About the Contributors

**Sara de Freitas** is Director of Research and Professor of Virtual Environments at Coventry University with responsibility for applied research, teaching and learning and business development. Sara was responsible for setting up the Serious Games Institute, a hybrid model of research, business and study, the first institute of its kind. Sara currently holds Scientific Coordination of a European-Union funded Network of Excellence in serious games. She also holds 23 research and development projects: including three from the Joint Information Systems Committee (JISC), two from the UK Engineering and Physical Sciences Research Council and 12 from FP7 European Union funds. Sara publishes widely in the areas of: pedagogy and e-learning; change management and strategy development for implementing e-learning systems and serious games and virtual worlds for supporting training and learning. Her most recent book, the e-Learning Reader (edited with J. Jameson) has just been published by Continuum Press. Other recent books include Rethinking Learning for a Digital Age (edited with R. Sharpe and H. Beetham) which was published in 2010 by Routledge and Digital Games and Learning (edited with P. Maharg) which was published in 2011 by Continuum Press. Interdisciplinary Advancements in Gaming, Simulations and Virtual Environments: Emerging Trends (edited with R. Ferdig) was published by IGI Global. Her book series with Routledge: Digital Games and Learning (edited with P. Maharg) will include ten books published from 2012.

**Michela Ott** is a Senior Researcher at the Institute for Educational Technology within the Italian National Research Council (ITD-CNR). She has participated in, led, and coordinated many national and international research projects in the field of Educational Technology. She is a member of the editorial board of important journals, and is the author of more than 100 scientific publications published in national and international journals, books, and conference proceedings. She is the author of several educational software packages and has contributed to the design and implementation of hypermedia systems. She leads national research projects dealing with the use of digital Mind Games to support and enhance students’ reasoning skills. She is involved in both STELLAR (Sustaining Technology Enhanced Learning at a LARge scale – www.stellarnet.eu) and GaLA (Game and Learning Alliance – www.galanoe.eu) Networks of Excellence: the former focuses on Technology Enhanced Learning and the second on Serious Games.
Maria Magdalena Popescu is Associate Professor at the Carol I National Defence University, in Bucharest, Romania. She has been working closely with the ADL Department within the Carol I NDU and participated in many research projects and initiatives on e-learning and technology-enhanced education. Her research focuses on educational software tools, open educational resources, use and policy, online education, e-pedagogy and eLearning, instructional design, towards a wider implementation of all these within the educational system at large. At present, she is involved with the GaLA European Network (Game and Learning Alliance) as task leader in Serious Games metrics and taxonomy.

Ioana Andreea Stănescu is a Senior Researcher at Advanced Distributed Learning Romania. Her research focuses on knowledge management, e-learning and m-learning, game-based learning, collaborative technology, and human computer interaction. She has been involved in the development and management of R&D projects that support knowledge acquisition, interoperability, and reuse, and that target the improvement of the learning milieu through systems integration and intelligent solutions. The results of her research have been published in international conference proceedings and scientific journals and have been integrated in educational products. Currently, she is active in the European Game and Learning Alliance (GaLA) Network of Excellence.

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Leona Achtenhagen is Professor of Entrepreneurship and Business Development as well as Associate Dean of Accreditation at Jönköping International Business School in Sweden. Her current research interests comprise, for example, entrepreneurial and strategic issues of small firm growth, the representation of entrepreneurship in different media, as well as entrepreneurship education. Her research results have been published in journals such as Entrepreneurship Theory & Practice, Long Range Planning, and Entrepreneurship & Regional Development.

Sylvester Arnab is a Senior Researcher at the Serious Games Institute. He is currently project managing the coordination of the R&D activities under the EU-funded Games and Leaning Alliance (GALA) as well as the various game development projects. The recent one is a game for Relationship and Sex Education in conjunction with a team in Singapore, which is currently being deployed in the schools in Coventry and Warwickshire. He has various publications within the area of virtual worlds and simulation, and he has published an edited book: Serious Games for Healthcare: Applications and Implications, IGI Global.

