Table of Contents

Foreword ................................................................................................................................. xvi

Preface ..................................................................................................................................... xx

Acknowledgment .................................................................................................................. xxviii

Chapter 1
Football Manager as a Persuasive Game for Social Identity Formation .......... 1
Linda K. Kaye, Edge Hill University, UK

Chapter 2
Equality Game, Anxiety Attack, and Misfortune: A Pedagogical Post-Mortem on Engines, Modding, and the Importance of Player Experience .......... 18
Victoria McArthur, York University, Canada

Chapter 3
Games for Top Civil Servants: An Integrated Approach ......................... 32
Hester Stubbé, TNO, The Netherlands
Josine G. M. van de Ven, TNO, The Netherlands
Micah Hrehovcsik, HKU University of Arts – Utrecht, The Netherlands

Chapter 4
Six Factors That Determine the Conceptualization of Persuasive Strategies for Advergames: The Case Study of “Tem de Tank” ......................... 51
Teresa de la Hera Conde-Pumpido, Utrecht University, The Netherlands

Chapter 5
Game-Based Learning as a Promoter for Positive Health Behaviours in Young People ..................................................... 71
Andrew Sean Wilson, Birmingham City University, UK
Chapter 6
The Travelling Rose: A Persuasive Game to Stimulate Walking Behaviour of Older Persons in Low SES Neighbourhoods ................................................................. 94
  Valentijn Visch, Delft University of Technology, The Netherlands
  Ingrid Mulder, Delft University of Technology, The Netherlands
  Wessel Bos, Delft University of Technology, The Netherlands
  Richard Prins, Erasmus Medical Center, The Netherlands

Chapter 7
Power Explorer: Is Indoctrination Right? ................................................................. 116
  Paschalina Skamnioti, University of Applied Sciences of Bremen, Germany

Chapter 8
Rhetoric of Game: Utilizing the Game of Tavistock Method on Organizational Politics Training ........................................................................................................ 145
  Ben Tran, Alliant International University, USA

Chapter 9
Emergently-Persuasive Games: How Players of SF0 Persuade Themselves ..... 175
  Neil Dansey, University of Portsmouth, UK

Chapter 10
Communicating the Obvious: How Agents Against Power Waste Influenced the Attitudes of Players and their Families ................................................................. 193
  Mattias Svahn, Stockholm School of Economics, Sweden
  Annika Waern, University of Uppsala, Sweden

Chapter 11
The ASPIRE Program: Using Game-Based Learning to Reach Massive Audiences....................................................................................................................... 216
  Peter Christiansen, University of Utah, USA

Chapter 12
A Hostile World: A Pervasive Urban Game to Sensitise and Foster a Cross-Cultural Reflection ........................................................................................................ 232
  Maresa Bertolo, Politecnico di Milano, Italy
  Ilaria Mariani, Politecnico di Milano, Italy
Chapter 13
Strategies and Tactics in Digital Role-Playing Games: Persuasion and Social Negotiation of the Natural Order Doctrine in *Second Life’s Gor* .................. 254

Christophe Duret, Université de Sherbrooke, Canada

Related References ........................................................................................................ 273

Compilation of References ......................................................................................... 327

About the Contributors ............................................................................................... 351

Index ............................................................................................................................ 357