

GamFed Newsletter (Jan 9)

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*Friends, Romans, Countrymen...
Newsletters archived on GamFed site*



Heeding the suggestion of many members, we will henceforth archive GamFed newsletters on the GamFed site. Every Tuesday, the previous week's newsletter will be added to the ever growing resource pool.

[You may access the newsletters here. Happy reading!](#)



Podcast: Think Gamification - The 8 Core Drives





The science behind mastering Engagement and Motivation (E&M) can be found in Octalysis – a framework developed by Taiwanese Gamification Expert, Yu-Kai Chou that describes the 8 core drives of E&M. Think Codex CEO and GamFed (Malaysia) Ambassador, [Andrew Lau](#) explains these core drives and how to harness them in this engaging podcast with BFM 89.9.

[Listen to the podcast here](#)



Digital Marketing: The principles of gamification



Continuing on the theme of human engagement and motivation, GamFed co-founder, **Nicolas Babin** shares insights on how to apply the principles of gamification into digital marketing and presents persuasive case employed by Starbucks.

[Read the article here](#) (If your French is rusty, right click -> translate to English provides a coherent translation)





Join GamUp in the first local **Game Jam Night Competition on Jan 19**. Learn how to create non-digital "game-based learning" games. Compete for plentiful of prizes and cut the cake. Don't miss this rare chance to have the cake and eat it too! All the best **Sandra Abadir, Emad Henin** and team!

[Check out all the cool prizes and register for Game Jam here](#)

 Share  Tweet  Forward



Congratulations to GamFed Ambassador (Turkey) **Ercan Altuğ Yılmaz** who is instrumental in opening Turkey's first Gamification LAB at Bahcesehir University later this month! They are also looking for mentors who can mentor companies' gamification projects.

[Reach out if you can add value](#)

 Share  Tweet  Forward





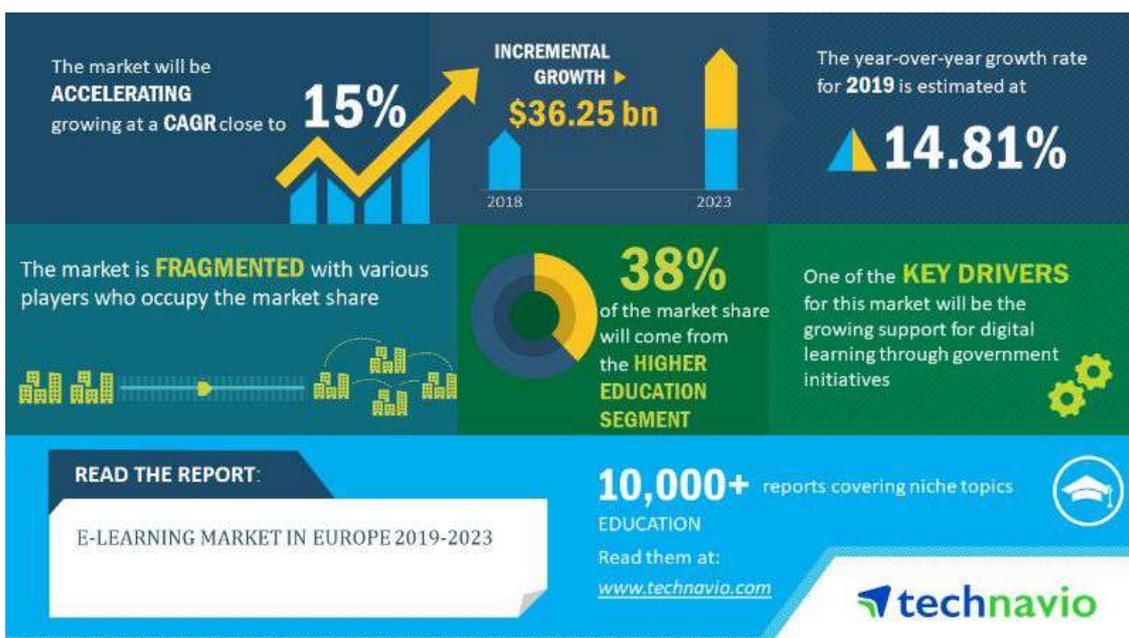
For Gamification+'s first gamification meetup of 2019, they have **Tania Vercoelen** showcasing her new and exciting educational, project management game: **'Project Ninjas'** on **Jan 24**. All the best to the organizers **Pete Jenkins**, **Vasilis Gkogkidis**, and **Kira Downer**!

