

Index

Symbols

2.5D layers 10
 3D character 1, 49
 3D composition 1
 3D gaming 370

A

ACL model 70
 action games 171
 action units (AUs) 58
 activity theory 32, 33, 34, 35, 46, 47, 48
 AdaBoost 155
 addiction 238, 241, 247, 250
 adventure games 171
 advergames 366, 373, 374, 375, 376, 377, 378, 379, 380, 382
 agency 219, 222, 224, 225, 228, 229, 230
 agent architecture 15, 20, 21, 25, 27, 28, 29
 agent communication language (ACL) 70
 agent management system (AMS) 68
 aggressiveness 236, 237, 238
 AI design 15, 17, 19
 aimlessness 119
 alternate dispute resolution 485
 alternate reality games (ARG) 186, 193, 484
 Amplification Method 312, 315, 316, 319, 323, 327
 animation 1, 4, 5, 6, 7, 12
 Application Service Provider (ASP) 394, 395
 appraisal 20, 21, 24, 26
 archetypal integration 312
 artificial intelligence (AI) 15, 17, 18, 19, 29, 31, 98-114, 168, 169, 170, 173, 174, 175, 179, 180, 181, 182, 183, 184

artificial intelligence algorithms 448
 artificial intelligence techniques 98, 99
 artificial neural networks (ANN) 106, 107, 173, 176, 177, 178, 180
 at-one-ment 314
 author 115, 116, 118, 119, 122
 automatic speech synthesis 132
 Avatar-Based Marketing 432, 446

B

Baars, Bernard 320
 Barrett-Fry Appreciative Inquiry 420, 426
 Bateson, Gregory 313, 320
 Bayesian network 158, 159
 behavior modules 23
 Bejeweled 349
 believability 15, 16, 27, 28
 Berne Convention 466, 468, 469, 472
 best first search (BFS) 105
 bio-bridges 321
 biofeedback 312, 324
 Blacksburg Electronic Village (BEV) 190, 193
 brain computer interface (BCI) 126, 127
 branded entertainment 366, 368, 373
 brand placement 370, 372, 382
 business design 348, 352, 364
 business forms 476, 478
 business planning 476
 Business Process Management (BPM) 383, 385, 386, 388, 389, 393, 394, 397, 398, 399
 Business Service Provider (BSP) 394
 business-to-business (B2B) commerce 393

C

Index

Campbell v. Acuff-Rose Music 468
CG films 50
changed competitive environment 413
character animation 49
character believability 119
Chief Executive Officer (CEO) 395
Chief Information Officer (CIO) 395
Civilization III™ 484
cognitive frames 315, 327
collaborative networked organisation (CNO) 331
commerce business models 432, 440
common ground 251, 252, 255, 256, 261, 262, 263, 268
communication manager (CM) 76, 77
communities of practice (CoPs) 32, 33, 34, 35, 46, 47, 48
community 185, 188, 189, 190, 192, 193, 194, 195, 196, 198
community-related business models 432, 433
Competitive Reaction Time (CRT) 127, 274, 279, 285
computer game firms 388, 399
computer game industry 386, 388
computer games 115, 116, 117, 120, 122, 333, 334, 340
computer games, law pertaining to 476
computer generated (CG) 49, 50, 55, 64
computer vision 146, 147, 149, 150, 151, 164
concurrent engineering (CE) 334
content analysis 293, 311
content business models 432
context business models 432
contingently-achieved accomplishment 253
contrastive analysis 315, 317, 319, 323, 327
cooperation 201, 204, 205, 208, 210, 211, 212, 252, 253, 254, 262, 266, 267
coordination technologies 417, 420, 421
copyright grants 481
copyrights 481, 482, 483, 492
copyright traditional balance 464
creative industry personnel 219
cross-disciplinary collaboration 306
CRT task 274
cultural edifice 321
Customer Relationship 404, 409, 411

