | Schedules of reinforcement and game experience | Oral presentation ***Best Paper Award*** |

Israeli Conferences

Date	Name of Conference	Place	Subject of Lecture/Discussion	Role
2021	The 15th ILAIS Conference.	Ra'anana, Open University of Israel	The Tou Game": Building Bridges between Service Agreements and Public Perceptions	Oral presentation
2019	The 13th ILAIS Conference	Tel Aviv University	Gamification in crowdsourcing: encouraging quantity and quality contributions.	Oral presentation ***Best Paper Award***
2018	Free Speech in the Age of Algorithms Conference	University of Haifa Center for Law & Technology, Haifa	Scoring Points in Crowd-Based Knowledge- Pooling Games	Oral presentation
2017	Israel Knowledge Management Forum Annual Conference	Tel Aviv	Information Games-When Information and Research Blend	Oral presentation and workshop
2016	Symposium: Learning from past initiatives to improve science education in Israe	The Israel National Academy of Sciences, Jerusalem	Changes in Math and Sciences Curricula, Learning and Teaching in Israel	Oral presentation
2014	MEITAL Gamification Conference	Tel Aviv	The mathematics of knowledge sharing gamification	Oral presentation
2014	the 12th Annual Conference of MEITAL	Levinsky College of Education, Tel-Aviv	The effect of different score systems on player performance	Oral presentation
2014	The 2nd Israeli Human-Computer Interaction Research Conference (IsraHCI)	IBM Research Lab, Haifa	Using common gamification elements to enhance knowledge sharing	Oral presentation
2013	Teldan Info 2013	Tel-Aviv	Serious games & Games for Crowds	Oral presentation (invited talk)
2012	Israeli Conference on Information Science	Western Galilee College, Acre	Knowledge sharing enhanced by a game	Oral presentation Best Paper Award
2011	The 5th ILAIS Conference	Ra'anana, Open University of Israel	Harnessing the power of games to enhance organizational knowledge sharing	Oral presentation
2011	Annual Conference for Information Studies	Bar-Ilan University	On the connection between trivia games and business glossaries.	Oral presentation

b. **Organization of Conferences or Sessions**

Date	Name of Conference	Place	Subject/Role of Conference, Comments	Role
7-9 February 2012	Serious Games	University of Haifa & The Davidson Institute of Science Education (Weizmann Institute of Science)	Serious Games Symposium and Workshop	Co-Chair
8-9 September 2015	LINKS Retreat	Ben-Gurion University of the Negev	Gamification: Technology and Learning in Action Groups	Co-Chair Gamification group
9 September 2024	ILAIS Conference	College of Management Academic Studies	Israeli chapter of the Association for Information Systems (AIS).	Co-Chair

7. **Invited Lectures\ Colloquium Talks**

Date	Place of Lecture	Name of Forum	Presentation/Comments
2019	Tel- Aviv University Faculty of Law	Law and Technology Workshop	Gamification and the No-Reading Problem
2018	University of Haifa,	The Center for Cyber Law & Policy	Designing Algorithms
2018	Zefat Academic College	Community Informatics Department Graduate Ceremony	Keynote Speaker: Games are Serious Business
2018	Tel Aviv	The Israeli CI Forum (FIMAT)	Gamifying Crowdsourced Contributions
2018	Tel Aviv	The Israel Ministry of Labor, Social Affairs and Social Services	Think Like a Game Designer
2016	Ramat Rachel, Jerusalem	Invited speaker in the symposium, "Learning from Past Initiatives to Improve Science Education in Israel"	Insights from Scientific Review: Changes in Mathematics and Sciences Curricula and in the Knowledge about their Learning and Instruction in view of the Teachers and Their Role in Science Education Reforms
2016	Tel Aviv	The Israel Ministry of Education	Games, Serios Games and Gamification
2014, 2015	University of Haifa Department of Learning, Instruction and Teacher Education	Technologies in Education Graduate Program: Guest Lecture	Serious Games and Gamification
2014	Tel Aviv	The Center for Educational Technology	Gamification
2014	Ruppin Academic Center	Departmental Seminar	Gamification in the Classroom: What, How, why?