Nurul Aini Bakar is currently a PhD student at the National University of Malaysia. Her research interest is to study the effect of game-based learning on students’ learning, particularly on 21st century skills, as well as motivation towards science subject.

Fernanda Sande Candeias graduated in History at the University of Évora in 1989. She has a Master’s degree in Contemporary History by the University of Lisbon. She had also special training in auditing. From 2004 to 2008, she audited the quality of Safety and Health at Work courses at Portuguese Universities for the Portuguese Institute for Safety and Health at Work, where she was the head of the Training Division. Fernanda is an experienced trainer and teacher and has taught young students and adults for more than twenty years. She has explored the potential of new technologies applied to teaching.
She designed curricula for distance learning, namely e- and b-Learning, and monitored several courses in that field. In 2011, she co-founded Stand Clear Lda., a startup engaged in developing innovative tools for medical education.

Héctor del Castillo is Assistant Professor and Senior Researcher in the Department of Educational Science at the University of Alcalá (Spain). He holds a degree in Sociology and a PhD in Psychological Development, Learning, and Education; he has developed an interest for the analysis of multimedia and digital literacy contexts, focusing his work as a teacher and researcher on the fields of Education and Sports. Academically, he has concentrated on exploring new virtual educational environments participating in various innovation projects.

Ana Sofia Corredoura graduated in Medicine at the Universidade Nova de Lisboa in 1993. She is specialist in Internal Medicine since 2002 and works as a Medical Chief in a major teaching hospital in Lisbon. She has experience in training medical students and residents and is also an instructor in advanced life support by the European Resuscitation Council. In 2010, she obtained a Certificate of Teaching Ability by the Portuguese Public Employment and Vocational Training Institute. Videogames for medical education is a major area of interest and research. In 2011, she co-founded Stand Clear Lda., a startup engaged in developing innovative tools for medical education.

Ian Dunwell is a Senior Researcher at the Serious Games Institute, currently leading the area of educational games. Having obtained his PhD in Computer Science in 2007, he also holds a degree in Physics from Imperial College London, and is an Associate of the Royal College of Science. His research interests lie primarily in the application of an understanding of cognitive processes as a means for providing optimised, evaluated, and effective learning experiences. He led the final stage delivery of the evaluation of Code of Everand, commissioned in 2009 by the Department for Transport and the largest public-funded serious game developed in the UK to date. He also led the SGI contribution to ALICE, a €2.2m EU-funded FP7 project developing next-generation adaptive learning environments, which was awarded the highest possible evaluation rating on its conclusion by the European Commission. Other European-funded project involvement has included defining the overarching pedagogic design for four serious games within the European Union funded e-Vita (European Life Experiences) project, and preliminary design work towards the repurposing of medical learning objects within the mEducator consortium. He is currently leading the SGI contribution to MASELTOV, a €3m FP7 STREP targeting at providing mobile assistive services to migrants entering the EC. In addition to completing an Erasmus placement at Fraunhofer IPA, developing an architecture linking real-world service robotics to virtual worlds; recent exploratory work has included the use and evaluation of a wide range of novel HCI interface technologies, including the NeuroSky and Emotiv headsets, eyetracking, and Near Infrared-Spectroscopy (NIRS) in collaboration with the Department of Computing, Imperial College London, and Graz University. In the domain of serious games, he has consulted with a number of leading serious game companies including Blitz Games, PlayGen, and Zynga to design and develop evaluation strategies for serious games such as Patient Rescue, Ward Off Infection, i-Seed, and Parent Know-How, and worked extensively with games aimed at reaching difficult demographics and changing the affect and motivation of learners. He has also worked in an advisory role with Warwick University Digital Lab in the development of a game tackling childhood obesity, and with Coventry University Faculty of Health and Life Sciences developing and evaluating games enabling parents to communicate difficult topics to their children effectively.
About the Contributors