customer relationship management (CRM) 385, 393
cyberpunk genre 478

D

daily active users (DAU) 357
DCS2 91
decision makers 332
decision making 20, 22, 23, 24, 25, 26, 27, 31
Defense Advanced Research Projects Agency (DARPA) 449
deoxyribonucleic acid (DNA) 339
desensitization 238, 239, 240, 248, 249
design pattern 15, 17, 26, 27
development 219, 220, 221, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234
digital 2D 1
digital animation 12
digital entertainment economy 367
digital natives 367, 381
digital rights management (DRM) 407, 483
digital works 464, 465, 469
digital worlds 296
directory facilitator (DF) 68
disruptive technology 305
drama-based games 316, 318, 319, 327
drama-based video games (DBG) 312, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 327
drawing 1, 2, 3, 4, 12, 13, 14
Dungeons & Dragons 296

E

e-business model ontology 402, 404
e-cards 375
eDiscovery of ESI 479
eDiscovery support industry 479
educational games 171
e-learning 300, 332, 333, 338, 346
Electroencephalography (EEG) 126, 139, 141, 142, 144, 312, 313
electronically stored information (ESI) 479
electronic games 272, 287, 290, 291
emotion 21, 28, 30, 31, 219, 220, 221, 222, 223, 224, 230, 231, 234

emotional attachment 17, 18, 19, 26
 employment considerations 483
 employment issues 476, 485
 end user license agreements (EULA) 435, 484
 engineer-to-order 388
 enterprise resource planning (ERP) 385, 393, 394
 entertainment lawyers 478
 entertainment software 293, 294, 295, 297, 299, 300, 302, 303, 304, 307, 308, 309, 311
 ESI management policy 479
 ethnomethodology 253
 European Foundation for Quality Management (EFQM) 385, 400
 exponential model of demand 210, 212, 213
 eXtreme Programming (XP) 220, 234

F

Facebook 348, 349, 350, 351, 353, 356, 359, 360, 361, 362, 363, 365
 facial action coding system (FACS) 52, 62
 facial animation 50, 52, 59, 60
 facial animation parameters (FAP) 58
 facial definition parameters (FDP) 58
 facial expression 147, 156
 facial rigging 49
 FarmVille 349, 350, 353, 359, 360, 361, 362, 363
 federal regulation 479
 Federation of American Scientists (FAS) 298
 Financial Aspects 404
 finite state machines (FSM) 101, 102, 103, 104, 109
 first person shooter (FPS) 89, 91, 101, 129
 Flickr 350
 Flow 314, 315, 316, 327
 foreign office (FO) 38
 freedomlessness 119
 free-form deformation (FFD) 53, 62
 Free software Foundation 466
 Free software (FS) 466, 467
 free-to-play 354, 357, 358
 fuzzy logic 103, 113, 114
 fuzzy state machines (FuSM) 104, 105

G

Galoob vs. Nintendo 471
 game accessibility 168, 480
 game architectures 476
 game artificial intelligence 98
 Game Bricks 339, 340
 game community services 65
 game design 168, 348, 349, 350, 351, 352, 353, 355, 356, 357, 358, 360, 361, 363, 476, 490
 game designers 352, 353, 476
 game developers 476, 477, 480, 481, 486
 game development 98, 100, 109
 game genomes 331, 332, 344, 346
 game helper (GH) 76, 77
 game marketing 476, 478, 480, 483, 485, 489, 491
 game organizer (GO) 76, 77
 gameplay 15, 16, 17, 18, 19, 27, 28, 29, 312, 317, 476, 477, 478, 479, 481, 485, 486, 487, 488, 489, 490, 491
 gameplay, mechanisms of 272
 gamer communication, efficient 251, 252, 256, 260, 261, 262, 266, 267
 gamer communication, explicit 251, 252, 254, 256, 259, 262, 263, 267
 gamer communication, implicit 251, 252, 255, 256, 259, 262, 263, 264, 265, 266, 267
 game session manager (GM) 75
 game structure 272
 gaming websites 374
 Gauntlet (1985) 295
 General Aggression Model (GAM) 272, 273, 274, 285
 General Learning Model (GLM) 272
 genetic algorithms (GA) 101, 107, 108
 geocaching 193, 194, 198
 geometric deformation 49, 53
 gesture recognition 146, 150, 156, 157, 158, 162
 global environment 312
 globalization 304, 332, 394
 global positioning system (GPS) 133, 139, 142, 144, 145
 Global Workspace (GW) 315, 323

