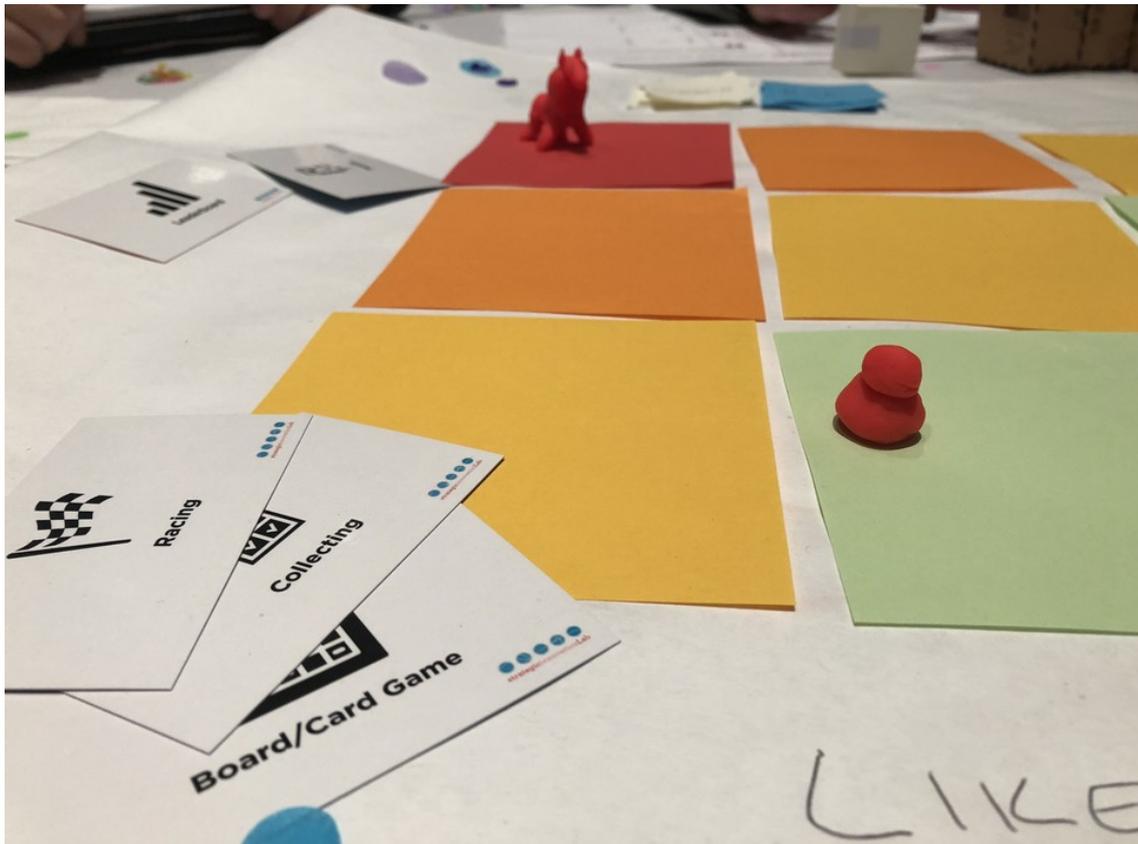


GamFed Newsletter (Oct 16)

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Share your gamification story

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In Focus: Our main story from the week gone by Reflections from GamiCon, Chicago

[Kerstin Oberprieler](#) asks what's next for gamification as she shares her

reflections from GamiCon, a 2-day international gamification conference held in Chicago last week.

A special shout out to GamFed committee member, [Michiel van Eunen](#) who facilitated an experience featuring his pop up escape room that Kerstin calls "a great way to kick off the event."

[Read what else was exciting at GamiCon](#)

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A closer look: A deep dive into gamification concepts



Does Gamification Work? Here's the Proof!

Gamification is growing rapidly. Companies around the world are seeking to apply gamification principles to all manner of tasks. But does gamification work? What exactly happens in our brains when we indulge in gamification. Don your science hat and join [Andrew Lovell](#), content writer at [Growth Engineering](#) as he takes you on a journey inside your brain.

[Step this way to start your quest](#)

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Also last week...

The Lego® Serious Play® Challenge: 3D modelling to evoke new ideas

[Pete Jenkins](#), [Vasilis Gkogkidis](#) and [Kira Downer](#) from Gamification+ ran



an [engaging](#) Lego serious play session for 52 people last week at the [Brighton Summit](#).

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In academia



Cooperation or Competition – When do people contribute more? A field experiment on gamification of crowdsourcing

Former GamFed member [Benedikt Morschheuser](#) of Karlsruhe Institute of Technology along with fellow researchers Alexander Maedche and Juho Hamari recently published an interesting research paper on the subject.

[Keep Reading](#)

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Perspective: Ideas and insights from members

Vasilis Gkogkidis likes organizing and Gamification Europe 2018



In a fun yet informative interview with Rob Alvarez Bucholska of [Professor Game Podcast](#), [Vasilis Gkogkidis](#) takes us behind the scenes and provides some insight into what it takes to put together an international conference and why you

together an international conference and why you must attend Gamification Europe.

[Listen to the full Podcast](#)



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Mark your calendar: Upcoming event to look forward to



GAMIFICATION EUROPE

26 and 27 November, 2018

Exclusive offer for GamFed Members

Apply the code GAMFED25 and avail a 25% discount on your [tickets](#)



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