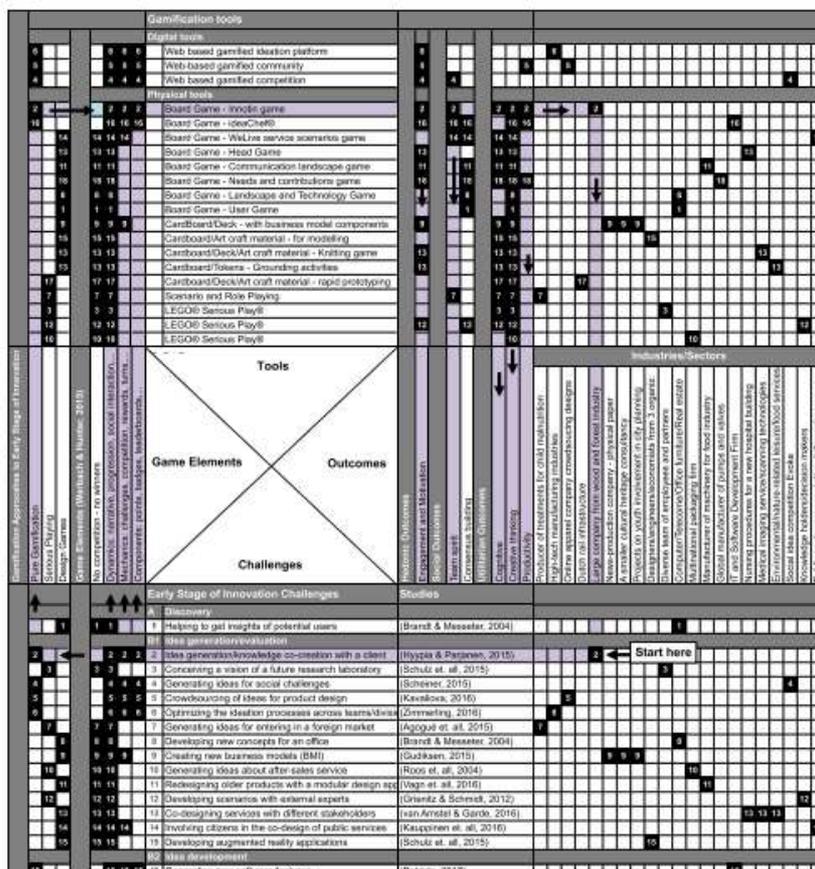


GamFed Newsletter (April 18)

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Gamification approaches to the early stage of innovation



(Research) and fellow researchers present six propositions: (1) gameful systems lead to gameful experiences, (2) gameful systems impact psychological characteristics, (3) effective gameful design leads to a gameful system, (4) gameful systems lead to behavioural change, (5) behavioural change causes the distal outcomes gamification designers target, and (6) individual differences moderate the effectiveness of gameful systems.

[Take me to the full paper](#)

[Take me to the abstract](#)



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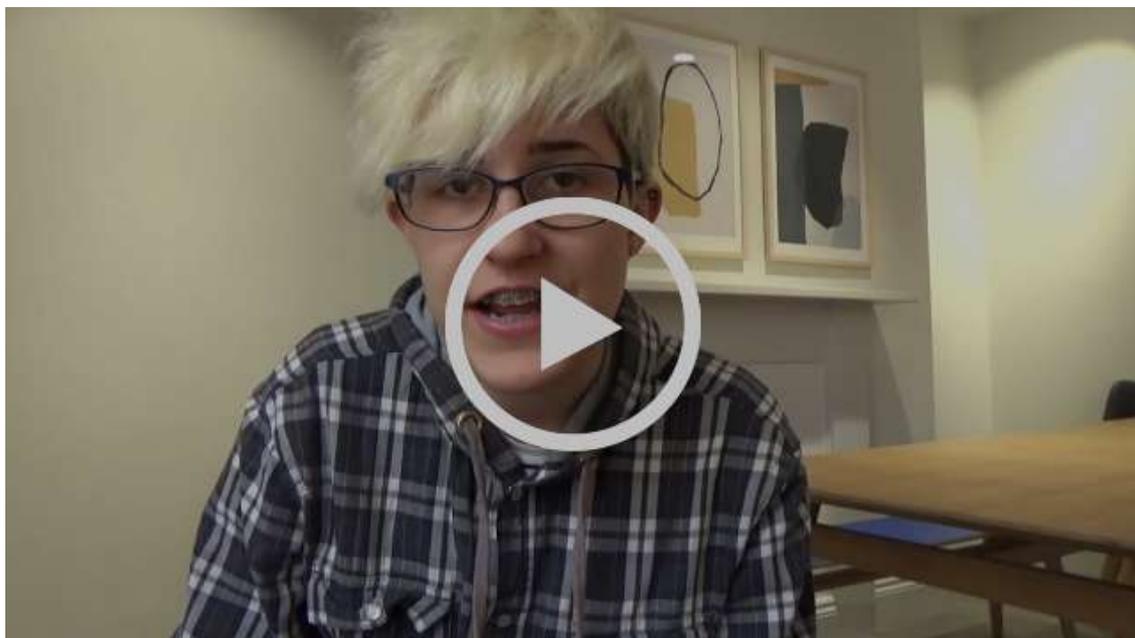