Index

GNU General Public License (GNU GPL) 466, 467
goal-driven behavior 18
gold farming 484
Gombrich, E. 4
graphical user interface (GUI) 36, 146
graphics versus game logos 10
grounding 251, 252, 255, 256, 259, 262, 263, 266, 267
group cohesion 201, 205, 210, 211, 212, 214, 215
group-collective objective 212

H

Habitat (1986) 296
Happy Aquarium 349, 360, 363
HCI technology 126
Hidden Markov Model (HMM) 133, 134, 150, 151, 156, 157, 158, 159, 167
hierarchical finite state machines (HFSM) 104
HTCS 91, 92
hue, saturation, value (HSV) 153, 154
human-computer interaction (HCI) 146, 167, 168, 169, 182, 183, 185, 187, 188, 198, 199
human computer interface 126, 127, 128, 129, 131, 136, 139, 140, 141, 142, 143
hypertext markup language (HTML) 371

I

image mapping 5
implicit parameterization 56, 57
improvisation 219, 220, 221, 222, 230, 231, 232
indexicality 253
infocomm development authority (IDA) 223
information technology (IT) 300, 308
InfoSoc Directive 468, 469, 472, 473
Infrastructure Management 404
in-game advertising 366, 371, 373
intellectual property (IP) 477, 481, 482, 484, 486, 488
intellectual property protection 476
interactive digital storytelling (IDS) 115, 116, 118, 119, 120, 121, 122, 395

interactive narrative 115, 116, 123, 124
interactive storytelling 115, 117, 118, 121, 122, 123, 124
interactivity 312, 314, 316, 321
interface agent (IA) 73, 74, 76
interface agent proxy (IP) 69, 71, 72, 74, 76
International Computer Communication Conference 449
International Game Developers Association (IGDA) 119, 122, 123, 170, 182, 220
IS development (ISD) 221
IT skills 300, 308

J

java agent development framework (JADE) 65, 66, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79
joint activity 254, 255, 256
Judge Dredd™ 477
Jung, Carl 312, 316, 319, 323, 327
Jungian compensation 315, 324
Jungian Functions of Psyche 315

K

keystroke-level model (KLM) 187
knowledge base 20, 26, 27
knowledge domains 332, 338
knowledge societies 333

L

Lakoff, George 320, 324, 327
learning resources 336
learning strategies 336
legal issues 476, 490
legal risk 476
licensing 476, 478, 483
Linden Lab 432, 433, 435, 436, 437, 443, 446
litigation savvy development process 476
load balancer (LB) 76, 77
local area network (LAN) 271, 450, 452

M

make-to-order 388
mass communication 367
massive multiplayer online first person shooters (MMOFPS) 296

