

GamFed Newsletter March 7)

[Campaign Preview](#)

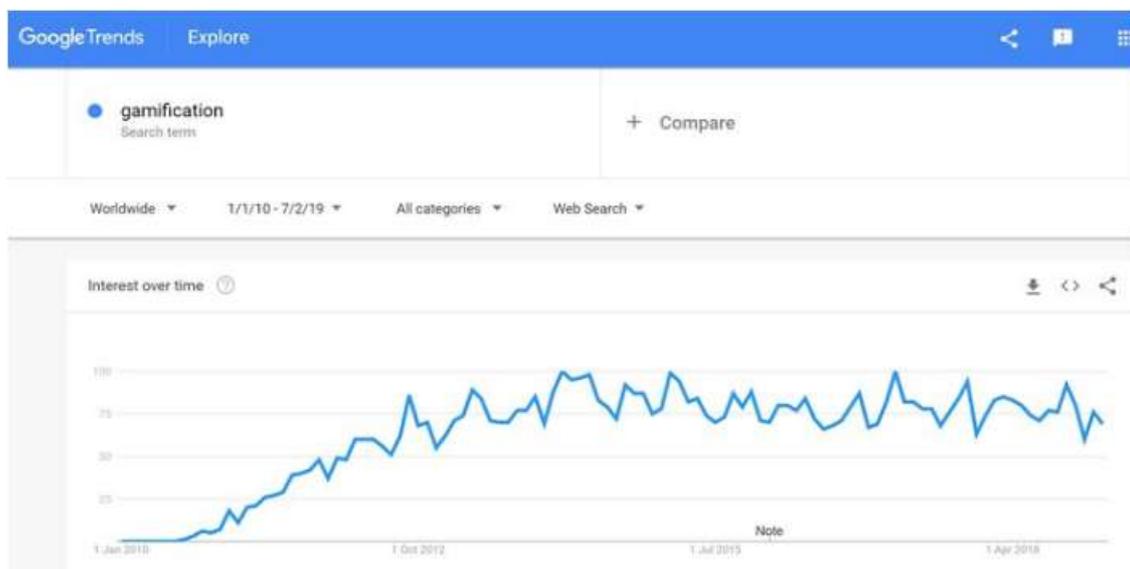
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Gamification In Business



Google Trends for gamification worldwide.

Business owners have often been stumped with the problem of generating more revenue, customers, and market share. Just as PHD-wielding scientists had spent 15 years of their lives trying to solve an equation to the Mason-Pfizer Monkey virus, perhaps the formula they have been seeking all this time was right under their noses in gamification, submits GamFed member, **Sufiz Suffian**, Head of Business Development at Think Codex. In this article that cites several examples, Sufiz makes a compelling case for gamification in business.

a compelling case for gamification in business.
[Read the full article here](#)

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Article: The Use of Games and Play to Achieve Real-World Goals

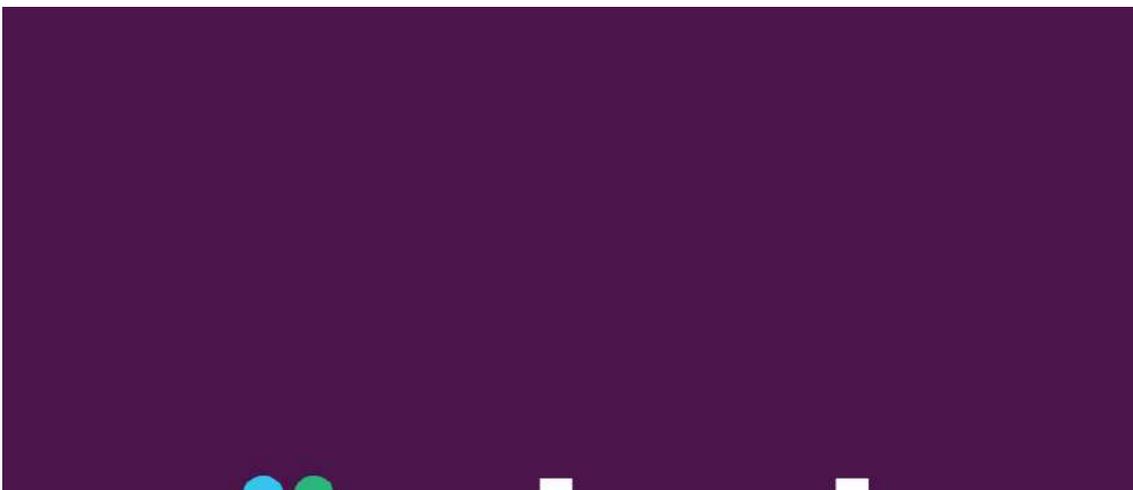


Gustavo Fortes Tondello, Research Lead (Canada), GamFed Ambassador (Research), in his article for the **HCI Games Group**, first published in June 2015 writes that recent observations reveal that the abilities required to be a good player are the same ones required to solve complex and global scale problems.

