Gamification in translation of business DNA: a proposal

Gamificação na tradução do DNA empresarial: uma proposta

Thaynã Mariano Costa

Graduated in Technology in Industrial Mechatronics from the Federal Institute of Santa Catarina
Master's student in the Postgraduate Program in Translation Studies at the Federal Unversity of Santa Catarina
tmarianoc@hotmail.com

Luiz Salomão Ribas Gomez

PhD in Production Engineering from the Federal University of Santa Catarina
Professor at Federal University of Santa Catarina
salodesigner@gmail.com

ABSTRACT

This paper seeks to present a proposed research methodology that aims to understand whether it is possible to apply gamification in translation of business DNA to generate more satisfactory results in brand building. It discusses the theoretical framework that will serve as a basis for the research methodology. It presents a proposal with objectives, justification, and methodology to begin the research. And finally, it concludes the need for an extensive bibliographic research on the topics: gamification, translation studies, sociosemiotics, and business DNA. With a qualitative approach, this research methodology proposal will last 24 months.

KEYWORDS

Gamification, Translation Studies, Sociosemiotics, Business DNA, Research Methodology

RESUMO

Este artigo busca apresentar uma proposta de metodologia de pesquisa que tem como objetivo compreender se é possível aplicar a gamificação na tradução do DNA de negócios para gerar resultados mais satisfatórios na construção da marca. Discorre sobre o referencial teórico que servirá de base para a metodologia de pesquisa. Apresenta uma proposta com objetivos, justificativa e metodologia para dar início a pesquisa. E por fim, conclui-se a necessidade de uma extensa pesquisa bibliográfica sobre os temas: gamificação, estudos da tradução, sociossemiótica e DNA de negócios. Com uma abordagem qualitativa, esta proposta de metodologia de pesquisa tem duração de 24 meses.

PALAVRAS-CHAVE

Gamificação, Estudos da Tradução, Sociossemiótica, DNA de Negócios, Metodologia de Pesquisa
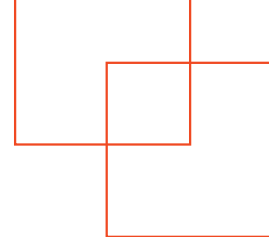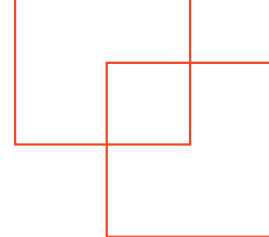
INTRODUCTION

Gamification has become a worldwide trend, according to Burke (2014). From small companies to large real estate developers and universities of international excellence - such as Harvard, Princeton, Cambridge, among others - use gamification to engage their employees, customers, and students. According to Werbach (2012) and Bates (2016), the definition of gamification derives from the concept of game, since it designates the use of elements of a game (rules, challenges, rewards, among others) in a context different from that expected in a game (leisure, fun, competition, etc.). In this sense, the purpose of this article is to present a proposal for investigating this notion by applying it to the translation of business DNA, specifically in innovative ventures.

According to Papert (2008), more than three decades ago the potential of games in the production, promotion and unfolding of skills and competences was already pointed out. However, at that time, the industrialization of entertainment and creative industry production processes was not yet consolidated, which only became effective in the second half of the 20th century onwards, especially due to the Walt Disney phenomenon. According to Kapp (2012), gamification is an even more recent process that derived from the popularization of electronic games after the spread of the Internet in the late 20th and early 21st centuries. Considering this context, this scientific work is thematically supported, since it explores an aspect that has relevance on the world stage - whether financial or sociocultural - but is not yet systematically and sufficiently examined in the literature - although relevant studies have already addressed this market perspective (BATES, 2016; CHOU, 2015; HUIZINGA, 2000; WERBACH, 2012; ZICHERMANN, 2011).

The deployment of game elements to other scenarios and social niches is derived from the commercial and popular reach that games have achieved in recent years. "The games market will continue to grow in the coming years, surpassing $200 billion by the end of 2023, following the estimated average increase of 7.2% between 2019 and 2023 to $204.6 billion" (PACETE, 2022). According to the Pesquisa Brasil Games, which has been conducted since 2018, "74.5% of Brazilians

declare to play some kind of game" and "50.4% self-declare to be gamers" (PGB, 2022, p. 12-44)[1]. This demonstrates the relevance of researching the phenomenon of gamification in society, especially in the area of Education and Entrepreneurship, which is the subject of this study.

