



# INTERNATIONAL SOCIAL MARKETING CONFERENCE

Virtual Conference 8-9 February, 2022

## VIRTUAL CONFERENCE

“Social Marketing: reflecting,  
refocusing and reimagining  
for a sustainable future”



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<https://www.socialmarketingconference.com.au/>

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# Conference Program

  <b>International Social Marketing Conference 2022</b> <b>Program</b>	
<b>Time (AEST)</b>	
8:30am - 8:45am	
<b>Welcome &amp; Acknowledgement of Country</b>	
8:45am - 9:15am	
<b>Maria Raciti</b> "Social Marketing: reflecting, refocusing and reimagining for a sustainable future"	
9:15am - 9:45am	
<b>Rebekah Russell-Bennett</b> Moving from deficit to strengths-based approaches to social issues: Adopting a strengths-based approach in housing and energy sectors	
9:45am - 10:00am	
<b>Morning Tea Break</b>	
10:00am - 11:00am	
<b>Concurrent Session 1</b>	
<b>Room 1: Stories for Change</b>	
<b>Room 2: Social Change</b>	
10:00am - 10:20am	<b>Conceptualising Indigenous brand storytelling</b> Carly Forrest and Maria Raciti
	<b>Healthy@Home and living well after lockdown. A social marketing strategy to support the health and wellbeing of the Western Sydney community</b> Belinda Duckworth and Monica Nour
10:20am - 10:40am	<b>The use of digital media for social change: A case study on Egypt</b> Sara Shawky
	<b>Reflections on fighting food waste in an era of face masks.</b> Rebecca Bliss, Emily Dunstan, Travis Hatton, Emily Jones and Katie Pahlow
10:40am - 11:00am	<b>Segmenting preventive behaviour change programs to increase success: My health for life</b> Joy Parkinson and Louise Natusch
	<b>Call to arms - Childhood immunisation influenza campaign</b> Stephanie Hall
11:05am - 12:05pm	
<b>Concurrent Session 2</b>	
<b>Room 1: Reducing Food Waste</b>	
<b>Room 2: Promoting Better Health</b>	
11:05am - 11:25am	<b>Pushing the right buttons: The mediating effects of positive social marketing reinforcement on socially responsible consumption</b> Sheau Yih Shirley Chiu and Lai Teik Derek Ong
	<b>Hepatitis C 'Easy As' campaign</b> Gregory Howell
11:25am - 11:45am	<b>Avoiding pitfalls when designing household-level organic-waste recycling interventions: Preliminary findings from systematic literature review</b> Aarti Sewak, Sharyn Rundle-Thiele, Sameer Deshpande and Jeawon Kim
	<b>Addressing dry mouth via community pharmacies: piloting a new channel for promoting better oral health</b> Carolyn Loton, Hanny Calache, Rachel Martin, Kevin McNamara and Catherine Adams
11:45am - 12:05pm	<b>Bread to be More: A one-food focus for household food waste</b> Rebecca Bliss, Emily Dunstan, Emily Jones, Nuni Markito-Russen, Rees Quilford and Luke Rogers
	<b>BUILD: A 5-Step process to develop theory-driven social marketing interventions</b> Yannick Van Hierden, Timo Dietrich and Sharyn Rundle-Thiele
12:05pm - 1:00pm	
<b>Lunch</b>	
1:00pm - 2:00pm	
<b>Concurrent Session 3</b>	
<b>Room 1: Healthy Eating Practices</b>	
<b>Room 2: Improving Health and Wellbeing</b>	
1:00pm - 1:20pm	<b>Enhancing healthy eating among on-the-go consumers through persuasive communication</b>
	<b>This Girl Can - Victoria</b> Melanie Fineberg, Jasmine Lawang, Jane Shill and Matthew Nicholson