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Forward

How to Write a First Class Gamification Essay | Kira Downer



Last month, Kira Downer shared her tips with second year undergraduate students at the University of Brighton. The tips delivered in this presentation were developed from her previous achievement of receiving an 87% grade on her essay submitted last year. [Watch the video and subscribe to Kira's channel here](#)



Share

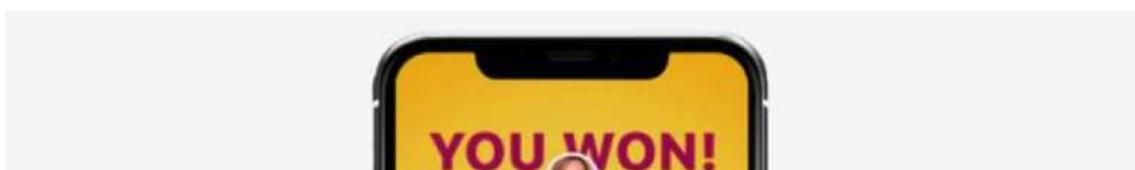


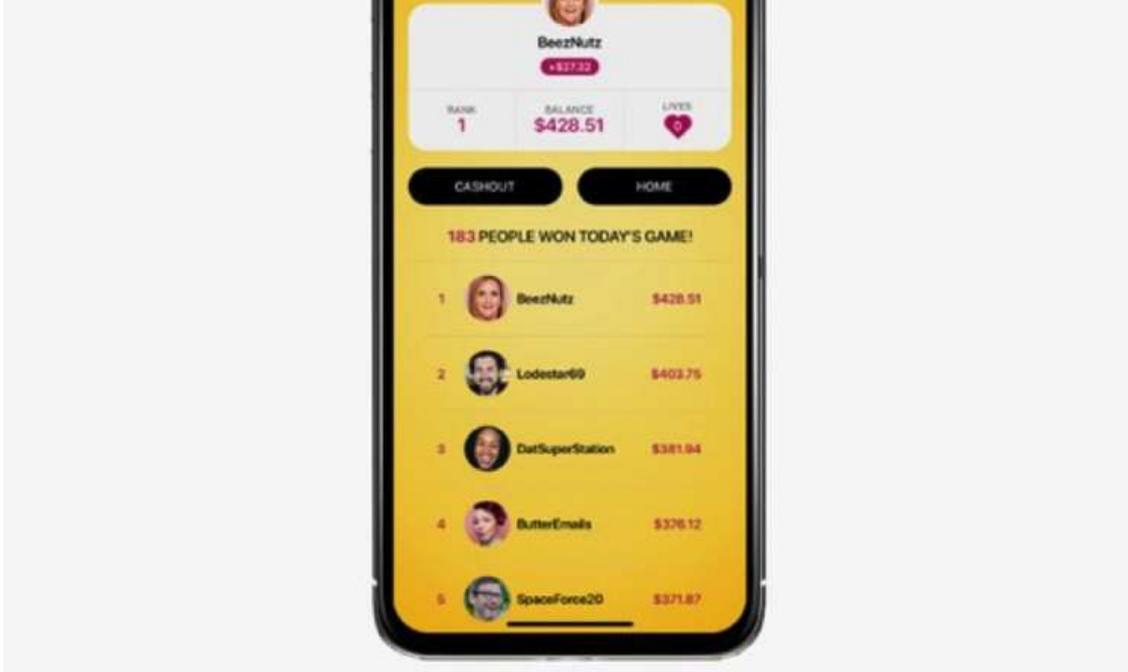
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Forward