2011	IBM Haifa Research Lab	IBM seminar	Score Keeping Functions in Online CBSG (Crowd Based Serious Games)

8. **Research Grants**

a. **Grants Awarded**

Role in Research	Co-Researchers	Topic	Funded by/Amount	Year
PI	Prof Daphne Raban	Learning from Past Initiatives to Improve Science Education in Israel and Promote Excellence	Israel Academy of Sciences and Humanities /15,000 NIS	2016
PI		Deepfake	The College of Management Academic Studies/ 10000 NIS	2023-2024

b. **Submission of Research Proposals – Pending**

Role in Research	Co-Researchers	Topic	Funded by	Year
PI		A Gamified Approach to Inoculating Against AI-Generated Fake Images	ISF	2024
PI	Prof Ran Gilad-Bachrach	AI Compliance Tool for both industry and academics	Ministry of Innovation	2024

c. **Submission of Research Proposals – Not Funded**

Role in Research	Co-Researchers	Topic	Funded by	Year	Score
PI		Exploring TikTok's Digital Economy	Curtin University	2024	2nd phase shortlist
PI		Project NLI365 - library's cultural assets.	Cultural treasures grant	2022	
Co-PI	Prof. Sheizaf Rafaeli	Gamification for Well-Being Among Elders and Senior Citizens	Joy Annual Academic Grant	2019	2nd phase shortlist
Co-PI	Prof. Daphne Raban, Dr. Dalit Ken-Dror Feldman and Yifat Nahmias	Educating the public about Hate Speech by gamification of court decisions	Facebook	2019	
Co-PI	Prof. Sheizaf Rafaeli Prof. David Mahalel, Dr. Daphne Raban, Dr. Rina Zviel-Girshin, Dr. Ayelet Gal-Tzur	3D's – The Contribution of Digital Games to Drivers' Decision-Making	MOST- Ministry of Science and Technology	2015	

9. Scholarships, Awards and Prizes

Scholarships.
The Center for Internet Research, University of Haifa: 2018.
Faculty of Management, University of Haifa: 2018.
The Graduate Studies Authority, University of Haifa: 2008, 2014-2017, 2018.
LINKS Scholarship, the ISF Center for Research Excellence: 2014-2018.
The Israel Internet Association: 2014.
Researchers' Budget Scholarship, University of Haifa: 2012.
Scholarship for Excellence in Studies, Faculty of Management, University of Haifa: 2008, 2010.

Awards.
Best Doctoral Award, Outstanding Doctoral Research Award for the Study of Innovation and Learning Technologies, Chais: 2023.
Future Digileaders, Outstanding Early Career Researcher, KTH Royal Institute of Technology, Sweden: 2021.
ILAIS Prize for Outstanding Research, Israel Association for Information Systems: 2019
Belkine Memorial Research Student Award: Awarded for contributing to the unique understanding of the competitive intelligence field: 2018.
Trump Foundation: Prize for Research on PISA Test: 2018
Dean's Prize for Outstanding Research Excellence, University of Haifa: 2014.
Publications Award, The Graduate Studies Authority, University of Haifa: 2014, 2018.
Best Paper, The Israel Association for Information Systems Conference (ILAIS): 2019.
Best Paper, The Mediterranean Conference on Information Systems (MCIS), Guimaraes, Portugal: 2012.
Best Paper, The Israeli Information Science Conference, Acre: 2012.

Grants and Fellowships.
Participation Grant (ECREA Symposium), The College of Management Academic Studies:2023
KTH Royal Institute of Technology, Stockholm, Sweden. Sponsored by Digital Futures: 2022.
University of Minnesota, Twin Cities. Sponsored by the US National Science Foundation:2019.
Awarded to participate in an interdisciplinary workshop entitled "Game-based Assessment: An Interdisciplinary Workshop Integrating Organizations, Education, and Assessment".
University of Oxford e-Research Centre: 2018. Awarded to attend the "Crowd-sourced Research in the Humanities Conference and Workshop".
Visiting Faculty Grant, The Israel Institute ($80,000): 2023. The allocation has been deferred to a future date.
Conferences Participation Grant, Advanced Studies Authority, University of Haifa: 2018.
Conferences Participation Grant, Faculty of Management, University of Haifa: 2018