In order to properly train the administrative and financial cores of a business, it is necessary to know the DNA that sustains the company's mission, vision, and values[2]. To this end, the translation business DNA is a very useful strategy. Upshaw (1997) explains that a brand carries the DNA of the business, and the brand image is the representation of this DNA. According to Ribeiro and Gomez (2011), it is necessary to understand that the brand also transmits feelings and values when presenting itself to its target audience: "in building a brand, the internal audience's feelings should be reflected and communicated in its construction. It is understood that a brand that wants to achieve a high consolidation potential in the consumer's mind must transmit all its feelings and its essence [...]" (RIBEIRO; GOMEZ, 2011, p. 5).

Gamification applied to the concept of translating the Business DNA is still a recent theme in the literature. In general, the concept of gamification is applied in teaching systems, in companies and other institutions as a motivational factor and/or driver of the teaching-learning process (CHOU, 2015; KAPP, 2012; ZICHERMANN, 2011). In this study, gamification is being inserted in a different context, because it is observed as a promoter of brand values due to the characteristics of the games being inserted into the organization's formative processes.

Business DNA translation, for its part, is also a recent notion in the literature. It is a concept developed from studies by Gomez and Mateus (2009) on the cocreation construction of businesses, which proposes the following stages: Diagnosis, Creative Event, DNA Construction, and Benchmark, generating in the end a series of recommendations so that

---

1 - This survey, in 2022, interviewed 13,051 people over the age of 16 in Brazil.
2 - For more information about the conceptual triad mission, vision, and values, see Chiavenato (2007).
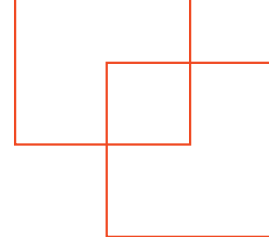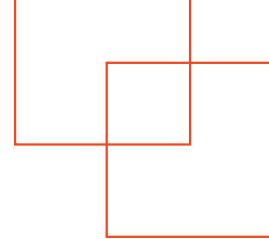
the organization can live its DNA. Lopes (2016, p. 59) consolidates this understanding, since he sustains "The DNA of business is a set of information that defines the characteristics of any culture, contributing to the qualification of ideas that may become a guide for the development of the business in each of its points of contact". Understanding the need to pay attention to brand positioning, the translation of the business DNA brings contributions to the dissemination of values and feelings associated with the organization's branding - this can still be enhanced by gamification, which, as found in other studies (BURKE, 2014; MCGONIGAL, 2011; PINK 2009), accelerates, promotes, and engages the user's relationship with the gamified object/process.

Understanding that gamification is a recent and relevant process and that the translation of business DNA can be gamified, the objective is a methodology to investigate whether the translation of business DNA (GOMEZ et al. 2011) in innovative ventures can obtain satisfactory results when gamifying the various processes associated with building a brand. This type of study is descriptive-exploratory and, therefore, will contribute to the broadening and deepening of this field of research in the areas of both Education and Languages, and Technologies and Administration. It is, therefore, an interdisciplinary research that addresses, in a scientific way, a contemporary theme that is still little discussed in the terms defined here. To this end, the proposition is a qualitative approach research (GIL, 2002), in which the case study strategy is used (ANDRÉ, 2013; STAKE, 1978).

2 THEORETICAL REFERENCE

The theoretical basis of this study is based on interdisciplinarity - respecting the epistemology of each field - between, at least, different areas, namely: on the one hand, theories related to games and administration, and on the other, those focused on the search for meaning, especially the sociosemiotics. The justification for this association of different and diverse fronts is the complexity of the phenomenon to be explored in this study: the gamification of the translation of Business DNA. Both conceptually and in an applied way,

Laboratório de Orientação da Gênese Organizacional - UFSC

these notions - gamification and translation of Business DNA - are still under construction in the international literature, and especially in the national literature - hence the need to search for theoretical notions already theoretically consolidated in other fields in order to perform the appropriate scientific treatment.

Gamification, translation studies, socio-semiotics, and business DNA will be the main theoretical bases that support this proposed methodology. Throughout the study, other references may be added in order to supplement the gaps that the phenomenon under study requires. Furthermore, it is expected that the interdisciplinary prism unfolded here will overcome the edges between the various theoretical fronts put in dialogue in order to bring contributions to this descriptive-exploratory research proposal of gamification in translation of DNA of business.

