





This book explores the remarkable sociocultural convergence in multiplayer online games and other virtual worlds, through the unification of computer science, social science, and the humanities. The emergence of online media provides not only new methods for collecting social science data, but also contexts for developing theory and conducting education in the arts as well as technology. Notably, role-playing games and virtual worlds naturally demonstrate many classical concepts about human behaviour, in ways that encourage innovative thinking. The inspiration derives from the internationally shared values developed in a fifteen-year series of conferences on science and technology convergence. The primary methodology is focused on sending avatars, representing classical social theorists or schools of thought, into online gameworlds that harmonize with, or challenge, their fundamental ideas, including technological determinism, urban sociology, group formation, freedom versus control, class stratification, linguistic variation, functional equivalence across cultures, behavioural psychology, civilization collapse, and ethnic pluralism. Researchers and students in the social and behavioural sciences will benefit from the many diverse examples of how both qualitative and quantitative science of culture and society can be performed in online communities of many kinds, even as artists and gamers learn styles and skills they may apply in their own work and play.

This follow-up volume to *MMOs from the Inside Out* is a further collection of bold ideas, information, and instruction from one of the true pioneers of Massively-Multiplayer Online Role-Playing Games. Whereas its predecessor looked at how MMOs can change the world, *MMOs from the Outside In: How Psychology, Law, Culture and Real Life see Massively-Multiplayer Role-playing Games* looks at how the world can change MMOs – and not always for the better. The aim of this book is to inform an up-coming generation of designers, to alert and educate players and designers-to-be, and to caution those already working in the field who might be growing complacent about society's acceptance of their chosen career. Playing and creating MMOs does not happen in a bubble. MMOs are so packed with potential that those who don't understand them can be afraid, and those who do understand them can neglect their wider impact. Today's examples are little more than small, pioneering colonies on the shore of a vast, uncharted continent. What monsters lurk beyond the horizon? What horrors will explorers bring back to torment us? *MMOs from the Outside In* is for people with a spark of curiosity: it pours gasoline on that spark. It:

- Explains how MMOs are perceived, how they could – and perhaps should – be perceived, and how they can contribute to wider society.
- Delves into what researchers think about why players play.
- Encourages, enthuses, enrages, engages, enlightens, envisions, and enchants.
- Doesn't tell you what to think, it tells you to think.

What You Will Learn:

- The myriad challenges facing MMOs – and to decide for yourself how to address these challenges.
- What MMOs bring to the world that it didn't have before.
- How MMOs are regarded, and what this means for how they will be regarded in future.
- That playing and designing MMOs has implications for those who don't play or design them.

Whom This Book is For: *MMOs from the Outside In* is a book for those who wish to know more about the wider influence of game design in general and MMO design in particular. It's for people who play MMOs, for people who design MMOs, and for people who study MMOs. It's for people with a yearning to see beyond the worlds of their imagination and to change the world around them.

Media industries and services present a complex set of challenges to economic analysis: challenges made more difficult by the technological changes that have been transforming the media sector. Research on the economics of media has made major advances

Millions of people play massively multiplayer online (MMO) games like *World of Warcraft* every day. Many of those players belong to guilds, organized groups whose members play together in order to defeat difficult bosses, compete with rivals, or undertake special challenges. Leading a guild is not a trivial matter, but many players dive into this challenging role completely unprepared. Scott F. Andrews has been helping guild leaders and officers since 2007 through his weekly column for *WoW.com*, *Officers' Quarters*. In *The Guild Leader's Handbook*, Andrews offers a complete guide to conceptualizing, establishing, and maintaining a successful guild. The book will help readers decide what sort of structure and focus their guild should have and covers fundamentals like recruiting, managing officers, creating and enforcing reasonable policies, and handling the interpersonal drama that threatens guild harmony. Andrews gives sage advice on how leaders can prepare their guilds for successful PvE (Player vs. Environment) dungeon crawls and raids and explains guidelines for fairly distributing the spoils of battle. He also covers how to assemble a competitive force in PvP (Player vs. Player) and how to lead a community of roleplaying specialists. *The Guild Leader's Handbook* is a comprehensive guide to guild creation and success, written by a recognized expert on the subject.

