Comparative Analysis: Development of Gamification in the Ukrainian and Georgian Mass Media

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Abstract—**The article deals with the modern trends of gamification which had appeared thanks to the changes in the political sphere in Georgia and the Ukraine. The behavior models of Mayor of Tbilisi Kakha Kaladze and Ukrainian presidential candidate Volodymyr Zelensky transform the traditional definition of the gamification process. Applying the elements of TV series and concerts, lives in social media and consultations with Facebook users reverse the classical system of gamification, making it more ramified and compound. However, the transformation in this sphere in Georgia and the Ukraine started only a year ago, that is why this problem did not achieve corresponding attention of researches. Therefore, the gamification in the mass media of Georgia and the Ukraine becomes one of the most neglected aspects in the modern media space and, consequently, requires careful examination.**

Keywords—gamification; media space; journalism; election; media drama

I. INTRODUCTION

The question of gamification still stays new and relevant for the post-Soviet countries except Russia which quite often uses the elements of gamification in Mass Media. That is why problems in this sphere are not widely discussed and studied in such countries as Georgia and the Ukraine. Although the state of Ukrainian media is studied better than Georgian media space, the gamification processes only started their development in both countries. Thus local journalism relies on the traditional definitions of the gamification, such as "the application of game elements and principles in non-game contexts with the aim to improve user involvement and to increase consumers` interest to the product". [1] Generally gamification is associated with the service marketing, but new political challenges transform this situation and make this approach rather outdated.

Nowadays gamification is not only the way to advertise and promote an online-edition or a page in the social media. Gamification became the method of influence on the audience during the political election and it is well demonstrated on the example of mayor of Tbilisi Kakha Kaladze or the Ukrainian presidential candidate Volodymyr Zelensky. Moreover, some aspects of gamification are present in the diplomatic relation between states. But most importantly, other terms do not change, remaining the same: "gamers" (participants of the process); "roles"; "aims";

"actions". This transformation occurred so rapidly that it is important to monitor and review it in details from the very beginning.

II. TRADITIONAL GAMIFICATION IN MASS MEDIA OF GEORGIA AND THE UKRAINE

It is important to note that traditional gamification in the local media is properly developed in the nature of consistency and contiguity. It complies with the media game rules: usually gamification in the Georgian or Ukrainian media is used as a stable routine tool, leading to the gradual progression. Some editions even keep the principle of journey. For instance, Georgian magazine "Georgia Must Have" always publishes quests, connected with the walking along Tbilisi streets, where the special tasks and prizes are hidden. This kind of interactive helps to communicate with the readers and advertise the products distributed by sponsors as prizes. [2] Logbook of Ukrainian International Airways (UIA) "Panorama" sometimes also uses games and quests for children who read the magazine.

Actually, if to compare the traditional gamification elements in the Mass Media of two states, we can claim that Georgian media implement the gamification techniques more. A good example of gamification in the Mass Media is the news agency of Georgia "Sputnik" which includes a section named "Interactive". This section consists only of online tests and games like "How much do you know about this Georgian president", "Guess what region is in the photo?" or "What kind of Georgian would you be?". To create this tests "Sputnik" cooperates with "Playbuzz". [3]

How do such tests increase the users' interest? The answer to this question is deeply connected with psychology, especially with the behaviorism. [4] The result of each test or quest very often does not evaluate the education or erudition of the user; usually it extends beyond positive message containing a compliment or a praising.

For instance: "You would be a Georgian who really loves his family" or "You know much for a tourist".

This kind of answers can significantly increase the self-esteem of a user and, consequently, impact as a reward trigger, causing the dopamine burst in the blood of consumer and motivates him or her to visit this page again. [5] Moreover, many tests and quizzes have an option "to share

in the social media" in the end and it also affects productively because people can show their intellect. According to the basic components of behaviorism, as people are inclined to exaggerate the role of approval in their lives, they unconsciously seek to the public praising, and this option gives them this opportunity. [6] Thus social approval, likes, elements of informatization and entertainment at the same time improve the level of their loyalty to this edition.

As to "Georgia Must Have", it uses real mechanical tools, typical for the computer games: levels, status, awards.

