G.A.M.E. Workshop Agenda (DRAFT)

November 1, 2015
Terrace Room of Cohen Hall, University of Pennsylvania
Philadelphia, PA

This networking workshop on Gameful Approaches to Motivation and Engagement (GAME) will connect researchers and practitioners to define the agenda for serious implementation of gamification. It will help to kick off a new initiative at the SEI Center for Advanced Studies in Management, focused on application of game thinking to business challenges.

A growing number of organizations are applying game design techniques to create engaging experiences for customers, employees, and communities. At the same time, both theoretical and empirical researchers are asking questions about the relationship of games and play to motivation, learning, behavior change, engagement, workplace performance, and more. Yet there are far too few conversations among these related communities of research and practice.

The GAME initiative will build a worldwide network of thought leaders, academics, and practitioners in this emerging interdisciplinary space, to stimulate new thinking and knowledge sharing. The goals of the workshop will be to assess the state of the gamification field, identify open research questions, and build bridges.

Tentative Agenda

8:00am    Registration and Breakfast

9:00am    Welcome and Introduction (Kevin Werbach)
           An overview of the event, and the initiative.

9:30am    The State of Research
           Roundtable discussion on what evidence exists, and what gaps remain, about
           the effectiveness of gamification. What are the fields involved in research
           relevant to gamification, both theoretical and empirical? What are important
           areas where more study is needed? What data would academics like to see
           from industry?

           Moderator Ethan Mollick (Wharton Management Department)

10:30am   Break
           During the break, participants will be given asked to vote or comment on
           potential projects for a gamification research initiative. (For example, a code of
           ethics or a database of case studies.)
11:00 am  **The State of Practice**
Roundtable discussion on the challenges for adopting gamification, and what questions practitioners would like addressed. Are there common issues across different industries and other contexts? How strongly should gamification be distinguished from serious games, playful design, and other concepts? What have organizations learned from their experiences, specifically including what didn’t work?

Moderator Dan Hunter (Swinburne Law School)

12:00 pm  **Lunch**
During the lunch break, participants will have another opportunity to review and comment on the whiteboard of project ideas.

1:00 pm  **Key Questions for Gamification**
At each table, participants will identify what they believe is the most important topic or finding to advance the state of the gamification field. After each table reports its conclusions, the panelists will offer their reactions and kick off an open discussion.

Moderator Kevin Werbach (Wharton Legal Studies Department)

2:15 pm  **Closing Remarks**

2:30 pm  **Reception**