About the Contributors

Nelson Zagalo is Assistant Professor at the University of Minho (UM). He got his PhD in Communication Technology from the University of Aveiro about new interaction paradigms in virtual environments. He is member of the board of directors of the Master of Technology and Digital Art at UM and of the Center for Communication and Society Studies. He co-chairs the research group EngageLab at Computer Graphics Center and chairs the Portuguese Society of Videogame Sciences. He has more than forty peer-reviewed publications in the fields of film, videogames, interactive storytelling, and emotion and has chaired the Digital Games 2008 – National Research Conference; the SLACTIONS 2009 International Conference: Life, imagination, and work using metaverse platforms; and the ICIDS2009 - 2nd International Conference on Interactive Digital Storytelling. Nelson is the author of the book “Interactive Emotions, from Film to Videogames” (2009).

Leonel Morgado is an Assistant Professor at the University of Trás-os-Montes e Alto Douro, in Portugal, where he lectures on programming and the use of virtual worlds. His main research interest is the use of virtual worlds as tools for learning and business. Before pursuing an academic career, he was terminologist for a MS Office 97 localization team, a manager of Web-development and software-deployment teams, a business technical manager, and a programmer.

Ana Boa-Ventura is a researcher at the University of Texas at Austin. She has managed several international projects aiming at the design and promotion of virtual professional collaboration. Boa-Ventura has worked with digital storytelling (DST) in various contexts of practice research in the metaverse. Her research on virtual communities for tobacco cessation intersects with storytelling to the extent that stories are at the basis of community and trust building. Boa-Ventura designed two interactive platforms for the Portuguese Ministry of Health: for the promotion of breast-feeding and of tobacco cessation. In Portugal, she co-founded Media Shots, a Portuguese organization that works with corporations in the design and implementation of innovative programs in the area of corporate social responsibility (CSR). These include strategic and community–oriented digital storytelling, as well as other social media driven solutions to leverage social intervention by ONGs and corporations in a time of recession.

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Benjamin Gregor Aas was born in 1980, in Bamberg, a rural part of southern Germany as the second of three brothers. In 1999 he received ‘Abitur’ at the Dientzenhofer-Gymnasium Bamberg. After a year of fulfilling social service at a school for disabled children, he entered the Otto-Friedrich Universität Bamberg, to study German language and geography. After receiving ‘Vordiplom’ in both subjects, he
visited the Universiteit I Bergen, Norway, where his interest in psychology grew, which eventually resulted in moving to Amsterdam, The Netherlands, in 2004, where he is currently about to finish a double Master’s of science in psychology (clinical and research Master). His widespread interests and production range from new research paradigms as virtual worlds and complex systems theory, to literature, basketball, and art.

**Joke Bauwens** is professor of Media Sociology at the Department of Media and Communication Studies, Free University of Brussels (VUB). Her research activities, situated in the research groups CEMESO (Centre for Studies on Media and Culture) and IBBT-SMIT, involve young people’s media use, and morality and media use. In Belgium she coordinated a research on teenagers’ ICT usage and the entailed risks and opportunities (Cyberteens, Cyberrisks, Cybertools, published in 2009). She is also Belgian team member of the EU Kids Online research network.

**Alan Chalmers** is a Professor of Visualisation at the International Digital Laboratory, WMG, University of Warwick, UK. He has an MSc with distinction from Rhodes University, 1985 and a PhD from University of Bristol, 1991. He has published over 200 papers in journals and international conferences on high-fidelity graphics, multi-sensory perception, High Dynamic Range (HDR) imaging, virtual archaeology, and parallel rendering. He is Honorary President of Afrigraph and a former Vice President of ACM SIGGRAPH. He is the Founder and a Director of the spin-off company, goHDR Ltd., which aims to be the leader in the software that enables HDR technology. Chalmers’ research goal is “Real Virtuality,” obtaining physically-based, multi-sensory, high-fidelity virtual environments at interactive rates through a combination of parallel processing and human perception techniques.