To unfold the notion of gamification, this study takes up the propositions of Yu-kai Chou, a Taiwanese-American author. For Chou (2015), gamification is the art of extracting all the fun and engaging elements of games and applying them to productive real-world activities. From this perspective, it is expected to bring the elements of the game world into the Business DNA translation processes in order to raise the satisfaction levels of entrepreneurs.

In 1963, Roman Jakobson described three translation categories that serve as an introduction to translation studies. Intralingual translation occurs within the same language, interlingual translation occurs between different languages, and intersemiotic translation occurs through the interpretation of verbal signs through non-verbal sign systems (ZIPSER; POLCHLOPEK, 2011). In this proposed research methodology, it is necessary to deepen knowledge in translation studies to effectively translate one sign system into another.

All these recent concepts are analyzed from the prism of sociosemiotics, developed by the studies of Eric Landowski. This current of semiotics from the School of Paris appeared in 1970, derived from the second phase of Greimasian semiotics. For this semiotic paradigm, meaning is "never 'given'. It is never 'there' there or there, beforehand, nor hidden over visible things [...]"; far from it, "it [meaning] is constructed, defined and apprehended only 'in situation' -
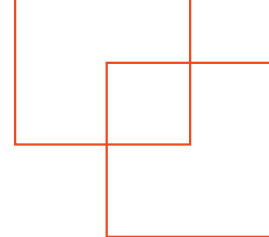
in the act - that is, in the singularity of circumstances proper to each specific encounter between the world and a given subject or between certain subjects" (LANDOWSKI, 1996, p. 28). Following this prerogative, this study proposes to examine the answers of interviews, diagnostic and evaluative, observing if what is said (enunciation) corresponds, or not, to what is deprehended (enunciation), to, thus, validate if, in fact, the levels of satisfaction rise or not through the bias of the interviewed entrepreneurs.

About the concept of business DNA, recent contributions by Gomez and Mateus (2009), Gomez et al. (2011), Lopes and Gomez (2012), Ribeiro and Gomez (2011) and Lopes (2016), among others, are brought to light. This is a theoretical unfolding of brand building (UPSHAW, 1997). It was developed by Gomez et al. (2011) in order to demonstrate that the DNA of Businesses is a metaphor to translate the essence that the business has, so as to really transmit what the business is and what it wants to communicate. Therefore, the DNA of Business is a tool that is based on some conceptual pillars such as: emotion, resilience, technique, marketing characteristic and integrative aspect (LOPES; GOMEZ, 2012).

3 METHODOLOGY PROPOSAL

This study proposal is based on a qualitative approach. According to Gil (2002), the choice of qualitative analysis is correlated to a number of factors, such as the nature of the data collected, the sample size, the research instruments and the theoretical assumptions that guide the investigation. Due to the characteristics of the object of study and the theme addressed, the choice for a qualitative approach is the most appropriate one, also considering the the purposes of this investigation.

Regarding the nature of this study, this is a descriptive and exploratory research (GIL, 2008). It is a descriptive research, because it mainly aims to describe the characteristics of a given phenomenon, in this case gamification applied to business DNA translation. It is an exploratory research because it is developed with the aim of providing greater familiarity with the object of study that has been little explored, in this case the brand building of innovative ventures. Having these
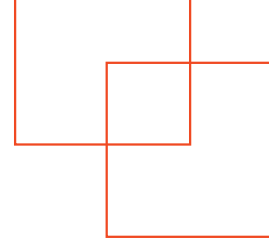
characteristics, this research, therefore, provides for the description of the characteristics that constitute gamification inserted in the construction of innovative ventures of a chosen case.

As a procedure that best corresponds to the particularities of this study, the case study strategy is also used. According to André (2013), if the interest is to investigate educational phenomena in the natural context in which they occur, "[...] case studies can be valuable instruments, since the researcher's direct and prolonged contact with the investigated events and situations makes it possible to describe actions and behaviors, capture meanings, analyze interactions, understand and interpret languages, [...], among other actions (ANDRÉ, 2013, p. 3).

To carry out this strategy, initially, the bibliographical research must be used as a fundamental and guiding element for this study. According to Gil (2008 p. 50) "the main advantage of the literature search lies in the fact that it allows the researcher to cover a much wider range of phenomena than he could research directly". These contributions also serve to deepen the understanding of internationally prominent gamification frameworks that can be applied to business DNA translation.

