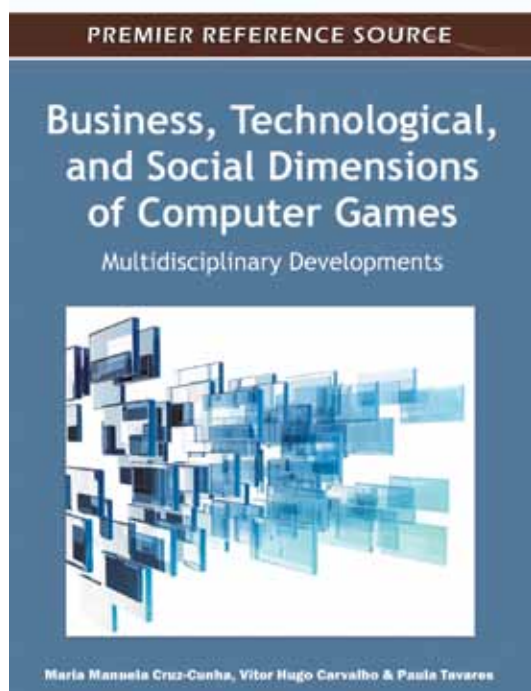


An Excellent Addition to Your Library!

Released: May 2011

Business, Technological, and Social Dimensions of Computer Games: Multidisciplinary Developments



Maria Manuela Cruz-Cunha (Polytechnic Institute of Cavado and Ave, Portugal), Vitor Hugo Varvalho (Polytechnic Institute of Cávado and Ave, Portugal) and Paula Tavares (Polytechnic Institute of Cávado and Ave, Portugal)

Computer and online games have emerged as a critical area of study due to their implications for business and society, as well as their increased presence in individuals' lives.

Business, Technological and Social Dimensions of Computer Games: Multidisciplinary Developments is a collection of the most recent developments in all areas of game development, encompassing planning, design, marketing, business management, and consumer behavior. This publication explores a number of aspects of gaming, which include supporting technologies, human interaction, psychological and behavioral effects, business opportunities, and intellectual property considerations, offering readers a complete perspective on the evolution of games and gaming technologies.

Topics Covered:

- Artificial intelligence in gaming
- Character animation
- Gameplay design patterns
- Gamer talk
- Games and advertising
- Massively multiplayer online gaming environments
- Meaningful video games
- Mobile gaming
- Serious games in industrial contexts
- Video games as aggregating mediums

ISBN: 9781609605674; © 2011; 598 pp.

Print: US \$180.00 | Perpetual: US \$255.00 | Print + Perpetual: US \$360.00

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Maria Manuela Cruz-Cunha is currently an Associate Professor in the School of Technology at the Polytechnic Institute of Cavado and Ave, Portugal. She holds a Dipl. Eng. in the field of Systems and Informatics Engineering, an M.Sci. in the field of Computer Integrated Manufacturing and a Dr.Sci in the field of Production Systems Engineering. She teaches subjects related with Information Systems, Information Technologies and Organizational Models to undergraduate and post-graduate studies. She supervises several PhD projects in the domain of Virtual Enterprises and Information Systems and Technologies. She regularly publishes in international peer-reviewed journals and participates on international scientific conferences. She serves as a member of Editorial Board and Associate Editor for several International Journals and for several Scientific Committees of International Conferences. She has authored and edited several books and her work appears in more than 100 papers published in journals, book chapters and conference proceedings. She is the co-founder and co-chair of several international conferences: CENTERIS – Conference on ENTERprise Information Systems, ViNOrg - International Conference on Virtual and Networked Organizations: Emergent Technologies and Tools and SeGAH – IEEE International Conference on Serious Games and Applications for Health.



www.igi-global.com

Publishing Academic Excellence
at the Pace of Technology Since 1988

Section 1: Supporting Technologies and Tools

Chapter 1

Video Games as Aggregating Mediums and Resulting Products of Several Visual Communication Languages

Tavares Paula (Polytechnic Institute of Cávado and Ave, Portugal)
Teixeira Pedro Mota (Polytechnic Institute of Cávado and Ave, Portugal)
Pereira Leonardo (Polytechnic Institute of Cávado and Ave, Portugal)
Cruz-Cunha Maria Manuela (Polytechnic Institute of Cávado and Ave, Portugal & University of Minho, Portugal)

Chapter 2

AI Design for Believable Characters via Gameplay Design Patterns

Lankoski Petri (Aalto University, Finland)
Johansson Anja (Linköping University, Sweden)
Karlsson Benny (Fabrication Games Europe AB, Sweden)
Björk Staffan (Chalmers University of Technology, Sweden)
Dell'Acqua Pierangelo (Linköping University, Sweden)

Chapter 3

A Practice-Based Analysis of Social Interaction in a Massively Multiplayer Online Gaming Environment

Milolidakis Giannis (Technological Education Institution of Crete, Greece & Euromed Management, France)
Kimble Chris (Euromed Management, France)
Grenier Corinne (Euromed Management, France)

Chapter 4

Character Animation:

Orvalho Verónica Costa (Universidade do Porto, Portugal)
Orvalho João (Face In Motion, Portugal)

Chapter 5

Enhancing Online Games with Agents

Poggi Agostino (Università degli Studi di Parma, Italy)

Chapter 6

Questing for Standards:

Elwell Mark G. (Hakusan International School, Japan)

Chapter 7

Artificial Intelligence in Games Evolution

Carneiro Murillo Guimarães (Federal University of Uberlândia, Brazil)