**Grégory Dhen** is a Ph.D. student in the department of Political and Social Sciences at the Catholic University of Louvain, Belgium. He’s currently conducting fieldwork in *World of Warcraft* where he focuses on players’ building of social relationships. His doctoral dissertation proposes an analysis of the guilds’ governance logics and examines the ways guild members negotiate their offline and online identities as well as their personal and collective play practices. His interdisciplinary work draws on both French and English approaches to game studies and virtual worlds. He is also member of the OMNSH association (Observatoire des Mondes Numériques en Sciences Humaines).

**Jacqueline Drinkall** researches telepathy in contemporary art and digital media. She is an artist working in video, performance, installation, photography, sculpture, and painting - exhibiting in Australia and internationally. Jacqueline holds a PhD in Art History and Theory, Master’s of Research in Visual Art, and a BA in Visual Art (Painting). She recently collaborated with Jeremy Owen Turner and others in a Second Life avatar performance. She has lectured at Australian National University; COFA University of New South; Design Lab, Faculty of Architecture at University of Sydney; and James Cook University. Jacqueline has received many awards and grants: Curriculum Refresh grant, NAVA grant, two COFA Student Art Prizes, Artspace residency, Cite International Paris residency, Australian Postgraduate Award, Marten Bequest, Telecom Travelling Scholarship, Janet Johnston Award, two AGNSW awards, University Medal, and 7 time finalist (5 time exhibitor) for the Helen Lempriere Travelling Art Scholarship.
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**Thiago Falcao** is a PhD Student at the Contemporary Communication and Culture Postgraduate Program of the Federal University of Bahia, where he is member of both the Research Group on Society, Digital Technology, and Interaction (GITS) and the Research Group on Cybercities (GPC). He currently develops a research concerning aspects of social theory and narrative-cognitive processes involved in online gaming; he is also editor of the peer-reviewed journal Realidade Sintética, the first Portuguese-language based resource to fully dedicate itself to issues regarding research on the video game culture.

**Katleen Gabriels** is a doctoral student at the Vrije Universiteit Brussel (VUB, Belgium). She is working on a PhD on morality and ethics in social virtual worlds. Katleen is part of the Department of Communication Sciences and the Department of Philosophy. She is also a member of IBBT-SMIT (Interdisciplinary Institute for Broadband Technology - Studies on Media, Information and Telecommunication) and the Centre for Ethics. She holds Master’s degrees in Germanic Languages (KULeuven) and Moral Philosophy (Ghent University).

**Gregory Price Grieve** researches and teaches in the intersection of South Asian religions, New Media, and postmodern and pluralistic approaches to the study of religion. Grieve is associate professor of Religious Studies and the Director of MERGE: A Network for Interdisciplinary and Collaborative Scholarship at the University of North Carolina at Greensboro. He is the author of numerous articles, the monograph Retheorizing Religion in Nepal and the co-editor of the edited volume Historicizing Tradition in the Study of Religion. Grieve has been a research fellow at the Asia Research Institute, the National University of Singapore, and the Center for Religion and Media at New York University. He is currently working on a book titled, Waking Up Online: Buddhism, Second Life and the Reenchantment of Late Modernity, which analyzes Second Life’s Zen Buddhist cluster to comprehend the early effort of practitioners to reshape religious practices on the virtual frontier.

**Kevin S. Heston** researches the rhetoric of religious movements in late modernity and the impact on subjectivity of the multiple identities that confront the individual in contemporary society. He is a graduate student in the Department of Communication at Wake Forest University. He served as Director of the Cardia Virtual Research Team and presented on religion and subjectivity in Second Life at the National Communication Association annual conventions in 2008 and 2010. His most recent research involves the Creation Museum of Petersburg, Kentucky as a rhetorical movement. He presented on his research at the Biennial Wake Forest Argumentation Conference in 2009. Most recently he presented his paper The Creation Museum as Rhetorical Savior, and presented on three panels at the NCA annual convention in 2010. He is currently working on a book titled, Fragmented Reality or Cosmopolitan Vitality: Contemporary Media, the Shifting Sensorium, and the Formation of the “Real Self.”