massive multiplayer online games (MMOG)
 32, 33, 36, 120, 121, 122, 257, 266, 267,
 296, 297, 305, 306, 451, 458
 massive multiplayer online (MMO) environ-
 ments 83, 86, 87, 89, 91, 129, 266, 416,
 417, 421, 425, 427, 429, 430, 469
 massive multiplayer online roleplaying games
 (MMORPG) 83, 172, 296, 407, 469, 477
 meaningful games 312, 313, 315
 meaningful video games 312
 media age 315, 316, 318, 319, 320, 322, 324,
 327
 media development authority (MDA) 223, 225
 Media Dream 312, 319, 320
 media effects 236, 240
 media violence 236, 238, 239, 240
 Micro Star vs. FormGen 471, 474
 mobile gaming 185, 194
 mobile technology 185, 186, 188, 189, 190,
 191, 192, 193, 194, 195, 196, 197, 199
 monthly active users (MAU) 357
 mother metaphor 326
 motion capture 50, 51, 55, 56, 57, 58, 59, 64
 motion graphics (MG) 1, 7, 8, 10, 11, 12, 13
 MotionPlus 138, 144
 MUD, object-oriented (MOOs) 32, 33, 190
 multi-agent system 65, 66, 67, 68, 69, 72, 73,
 78, 79
 multicultural communication training 426
 multi-dimensional narrative architecture 316
 multimedia home platform (MHP) 72, 73, 74,
 79
 multimodal aggregation 161
 multiple players 115, 120
 multi-user dungeons (MUD) 32, 33, 190, 296,
 297, 311, 434, 450
 multi-user IDS (MIDS) 121, 122
 Music Genome Project 339
 mutually assured destruction (MAD) 318
 mux proxy (MP) 74, 76
 MySpace 350

N

narrative architecture 313, 316, 319
 National Endowment for Science, Technology
 and the Arts (NESTA) 220

natural language processing 169, 174, 176,
 179, 180, 253
 NCI OCZ 127
 Need for Speed 340
 Net Generation 367
 network games 384
 networks of practice (NoPs) 34, 35
 neurobiological bridges 321
 neurosciences 312
 Nintendo DS 127, 130, 133
 Nintendo Entertainment System (NES) 128,
 129
 Nintendo Wii 8, 10, 127, 129, 136, 138, 143
 non-compete clauses 483, 484
 non-mechanical behavior 18
 non-player character builder (NPB) 75, 76
 non-player characters (NPC) 15, 16, 17, 18,
 19, 25, 27, 28, 31, 101, 102, 107, 111,
 173, 180, 181

O

Obama, Barack 373
 object recognition 147, 162
 online games 65, 369, 372, 375, 376, 377
 on-player character (NP) 65, 75
 OpenLife 95
 opensim 81
 open source software (OSS) 467
 Orchestration of Commitments in Pluralistic
 Networks 417
 OSgrid 93, 94, 95
 Osterwalder/Pigneur ontology 406, 413

P

PacMan 339
 Pan-European Game Information (PEGI) 286
 paracopyright 472, 473
 paradigm shift 313, 315, 318, 322, 327
 patents 481, 482, 493
 peer-reviewed journals 300
 Peggle 349
 perception 16, 20, 21, 22, 25, 27, 28, 31
 perceptual activity 18
 permeable membranes 321
 personal digital assistants (PDAs) 133

Index

personal-psychological transformation 312, 314, 315, 323
place 185, 186, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199
Play Bricks 339, 340
player disputes 476, 490
Playstation 3 (PS3) 8, 9, 10, 11
plot coherence 119
PopCap Games 349
practice-based analysis 32
practice-oriented perspective 32
principal component analysis (PCA) 55
principle of severability 476, 485, 486, 488
Product Innovation 404
product placement 366, 370, 371, 372, 373, 377, 378, 379
projected capacitive touch (PCT) 133
prosocial index (PSI) 208, 209, 210
psyche 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327
psychecology 312, 313, 314, 315, 316, 323, 328
psyche-physics 312, 313, 314, 315, 318, 322, 325
psychic disharmony 322
psychological engagement 312
public domain 481
publicity rights 481, 483

Q

quality of life (QoL) 219, 220

R

radial basis functions (RBF) 54, 56, 57, 62
radio frequency identification devices (RFID) 191
ranking manager (RM) 76
rating system 236, 237, 242, 244, 248
rational unified process (RUP) 220
Reaction Grid 95
red, green, and blue (RGB) 150, 153
request reveal 205
Research Trends 293
retargeting 49, 52, 55, 56, 57, 61
reverse engineering 483, 491
rigging 49, 50, 51, 59, 61, 64

role-playing games (RPG) 81, 82, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 169, 172, 295, 296, 319

