OTT 서비스 환경에서 동영상 시청 참여 유도를 위한 추천방식 연구 -게이미피케이션 기법을 중심으로-
A Study on The Recommendation Method to Induce Users’ Participation of Video Watching in OTT Service Environment -focusing on the factors of gamification-

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ABSTRACT

The purpose of this study was to suggest a recommendation method to prompt watching participation of users in the OTT service environment, using the factors of Gamification. Additionally, it was made to investigate its effect on users through an experimental study in comparison to the existing recommendation method. This study applied "achievement and rewards, motivation, competition and relationship" as the leading factors of Gamification. It also produced respective prototypes consisting of recommendation methods that use Gamification and the existing recommendation method, as well as conduct a comparative experiment in order to investigate the watching participation experience. The subjects were divided accordingly into two groups given the purpose of viewing each type of prototype. Thereafter, we examined the factors that consequently affected the number of participation in the final viewing. As a result of the experiment, the attitude towards the recommendation method varied according to the purpose of the audience and it was able to derive factors that were suitable for the recommendation method that utilized Gamification. "Motivation" and "Relationship" were the most influential factors for users who did not have a purpose of viewing. "Achievement and Reward" factors affected users, but it raised the question of their continued use. "Motivation" and "Relationship" were the most influential factors for users who did have a purpose of viewing. Conversely, factors that did not affect the video viewing were "Achievement and Reward", and "Competition". Therefore, it is expected that using Gamification factors when positively evaluated in the OTT service environment, it will be helpful to prompt the participation of the audience.