Awards and approval can be considered as targets in this case. But it is necessary to understand that originators of the product and users inherently have absolutely different targets. Approval is the main target of the users group. What about producers, they aim to reach more users and attract their attention. For this purpose, producers create fictional targets for the audience: points, levels, status. This is a feature of classical gamification in the Mass Media. But political newcomers had changed this situation in general and prioritization of objectives in part.

III.   GAMIFICATION IN THE POLICY OF GEORGIA AND THE UKRAINE

The politican Kakha Kaladze became the first person in the post-Soviet Union space who started implementation of the gamification elements in his political promotion. He became the most active Facebook user after former president of the state Mikheil Saakashvili. Firstly, he productively used his past experience — successful career of a football player and a model and marriage to a famous fashion designer Anouki Areshidze. Kaladze has been well known in Georgia. Nobody was surprised when he decided to communicate with his electorate on Facebook.

Kakha Kaladze became famous for his regular video dialogues with journalists online, making video stories from his everyday life and discussing problems that appear at his work with Facebook users. His profile can be considered as a mix of a good storytelling and gamification because his subscribers feel the involvement and presence of common targets. For instance, after the famous flooding in Tbilisi in 2015 he cleaned streets together with ordinary citizens and before that discussed that the city was demanding social help in his post. In 2018, after the street fight between local citizens and African students he announced the football match between these two group, dedicated it to friendship and also organized a traditional celebration "supra", usually organized for guests in Georgia with the aim to show them hospitality and love of Georgian nation. [7]

However, the presidential candidate in the Ukraine Volodymyr Zelensky develops the possibilities of gamification to influence on the policy. Firstly, he varied the list of the gamification instruments through the addition of TV series genre. Never before gamification was not connected with it. It is well known that gamification requires a legend and Zelensky created his legend in the form of TV series. Comedian and producer, Volodymyr Zelensky four years ago presented his new TV series "The nation's servant" and took a central role there as well. The plot of the

series tells about ordinary Ukrainian who suddenly became a president of state. The hero of Zelensky hates corruption and dreams to provide Ukrainians with the highest level of life. "The nation`s servant" is still going on, and it would be logical to notice that people started associating him with a "good president" who really thinks about his nation. Now the TV-audience is waiting for the third season of the show and billboards with the advertising of the show are often perceived as political one thanks to the motto: "President is a servant of the nation soon".

The Ukrainian journalist Kristina Berdynskykh notes that this commercial undoubtedly included a psychological trigger: "Was it a preview of the movie or a preview of candidate Zelensky?" — she writes on Facebook. Thus TV series turned to the visual content of gamification process for the first time in the history. The channel "24tv.ua" found this advertising a new effective marketing scheme where one commercial could promote two projects at the same time. The same opinion was expressed by the expert of the Center of Political Research "Penta" Vladimir Fesenko who highlighted the creativity of this advertising: "Zelensky does not conduct his election campaign classically. The preview of the new season of the show and funny interplaying the participation in the presidential election in the social media are very effective in raising the ratings of Volodymyr Zelensky". [8]

Moreover, the example of Volodymyr Zelensky is the first case in the world history when the speech of actor was broadcasted on TV before the New Year speech of current president Petro Poroshenko. On the 31st of December, 2018, one of the leading Ukrainian TV channels "1+1" which produced the TV show of Volodymyr Zelensky "Kvartal 95" broadcasted the traditional New Year speech of Petro Poroshenko later because demonstrated Zelensky`s greeting firstly. [9] However, because of the profession of Zelensky his words about plans to participate in the election did not make any sense for his opponents who considered them as his regular joke. Meanwhile, Zelensky founded a group on Facebook named "Ze! Team", which get people united just according to one and only principle, if they have never participated in real policy. Also the participants must love their motherland.