[Find out more about Project Ninjas and the meetup here](#)



In other news...

News from around the gamification world



Market Report: E-learning Market in Europe 2019-2023

The e-learning market size in Europe will grow over USD 36.25 billion during 2019-2023. This report offers an analysis of the market based on product (packaged content and solutions) and end-user (higher education, corporate, and K-12) among other insights and growth prospects in the European Market.

[Read a snapshot and purchase the report here](#)



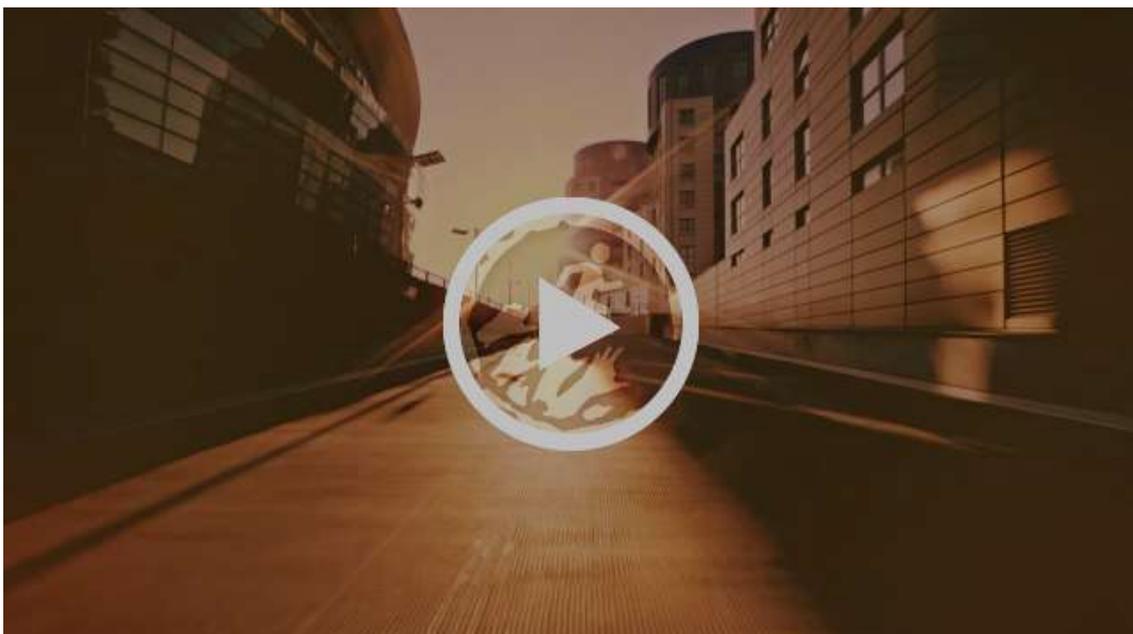
Point to ponder: What are the Ethics surrounding Gamification?



China is testing a new plan to urge its citizens to do more good and be more trustworthy - the Social Credit System. VICE News went to a village in one of the first pilot cities to see how the local office funnels the behaviors of 3,000 residents in this neighborhood into social credit scores. It raises an important question: **What are the ethics surrounding gamification?** Reflect on the video with [this paper: IT'S COMPLICATED: The ethics of gamified labor by Marigo Raftopoulos](#)

Thank you **Vasilis Gkogkidis** for sharing these.

This week I played... Zombies, Run (and gamified my new year resolution!)



One of my resolutions this year is to work on fitness. It was towards the end of last year that I downloaded *Zombies, Run!* and I've been playing it ever since. It's a great way to gamify your fitness routine and I've found it to be a great motivator. I've been able to stick to my resolution and I've even lost some weight. It's a great example of how gamification can be used to encourage positive behavior.

year to and so I downloaded Nike's running app but somehow that wasn't motivating enough. (I learnt social sharing doesn't work for me which lead to another resolution to be more accessible on social media, but that's a story for another day) And so I downloaded Zombies, Run and the last 4 days have been fun, fit and tiring.

Fingers crossed, the rest of the year will too.

What's your resolution this year and have you gamified it yet?



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