**David Holloway** is a Registered Nurse who has been involved with virtual worlds since 1993, when he was one of 25 worldwide selected to test the use of a MOO (Multi-User Dungeon Object Orientated) environment as an adjunct to online music collaboration. He has been writing on virtual worlds since 2006 for his own sites, The Metaverse Journal and Metaverse Health, in addition to a range of Australian mainstream publications. David has recently commenced his PhD studies on the use of virtual environments in clinical simulation for nurses. He currently holds a Master of Nursing and a Master of Business Administration.
Sisse Siggaard Jensen is a Professor of Digital Communication at the Department of Communication, Business and Information Technologies, Roskilde University, Denmark. Her current research interests are questions about how actors make sense of their chosen virtual world(s), avatars, and relationships, research that aim to study the co-construction of self and world-makings. Virtual ethnography and qualitative in situ video analysis are some of her preferred methods of studying the micro-moments of actors’ sense-making and engagement. Currently, she is head of a large research project about sense-making and user-driven innovation in virtual worlds (2008-2012) supported by the Danish Strategic Research Council. She has a long record of practice and research in fields of networked learning and communication. Sisse Siggaard Jensen is one of the initiators of a newly started Experience Lab aimed to carry out experimental research on virtual world-makings and mixed and augmented realities.

Bjarke Liboriussen holds a PhD in Media Studies from the University of Southern Denmark, earned for work on the application of landscape aesthetics and architectural theory to the study of virtual worlds. His current research interests include game studies, media production studies, and the philosophy of technology.

Pascaline Lorentz is currently working as an Associate Professor in Sociology for the University of Paris – La Sorbonne at the French College in Saint-Petersburg in Russia. Completing her PhD in Social Sciences at the University of Strasbourg and the Research lab “Cultures and Societies in Europe” (CNRS FRE 3229), her sociological research investigates the impacts of knowledge the gamer can gain from his relationship with his avatars in the video game, The Sims®. She has conducted fieldwork on gaming with teenagers in France, Russia and United Arabic Emirates. Then, she will lead additional research about embodiment and its consequences in Australia at the Centre for New Media Research and Education at the Faculty of Humanities and Social Sciences at Bond University in Brisbane.

Luís Magalhães is an Assistant Professor at the University of Trás-os-Montes e Alto Douro, in Portugal. He has an MSc and a PhD in Computer Science. His research interests include the use of computer vision techniques for the production of 3D models from video sequences, augmented reality, computer graphics, and more recently, on the use of these techniques to develop cultural heritage applications. He has also some studies on the use of visual perception in computer graphics.

Bettina Maisch holds a degree in electronic business as well as a degree in social and business communication from the University of the Arts in Berlin, Germany. She gained several years of work experience in the international advertising network of Ogilvy and in the marketing department of the German research and development network of Fraunhofer Society before commencing her PhD candidature at the Institute for Media and Communications Management at the University of St. Gallen, Switzerland. Her current research focuses on the potential of Web 2.0 applications such as wikis, weblogs, and social networks for the communication of innovations. In her dissertation, Bettina investigates the influencing factors of Facebook on the market introduction of electric cars. She was able carry out the data collection during her time as a visiting researcher at the Center for Design Research at Stanford University, United States.
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João Mattar has a Bachelor Degree in Language and Literature (Universidade de São Paulo – USP) and Philosophy (Pontificia Universidade Católica de São Paulo – PUC-SP), Extension (University of California Berkeley and Boise State University), Graduate Degree in Business and Administration (Fundação Getúlio Vargas – FGV-SP), Doctorate Degree in Literature (Universidade de São Paulo – USP), and was a Post-Doctorate Researcher and Visiting Scholar (Stanford University). He has been Professor and Researcher in Higher Education Institutions in Brazil since 1994, intensively working with Distance Education, authoring multimedia didactic material and tutoring, and specialized in Web 2.0 tools and Second Life. He is also author of several books, such as: Second Life e Web 2.0 na educação: o potencial pedagógico das novas tecnologias; ABC da EaD: a educação a distância hoje; Games em Educação: como os nativos digitais aprendem.