Actually, the sense of belonging is the main political technology of Volodymyr Zelensky in his campaign and this is an element of pure gamification. The main source of communication between Zelensky and audience is Facebook and, according to the rule of traditional Internet game, his profile includes strategy, plot and interactive opportunities. Here we can see how neatly Zelensky forms common moral values and targets for many people. These values are easily understandable and positive; they cause a perception of being a part of a big friendly community. "You can think that you are far away and we are somewhere in the internet, he says in his live on Facebook. But it is not true, we are together, we are in this life". [10]

Communication with subscribers, contests and surveys are the key methods of promoting any social media account which allow it to relocate to the first positions in the searcher

even without advertising, although the team of Volodymyr Zelensky had invested in paid advertising in the social media as well.

It is important to note here that generally all candidates were rather active in social media, but Volodymyr Zelensky had the most dynamic account with a stable high response from subscribers, real comments, likes and reposts thanks to the high-quality visual content which has been attracting the attention of people.

As for profile of Petro Poroshenko, it seemed to be too official and looked as a traditional report in the print Media, therefore, the involvement of the audience which was measured not only by the number of likes but also by the amount of real comments was lower. Also, if we analyze the audience of Facebook, we will see that it is presented mostly by adults elder than 35, a generation which rejects traditional technologies and prefers a model of infotainment and a dialogue. That is why the audience was interested in Zelensky's offer to compose the Program of the Ukraine`s development together. This post had gathered more than 40 000 comments because people could choose 5 most complicated problems for the Ukraine which have been demanding an immediate solution. [11]

Secondly, Zelensky uses elements of drama. Disbelief of establishment, negative PR in Mass Media, comparison of his figure with a clown and frequent remarks that he has not any political experience became a new opportunity to play for him. Zelensky created advertising where the crowd was screaming: "Clown!" — And he was staying alone in the darkness. All these tricks create an athmosphere of drama well.

Thirdly, Zelensky can motivate his electorate in the game form. For instance, he regularly asks a piece of advice in his official group. Subscribers help him to choose the color of new posters and conception of advertising, discussing which advertising from the offered ones is better. Another example of this kind of communication can be his poll to survey the Ukrainians' opinion on the dissolution of the Ukrainian parliament Verkhovna Rada which has received more than 2 000 real comments. [12]

Returning to the Facebook account of Kakha Kaladze, we can claim that his profile is more conservative. Being Mayor of Tbilisi, Kaladze uses social media without any entertaining elements, only for discussing the development of tourism, infrastructure, environmental protection, city reforms and other functional questions of the urban planning. Also Kaladze does not respond in comments or use polls and these factors lead to the coverage reduction. Furthermore, in his Facebook account Kakha Kaladze writes only in Georgian language which is not highly demanded and popular outside Georgia, thereby, a number of foreign subscribers on his account is rather low as we can see thanks to the real comments written mostly in Georgian. [13] However, Mayor of Tbilisi is also active in Instagram where he shares more informal content, but posts only pictures. Accordingly, there is no sense of unity and voyeurism.

Comparing the political figures of Kakha Kaladze, Petro Poroshenko and Volodymyr Zelensky between each other, we can identify one common trend: the popularity and activity of a politician in the social network establishes his chances to win the election because the audience mostly chooses the candidate emotionally, without a deep analysis of his statements or biography, just remembering his short appeals or posts from the internet. The most important factor of politician`s popularity nowadays is his emotional impact, character, image and charisma. From a psychological point of view, this tendency can be explained, firstly, by excessive formalism in the appeals of many politicians and social activists and, secondly, by abundance of information in the Mass Media, full of the fake news, absolutely different attitudes and leading to the lack of confidence in the documents and articles.

IV. CONCLUSION

The relationships between the Ukraine and Georgia sometimes develop in the regime of gamification as well. It is important to remember various flashmobs of national Georgian ballet Sukhishvili, dedicated to the freedom of the Ukraine of freedom of Nadezhda Savchenko when the dancers performed their famous dance called Khorumi with the Ukrainian flags. [14] And also we see a feedback from the Ukraine which often involves famous Georgians in their media shows, online competitions and etc.

Examples described in this article give us an understanding that nowadays gamification transforms and becomes more complicated, systemic and full of different internal components which are interconnected with each other and well-thought-on. The gamification is going to play much more significant role in the field of international policy and changes the traditional format of one-sided pattern of political communication to an interactive model with elements of entertainment, game and two-sided interaction.

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