# Table of Contents

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

Preface ............................................................................................................................................... xviii

Acknowledgment .................................................................................................................................. xxi

Chapter 1
Storytelling and Narrative Marketing in the Era of Social Media ....................................................... 1
  *Sonia Ferrari, University of Calabria, Italy*

Chapter 2
Bare Nothingness: Situated Subjects in Embodied Artists’ Systems.................................................... 16
  *Eleanor Dare, University of Derby, UK*
  *Elena Papadaki, University of Greenwich, UK*

Chapter 3
Families and Multimedia Exhibits: The Example of an Exhibition about Greek Mathematics .......... 49
  *Panagiota Stellaki, Independent Researcher, Greece*

Chapter 4
Developing Augmented Reality Applications Using Branded Authoring Environments.................... 73
  *Ioannis Deliyannis, Interactive Arts Research Lab, Greece*
  *Dalila Honorato, Interactive Arts Research Lab, Greece*

Chapter 5
Information Retrieval Technologies and the “Realities” of Music Information Seeking .................... 102
  *Charilaos Lavranos, Ionian University, Greece*
  *Petros Kostagiolas, Ionian University, Greece*
  *Joseph Papadatos, Ionian University, Greece*

Chapter 6
Affective Audio Synthesis for Sound Experience Enhancement....................................................... 122
  *Konstantinos Drossos, Ionian University, Greece*
  *Maximos Kaliakatsos-Papakostas, Aristotle University of Thessaloniki, Greece*
  *Andreas Floros, Ionian University, Greece*
Chapter 7
Euterpe: An Experimental Multimedia Database System Designed to Dynamically Support Music Teaching Scenarios ................................................................. 146

May Kokkidou, University of Western Macedonia, Greece
Zoe Dionyssiou, Ionian University, Greece

Chapter 8
Dealing with the Uncertainty of Satisfaction Surveys in Organizations That Employ Interactive Multimedia: An Analysis of False Answers Statistical Models through a Digital Music Library Case Study ......................................................... 160

Stelios Zimeras, University of the Aegean, Greece
Petros Kostagiolas, Ionian University, Greece
Charilaos Lavranos, Ionian University, Greece

Chapter 9
From Illustration to Gamification of the Book: Re-Developing Aesthetics in Publishing, Re-Inventing Taste in the Digital Era ......................................................... 176

Christina Banou, Ionian University, Greece

Chapter 10
What Is A Book By Any Other Name? ........................................................................ 195

Roxana Theodorou, Hellenic American University, Greece

Chapter 11
Learning by Playing: Development of an Interactive Biology Lab Simulation Platform for Educational Purposes ............................................................................... 204

Vasilis Zafeiropoulos, Hellenic Open University, Greece
Dimitris Kalles, Hellenic Open University, Greece
Argyro Sgourou, Hellenic Open University, Greece

Chapter 12
Visualization of Neuro-Fuzzy Networks Training Algorithms: The Backpropagation Algorithm Approach ...................................................................................... 222

Antonia Plerou, Ionian University, Greece
Elena Vlamou, Democritus University of Thrace, Greece
Basil Papadopoulos, Democritus University of Thrace, Greece

Chapter 13
Web Healthcare Applications in Poland: Trends, Standards, Barriers and Possibilities of Implementation and Usage of E-Health Systems ........................................................................ 258

Anna Sołtysik-Piorunkiewicz, University of Economics in Katowice, Poland
Małgorzata Furmankiewicz, University of Economics in Katowice, Poland
Piotr Ziuziański, University of Economics in Katowice, Poland
Chapter 14
 Evaluation of Mathematical Cognitive Functions with the Use of EEG Brain Imaging .............. 284
   Antonia Plerou, Ionian University, Greece
   Panayiotis Vlamos, Ionian University, Greece

Chapter 15
 Augmented Reality Edutainment Systems for Open-Space Archaeological Environments: The Case of the Old Fortress, Corfu, Greece .......................................................... 307
   Ioannis Deliyannis, Ionian University, Greece
   Georgios Papaioannou, Ionian University, Greece

Compilation of References ........................................................................................................ 324

About the Contributors ............................................................................................................. 368

Index ........................................................................................................................................ 376