Victoria McArthur is a Ph.D. candidate in the Communication & Culture programme at York University, Canada. She received her honours BA in Music from Brock University in 2007 and her MA in Interdisciplinary Studies at York University in 2010. In 2003 she received a full scholarship to study at Nagoya Gakuin University in Japan, where she graduated with a certificate in Japanese area studies. Her primary research interests include human-computer interaction (HCI), self-representation and social interaction in virtual environments, and social inclusion. Her research is currently funded by the Elia Scholars Program.

Gaia Moretti earned a PhD in Communication Science and Complex Organizations from LUMSA University, Rome, Italy. She has published several papers and essays on digital communication and complex organizations. She is consultant in the field of Communication and Training, and Junior Networking Manager in the Italian company IANUS Srl. She is junior researcher of CRESEC, Research Center in Social Responsibility, Events and Communication, of LUMSA University, and also member of GP-edu UNISINOS/CNPQ, research group of UNISINOS, S. Leopoldo, RS, Brazil. She is professor of Web Marketing, Innovation, and Business Communication at ISCEM – Instituto Superior de Comunicação Empresarial, Lisboa, Portugal, where she collaborates also in the European planning of research projects.

João Paulo Moura is an Assistant Professor in Engineering Department at the University of Trás-os-Montes e Alto Douro and member at Knowledge Engineering and Decision Support Research Center, in Portugal. His main research interests include: computer graphics, Geographic Information Systems, and multimedia.

Michael Nitsche is interested in digital spaces and where and how they intersect with physical environments. Mainly using video games, mobile technology, and digital performances, he experiments with these borderline areas. He heads the Digital World and Image Group and is Associate Director of the Experimental Game Lab at Georgia Tech. In the course of his research he has worked with game developers such as SCCE, EA, Bluebyte, and Turner Broadcasting. His book Video Game Spaces was published at MIT Press early 2009 and he co-edited the first reader on Machinima (TBP, MIT Press). Michael’s most current research is on locative social media. He works as Associate Professor in Digital Media at the School of Literature, Communication & Culture (LCC) at the Georgia Institute of Technology where he teaches in the Digital Media M.S. and Ph.D. program, as well as for the Computational Media undergraduate program.
Thomas D. Parsons, PhD is a Clinical and Experimental Neuropsychologist, Assistant Research Professor, and Research Scientist at the University of Southern California’s Institute for Creative Technologies. He directs the NeuroSim (Neuroscience and Simulation) Laboratory, helping to facilitate human-computer interface research. His work with human-computer interfaces began with invasive brain-computer interfaces and the cognitive sequelae of deep brain stimulation. The long-range goal of Dr. Parsons’s laboratory is to develop noninvasive brain-computer interfaces and psychophysically adaptive virtual worlds that may be used for neuropsychological assessment, stress inoculation, virtual reality exposure therapy, cognitive training, and rehabilitation. This goal is being pursued with a combination of theoretical and experimental approaches at several levels of investigation ranging from the biophysical level to the systems level. In addition to his patents (with eHarmony.com), he has over 100 publications in peer-reviewed journals and other fora.

Martyn Partridge is Professor of Respiratory Medicine at Imperial College London. His research interests are in evaluating the delivery of healthcare to those with respiratory illnesses. He has a particular interest in the subject of health literacy and in simplifying information materials and questionnaires (such as the Epworth score) to enhance widespread comprehension. Professor Partridge chairs the clinical years sub-committee of the Undergraduate Education Committee at Imperial College where he is also deputy Director of Education. Professor Partridge is past President of the British Thoracic Society (BTS), previous Chief Medical Adviser to Asthma UK, and he currently chairs the UK Department of Health Asthma Steering Group. He is also on the DH Respiratory Programme board. In October 2010 he took up the additional position of Senior Vice Dean to the new Imperial College Nanyang Medical School in Singapore, a position to which he will devote most of his time.