	Charles Jebarajakirthy, Sharyn Rundle-Thiele, Hormoz Ahmadi and Manish Das	
1:20pm - 1:40pm	<b>Food chatter matters: Co-designing an intervention with parents and community child health services</b> Lyza Norton	<b>Enhancing sport with immersive alcohol brand experiences: Implications for social marketers</b> Kate Westberg, Constantino Stavros and Fiona Newton
1:40pm - 2:00pm	<b>Do consumers envisage food well-being when co-designing programs for retail settings?</b> Julia Carins, Timo Dietrich and Svetlana Bogomolova	<b>Community organising for health promotion</b> Shanti Kadariya, Joy Parkinson and Lauren Ball
2:05pm - 3:05pm	<b>Concurrent Session 4</b>	
	<b>Room 1: Healthy Ageing</b>	<b>Room 2: Creating Solutions</b>
2:05pm - 2:25pm	<b>Does personal voice assistant technology improve perceived independence and reduce isolation amongst ageing consumers</b> Brian T'Hart, Graham Ferguson, Saadia Shabnam and Billy Sung	<b>Increasing breakfast consumption: A review and investigation</b> Jessica Harris, Julia Carins and Sharyn Rundle-Thiele
2:25pm - 2:45pm	<b>Ageing consumers' transition across life-stages: Perspective of changing needs and wants</b> Saadia Shabnam, Graham Ferguson and Brian T'Hart	<b>Gamification in the intersection of TSR and social marketing: Towards a Transformative Gamification Framework</b> Afshin Tanouri, Ann-Marie Kennedy and Ekant Veer
2:45pm - 3:05pm	<b>Supporting people aged 65+ transition to driving retirement: exploring value re-creation for maintaining wellbeing and quality of life</b> Nadia Zainuddin, Jennifer Algie, Julia Robinson and Melanie Randle	<b>Creating collective solutions to combat unhealthy eating behaviours in the Australian Defence Force: An application of Systems Thinking</b> Renata Anibaldi, Julia Carins, Sharyn Rundle-Thiele, Christine Domegan and Ann-Marie Kennedy
3:05pm - 3:15pm	<b>Break</b>	
3:15pm - 4:15pm	<b>Concurrent Session 5</b>	
	<b>Room 1: Influence of the Environment</b>	<b>Room 2: Communication and Information</b>
3:15pm - 3:35pm	<b>Measuring the built environment to compare its influence on the health behaviours of participants in a healthy lifestyle program</b> Morgan Darcy and Joy Parkinson	<b>Get emotional: Social marketing's role in disarming disinformation</b> David Bathur
3:35pm - 3:55pm	<b>Let the solution fit the barrier: Shaping the environment for compliance behaviour</b> Kate Letheren, Kathleen Chell, Samuel Ong and Rebekah Russell-Bennett	<b>Lots of bots or maybe nots: A framework for detecting bots in upstream social listening</b> Michael Mehmet and Kane Callaghan
3:55pm - 4:15pm	<b>Does the environment remain underexposed? A Scoping Review of Social Marketing Research</b> Ibe Delvaux and Wendy Van den Broeck	<b>A systematic review of advertising appeals' effectiveness</b> Murooj Yousef, Sharyn Rundle-Thiele and Timo Dietrich
4:15pm - 5:00pm	<b>Break</b>	
5:00pm - 6:00pm AEST	<b>Virtual dinner with Nedra Weinreich Supply, demand and the Taliban</b>	