10. Teaching

a. Courses Taught in Recent Years

Year	Course Name	Type: Lecture/Seminar/Workshop/ High Learn Course/Introduction	Degree	No. of Students
2024-Present	Gamification and the Gaming Industry	Lecture	MBA	56
2022	Advanced Topics in Data Analytics	Seminar	MBA	50
2023-Present	Advanced Topics in Information Technology	Seminar	MBA	58
2022-Present	Fundamentals of Management Information Systems	Lecture	BA	95

2022-Present	Mathematics 1	Lecture	BA	96
2022-Present	Mathematics 2	Lecture	BA	100
2023-Present	Gamification: the New Management Tech Tool	Lecture and workshop	MBA	64
2023-Present	Practicum in Information and Knowledge Management for Organizations	Workshop	MA	12
2021 – Present	Play, Experience Economy, and Network	Lecture	MDes	75
2024-Present	End of the year project	Workshop	MDes	22
2023-Present	Pro-seminar for a final project	Seminar	MDes	44
2024-Present	Gaming Industry	Lecture and workshop	B.Sc.	18
2021 – 2022	Video Games: A Case Study	Seminar	MDes	34
2020-2021	Gamification as a Managerial Tool	Lecture and workshop	MBA	33
2021-Present	Management of Technology and Information	Lecture	MBA	447
2017 – 2022	Introduction to Gamification	Lecture	BA	165
2017 – 2022	Calculus	Lecture	B.Sc.	286
2011-2022	Executive Business Game	Lecture and workshop (with Prof. Daphne Raban and Dr. Amos Baranes)	MBA	870
2013-2020	Serious Games for Enterprises	Lecture and workshop	MA	140
2018-2020	Information Economics	Lecture (with Prof. Daphne Raban)	MA, MBA	170
1992-1994	Calculus	Lecture	BA	180
1991-1994	Linear Algebra and Advanced Calculus	Lecture	BA	200
1992-1994	Calculus, Linear Algebra and Ordinary Differential equations Special Programs: IAF Flight Course; Israeli Naval Academy	Lecture	BA	120
Summer 1993, Summer 1994	Mathematics Preparatory Program for Economics Students	Introduction		60
2016,	Calculus	Lecture	BA	77

2018, 2020				
2018-2019	Logic and Set Theory	Lecture	BA	24
2017, 2019	Introduction to Gamification	Lecture and workshop	BA	39
1999-2016	Mathematics for MBA Students	Lecture	MBA	600
1999-2016	Linear Algebra for MBA Students	Lecture	MBA	400
1999-2016	Mathematics for Students of Social Sciences: Set Theory, Logic and Linear Algebra	Lecture	BA	400
1999-2016	Mathematics Refresher Workshop for Social Science Students	Introduction		450
1999-2016	Calculus for Students of Economics and Management	Lecture	BA	600

12. **Professional Experience**

Volunteer Consultant, Zevulun Education Forum: 2019-2022. Advised on the integration of ICT (Information and Communication Technology) in schools.
Community Leader and Council Member, Nofit Communal Council: 2002-2005, 2007-2012, 2012-2015. Led community initiatives and participated in council decision-making processes. Collaborated with community members to develop and implement strategic plans. Elected as a Regional Council Member for Zevulun:2012-2015.
Chair, Student Scholarship Committee: 2012-2022. Oversaw the allocation and management of student scholarships.
Participant, Leadership Development Training Program: 2014 .Focused on advancing women to top influential positions at the highest levels of decision-making and elected positions. Enhanced leadership skills and strategic thinking abilities.

PUBLICATIONS

A. Ph.D. Dissertation

Scoring Mechanism Experiments in Gamification of Crowd-Sourced Knowledge Elicitation. 2019. 122 pages, English, University of Haifa. PhD Thesis. Advisors: Sheizaf Rafaeli and Daphne Raban. ZE278 .R52 2019. Selected for the **Best Doctoral Award.**

Schedules of Reinforcement and Game Experience. 2012. English, University of Haifa. Master's Thesis. Advisors: Sheizaf Rafaeli and Daphne Raban. An article based on this thesis was presented and won **Best Paper** at the MCIS Conference https://aisel.aisnet.org/mcis2012/35 .

