

## Colloquium Information Systems and Marketing

### Gamification of Work and Life

Prof. Juho Hamari

Tampere University of Technology & University of Turku & University of Tampere, Finland

Our reality and lives are increasingly game-like, not only because video games have become a pervasive part of our lives, but perhaps most prominently because activities, organizations, systems and services are increasingly intentionally gamified.

Beyond intentional gamification, gamification also refers to the general ludic transformation of our reality, culture and everyday lives. For example, recently we have witnessed the popular emergence of augmented reality games and virtual reality technologies that enable a more seamless integration of games into our physical reality. The media ecosystem has also experienced a degree of ludic transformation, with user generated content becoming an important competitor for large media corporations. This transformation has led to the development of several emerging phenomena such as streaming and esports, that have penetrated the cultural membrane allowing games to seep into domains hitherto dominated by traditional media.

Gamification Group's research covers several forms of technologies such as games, gamification, game-based learning, persuasive technologies, social networking services, online video streaming, eSports, sharing economy, crowdsourcing and virtual economies. Gamification Group has published several seminal empirical, theoretical and meta-analytical scholarly articles from perspective of human-computer interaction, game studies and information systems science. In this talk, selected research of the Gamification Group on ludic transformation of work and life will be presented.

Date: Monday, November 20th 2017, 11.30 – 1.00 PM

Location: IISM, Fritz-Erler-Straße 23, Room 281

Organizer: Institute of Information Systems and Marketing (IISM)

The Institute of Information Systems and Marketing invites all interested persons to the talk.

Andreas Geyer-Schulz, Ju-Young Kim, Martin Klarmann, Alexander Maedche, Thomas Setzer, Christof Weinhardt