



GamiFIN Conference 2025

Proceedings of
the 9th International GamiFIN Conference
Ylläs, Finland, April 1-4, 2025

Edited by

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This volume of CEUR-WS Proceedings contains 18 papers presented at the 9th International GamiFIN Conference (GamiFIN 2025). The conference was held in Ylläs, Finland April 1-4, 2025.

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Preface

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

The ninth international GamiFIN conference took place on April 1-4 in Ylläs, Finland. The conference was organized by the Gamification Group and chaired by professors Juho Hamari and Nannan Xi.

GamiFIN 2025 featured two prominent scholars in the field as keynotes: Dr. Jonna Häkkinen (University of Lapland, Finland), Professor of Industrial Design, Vice Dean for Research at the Faculty of Art and Design and leads the User Experience Research Group (LUX); and Dr. Max Birk (Eindhoven University of Technology, Netherlands), Associate Professor in Human-Technology Interaction. His research contributes to games user research, digital health, game-based digital biomarkers, and motivational design.

GamiFIN 2025 included five academic paper sessions: 1) Game-Based Education, 2) Sustainability, 3) Location, Location, Location, 4) Malevolence and Reflection, and 5) deXteRity and eSports. The program structure was based on thematic grouping of accepted papers.

All in all, 18 papers were accepted and presented at the conference. We are proud to have had authors from Finland, Denmark, Germany, Sweden, Norway, Italy, Belgium, United Arab Emirates, Australia, Saudi Arabia, and China. The international program committee of the conference consisted of experts on various fields related to gamification. The acceptance rate for submissions was 41 %.

The GamiFIN 2025 Best Paper award was presented to Adam Palmquist and Izabella Jedel for their paper "*I am lvl 8048, Madafaka – teacher and students' technological frames of educational gamification*". The GamiFIN 2025 Best Presentation award was presented to Markus Laattala, Supriya Dutta and Perttu Hämäläinen for "*Duet: virtual reality pair dancing with partner movement manipulation*".

Apart from the paper sessions, GamiFIN 2025 hosted a doctoral consortium with five international doctoral candidates and an expert panel of academic supervisors, two poster and demo sessions, thirteen works-in-progress and a paper development workshop. GamiFIN 2025 also included four special themed workshops: 1) Gameful and Playful Approaches to Shaping a More Inclusive Society, 2) Measuring and modeling engagement in gamified and game-based learning, 3) Gameful (Trans)human Futures, and, - celebrating its fourth anniversary - 4) GamiFOREST: The Greater Digital Forest Ecosystem.

GamiFIN was kindly supported by the Academy of Finland Flagship competence center [UNITE – Forest-Human-Machine Interplay](#), the KONE Foundation, and the EU-Funded project GameHearts.

Altogether the conference was attended by 78 participants.

As a continuation of the GamiFIN conference series, GamiFIN 2026 will be held in Finland. The exact dates and location will be announced during summer 2025.

April 2025

Prajwal D'Souza

Hairui Tang

Nannan Xi

Juho Hamari

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