On the Spectrum of the Operator $div \, \Delta_0^{-1} grad$ in domain of spherical layer. Master's Thesis. Advisor: Alexander Kozhevnikov. ZD270 .R5 1999

D. Articles in Refereed Journals

Published

1. Nahmias, Y., Ken-Dror Feldman, D., **Richter, G**., Raban, D. R. (2021). Games of Terms. Vermont Law Review, 45(3), 387-436.

E. Articles or Chapters in Scientific Books

(which are not Conference Proceedings)

Published

1. Richter, G., Raban, D. R., & Rafaeli, S. (2015). Studying gamification: The effect of rewards and incentives on motivation. In T. Reiners and L.C. Wood (Eds.), Gamification in education and business (pp. 21-46). New York: Springer. 25 pages. Citations (Google Scholar)=635.

F. Articles in Refereed Conference Proceedings

Note: The ACM and HICSS conferences (items #3, 4, 7) are highly competitive, peer reviewed (by 5 referees each) conferences with a low acceptance rate. They are conferences in the area of computer science.
The ECIS conference (item # 9) is also highly competitive.
Published

1. **Richter, G**., Rusho, Y., & and Raban, D. R. (2024). Persuasive AR Technology for Information Producers. Proceedings of the 19th international conference on Persuasive Technology. Wollongong, Australia. Springer LNCS proceedings.
2. **Richter, G**., Roll, I.(2022). Investigating Failure Mechanisms in Digital Games: How Can Such Designs Impact E-Learning Environments? Proceedings of the 53rd annual international conference

of the International Simulation and Gaming Association (ISAGA), (pp. 1-8). Boston MA.

3. **Richter, G.,** Raban, D. R., & and Rafaeli, S. (2021). Play to the Crowd: Fostering knowledge contribution with scoring mechanism Design. The ACM Collective Intelligence conference 2021. Copenhagen Business School.

4. **Richter, G.,** Raban, D. R., & and Rafaeli, S. (2019). Gamifying Crowdsourced Contributions: The Impact of The Scoring Mechanism Design on Players' Behavior in a Game Designed for Pooling Knowledge- Encouraging Quantity and Quality Contributions. Proceedings of the APA-ACM Technology, Mind and Society Conference (TMS 2019). Washington, DC, USA.

5. **Richter, G.,** Raban, D. R., & and Rafaeli, S. (2019). Re-playing and quality contribution: The role of the score mechanism design as motivator. In R. Ratan, B. Winn & E. LaPensee (Eds.), Proceedings of Meaningful Play 2018 (pp. 237-250). Pittsburgh: Carnegie Mellon University: ETC Press.

6. **Richter, G.** (2018). Know your crowd: A study on gamification in crowdsourcing to encourage user contributions. DHOxSS, Oxford, UK, University of Oxford e-Research Centre.

7. **Richter, G.,** Raban, D. R., & and Rafaeli, S. (2018). Tailoring a Points Scoring Mechanism for Crowd-Based Knowledge Pooling. Proceedings of the 51st Hawaii International Conference on System Sciences (HICSS-51), (pp. 1128-1137). Big Island, Hawaii, Shidler College of Business, University of Hawaii at Manoa. ISBN: 978-0-9981331-1-9.

8. Zlotnik, S., Weissbrem-Padan, D., **Richter, G**., Weiss, P., Marcus, S. (2017). Implementing elements of collaborative learning and gamification in an academic occupational therapy program. AOTA Annual Conference & Expo: Centennial Celebration. Philadelphia.

9. **Richter, G.,** Raban, D. R., & and Rafaeli, S. (2014). Score keeping function in a knowledge sharing game. The 22nd European Conference on Information Systems (ECIS) (pp.1-10), Tel-Aviv.

10. **Richter, G.,** Raban, D. R. and Rafaeli, S. (2014). The effect of different score systems on player performance. In Y. Yair & E. Shmueli (Eds.), Proceedings of the 12th Annual Conference of MEITAL (pp. 306-312). Levinsky College of Education, Tel-Aviv.

11. **Richter, G**., Raban, D. R. & Rafaeli, S. (2014). Using common gamification elements to enhance knowledge sharing: The effect of score keeping function on player performance. The 2nd Israeli Human-Computer Interaction Research Conference (IsraHCI), (pp. 1-8). IBM Research Lab, Haifa.

