



# **GamiFIN** Conference 2020

## **GamiFIN Conference 2020**

Proceedings of  
**the 4th International GamiFIN Conference**

Levi, Finland, April 1-3, 2020

(Organized as an online conference)

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GamiFIN 2020

Proceedings

This volume of CEUR-WS Proceedings contains 20 papers presented at the 4th International GamiFIN Conference (GamiFIN 2020). The conference was held as an online conference on April 1-3, 2020.

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## Preface

The GamiFIN conference is an annual international academic conference on gamification with rigorous double blind international peer-review practices. The conference brings together a community of researchers and practitioners to present results from their latest work regarding gamification.

The fourth international GamiFIN conference, organized by the Gamification Group, took place on April 1-3, 2020. The conference was planned to be held in Levi, Finland, but due to the COVID-19 pandemic restrictions the conference was held online. All of the planned conference sessions and keynote were delivered and attended by the conference participants using Zoom software. GamiFIN 2020 was chaired by Professor Juho Hamari and Dr. Jonna Koivisto.

GamiFIN 2020 conference was proud to have as a keynote speaker Assistant Professor Andreas Lieberoth (University of Aarhus, Denmark) who has conducted extensive research on the behavioural and psychological impact of gamification.

GamiFIN 2020 included six academic paper sessions: 1) Gamification (general); 2) Gamification & Education; 3) Gamification & Consumption; 4) Gamification on the Move; 5) Gameful Media; and 6) Esports and Streaming. The session themes were based on the themes of the accepted academic papers. Altogether, 20 academic research papers were accepted to be presented at the conference. GamiFIN participants came from all over the world including Germany, Lithuania, Austria, Czech Republic, Egypt, South Africa, Australia, Saudi Arabia, UK, Switzerland, Belgium, Poland, Russia, Denmark, Sweden, Italy, and Finland. The academic papers were gathered through a call for papers issued in autumn 2019. The conference management system EasyChair was utilized for paper submissions, with a double blind peer review process being employed. The international program committee of the conference consisted of experts in various fields related to gamification. The acceptance rate for submissions was 36%.

The GamiFIN 2020 Best Paper award was presented to Marigo Raftopoulos for their paper "*Has gamification failed, or failed to evolve? Lessons from the frontline in information systems applications*". The GamiFIN 2020 Best Presentation award was presented to Lobna Hassan for the presentation of their paper "*The relationship between player types and gamification feature preferences*". The GamiFIN 2020 Best Poster award was presented to Mattia Thibault for the presentation of their poster "*Strategies of Urban Toyification*".

In addition to the academic paper track, GamiFIN 2020 hosted a doctoral consortium. Altogether 7 doctoral students presented their work at the doctoral consortium, where they received feedback on their research projects from a panel consisting of the conference chairs and senior scholars in the field of gamification. Furthermore, GamiFIN 2020 featured two poster sessions, where 12 posters on academic work-in-progress were presented. Altogether the conference was attended by 47 participants.

July 2020

Jonna Koivisto

Mila Bujic

Juho Hamari

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# GamiFIN

## Conference 2020

4th International GamiFIN Conference

Levi, Finland  
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