Wednesday, 9 February	
9:00am - 9:15am AEST	<b>Welcome &amp; Acknowledgement of Country</b> <b>Best papers announcement</b>
9:15am - 10:00am	<b>Phill Sherring</b> Uniting New Zealand against COVID-19: Navigating New Zealand through the COVID-19 pandemic and encouraging health behaviours
10:00am - 10:10am	<b>Morning Tea Break</b>
10:10am - 11:10am	<b>Concurrent Session 1</b>
	<b>Room 1: People, Place and Planet</b>
	<b>Room 2: Social Marketing Systems</b>
10:10am - 10:30am	<b>Towards an equal gender distribution in the household: System social marketing approach</b> Murooj Yousef, Sarah Duffy and Patrick Van Esch
	<b>System influences in creating a sense of service safety for alleviation of vulnerability</b> Wei Wei Cheryl Leo, Gaurangi Laud and Cindy Yunhsin Chou
10:30am - 10:50am	<b>Building habitat: A place for pollinators and people</b> Felicity Small, Alain Neher and Lucia Wuersch
	<b>Providing a supportive system for change: Repositioning home energy efficiency for liveability not cost</b> Ryan McAndrew, Hyun Seung Jin, Kate Letheren, Rebekah Russell-Bennett and John Gardner
10:50am - 11:10am	<b>Switch Your fish: Process and outcome evaluation of a pilot campaign</b> Sophie Clayton, Mark Paterson, Sharyn Rundle-Thiele, Carina Roemer, Samuel Williams and Mary Mackay
	<b>Mitigating value co-destruction: Refocusing community involvement in social marketing</b> Sinead Mcleod and Janet Davey
11:15am - 12:15pm	<b>Concurrent Session 2</b>
	<b>Room 1: Enhancing and Enriching as we Age</b>
	<b>Room 2: Social Marketing in Higher Ed</b>
11:15am - 11:35am	<b>Masculinity, procrastination, burnout, and health in middle-Aged Men</b> Mike Reid and Foula Kopanidis
	<b>First year expectations in a post pandemic world</b> Courtney Geritz and Maria Raciti
11:30am - 11:55am	<b>Condom use by the over 50's: the shared sphere of eroticizing, enhancing and enriching sexual experiences</b> Natalie Bowring and Rebekah Russell-Bennett
	<b>Empowering the female STEM identify: a social identity approach to student experiences at university</b> Carina Roemer, Bo Pang and James Durl
11:55am - 12:15pm	<b>An empirical study on music events as a way of promoting dialogue with families on organ donation</b> Yoko Uryuhara
	<b>Segmentation and audience analysis in social marketing for the promotion of seasonal influenza and COVID-19 vaccination among university students</b> Daisy Lee, Sharyn Rundle-Thiele and Gabriel Li
12:15pm - 1:00pm	<b>Lunch</b>
1:00pm - 2:00pm	<b>Concurrent Session 3</b>
	<b>Room 1: Generating Insights</b>
	<b>Room 2: Behaviour Change in COVID-19 Times</b>
1:00pm - 1:20pm	<b>Understanding stakeholders matters: On-ground stakeholder observation</b> Carina Roemer and Sharyn Rundle-Thiele
	<b>"We've been lucky in Queensland": COVID-19 formative research findings</b> Maria Raciti, Kylie Brosnan, Carmela Lagasca, Ross Gordon and Tom Aechtner
1:20pm - 1:40pm	<b>Creating the environment for change by enhancing experience</b> Rebekah Russell-Bennett, Kate Letheren, Stephen Whyte, Gaby Odekerken and Vanessa Cattermole-Terzic
	<b>Predicting COVID-19 QR code check-in and reporting compliance behaviours using The Theory of Planned Behaviour</b> Mac Thi Nhung

1:40pm - 2:00pm	<b>Evaluating the social impact of initiatives</b> Jay Naidu, Joy Parkinson and Kyra Hamilton	<b>Indigenous health rituals to treat COVID-19 patients in the Peruvian Amazon. A discursive study</b> Erik Cateriano Arévalo
2:05pm - 2:45pm	<b>Concurrent Session 4</b>	
	<b>Room 1: Australian Stories</b>	<b>Room 2: Framework Development for Social Marketing</b>
2:05pm - 2:25pm	<b>Developing a resource-advantage theory for social change: Insights from The National Day of Action Against Bullying and Violence</b> James Tarbit and Josephine Previte	<b>Towards a multi-actor engagement framework in social marketing</b> Sara Shawky, Krzysztof Kubacki, Timo Dietrich and Scott Weaven
2:25pm - 2:45pm	<b>Measuring illicit tobacco using a macro-social marketing lens: The Australian case</b> Alain Neher and Rob Preece	<b>Towards achieving social impact: Applying the Collective Impact Framework to My health for life</b> Joy Parkinson, Thomas Hannan, Lauren Ball
2:45pm - 3:00pm	<b>Break</b>	
3:00pm - 4:00pm	<b>Closing Session</b>	
3:00pm - 3:30pm	<b>"PhooD for Thought" Tips, Tricks &amp; Survival Techniques</b>	
3:30pm - 4:00pm	<b>Closing Panel:</b> "Looking back, refocusing & setting the agenda for behaviour change"	
4:00pm - 4:10pm	<b>Close</b>	