12. **Richter, G**., & Raban, D. (2012). Schedules of reinforcement and game experience. Proceedings of the Seventh Mediterranean Conference on Information Systems MCIS 2012 (pp. 1-12). Guimaraes, Portugal. (Selected for the ***Best Paper Award***).

13. Raban, D. R. & **Richter, G.** (2011). Harnessing the power of games to enhance organizational knowledge sharing. In N. Geri & Y. Kalman (Eds), Proceedings of The 5th ILAIS Conference, (pp. 73-77). Ra'anana, Open University of Israel.

<u>Accepted for Publication</u>

14. **Richter, G**.(2024). Responsible crowd architectures: examining incentive designs and participation across diverse knowledge creators. DH2024, Washington, D.C.

15. **Richter, G**., Ken-Dror Feldman, D. (2024). Training for Truth: Gamified Inoculation Against Generative AI Visual Fakes. Shifting AI Controversies – Prompts, Provocations & Problematisations for Society-Centered AI, the Alexander von Humboldt Institute for Internet and Society (HIIG) Germany.

H. <u>Other Scientific Publications</u>

<u>Scientific Review Published</u>

1. **Richter**, **G**., Raban, D. (2017). Changes in mathematics and science curricula and in the knowledge about their learning and instruction in Israel in light of developments around the world regarding

knowledge about learning and the view of the teacher's and the education system's role. *Insights from Past initiatives to Promote Science Education in Israel: Learning from Selected Issues* (87 pages Hebrew). Scientific review written by request of the Israeli National Academy of Science. Available online in the Academy Web site (in Hebrew, English abstract).

2. Ken-Dror Feldman, D., **Richter**, **G**., Birnhack, M., Dunkelman, O., Nahon, K., Rechavi, A., Shadmy, T., Tabansky, L., Kagan, D., Klinger, J., Shikmoni, D. (2018). The power and rights of the virtual citizen in the virtual and global world of 9B people. Israel's Innovation Summit 2018, Peres Center for Peace and Innovation. (7 pages Hebrew and English).

3. **Richter**, **G**. (2018). Digital Games: An opportunity for learning. What can we learn from PISA data on the situating of video games in classrooms? The Trump Foundation, Israel (38 pages, Hebrew).

Games Developed (Research tools)

Designer, Manager, Initiator and Producer. Information behavior technology projects:

1. 2023-present: *FakeBuster*: a gamified 'social vaccination' tool designed to investigate games as a method to enhance critical evaluation of AI-generated imagery, exploring optimal information presentation techniques.

2. 2023-present: "*Tour It Yourself*" (TIY): a gamified augmented reality interactive map designed to investigate the value of information from consumer, producer, and modifier perspectives

3. 2012-2014: *GUESS*- A game for crowds designed for knowledge contribution. With Sheizaf Rafaeli and Daphne Raban University of Haifa, and the IBM Social Technologies Team.

4. 2015-2017: *DrupalGuess*. A mobile application/game for crowds designed with a focus on timing of rewards

I. Other Publications

Professional Publications – Hebrew

1. Raban, D., & **Richter, G.** (2011). Playing games at work. *Galileo*, *154*: 56-57. (Hebrew)

J. Other Works Connected with my Scholarly Field

1. Constructed and wrote a GAMIFICATION KIT

Developed to enhance engagement and learning experiences through the application of gamification techniques. Designed for knowledge management and organizational learning in government offices, education sectors, and the Research, Planning, and Training Division at the Ministry of Labor, Social Affairs and Social Services.

2. Give lectures to information professionals: Teldan Information conference (2013), the Ministry of Education (2016), The Israeli CI Forum (FIMAT) (2018), Israel Knowledge Management Forum (2017) and more.

K. Submitted Publications

Articles in Refereed Journals

1. **Richter, G.**, Raban, D. R., & and Rafaeli, S.. Scoring for Sourcing: Optimizing Gamification Strategies for Crowdsourced Knowledge Contribution. International Journal of Information Management.

2. Rusho, Y., **Richter, G**., & and Raban, D. R. Assessing the Value of Information in an Augmented Reality Experience. Future Internet Special Issue "Advances in Extended Reality for Smart Cities".

