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Gamified Crowdsourcing: Conceptualization, Literature Review, and Future Agenda

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Highlights

- A comprehensive review and future agenda of gamification in crowdsourcing.
- Integrated conceptualization of gamified crowdsourcing systems.
- Empirical results indicate that gamification is effective in crowdsourcing.
- Differences in the use of gamification exist between different crowdsoucing types.
- Practical recommendations provided for design of gamified crowdsourcing systems.

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