About the Contributors

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**Jonathan Bishop** is an information technology executive, researcher, and writer. Having first studied economics for his Master of Science degree in E-Learning, he continued his education by earning a Master of Economic and Social Studies in Information Systems. Holding an LLM in European Union Law, Jonathan is committed to the idea of European integration as a way to converge economies while enjoying diversities. He directs the Centre for Research into Online Communities and E-Learning Systems which is now based at the European Parliament in Brussels. His research is primarily in these two areas, yet expands topics such as Internet trolling, gamification, multimedia studies, and technology law.

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**Edward Cartwright** is a senior lecturer in economics at the University of Kent (in the UK). He obtained his PhD in economics at the University of Warwick, and spent a year at the Paris School of Economics before joining the University of Kent. His main research interests are in game theory, public economics, and behavioral economics. His research has focused in particular on social norms and how they can facilitate cooperation and coordination within and between groups. Dr. Cartwright favours an approach that combines experimental and theoretical research. As such, he took the lead in setting up an experimental economics lab at the University of Kent. He is also the author of a textbook on behavioral economics.

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