3. **Richter, G.**, Raban, D. R., Noga Porat Maoz& and Yaron Ariel. Enhancing User Engagement in Academic Libraries: The Impact of Social Features in Discovery Systems. Library Hi Tech.

4. **Richter, G**., Roll, I.. Failing Up: Game mechanisms that facilitate challenges to promote persistence, experience, and learning. Behaviour & Information Technology

L. <u>Summary of My Research Activities and Future Plans</u>

I study the design, use, and impact of gamification approaches and online serious games. I am especially interested in the managerial, educational, social, business, and political aspects of hedonic information systems. My research on games and gamification has three foci:1. mechanisms of rewards and incentives, and their motivational roles. 2. Characteristics of knowledge sharing and the balance between instrumental knowledge contributions and spam. 3. The use of gamification in novel contexts, such as interpretation of complex legal documents. In my work I use diverse methodologies such crowd computing, field studies, and experiments.

Mechanisms of Rewards and Incentives

I examine gamification as a motivational mechanism. Rather than treat gamification as a uniform concept, the focus of my research is on the effect of scoring mechanism design on game behavior and motivation. Accordingly, the research identifies and contextualizes this specific aspect of gamification, revealing its potential across different types of tasks and users. In this regard, my research includes online and field experiments and quantitative methods to analyze data retrieved from game logs.

Furthermore, I expanded and intensified my work regarding motivations, incentives and rewards in games, to enhance knowledge sharing in 'wisdom of crowds' systems. The research question was about using game scores in order to encourage people to start playing, persist, and strive to win, all towards the goal of knowledge sharing. The research includes collecting data from a variety of audiences on and off campus, amounting to several hundred respondents. I administered my knowledge pooling games on a large selection of topics. The research includes the design and development of an innovative research tool a 'game for Crowds' (Figure 1).

Findings indicate that the type of mathematical function driving game scores determines the level of game participation; audiences are not monolithic meaning that gamification experts should consider the type of audience when they design the gamification elements. Future work in this vein will analyze in depth issues of timing of rewards during knowledge-pooling games. This will augment the mathematical dimension with a temporal one.

Presently, I am focusing on examining the advantages of games in engaging people to re-examine effort and endure failure. Failure, therefore, becomes a learning mechanism designed to improve skills and outcomes. This line of research shifts the

Figure 1. research tool- harnessing games to enhance knowledge sharing

focus of thought, in terms of game elements, to a more user-centric perspective, concentrating on the experience of failure. The first paper in this regard is under review. Several more papers are in various stages of preparation. Data will be collected on two levels, the multiplayer level using a computerized mode in Counter Strike, and on the single player mode, using an online game designed for the aim of the study (using Construct).
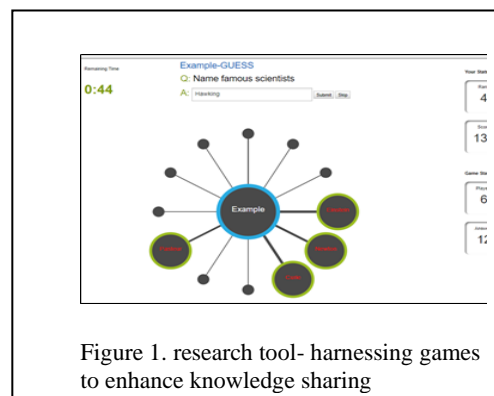
How do failed attempts improve learning? This question is often referred to as 'productive failure' or "wicked problems". The study builds bridges with the Learning Sciences. It also provides guidelines for e-learning environments, in the broadest sense (affecting education, lifelong learning, organizations, work, etc.). Given the COVID-19 pandemic, as technology is suddenly playing an exaggerated role in every facet of life (work, learning, education, health and more), this is particularly important.

Other studies will focus on game feedback in the form of micro-copy or emojis as representatives of the 'just in time' and 'information on demand' principles for good games.