Another technique to be applied is desk research. This type of research makes use of materials that have not yet received an analytical treatment, or that can still be reworked according to the research objectives such as documents, laws, reports and the like (GIL, 2008 p. 51). This type of research is applied in order to understand, from the documents themselves, the chosen case. In this way, the satisfaction criteria used by the organization are sought, which will serve as parameters for deprecating whether or not there was an improvement in satisfaction levels after gamification was applied.

Once the satisfaction criteria have been mapped out and the frameworks deduced from the literature, the next step is to conduct two semi-structured interviews: one with a diagnostic nature and the other with an evaluative bias. According to Marconi and Lakatos (2004), in the semi-structured interview, the interviewer is free to develop each situation in any direction he/she deems appropriate, being a way to be able to explore more broadly the research question. We will seek to understand, first, the motivation of entrepreneurs as the processes
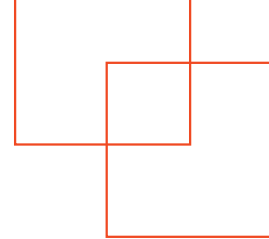
can be gamified; and after the execution of gamification, whether or not satisfaction levels have increased with these same individuals.

In order to have a scope of study, the gamification process will be implemented in a chosen case and will be followed by two classes: one with gamification applied and the other without it. The first class will be called Test Group (class with gamification applied) and the second, Control Group (class without gamification applied). The two interviews, diagnostic and evaluative, will be applied to both classes. The data from only five interviewees will be analyzed in each application for each class, totaling twenty collections, ten from one class and ten from the other. The start of the data collection and the choice of classes will be decided according to the availability and authorization of the chosen case and the theoretical-methodological sequence of this research, respecting the ethics council of the research institution and its guidelines.

With the techniques of bibliographic and documentary research and semi-structured interview, we will define the gamification elements to be used, the behaviors desired in the participants, and the metrics that will be impacted. These are, therefore, the data collection techniques for this study. As for the data analysis, the sociosemiotic analysis proposed by Landowski (2002) is applied. This semiotic analysis examines the data collected from the semi-structured evaluative interview against the initial data from the diagnostic interview.

The sociosemiotic analysis will support the deprecation of the meanings that underlie the statements made by the interviewees, revealing the subtler layers of knowledge construction (information) and know-doing (knowledge production). As Landowski (2002) suggests, meaning is not ready, but under construction in the discursive chain between saying and saying. In other words, what is said is not necessarily what is meant, since there are deeper layers in the utterance than those employed by the linguistic apparatus. Hence, socio-semiotic analysis can make substantial contributions to this descriptive-exploratory research. The procedures and techniques to be used throughout the research are summarized in the following table:

Table 1 – Methodology Overview

Research Methodology			
Approach	Qualitative		
Strategy	Case study		
Nature	Descriptive and Exploratory		
Research technique	Documental	Semi-structured interview	Bibliographic
Instruments	Documents written, internal and external	Interview script	Searches in databases, portals and digital libraries
Instruments	Documents written, internal and external	Interview script	Searches in databases, portals and digital libraries
Data source	Secondary	Primary	Secondary
Survey and data collection	Files, consultation with managers	Scheduling and applying the script	Databases, Portal of Periodicals, repositories and Libraries
Material Type	Laws, Ordinances, Regulations, Decrees, Regiments, Reports, Institutional Portals.	Interview transcripts	Articles, dissertations, theses and books
Data Recording	Reading, copying, and note taking	Notes, recordings and degravations	Spreadsheets, summaries, annotations, and bookmarks on texts
Data Analysis	Sociosemiotic Analysis		In-depth reading

Source: Elaborated by the authors.
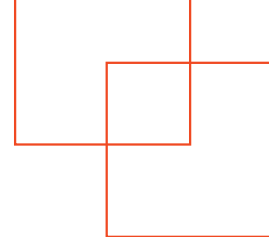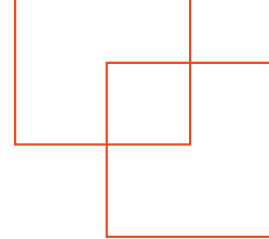
4 FINAL CONSIDERATIONS

Both the study of gamification and the translation of business DNA is recent in Brazilian universities, with less than two decades of work. Both studies are becoming increasingly relevant in the context of innovative venture development. Gamification as a potential way to increase employee and customer engagement. Business DNA translation as a way to faithfully understand the mission, vision, and values that entrepreneurs want to achieve and have as a culture in their business. This makes this research important and necessary to the point of needing a methodology for the results to be achieved satisfactorily.

