



GamiFIN Conference 2018

GamiFIN Conference 2018

Proceedings of
the 2nd International GamiFIN Conference
Pori, Finland, May 21-23, 2018

Edited by

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GamiFIN 2018

Proceedings

This volume of CEUR-WS Proceedings contains 20 papers presented at the 2nd International GamiFIN Conference (GamiFIN 2018). The conference was held in Pori, Finland, May 21-23, 2018.

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Preface

The GamiFIN conference is an annual international academic conference on gamification with rigorous double blind international peer-review practices. The conference brings together a community of researchers and practitioners to present results from their latest work regarding gamification.

The second international GamiFIN conference took place on May 21-23, 2018 at the University Consortium of Pori, Finland, and was organized by the Gamification Group. GamiFIN 2018 was chaired by professor of Gamification, Juho Hamari and gamification scholar Jonna Koivisto.

GamiFIN 2018 featured an exceptionally high level lineup of keynote speakers on varied aspects of gamification. The conference was proud to have 4 keynote speakers who are among the top experts on the field internationally: Professor T.L. Taylor (Massachusetts Institute of Technology, USA) has spearheaded research into e-sports and professional computer gaming; Associate Professor Richard N. Landers (Old Dominion University, Virginia, USA) is an internationally recognized expert on the gamification of education and learning; Assistant Professor Brett Abarbanel (University of Nevada, University of Los Angeles, USA) is a noted expert on gambling research and technology use; and Assistant Professor Perttu Hämäläinen (Aalto University) is an internationally recognized researcher of exergames and digitally augmented sports that promote physical activity.

GamiFIN 2018 included five academic paper sessions: Gamification in education, Organizational gamification and gamification of work, Gamification in business and marketing, eSports and streaming, and Methods and practices of designing gamification. The session themes were based on the themes of the accepted academic papers. Altogether, 21 academic research papers were accepted to be presented at the conference. GamiFIN participants came from all over the world including India, China, Germany, Austria, France, Portugal, Hungary, Greece, Sweden and Finland. The academic papers were gathered through a call for papers issued in autumn 2017. Conference management system EasyChair was used for paper submissions with double blind peer review process being used. The international program committee of the conference consisted of experts in various fields related to gamification. The acceptance rate for submissions was 44.7 %.

In addition to the academic track, GamiFIN 2018 featured a business and industry session consisting of a panel discussion which focused on the intersections of gamification research and industry. All of the five panelists had both academic and industry experience in the field of gamification: Fredrik Syren, Harri Ketamo, Katriina Heljakka, Robin Brouwer, and Benedikt Morschheuser. GamiFIN 2018 was sponsored by GameLayer. Altogether the conference was attended by approximately 60 participants.

As a continuation of the GamiFIN conference series, GamiFIN 2019 has already been announced. GamiFIN 2019 will take place on April 8-10 in Levi, in Finnish Lapland.

August 2018

Jonna Koivisto

Juho Hamari

Organizing Committee

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GamiFIN

Conference 2018

2nd international GamiFIN conference

University Consortium of Pori
21st–23rd of May 2018

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