Luí스 Pedro is an Assistant Professor in Communication and Arts Department, University of Aveiro, Portugal. He is engaged in research activities in educational technology and communication sciences and technologies, namely in the multimedia communications Master’s, and in the multimedia in education and in the information and communication in digital platforms Doctoral programs. His research interests are related with technology enhanced learning, PLEs, and MUVE in Education.

Luis Petry graduated in School of Arts in Old House - Novo Hamburgo - Degree course in psychology by UNISINOS – São Leopoldo – Philosophical Studies Training with Ernildo Stein in Hermeneutic Phenomenology - UFRGS - Porto Alegre - PhD in Communication and Semiotics – PUCSP – Brazil. He is a researcher and Professor at PUC-SP: Pontifical Catholic University of São Paulo, in the Graduate Program Technologies of Intelligence and Digital Design (TIDD), and Superior Technology Course in Digital Games. He is a researcher Leader NuPHG: The Center for Research in Hypermedia & Games (PUC-SP), where he participated in Biennale Art Cerveira (2008) with the conceptual game and metaverse “AlletSator 4.5.” His current research project focuses on the ontological foundations of games and metaverse and ontological implications in the design and production applied research and communication.

Sara Pita is a researcher at Projecto Matemática Ensino at University of Aveiro, Portugal. She is engaged in research activities, namely the creation of multimedia contents to apply in Portuguese schools. Her research interests are related with the use of MUVE and of games in Education, Web 2.0 tools, and Portuguese literature.
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CarrieLynn D. Reinhard received her Ph.D. in Communication from Ohio State University studying how people engage with the media. For the past two years she has been a post-doctoral researcher at Roskilde University, Roskilde, Denmark, for the Virtual Worlds Research Project. Her research for the project has focused on how a variety of users make sense of virtual worlds as innovative media technologies. Her research focuses on the application of Dervin’s Sense-Making Methodology to reception studies of newer media, such as the Internet, digital games, and virtual worlds, as well as the moment-by-moment sense-making and everyday recodings of traditional media, such as film and television.

Nicola Roberts graduated with a BSc (Hons) in Biological Sciences from Napier University and completed her PhD in Respiratory Medicine at Queen Mary and Westfield College. She was a lecturer in respiratory healthcare delivery at Imperial College until December 2010 where her research interests focused on health services research in particular, investigating delivery of care and medical education in Respiratory Medicine. In February 2010 she took up the post of research fellow at Glasgow University and is now expanding her expertise in health economics and epidemiology in respiratory and dental disease.

Nuno Rodrigues is an Assistant Professor at the School of Technology and Management of the Polytechnic Institute of Leiria. He is also a researcher at the Polytechnic Institute Computer Science and Communication Research Centre. His main research interests and development projects concern Computer Graphics, Virtual Reality, and Procedural Modelling.

Omar Rosas is a Postdoctoral researcher in the department of Political, Social, and Communication Science at the University of Namur, Belgium. He’s currently conducting a research project on audiences’ trust in both mainstream and citizen-based online news in French-speaking Belgium. He also works as associate researcher in the department of philosophy at the University of Twente and the 3TU Center for Ethics and Technology at the Delft University of Technology, the Netherlands. He is member of the international research project “Evaluating the Cultural Quality of New Media” which investigates the relationships between ICT and people’s quality of life and well-being.

Filipe Santos is an Assistant Professor at the School of Education and Social Sciences of the Polytechnic Institute of Leiria. He is also a researcher at the Polytechnic Institute Centre for Research and Development in Education. His main research interests and development projects concern technologies for education and technologies for development. For these purposes, he works closely to some pedagogical movements, as the Portuguese Modern School Pedagogical Movement, and non-governmental organizations that promote development in Portuguese speaking African countries. Some of his recent projects concern building educational games in CD-ROMs for primary school children to promote sustainability and the study of social media in lifelong learning.