We conclude that there is, initially, the need for an extensive bibliographic research on the topics: gamification, translation studies, sociosemiotics, and business DNA. The next step is to define the case study with the choice of control groups: no gamification implemented, and gamification implemented. Interviews will be required for subsequent sociosemiotic analysis and discussion of the results. The proposed research method is appropriate for this study because it aligns with the nature and objectives of the research.

The use of a qualitative approach is justified by the descriptive and exploratory nature of the study and the characteristics of the object of study and theme addressed. Qualitative analysis is best suited for investigating phenomena that are complex, subjective, and require an in-depth understanding of the participants' experiences and perspectives.

The case study strategy is also a suitable choice for this research as it allows for an in-depth exploration of the phenomenon in its natural context. The use of semi-structured interviews, desk research, and bibliographical research as data collection techniques also enables the researcher to collect rich and detailed data from a range of sources.

Additionally, the use of the sociosemiotic analysis proposed by Landowski is a relevant and valuable method for analyzing the data collected from the semi-structured evaluative interview. This approach can provide a deeper understanding of the meanings and knowledge construction underlying the participants' statements, which is
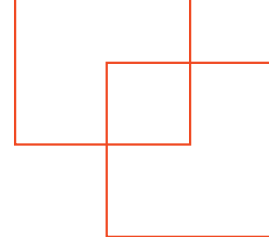
essential for the descriptive-exploratory nature of the research.

Overall, the proposed research method is appropriate for investigating the research questions and objective of the study, and can provide rich and detailed data that can lead to a deeper understanding of the phenomenon being studied.

5 REFERENCES

ANDRÉ, M. O que é um estudo de caso qualitativo em educação?. Revista da FAAEBA: Educação e Contemporaneidade v. 22, n. 40, p. 95-103, 2013.

BATES, A. W. Educar na era digital: design, ensino e aprendizagem. São Paulo: Artesanatov Educacional, 2016.

BURKE, B. Gamify: how gamification motivates people to do extraordinary things. Massachusetts: Bibliomotion, 2014.

COCREATION LAB. Cocreation Lab. 2022. Disponível em: https://cocreationlab.com.br/o-cocreationlab/. Acesso em: 3 out. 2022.

CHIAVENATO, I. Administração: teoria, processo e prática. 3 ed. Rio de Janeiro: Elsevier, 2007.

CHOU, Y. Actionable gamification. Milpitas, CA: Octalysis Media, 2015.

GIL, A. C. Métodos e técnicas de pesquisa social. 6. ed. São Paulo: Atlas, 2008.

HUIZINGA, J. Homo Ludens: o jogo como elemento da cultura. 4 ed. São Paulo: Perspectiva, 2000.

GOMEZ, L. S. R.; MATEUS, A. da C. Brand DNA: the brands creative [r]evolution. International Conference, Portugal. 2009.

GOMEZ, L. S. R. et al. O DNA da marca de moda: o processo. In: CANTISTA, I. et al. (Coord.). A moda num mundo global. Porto: Vida Económica, p. 131-155, 2011.

KAPP, K. The Gamification of Learning and Instruction: Game-based Methods and Strategies for Training and Education. San Francisco: Pfeiffer, 2012.

LAKATOS, E. M.; MARCONI, M. de A. Metodologia Científica. 4. ed. São Paulo: Atlas, 2004.

LANDOWSKI, E. Presenças do outro: Ensaios de sociossemiótica. São Paulo: Editora Perspectiva, 2002.

LANDOWSKI, E. Viagem às nascentes do sentido. In: SILVA, I. A. (org.). Corpo e sentido: a escuta do sensível. São Paulo: Editora da Universidade Estadual Paulista, 1996, p. 21-45.

LEIPNITZ, D.; LÓSSIO, R. Ponte para a inovação: como criar um ecossistema inovador. Florianópolis: Santa Editora. 2021.

LOGO. Laboratório de Orientação da Gênese Organizacional. 2022. Disponível em: www.logo.ufsc.br. Acesso em: 03 out. 2022.

LOPES, D. A.; GOMEZ, L. S. R. Os 4 elementos do DNA de marcas emoção, resiliência, técnica e mercadologia. II CIDAG – Conferência Internacional em Design e Artes Gráficas, v. 2, Tomar, 2012.

