

## CONFERENCE PROGRAM

### **Monday 21st of May**

19.00 – 21.00 Welcoming reception at UCPori

*Welcoming reception hosted in partnership with IGDA Satakunta.*

*Program of the welcoming event:*

*19.00 Welcoming words by Juho Hamari / Jonna Koivisto from GamiFIN 2018 and Kati Fager from IGDA Satakunta*

*19.15 Introduction of showcases by local game developers*

*19.30 Networking and the opportunity to test some of the presented showcases*

### **Tuesday 22nd of May**

8.30 – 9.00 Registration & coffee

09.00 – 09.15 Welcoming/opening words

09.15 – 10.00 Keynote I: Richard N. Landers

10.15 – 11.45 Paper session: Gamification in education

***Flow Conditions: A proxy to assess gamification in the context of learning***

*Nibu John Thomas and Dr. Rupashree Baral*

***F-LauReLxp: A gameful learning experience in forecasting***

*Nikoletta Zampeta Legaki and Vassilis Assimakopoulos*

***Gamification of Education and Learning: A Review of Empirical Literature***

*Jenni Majuri, Jonna Koivisto and Juho Hamari*

***Exploring characteristics of students' emotions, flow and motivation in a math game competition***

*Kristian Kiili, Antero Lindstedt and Manuel Ninaus*

***Enter Hogwarts: Lessons on How to Gamify Education from the Wizarding World of Harry Potter***

*Lobna Hassan, J. Tuomas Harviainen and Juho Hamari*

11.45 – 12.45 Lunch

12.45 – 14.00 Paper session: Organizational gamification and gamification of work

***The Influence of Gamified Workshops on Students' Knowledge Retention***

*Lisa-Maria Putz, Manuel Schmidt-Kraepelin, Horst Treiblmaier and Ali Sunyaev*

***Antecedents and outcomes of middle managers' adoption of gamification as a strategic alignment tool***

*Hélder Ferreira and Catarina Roseira*

***Gamifying facility service jobs – using personnel attitudes and perceptions for designing gamification***

*Kati Fager, Pauliina Tuomi and Jari Multisilta*

***Prisoner's Dilemma as a Workshop Tool?***

*Mikael Johnsson*

14.00 – 15.15 Paper session: Gamification in business and marketing

***Gamified Services: How Gameful Experiences Drive Customer Commitment***

*Tobias Wolf, Welf Weiger and Maik Hammerschmidt*

***A game of skill?: Miscognitions and problematic behaviour in video game players who gamble.***

*Joseph Macey and Juho Hamari*

***Economic decision-making in free-to-play games: A laboratory experiment to study the effects of currency conversion***

*Mikko Salminen, Simo Järvelä and Niklas Ravaja*

***Touch or Shake? The Interaction Effect between Hand Gesture and Reward Setting on the Enjoyment of Gamified Marketing***

*Wanyu Xi, Min Jin, Han Gong and Quansheng Wang*

15.15 – 15.30 Coffee

15.30 – 16.15 Keynote II: Brett Abarbanel

19.00 – Conference dinner at Restaurant Raatihuoneenkellari

***Wednesday 23rd of May***

8.30 – 9.00 Registration & coffee

9.00 – 9.45 Keynote III: T.L. Taylor

10.00 – 11.30 Paper session: eSports and streaming

***Aspects of online popularity: What do content creators believe to affect their popularity on Twitch and YouTube?***

*Maria Törhönen, Max Sjöblom and Juho Hamari*

***“Two Queens and a Pwn, Please.” An Ethics for Purchase, Loot, and Advantage Design in Esports***

*Veli-Matti Karhulahti and Kai Kimppa*

***French Esports Institutionalization***

*Samuel Vansyngel, Arthur Velpy and Nicolas Besombes*

***The gamification of gaming streams***

*Miia Siutila*

11.30 – 12.30 Lunch

12.30 – 13.45 Business & Industry: A panel discussion

13.45 – 15.00 Paper session: Methods and practices of designing gamification

***First-Hand Experience of Why Gamification Projects Fail and What Could be Done About it***

*Lobna Hassan, Benedikt Morschheuser, Nader Alexan and Juho Hamari*

***A Method to Support Gamification Design Practice with Motivation Analysis and Goal Modeling***

*Xiaozhou Li*

*Heuristic evaluation in game and gamification development*

*Mikko Rajanen and Dorina Rajanen*

*Gamifying a Project Plan – Case: The Project Game*

*Jaakko Kemppainen and Anne Pousi*

15.00 – 15.15 Coffee

15.15 – 16.00 Keynote IV: Perttu Hämäläinen

16.00 – 16.30 Closing the conference

### **ORGANIZING COMMITTEE OF GAMIFIN 2018**

- Conference and Program Chairs: Juho Hamari, Jonna Koivisto
- Local Arrangement Chair and Conference Management: Jonna Koivisto
- Business & Industry Track Management: Maria Törhönen

### **PROGRAM COMMITTEE**

- Landers, Richard N., Old Dominion University, USA
- Mäyrä, Frans, University of Tampere, Finland
- Nacke, Lennart, University of Waterloo, Canada
- Suominen, Jaakko, University of Turku, Finland
- Weiger, Welf H., Georg-August-University of Göttingen, Germany
- Kiili, Kristian, Tampere University of Technology, Finland
- Rapp, Amon, Università degli Studi di Torino, Italy
- Chen, Vivian Hsueh-hua, Nanyang Technological University, Singapore
- Harviainen, J. Tuomas, University of Tampere, Finland
- Mekler, Elisa, University of Basel, Switzerland