## Gamification in the intersection of TSR and social marketing: Towards a Transformative Gamification Framework

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### Introduction

We propose that gamification can bring about behaviour change when game immersion creates a 'third place' which is transformational. But how does one create these service systems and how do they affect consumers' well-being? While a number of studies have explored the role of service providers as 'third places' of consumption (Ducheneaut, Moore, & Nickell, 2007; Oldenburg, 1989), this research extends the notion by exploring the role of gamification and game immersion in this. We explore this interaction of third place experiences and gamification by taking a Transformative Services Research (TSR) perspective to not only understand the interrelationship between consumers and gamified services but the impact of these services on consumer well-being (Anderson et al., 2013). The outcome of the paper is a conceptual model explaining the transformation process of gamification.

Amidst different online services, gamification is among the fresh ideas in TSR (Russell-Bennett & Baron, 2015). Although previous studies suggested that online services in general have the potential to be considered as "third places" and affect consumers' well-being (Parkinson, Mulcahy Rory, Schuster, & Taiminen, 2019; Parkinson, Schuster, Mulcahy, & Taiminen Heini, 2017), the findings are

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inconsistent in the case of gamification. There is little research on gamification in the TSR literature (Parkinson et al., 2017), and that which exists is contradictory. For instance, Ducheneaut et al. (2007) suggested that multiplayer games can be considered as “third places” and be categorized among transformational services only if extensive attention is paid to the graphical characteristics of the game world to resemble a real-world setting. In addition, Hammedi, Leclerq, and Van Riel Allard (2017) investigated the transformational potential of gamification in health services and suggested age and disease severity as two salient factors that can determine the transformative nature of gamification.

Altogether, achieving holistic insight about the transformational potential of gamification services entails aggregating the findings from social marketing and TSR literature. Converging TSR and social marketing is highly emphasised to solve complex social problems and achieve a consumer oriented approach in designing transformational services (Russell-Bennett, Fisk Raymond, Rosenbaum Mark, & Zainuddin, 2019). Likewise, Nicholson (2015) emphasised that gamification services should take a user-centric approach and provide meaning for players rather than focusing on operational aspects of the games to be effective in changing behaviours.

The social marketing literature reveals that gamification shares several characteristics with a transformational service. It can facilitate anonymity and non-judgemental user-to-user and user-to-service interactions which can improve well-being through reducing stigma and increasing confidence to disclose (Bakker, Kazantzis, Rickwood, & Rickard, 2016; Parkinson et al., 2019). Moreover, gamification services can be considered transformational since they can tighten the disparities in quality of the service offered in different geographical regions and for underprivileged consumers (Cheek et al., 2014; Rosenbaum et al., 2011). In addition Barab, Gresalfi, and Ingram-Goble (2010) introduced Transformational Play Theory which implies that games can become transformational if they have a strong narrative and are played transformationally.

A recent review of gamification in social marketing also demonstrated that stories are the key to achieving meaningful gamification (Tanouri, Kennedy, & Veer, 2019). Nonetheless, the focus of gamification designers on improving the technology and participatory experience has downplayed the importance of storytelling in gamification services (Morford, Witts, Killingsworth, & Alavosius, 2014; Phillips, 2015). As such, this paper aims to propose a conceptual transformative gamification framework built upon storytelling (see figure 1).

### **Conceptual Model (FIGURE 1)**

Transformation is the result of merging the perspectives of the storyteller and the story receiver and takes place after the story receiver engages in reflection, imagination and, exploring different possibilities (Alterio, 2011). Likewise, reflection is suggested as the main mechanism for changing behaviour in the latest evidence-based theories used in social marketing and psychology (Clark, 2012; Merry et al., 2012). As such, it can be inferred that for a gamification service to be transformational, it needs to create a so called “third place” in which reflection, imagination and exploration are encouraged. Taking a close look to the definition of “third places”, it can be inferred that the experience of being in “third places” comprises engaging with the surface layer of the “third place” (e.g. the restaurant atmosphere), and the content of the “third place” (e.g. social interactions) (Oldenburg, 1989). Therefore, gamification services should incorporate the surface layer and content of the “third place” to be considered transformational.