LOPES, D. A. Brand Purpose Process: Definição de etapas de design para o propósito de marcas. 140 f. 2016. Dissertação (Mestrado) - Curso de Pós Graduação em Design, Expressão Gráfica, Universidade Federal de Santa Catarina, Florianópolis, 2016.

MCGONIGAL, J. Reality Is Broken: Why Games Make Us Better and How They Can Change The World. Nova Iorque: The Penguin Press, 2011.

PACETE, L. G. 2022 promissor: mercado de games ultrapassará US$ 200 bi até 2023. Forbes, Forbes Tech, 3 jan. 2022. Disponível em: https://forbes.com.br/forbes-tech/2022/01/com-2022-decisivo-mercado-de-games-ultrapassara-us-200-bi-ate-2023/ Acesso em: 03 out. 2022.

PAPERT, S. A máquina das crianças: repensando a escola na era da informática. Porto Alegre: Artmed, 2008.

PESQUISA GAME BRASIL. Pesquisa Game Brasil 2022: 9ª edição. São Paulo, 2022. Disponível em: materiais.pesquisagamebrasil.com.br/2022-painel-gratuitopgb22. Acesso em: 03 out. 2022.

PINK, D. Drive: The Surprising Truth About What Motivate Us. New York: Riverhead Books, 2009.

RIBEIRO, L. W.; GOMEZ, L. S. R. O Uso do Brand DNA Process no Processo de re-Design de uma Marca. In: Anais do Intercom - SBEIC XV. Congresso de Ciências da Comunicação na Região Sul, Palhoça- SC, 8 a 10 maio 2014, p. 1-15.

RIES, E. A Startup Enxuta. São Paulo: Leya Editora Ltda, 2011.

STAKE, R. E. The case study method in social inquiry. Educational Research, v. 7, n. 2, 1978.

UPSHAW, L. B. Transferable Truths of Brand Identity. Design Management Journal, p. 9-14, 1997.

WERBACH, K.; HUNTER, D. For The Win: How Game Thinking Can Revolutionize Your Business. Filadélfia, Pensilvânia: Wharton Digital Press, 2012.

ZICHERMANN, G.; CUNNINGHAN. C. Gamification by Design: Implementing Game Mechanics in Web and Mobile Apps. Sebastopol, CA: O'Reilly Media, 2011.

ZIPSER, M. E.; POLCHLOPEK, S. A. Introdução aos estudos da tradução. Florianópolis: UFSC, 2011.
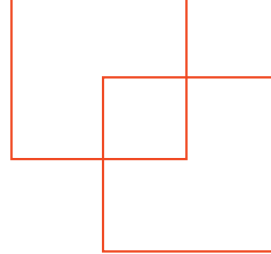
Thaynã Mariano Costa

Thaynã Mariano holds a degree in Technology in Industrial Mechatronics from the Federal Institute of Santa Catarina and is a master's student at the Postgraduate Program in Translation Studies at the Federal University of Santa Catarina. He is professionally a strategic marketing and gamification consultant, innovation agent for Sebrae Santa Catarina for the Greater Florianópolis area and organizer of the Stun Game Festival and Floripa Conecta. He holds the position of Legal Advisor to the American Development Council at Junior Chamber Internarional and is National Youth Counselor to the Federal Government. He is a facilitator of public speaking, leadership and gamification training. He lived in Ireland for 3 years and visited 35 countries.

https://orcid.org/0000-0002-8328-5536

Luiz Salomão Ribas Gomez

Luiz Salomão Ribas Gomez has a degree in Industrial Design from Pontifícia Universidade Católica do Paraná, a master's degree and doctorate degree in Production Engineering from Universidade Federal de Santa Catarina, revalidated at Universidade da Beira Interior (UBI) as Doctorate in Industrial Engineering and Management. He is currently a Professor at the Federal University of Santa Catarina where he coordinated the project Centro Sapiens. Conducted in 2009, Pos-Doc with UNIDCOM - IADE in Lisbon with the theme "Brand DNA" and also held a senior internship at Saxion University of Applied Science with the theme "Innovation, creative economy and maker spaces". Currently coordinates the project Cocreation Lab (TXM Business), the largest network of laboratories for pre-incubation of innovative businesses in Latin America. He is editor of e-Revista LOGO. He has experience in the areas of Design, Innovation and Creative Entrepreneurship.

http://orcid.org/0000-0001-8205-9548