Chapter 8

Once Upon a Time:

Smed Jouni (University of Turku, Finland)

Section 2: Human Computer Interaction

Chapter 9

Game Led HCI Improvements

Barlow Michael (The University of New South Wales at the Australian Defence Force Academy, Australia)

Chapter 10

Human-Computer Interaction in Games Using Computer Vision Techniques

Devyatkov Vladimir (Bauman Moscow State Technical University, Russia)
Alfimtsev Alexander (Bauman Moscow State Technical University, Russia)

Chapter 11

Human-Computer Interaction and Artificial Intelligence:

Peres Sarajane Marques (University of São Paulo, Brazil)
Boscaroli Clodis (Western Paraná State University, Brazil)
Bidarra Jorge (Western Paraná State University, Brazil)
Fantinato Marcelo (University of São Paulo, Brazil)

Chapter 12

Mobile Gaming:

Hoffman Blaine (The Pennsylvania State University, USA)

Section 3: Psychological, Behavioral and Social Effects

Chapter 13

A Multiplayer Team Performance Task:

Emurian Henry H. (UMBC, USA)
Canfield Gerald C. (UMBC, USA)
Roma Peter G. (Institutes for Behavior Resources, USA)
Brinson Zabecca S. (Institutes for Behavior Resources, USA)
Gasior Eric D. (Institutes for Behavior Resources, USA)
Hienz Robert D. (Johns Hopkins University School of Medicine, USA)
Hursh Steven R. (Johns Hopkins University School of Medicine, USA)
Brady Joseph V. (Johns Hopkins University School of Medicine, USA)

Chapter 14

Emotional Journeys in Game Design Teams

Stacey Patrick (Imperial College London, UK)
Nandhakumar Joe (University of Warwick, UK)

Chapter 15

The Contribution of Videogames to Anti-Social Attitudes and Behaviours amongst Youngsters

Albuquerque Olga (Escola Secundária Dr Jaime Magalhães Lima, Portugal)
Moreira Gillian Grace (University of Aveiro, Portugal)

Chapter 16

Gamer Talk:

Sharritt Matthew (Situating Research, LLC, USA)
Aune R. Kelly (University of Hawaii at Manoa, USA)
Suthers Daniel D. (University of Hawaii at Manoa, USA)

Chapter 17

Playing with Violence:

Arriaga Patrícia (ISCTE-IUL, Cis-IUL, Portugal)
Gaspar Augusta (ISCTE-IUL, Cis-IUL, Portugal)
Esteves Francisco (ISCTE-IUL, Cis-IUL, Portugal)

Chapter 18

Knowing the Game:

Ortiz Julio Angel (Harvard University, USA)

Chapter 19

Meaningful Video Games:

Schafer Stephen Brock (Digipen Institute of Technology, USA)
Yu Gino (Hong Kong Polytechnic University, Hong Kong)

Section 4: Business Opportunities and Applications

Chapter 20

Application of Serious Games in Industrial Contexts

Duin Heiko (BIBA Bremer Institut für Produktion und Logistik GmbH, Germany)
Hauge Jannicke Baalsrud (BIBA Bremer Institut für Produktion und Logistik GmbH, Germany)
Huneecker Felix (BIBA Bremer Institut für Produktion und Logistik GmbH, Germany)
Thoben Klaus-Dieter (BIBA Bremer Institut für Produktion und Logistik GmbH, Germany)

Chapter 21

Building Customer Relationship through Game Mechanics in Social Games

Hamari Juho (Helsinki Institute for Information Technology HIIT, Finland)
Järvinen Aki (Digital Chocolate, Inc., Finland)

Chapter 22

Games and Advertising

Duarte Inês de Seixas (Universidade Católica Portuguesa – Porto, Portugal)
Valente de Andrade António Manuel (Universidade Católica Portuguesa – Porto, Portugal)

Chapter 23

Business Process Management in the Computer Games Industry

Belfo Fernando (Polytechnic Institute of Coimbra, Portugal)

Chapter 24

New Business Models for the Computer Gaming Industry:

Heitmann Martin (Technische Universität Berlin, Germany)
Tidten Kay (Technische Universität Berlin, Germany)

Chapter 25

Pluralistic Coordination

Denning Peter J. (Naval Postgraduate School, USA)

Flores Fernando (Pluralistic Networks, Inc., USA)

Flores Gloria (Pluralistic Networks, Inc., USA)

Chapter 26

Business Opportunities in Social Virtual Worlds

Pannicke Danny (Berlin Institute of Technology, Germany)

Repschläger Jonas (Berlin Institute of Technology, Germany)

Zarnekow Rüdiger (Berlin Institute of Technology, Germany)

Chapter 27

How has the Internet Evolved the Videogame Medium?

Anagnostou Kostas (Ionian University, Greece)

Section 5: Property Rights

Chapter 28

Computer Games and Intellectual Property Law:

Pina Pedro (ESTGOH - Polytechnic Institute of Coimbra, Portugal)

Chapter 29

Law, Architecture, Gameplay, and Marketing!

Wasilko Peter J. (The Institute for End User Computing, Inc., USA)

Order Your Copy Today!

Name: _____

Organization: _____

Address: _____

City, State, Zip: _____

Country: _____

Tel: _____

Fax: _____

E-mail: _____

Enclosed is check payable to IGI Global in
US Dollars, drawn on a US-based bank

Credit Card Mastercard Visa Am. Express

3 or 4 Digit Security Code: _____

Name on Card: _____

Account #: _____

Expiration Date: _____