rule-based systems (RBS) 101, 102, 109

S

school performance 237, 240, 245, 250
Screenagers 367
Second Life™ 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 296, 297, 310, 480, 490
Sega 373
serious games 312, 322
ser profile manager (UPM) 76
service oriented architecture (SOA) 389, 393, 396, 420
SHS-Foundation 439
simulated worlds 296
simulation games 151, 172
Singapore Economic Development Board (SEDB) 223
situated cognition 251, 253
situated learning 251, 253
social activity 185, 188
social capital 32, 33, 35, 43, 46, 48
social game developers 353, 359, 360
social games 348, 349, 350, 351, 353, 356, 357, 358, 360, 362, 363
social interaction 32, 37, 47
social networks 348, 350, 351, 352, 353, 359, 362
social stereotypes 304
social values 237
social virtual world 297
Social Web 444
socioemotional work 219, 220, 231
software development 476
Sony Playstation 3 127, 135, 136
space 185, 186, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199
speech acts 251, 252, 262, 267, 269
sport games 171
state-base model 159, 162
state regulation 478
storyboard 1, 14
Straus Method 420

supply chain management (SCM) 393, 396
 Supply Chain Operations Reference-model
 (SCOR) 387, 400
 supply retail firms 388
 systemic collapse 322

T

target count 203, 204
 taxation 476, 477, 490, 491
 team performance 201
 team performance task (TPT) 201, 202, 203,
 205, 206, 207, 208, 209, 210, 211, 212,
 213, 214
 teamwork metrics 201
 technical director (TD) 52, 59
 technological protection measures (TPM) 472
 technology-based games 296
 television ads 374, 375
 Terms of Service/End-Users License Agree-
 ments (TOS/EULA's) 471
 terms of service (TOS) agreements 483, 484,
 488
 Theatre Model 319, 323
 three dimensional (3D) graphics 1, 2, 5, 6, 7,
 10, 12, 149, 150, 151, 165, 166, 167,
 225, 227, 233
 TiVO 367
 trademarks 481, 482
 trade secrets 481
 transnational media 294
 Travian 36, 37, 39, 41, 43, 44, 45, 46
 Travian game community 37
 two dimensional (2D) graphics 1, 146, 159,
 160, 161, 225

U

Ubicomp technology 196
 ubiquitous online games 65
 ubiquitous PC interface 126
 user-generated content 81, 82, 84, 85
 users 115, 116, 117, 118, 119, 121, 122
 user's special needs 168

V

veridical data 312, 319, 327

video game literature 303
 video games 1, 7, 8, 12, 50, 236, 237, 293,
 294, 295, 296, 297, 298, 299, 300, 302,
 303, 304, 305, 306, 307, 308, 309, 310,
 311
 video game story 293, 295, 303
 video game technologies 312
 violence 236, 237, 238, 239, 240, 241, 242,
 244, 245, 248, 249
 violent aggressive behaviour 236
 violent content 286, 287, 290
 violent games (VG) 271, 272, 273, 274, 275,
 276, 277, 278, 279, 280, 281, 282, 283,
 284, 285, 286
 viral games 349
 viral marketing 351, 358, 361, 364, 374, 376,
 379, 380
 virtual economies 358, 361
 virtual environments 370, 458
 virtual goods 349, 355, 356, 357, 358, 362,
 363, 364
 virtual organisations (VO) 331, 332, 334, 335,
 336, 346, 347
 virtual reality 117, 123, 296, 297
 virtual realms 304
 virtual worlds 81, 83, 296, 297, 305, 311, 348,
 354, 355, 356, 357, 361, 364, 458, 460,
 461, 462
 VO Breeding Environments (VBE) 331

W

Web 2.0 444, 454
 Web based games 384
 web-based training (WBT) 335
 whole earth electronic link (WELL) 33
 World of Warcraft (WoW) 297, 357, 416, 417,
 421, 427, 428, 430, 472

X

Xbox 360 127, 129, 135, 136, 141, 143

Z

ZCam 150
 Zynga 349, 353