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## **The University at Buffalo to Host Conference on Gamification**

Conference to explore Meaningful Gamification to be held on April 15

Buffalo, NY, January 11, 2016– The University at Buffalo’s Graduate School of Education (GSE) will sponsor a one-day symposium and workshop event, the Conference on Meaningful Gamification, on April 15, 2016. This event will bring together gamification scholars, researchers, and enthusiasts, from across the Northeast to discuss the benefits of gamification in education. According to Deborah Moore-Russo, Associate Professor and Chair, Department of Learning & Instruction, “This conference will give participants a chance to learn more about gamification while finding out about ways that they can incorporate gamified elements to enhance their own instruction.”

Gamification is an alternative engagement strategy that uses game mechanics, dynamics, and frameworks with the aim of encouraging desired behaviors. Research on the use of game-design elements in the field of education indicates a potential for gamification to promote motivation and student engagement.

The Conference on Meaningful Gamification is being planned by a research group from the Graduate School of Education. Led by Moore-Russo, the collaborative group, MeGa (Meaningful Gamification), is committed to disseminating effective strategies for applying gamification to

learning contexts, and to providing a means to support faculty members (and others) who investigate, implement, and seek more information on gamified course elements. Conference activities will include talks from leading gamification researchers and a hands-on workshop to help participants to develop their own gamified activities. GSE doctoral student and member of the MeGa group, Andrew Wiss states

“UB GSE's MeGa team is excited to share the insights of this accomplished panel of gamification researchers and practitioners. We expect that our attendees will come away from the event both with new ideas for their courses and new perspectives on how gamification techniques will be incorporated into the future of teaching and learning at the university level.”

The scheduled panel includes Sam Abramovich, Fred Aebli, and Scott Nicholson. Abramovich is an Assistant Professor in the Graduate School of Education at the University at Buffalo. His research is devoted to finding and understanding the learning opportunities between the intersection of the Learning Sciences and Emerging Technology. Aebli is an Instructor and Internship Coordinator in the College of Information Sciences and Technology at the Pennsylvania State University. He has previously presented on his experiences creating engaging learning environments using gamification techniques. Nicholson is Professor and Director of the Game Design and Development program at Wilfrid Laurier University in Brantford, Ontario, Canada. He also directs the Brantford Games Network and the BGNlab, which brings together students, community members, game companies, and organizations that support learning to create transformative games.

The Conference on Meaningful Gamification will be held on April 15, 2016 in the Center for Tomorrow. The morning symposium will begin at 9:00 a.m. and runs through 12:00pm. The afternoon workshop will run from 12:00pm until 2:00pm. Refreshments will be provided. The event is free of charge but registration is required. Link to register:

<http://goo.gl/forms/U5uHun3q9l>

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If you would like more information about this event, please contact Anne Reed at 716-645-1357 or email at [annereed@buffalo.edu](mailto:annereed@buffalo.edu).