Instrumental Knowledge Contributions and Spam

I have a paper under review in this stream of research. The paper expands the Hawaii International Conference on System Sciences (HICSS) paper by elaborating on the quality of information contributed. External rewards, such as points, can be enhancers of quality, however, at the same time there is the risk of generating spam just for the sake of earning points. Future study will analyze in depth issues of the balance between instrumental knowledge contributions and spam. This is interesting because initial results indicated that a tradeoff between quantity and quality does not necessarily exist. In this regard I will also investigate the 'cost of quality', questioning the assumptions for quantity vs. quality responses. In addition, it would be interesting to explore whether there is a tipping point where change in quality behavior may be detected. In the age of information, questions of quantity and quality commonly arise. For example, Fake News - will quantity be the answer, or quality of content be dominant? The question is how we are motivated in order to get the best good results.

Gamification in Novel Contexts

In this regard I investigate whether gamification is used properly in order to reach desired objectives. Alongside my dissertation work, as an active member in LINKS I managed to foster cross-disciplinary collaborations with researchers from occupational therapy, education, and more. For example, I studied the Implementation of collaborative learning and gamification in an academic occupational therapy program. Results were published in conference papers.

Recently a new collaboration with the Center for Cyber Law & Policy (CCLP, University of Haifa) came to fruition. In this regard we are a group of 4 women-researchers investigating the role of gamification in interpretation of complex legal documents, initial results from this collaboration were ultimately accepted for publication in a Law Journal.

Recognizing peoples' reluctance to read a long and complex legal document and their limited attention, we suggest addressing the 'no-reading problem' by utilizing insights from the field of gamification. Online platforms rely extensively on long perplexing legal documents to control and govern users' online activities (e.g., Terms of Use). However, most users will not even glance at these documents. Instead, they will click "I Agree" and move on with their lives. Thus, instead of promoting informed users, these documents perpetuate the no-reading problem. The research project demonstrates how gamifying legal documents in an online environment could apply the advantages of gamification to advance other means—chiefly, meaningful information disclosure. This innovative approach implements insights from the study of games and gamification to change the system of click-to-agree contracts for a system that better informs users.

Further, insights from the above study can serve to fight the proliferation of unwanted content in online platforms (Figure 2). It is difficult to imagine our life without social media platforms. Although the usage and the focus of these media platforms are diverse, they all rely on user generated content. Using a database that includes reported incidents in public media including photos and textual posts and by adding the H5P plugin for Drupal to utilize a quiz game, we aim to identify gaps between user's perception of appropriate content and platform ToU.

Our research is in the very early stages and will intensify in the coming months. The aim is to build bridges between service agreements and public perceptions.
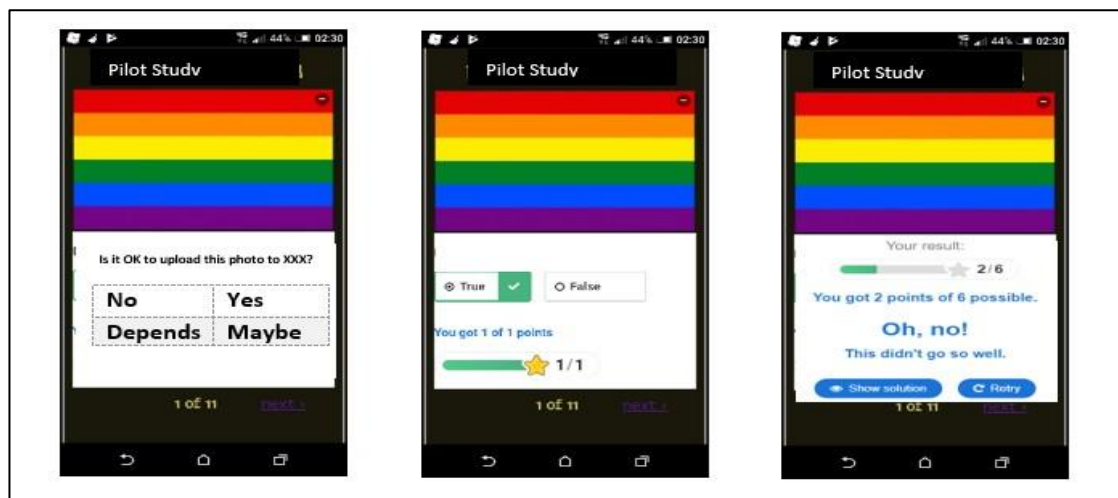

Figure 2. Main game interface   b. Feedback to player   c. Information layer.