**Ronald Dyer** has held technology positions in the USA at such organization as Salomon Smith Barney, Goldman Sachs with responsibility for ICT integration as well as in the Caribbean as a consultant with the Inter-American Development Bank, where his project portfolio focused on Institutional Strengthening with ICT. He possesses over 20 years of experience in the area of Technology Strategy, Transformation, and Change Management for capacity building and performance improvement within public and private sector institutions, specifically education and service industries. Currently Mr. Dyer is a 3rd year Doctorate in Business Administration (DBA) candidate at Grenoble Ecole de Management, France, where his research focus is on Serious Games for Technology, Innovation, and Change. He is a graduate of Wilfrid Laurier University, Waterloo, Ontario, Canada, and holds an MBA in Project Management from Henley Graduate School of Business, University of Reading, United Kingdom.

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**Despoina Goutou** holds a BSc in Economics from the University of Toulouse (France), spent a year abroad at the University of Nottingham (UK) doing Economics. She is an MSc candidate at the University of Exeter in International Management for the academic year 2012-2013. Currently, she is an Assistant Researcher at the educational organization e-DEKA in Greece. Her areas of research are social and educational development. She is author of scientific papers published in international journals. She has presented two papers related to (a) the Geoengineering Method and (b) What is the Hartwick rule? What does it have to do with sustainability? She is member of the services involved in students learning mobility through the EU ERASMUS project. She is, also, member of the LinkedIn e-Learning Think Tank Team Group.

**Thorkild Hanghøj** is an Associate Professor at the Department for Communication and Psychology at Aalborg University, Copenhagen, where he is affiliated with ILD – The Research Lab on ICT and Designs for Learning. He has a MA in cultural studies and media studies, and has a PhD on the design and use of ICT-supported debate games within educational settings. His current work is mainly focused on game pedagogy and the role of the teacher in facilitating computer games based upon the research project “Serious Games on a Global Market Place” (2007-2011) and on-going research on how games may be used for teacher development.
David Herrero is a research fellow and PhD candidate at the Faculty of Education of Universidad de Alcalá (Spain). He has a degree in Physical Education, a BA in Educational Psychology, and a MA in Communication and Learning (UAH). His research interests are directed to the links between video games and learning processes, focusing his PhD dissertation in the possibilities to transfer that learning to other contexts.

Bengt Johannisson is Senior Professor of Entrepreneurship at Linnaeus University in Sweden. Previously, he held chairs at Lund University and at Jönköping International Business School in Sweden and at Roskilde University in Denmark. He has also been a Visiting Scholar at universities in England, Canada, Austria, and Italy. 1998–2007, he was the Editor-in-Chief of Entrepreneurship and Regional Development, and he himself has published widely on entrepreneurship, personal networking, family business, as well as on local and regional development. His current research interest is social entrepreneurship. A special concern is entrepreneurship education, and in this field, he has been an expert to the Swedish government. In Sweden, Bengt Johannisson has initiated inter-university networks on research and post-graduate studies in entrepreneurship, and for fifteen years, he was a Director of the European Doctoral Programme in Entrepreneurship and Small Business Management. Bengt Johannisson is the 2008 Winner of the FSF-Nutek Global Award in Entrepreneurship Research.

Harri Ketamo, Ph.D., is a CEO and Founder at eedu ltd. and Adjunct Professor at Tampere University of Technology. He has a strong academic background in Educational Technology, Complex Adaptive Systems, Cognitive Psychology of Learning, Neural Computing, and Game Design. Before founding eedu, Harri was a Director of Education at Satakunta University of Applied Sciences, CEO and founder at GameMiner ltd., and Academy of Finland granted Post-Doc Researcher.