[Read his full article here](#)

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Note to Members: Join us on Slack!





To new members and old, did you know we (GamFed) have a work space on Slack? We do. And you should join! It's a place where you can connect instantly with members of the community, share ideas, join conversations, ask questions, answer some, have some answered, and sometimes - just chill out.

[Join our Slack work space here](#)



Getting the "Game" back Into Gamification: Veteran Video Game Designer's Perspective | Steve Bocska | Gamification Europe



Video game industry veteran Steve Bocska draws on his extensive experience producing and designing AAA video games highlighting the most common gamification misconceptions, mistakes, and breakdowns while offering a glimpse into

Top 3 Game Mechanics



An initiative by [Insert Coin](#) to share, every week, the favourite game mechanics of the gurus, experts and enthusiasts of gamification - featuring stars of the field including several GamFed members such as **Toby Beresford, Sabrina Bruehwiler, Kira Downer, Dr. Sylvester Arnab, and Vasilis Gkogkidis.**

This week's episode features Dr. Sylvester Arnab who is a professor of Game Science at Disruptive Media Lab at Coventry University with over 80 academic publications, including one edited book: Serious Games for Healthcare.

[His three favourite game mechanics are...](#)

March Meetup by Gamification+
Design your own Gamification: Fostering Teamwork

<p>GAMIFICATION </p> <p>Design your own Gamification: Fostering Teamwork</p>		<p>21 March 2018 18:00 - 20:30</p> <p>The Projects 6-8 Ship Street Brighton, BN1 1AD</p>
	<p>Design Play & Take it away</p>	

In this meetup organized by **Gamification +** participants will design some gamification that they can takeaway and implement for use in your own teams. A hands-on session with the objective to build a solution which improves collaboration. A session not to be missed. All the best to the organizing team of **Pete Jenkins, Vasilis Gkogkidis, and Kira Downer!**
[Click here to see the agenda and to register](#)

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Edutainment! Education through Entertainment



A group of Research Methodology students playing a simple guessing game to gauge their comprehension of Research Methodology concepts they have learned. Each group sends a representative to pick up a random card that has a concept they learned from the course, and they have to explain the concept without saying what the actual terminology is. It's fun to see how they trick each other, and how creative they get with the words! Low-cost & effective!

[At CreativeCulture - A Newton-Ungku Omar Funded Project](#)



News from beyond GamFed...

How the Factitious news game helps people learn to detect fake news



The American University Game Lab released its Factitious news game on July 3rd, 2017. Analysis of more than 2 gigabytes of data has revealed how people can use the game to sharpen their skills for spotting fake news. This article tells the story of how the Factitious game was designed and developed and how the game is revealing important insights into how people consume online news.

[Read the story here](#)



News from beyond GamFed...

Gamification of the classroom to help 'digital natives' learn



EdTech has reshaped the classroom as teachers use games to engage and motivate children. Studies have found that gamification can lead to positive changes in pupils' behaviour and keeps them motivated – the method has been applied in UAE schools already.

[Read the news article here](#)



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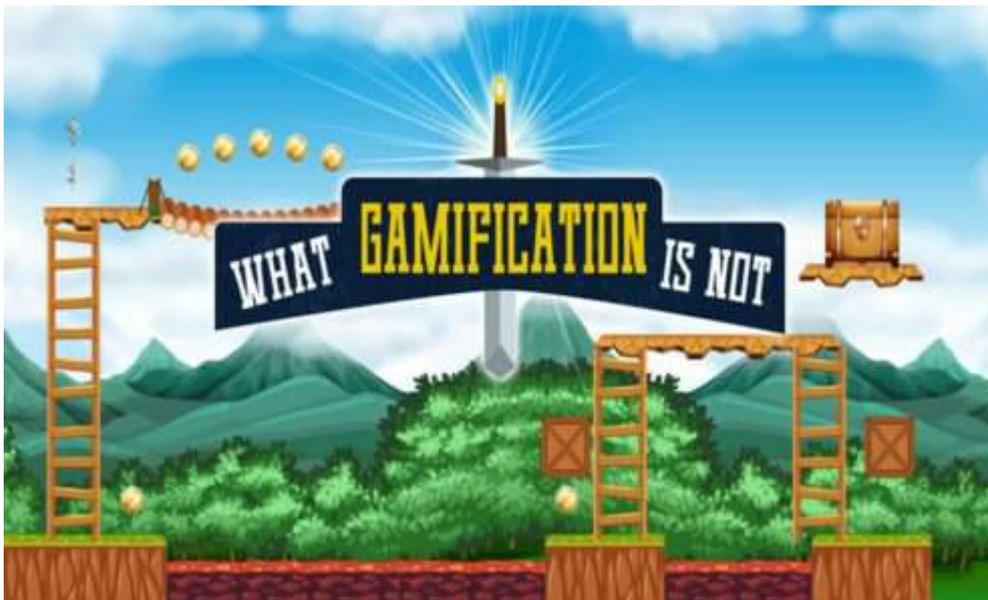
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News from beyond GamFed...