3 Gamification trends to look out for in 2019 | Kerry Wong





The use of “Gamification” is becoming more widespread, as many organisations around the world are adopting the methodology to create positive behavioural change, strong organisational culture, better education and training. **Kerry Wong**, head of gamification design at Think Codex and GamFed member, notes 3 trends you need to look out for in gamification.

[Take me to the three trends](#)



The Present and Future of Gamification Research in Europe | Discussion Panel | Gamification Europe



Watch and learn as **Vasilis Gkogkidis** GamFed Ambassador (Greece) quizzes



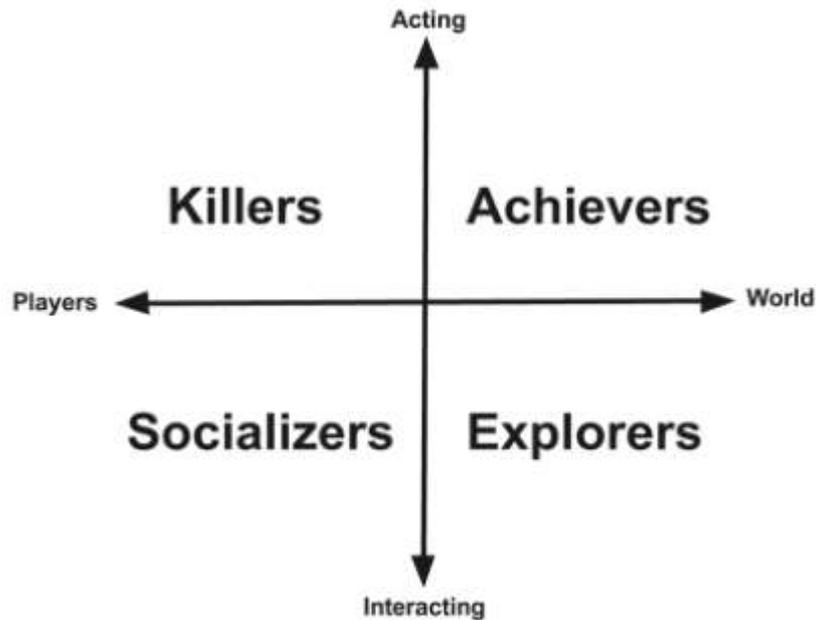
GamFed Gyan - Interview series with GamFed members from next week



Gyan is an Indian word for knowledge. GamFed has members who are not only passionate but also very knowledgeable about gamification. So in this section we interview members, find out what cool stuff they are working on, get them to share their insights, and their ideas to build a stronger gamification industry.

Every week will feature hints to the next interviewee. **This week's hint** - His paper on gamification approaches is featured in the "early stages" of this newsletter. [Share your guesses on our Slack Channel and don't forget to share your thoughts on each interview.](#) (Questions will get tougher from next week!)

News from beyond GamFed...
Player types don't play well with learning



When we co-opt terms from another field, we risk misrepresenting or misapplying them. It is better to deconstruct what is being done in other fields and consider how core principles may creatively enhance learning experiences write **Monica Cornetti** and **Jonathan Peters** of **Senentia Games**.

[Read what Richard Bartle said about the application of his player types to learning and development here](#)

News from beyond GamFed...
Gamification: a key to experiential retailing on and offline





Can gamification help breach the retail digital divide, building customer loyalty and engagement? **Nithinan Boonyawattapisut**, CEO & co-founder of [HotNow](#) shares her perspective in an article for Inside Retail Asia.

[Find the answer here](#)



News from beyond GamFed...

Ubisoft donates €500K to help restore Notre-Dame, gives away Assassin's Creed Unity for free



"Video games can enable us to explore places in ways we never could have otherwise imagined. We hope, with this small gesture, we can provide everyone an opportunity to appreciate our virtual homage to this monumental piece of architecture," said Ubisoft, creator of the game.

[Read the news article here](#)





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