Different models of regulation - how do they influence players' preferences?

NFTs, or non-fungible tokens, are becoming increasingly popular. NFTs bridge the digital and physical worlds. They allow buyers and sellers to establish relationships and ensure a share of the future value of an asset. These three variations introduce online games as a way to experiment with new economic models: Free-To-Play; Play-To-Earn and NFT models. It also examines factors that influence players' decisions to purchase in-game content.

Using an online gamification system, experiments are conducted to analyze how people react to different types of regulations that can be included in a NFT (such as trading, copyright, etc.). In this study, my aim is to gain a better understanding of the economic decision-making processes involved in these new business models, thereby enhancing our understanding of regulation-behavior.

"Social Vaccination" in the Age of AI- Gamified Approaches

The proposed study aims to tackle the growing concern of 'post-truth' information in the age of the Generative AI-driven information landscape. The central research question revolves around the relevance and efficacy of 'social vaccination' as a tool to counteract 'post-truth' in these evolving circumstances. The study seeks to explore whether the concept of 'social vaccination' remains applicable and effective or if alternative approaches are needed to address the

Figure 3. Developing gamified 'social vaccination'

challenge of critically evaluating information in the current information ecosystem. By delving into the intricacies of 'post-truth' information, AI-generated content, and the changing dynamics of information dissemination, the research endeavors to provide valuable insights that can inform the development of effective strategies in the battle against 'post-truth' information (Figure 3).
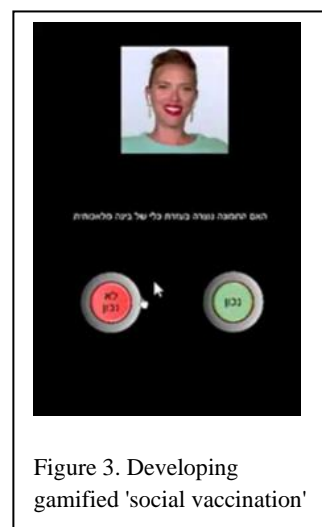
Assessing the value of information in an augmented reality mobile app- a gamified approach

This study lays the groundwork for a deeper exploration of the interrelationship between AR gamification and the value of information. As the landscape of technology-driven experiences continues to evolve, this research aims to contribute to the ongoing dialogue on how novel interactive platforms can enhance information value and user engagement. This study investigates the value of information within the context of augmented reality (AR) gamification, with a specific focus on consumers and producers. The study involves the design and development of a research tool, called Tour It Yourself (TIY), which combines gamified elements and AR technology to facilitate both content consumption and production around local

points of interest. The aim is to get a better understanding of how varying levels of AR gamification influence information value perception.
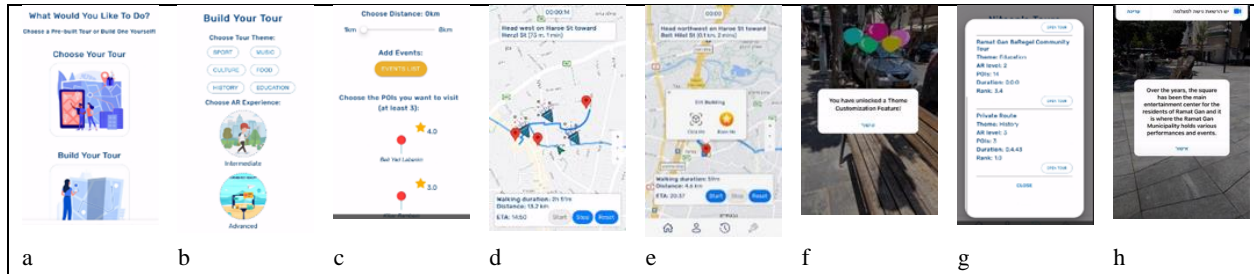

Figure 4: Game interface. a) Choose your role: consumer or producer. b) Producer form: choose your theme and AR level. c) Producer form: opt for an event or POI. d) Interactive map. e) Rank the experience pop up message. f) Rewards pop up message. g) Summarize player activities. h) An example of information popup, above the AR element.