Transportation is an important mechanism in storytelling literature that can facilitate imagination, in-game interaction, and enhance immersion (Green & Brock, 2000). Transportation is defined as being taken from reality to a fantasy world (Green & Clark, 2013). The consequences of

transportation are persuasion, change in attitudes and beliefs, and affective responses (van Laer, de Ruyter, Visconti, & Wetzels, 2013). According to Ducheneaut et al. (2007) sociability and emotional experiences are the most important attributes of “third places”; likewise, it is believed that transportation can lead to higher levels of perceived realism and closeness, and has direct influence on empathy and social interactions (Kinnebrock & Bilandzic, 2011). Thereby, it can be postulated that the content layer of the “third places” can be attained by providing a transformative game story.

On the other hand, Ducheneaut et al. (2007) showed that individuals who spent more time in games and were more experienced and engaged, were more likely to consider games as “third places”. By framing those factors as hedonic factors, it can be postulated that perceived hedonic value is the other contributor to perception of “third places” in gamification services. Holbrook (1994) proposed *play* and *aesthetics* as two dimensions of hedonic value. With regard to the play dimension, several gamification studies have shown a positive association between flow state (Csikszentmihalyi, Abuhamdeh, & Nakamura, 2014) and play (Chang, 2013). Therefore, unlike previous studies that proposed aesthetics (i.e. graphical features) as the main mechanism that can turn gamification services to “third places”, we propose more dimensions to contribute to the perception of gamification as “third places”. In addition, it is also believed that delivery method of online services can affect perceived realism and user experience. Recent studies have suggested that transmedia environments when coupled with gamification, can consolidate both the participatory experience and the transformation process (Jenkins, 2006; Moloney, 2011).

In conclusion, gamification services can be transformational through creating a “third place” and encouraging reflection. That the “third place” has two layers (i.e. the surface and the content) which can be operationalized by a transportive story, flow and an appropriate graphical experience in a transmedia gameplay. Thus, we propose Figure 1 as the transformative gamification framework.

### Contribution to theory and practice

This research has several contributions to social marketing, TSR, and gamification. First, it is the first study that introduces a practical framework for design and implementation of transformative gamification services. Second, this is the first study that suggests a model for creating gamified “third places”. Thirdly, this framework is a guideline to design user-centric gamification interventions to improve well-being and can be adopted to different scopes and subjects.

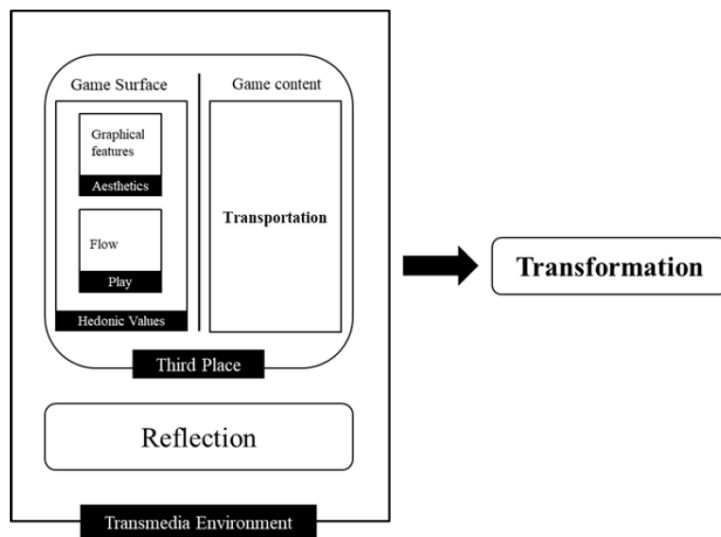


Figure 1: Transformative gamification framework

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