Media in the Ubiquitous Era: Ambient, Social and Gaming Media

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Media in the ubiquitous area is undergoing a tremendous change. Social media and Web 2.0 are applied in ever more diverse practices both in private and public communities and digital games and play are currently undergoing many transformations. Traditional communication and expression modalities are challenged and totally new practices are constructed in the collaborative, interactive media space.

**Media in the Ubiquitous Era: Ambient, Social and Gaming Media** focuses on the definition of ambient and ubiquitous media from a cross-disciplinary viewpoint. This book is unique in the sense that it does not only cover the field of commerce, but also science, research, and citizens. Through a set of contributions to the MindTrek, a non-profit umbrella organization for societies working in the fields of digital media and information society, this book is a must have for anyone interested in the future of this area.

**Topics Covered:**
- Collaborative and Social Tool Design
- Community Innovation
- Geo-Tagging and Microblogging in M-Learning
- Human-Centric Approaches
- Locality in Online Communities
- Mobile Game Evaluation
- Multimedia over P2P
- Semantic Tagging
- Social Networking
- Teaching via Digital Games
- Ubiquitous Services
- User Behavior in Digital Games

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**Market:** This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners and is ideal for classroom use.

Artur Lugmayr describes himself as a creative thinker and his scientific work is situated between art and science. His vision can be expressed as to create media experiences on future emerging media technology platforms. He is the head and founder of the New Ambient Multimedia (NAMU) research group at the Tampere University of Technology (Finland) which is part of the Finnish Academy Centre of Excellence of Signal Processing from 2006 to 2011 (http://namu.cs.tut.fi). He is holding a Dr.-Techn. degree from the Tampere University of Technology (TUT, Finland) and is currently engaged in Dr.-Arts studies at the School of Motion Pictures, TV and Production Design (UIAH, Helsinki). He chaired the ISO/IEC ad-hoc group “MPEG-21 in broadcasting”; won the NOKIA Award of 2003 with the text book *Digital interactive TV and Metadata* published by Springer-Verlag in 2004; representative of the Swan Lake Moving Image & Music Award board member of MindTrek, EU project proposal reviewer; invited key-note speaker for conferences; organizer and reviewer of several conferences; and has contributed one book chapter and written over 25 scientific publications. His passion in private life is to be a notorious digital film-maker. He is founder of the production company LugYmedia Inc.
Section 1: Consumer Experience, Customer Research, and User Profiling

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Drachen Anders (Copenhagen Business School, Denmark)
Canossa Alessandro (JT University of Copenhagen, Denmark)

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Nigrelli Maria Luisa (University of Naples & Institute of Cognitive Sciences and Technologies (ISTC-CNR), Italy)

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Humphreys Sal (University of Adelaide, Australia)

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