Kristian Kiili, Ph.D., Ed.M., works as a Senior Research Fellow and an Adjunct Professor at the Tampere University of Technology (TUT) in Pori, Finland, in which he heads the multidisciplinary Advanced Multimedia Center research laboratory. His current research focuses on game-based learning, learning by designing games approach, user-centered game design issues, and educational exergames. He is a member on the committee of the European Conference on Games-Based Learning and has act as reviewer in several scientific journals. Results received from his studies have been published in several scientific publications as well as applied in commercial products. Kiili is a co-founder and director of Flow Factory company.

Maria Meletiou-Mavrotheris is an Associate Professor at the European University, Cyprus, and Director of the Research Laboratory in ICT-Enhanced Education. She has a Ph.D. in Mathematics Education (University of Texas at Austin), an M.Sc. in Statistics (University of Texas at Austin), an M.Sc. in Engineering (University of Texas at Austin), an M.A. in Open and Distance Learning (UK Open University), a B.A. in Mathematics (University of Texas at Austin), and Teacher’s Diploma in Elementary Education (Pedagogical Academy of Cyprus). Her research interests focus on the educational applications of advanced eLearning technologies in mathematics and science education. She has coordinated numerous EU and locally funded projects and has a respectable publication record in scholarly national and international journals.
About the Contributors

Natalia Monjelat is a research assistant and PhD candidate at the Faculty of Education of Universidad de Alcalá (Spain). She has a BA in Psychology and Education (Universidad de San Martín, Argentina) and a MA in Communication and Learning (UAH). She is interested in the relationship between technologies and learning, focusing her PhD dissertation in the new media and technologies that may be used as resources to tackle learning difficulties and create innovative scenarios in the school.

Micaela Seemann Monteiro is a Physician and Specialist in Internal Medicine. She was conferred the Competence in Emergency Medicine by the Portuguese Medical Board. She is also an Instructor in Advanced Life Support by the European Resuscitation Council. She graduated at the Heinrich-Heine-Universität in Düsseldorf, Germany, in 1994, and trained in Germany, Great Britain, and Portugal. As the Director of an Emergency Department of a major Lisbon teaching hospital, she has a vast experience in training medical students and residents. Videogames for medical education is a major area of interest and research. In 2011, she co-founded Stand Clear Lda., a startup engaged in developing innovative tools for medical education.

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Kamisah Osman, Assoc. Prof. Dr., is currently the Deputy Director, Centre of Academic Advance-ment, the National University of Malaysia. After completing her undergraduate education at the National University of Malaysia in 1993, she then taught Chemistry and Physics at one of the secondary schools in Malaysia. Her passion towards effective pedagogy in science towards meaningful acquisition of scientific knowledge and dispositions has inspired her to pursue her studies in Science Education. She is an Executive Editor of Asian Journal of Learning and Teaching in Higher Education, an Editorial Board Member of the Eurasian Journal of Science and Mathematics Education, Science Education Review, Malaysian Journal of Education, and Malaysian Action Research Journal. Her passion towards inspiring innovative teaching, particularly at the university level, has made her one of the key players of Action Research Committee at the National University of Malaysia.

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João Pereira is Associate Professor at the Computer Science Department of the Technical University of Lisbon (Instituto Superior Técnico – IST/UTL), where he teaches Computer Graphics. João Pereira holds a PhD in Electrical and Computers Engineering (Computer Graphics) from IST/UTL, Technical University, December 1996. He received also a MSc and a BsEE degrees in Electrical and Computers Engineering from IST/UTL, respectively, in 1989 and 1984. He coordinates the Visualization and Simulation action line of the VIMMI group at INESC-ID (Computer Systems Engineering Institute). His main research fields are real-time rendering, 3D game programming, serious games, networked virtual environments, augmented reality, and parallel computer graphics. He has been involved with several European (RESOLV, IMPROVE, RTP11.13, MAXIMUS, SATIN, INTUTION, TARGET, GALA) and National projects. He was also proposal evaluator of the FET during 2009. Professor Pereira is member of the Eurographics Association and EuroVR Association.

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