Eliane Schlemmer is a PhD in Computing in Education and Master in Psychology at Federal University of Rio Grande do Sul – UFRGS – Brasil. She is researcher for Postgraduate Programme in Education at University of Vale do Rio dos Sinos (UNISINOS); Coordinator of the Digital Education Research Group – GPe-dU UNISINOS/CNPq; Member of the Managing Committee in the Catholic Network of Higher Education Institutions — RICESU. She was conceiver and developer of the edu-
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educational software and environment: Virtual Learning Environment (AVA-UNISINOS), Virtual Worlds (AWSINOS in Metaverse Active Worlds, Ilha UNISINOS and Ilha RICESU in Metaverse Second Life) Communicative Agent (MARIÁ), Space of Digital Virtual Living Together (ECODI - technological hybridism), and the Virtual Learning Environment for Mobile Learning COMTEXT (Skills in Context).

Sue Smith graduated with a BSc in pharmacology from the University of Liverpool, then studied part time for a PhD at Charing Cross Hospital Medical School where she investigated the effects of tobacco smoke on proteolytic activity on the lung surface. Having successfully completed her PhD, Dr. Smith became a full time researcher, but with a teaching role as a pharmacology tutor. A merger of Charing Cross with Imperial College London provided an exciting opportunity to become involved in curriculum development, and she contributed to a number of areas of a new six year MBBS/BSc programme, most notably Pharmacology and Therapeutics, which she co-led for the first few years of its existence and which continues essentially unchanged to the present day. Further opportunities to build her teaching portfolio followed. She was appointed Reader in Medical Education in 2007 and became Deputy Director of Education in the Faculty of Medicine at Imperial College London in 2009.

Katrin Tobies studied communication management, business science, sociology, and politics in Berlin and is now doing her PhD in communication science at the University of Leipzig. Additionally, she works as European Project Manager for the Berlin Senate Department for Economics and Technology since 2008 in the areas of cluster development, open innovation, digital media, and creative industries. Prior to this, she has worked some years as a researcher and public relations consultant to several organizations in industry, science and culture. Lastly, she was research assistant and lecturer at the Games & Interactive Media Competence Centre of the Berlin University of Applied Sciences. Katrin Tobies has contributed to several national and international studies, conferences, and advisory boards. Her current research interests comprise innovation communication, live communication, construction of space, innovation management, design & innovation, and open government.

Cristiano Tonéis has a degree in Mathematics from UNESP and a Master in Technology of Intelligence and Digital Design – PUCSP. He developed research on the application of puzzles in Myst – Riven – as potentials to build the cognitive structures, that we call logical-mathematical thinking. He also worked as researcher in NuPHG: The Research Center on Hypermedia and Games at the Pontifical Catholic University of São Paulo, contributing to the project Cabu Island with the transposition of the classical puzzles to metaverse puzzles. He is a Professor of Math Application in Games, Analytical Geometry and Logic in the Faculdades Metropolitanas Unidas de São Paulo – FMU – Brazil.

Maria Toro-Troconis is the E-learning Strategy and Development Manager at the Faculty of Medicine, Imperial College London. Her main role is to support the development and delivery of the Faculty’s e-learning strategy. Maria has extensive experience working in e-learning, having developed several e-learning programmes for various UK Universities. Maria’s background is in computer science and human factors. Her research interest is game-based learning and virtual worlds. Her key skills include instructional design, coordination across distributed teams, business analysis, and project management. She also has an in depth knowledge of international learning standards and their implementation across
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platforms. Maria chairs the E-learning Implementation Group (ELIG) at the Faculty of Medicine and represents the Faculty at the College E-learning Strategy Committee (eLSC).

Karl Verstrynge is Professor of Media Ethics and Applied Ethics at the Department of Philosophy and the Department of Media and Communication Studies, Free University of Brussels (VUB). His research activities, situated in the Centre for Ethics, involve media ethical themes (especially with regard to virtual media) and existential ethics. He is also the director of the Søren Kierkegaard translation project in the Netherlands and Flanders.