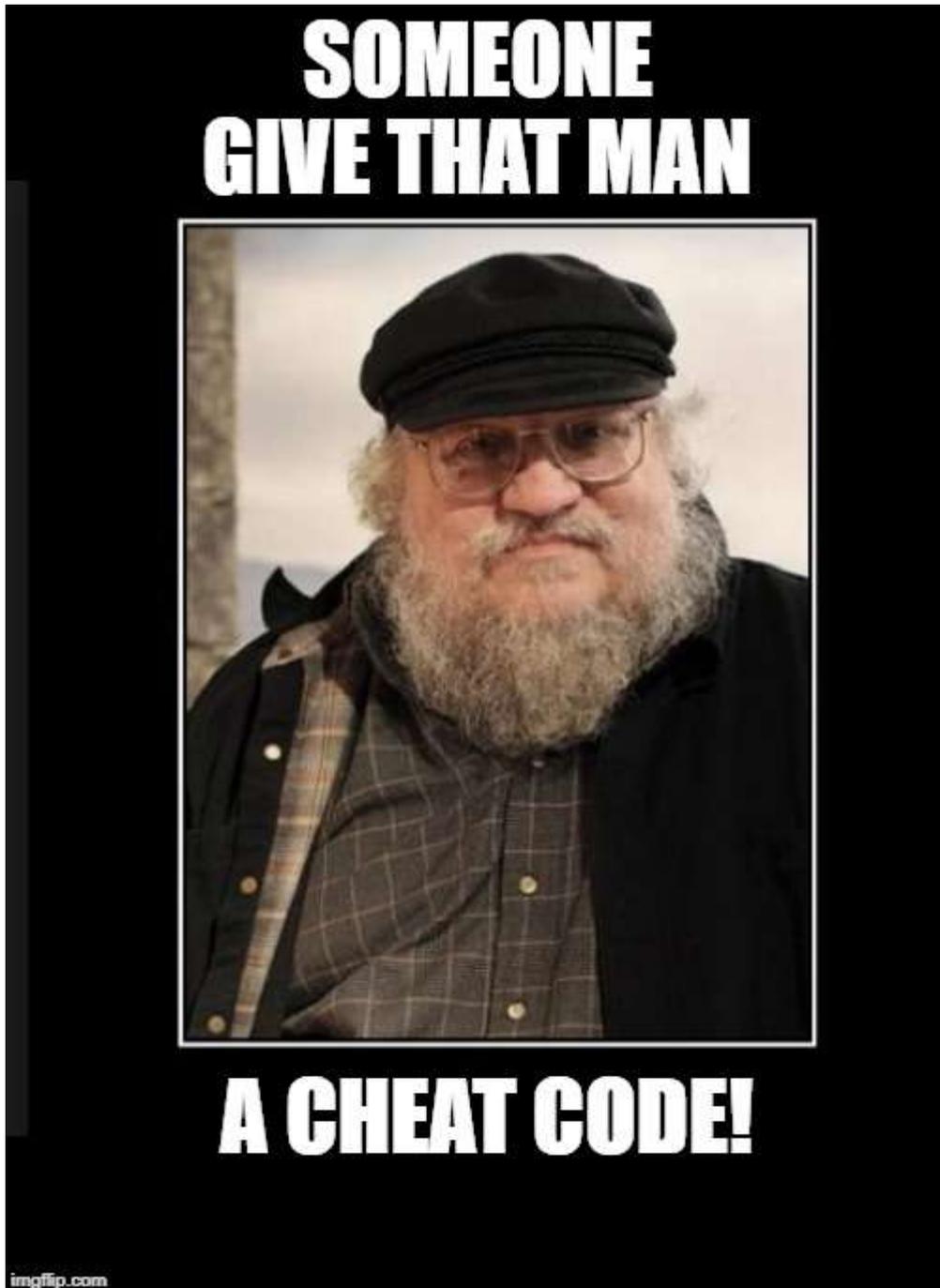
Is gamification the key to better financial management?



According to journalist and author Kristen Wong, the concept of gamification is as effective on adults as it is on children. Wong is the author of last year's highly rated publication *Get Money*, and says that making a game of finance is

highly rated publication Get Money, and says that making a game of finances is about more than just making it “fun.” It also helps those who have an inherent nervousness of financial matters to really take control and feel that they are mastering their money, not the other way around.

[Read the blog post here](#)





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