Fantasy is often condemned as escapist, unsophisticated and superficial. This collection of new essays puts such easy dismissals to the test by examining the ways in which Fantasy narratives present diverse, politically relevant discourses—gender, race, religion or consumerism—and thereby serve as indicators of their real-world contexts. Through their depiction of other worlds allegedly disconnected from our own, these texts are able to actualize political attitudes. Instead of categorizing Fantasy either as conservative or progressive, the essays suggest that its generic peculiarity allows the emergence of productive forms of oscillation between these extremes. Covered are J.R.R. Tolkien's *The Lord of the Rings*, George R.R. Martin's *A Song of Ice and Fire* sequence, J. K. Rowling's *Harry Potter* novels, the vampire TV series *True Blood*, and the dystopian computer game *Fallout 3*.

Skin as boundary and surface, metaphorically and physically: creative and critical perspectives on skin and bodily transformation as it intersects with digital technologies. In *re:skin*, scholars, essayists and short story writers offer their perspectives on skin--as boundary and surface, as metaphor and physical reality. The twenty-first century and its attendant technology call for a new investigation of the intersection of body, skin, and technology. These cutting-edge writings address themes of skin and bodily transformation in an era in which we are able not only to modify our own skins--by plastic surgery, tattooing, skin graft art, and other methods--but to cross skins, merging with other bodies or colonizing multiple bodies. The book's agile crossings of disciplinary and genre boundaries enact the very transformations they discuss. A short story imagines a manufactured maternal interface that allows a man to become pregnant, and a scholar describes the evolution of "body criticism"; a writer uses "faux science" to explore animal prints on faux fur, and fictional lovers experience one another's sexual sensations through the slipping on and off of skin-like bodysuits. Ubiquitous computational interfaces are considered as the "skin" of technology, and questions of race and color are shown to play out in digital art practice. The essays and narratives gathered in *re:skin* claim that the new technologically mutable body is neither purely liberating nor simply limiting; instead, these pieces show us models, ways of living in a technological culture. Contributors Austin Booth, Rebecca Cannon, Model T and Sara D(iamond), L. Timmel Duchamp, Mary Flanagan, Jewelle Gomez, Jennifer Gonzalez, Nalo Hopkinson, Alice Imperiale, Shelley Jackson, Christina Lammer, David J. Leonard, Mendi + Keith Obadike, Melinda Rackham,

Vivian Sobchack, Elisabeth Vonarburg, Bernadette Wegenstein

A timely and informed assessment of the rapidly growing gaming industry that is altering the world around us. Despite the recession, video games continue to break records—and command unprecedented amounts of media coverage. The U.S. is the world's biggest video games market and manufacturer, with a market now worth over \$20 billion annually in software and hardware sales—more than quadruple its size in the mid 1990s. World of Warcraft now boasts over 11 million players worldwide, and over \$1 billion per year in revenues. Gaming is flourishing as a career and a creative industry as well. 254 U.S. colleges and universities in 37 states now offer courses and degrees in computer and video game design, programming and art. Video games are increasingly for everyone: 68% of American households now play computer or video games, while the average game player is 35 years old and has been playing games for twelve years. Against the popular image, too, 43% of online U.S. game players are female. The U.S. military alone now spends around \$6 billion a year on virtual and simulated training programs, based around video games and virtual worlds. The budgets for developing the biggest games can now top the \$100 million mark and are snapping up some of the biggest names in film—from Stephen Spielberg to Peter Jackson.

Explore Level Design through the Lens of Architectural and Spatial Experience Theory Written by a game developer and professor trained in architecture, An Architectural Approach to Level Design is one of the first books to integrate architectural and spatial design theory with the field of level design. It explores the principles of level design through the context and history of architecture, providing information useful to both academics and game development professionals. Understand Spatial Design Principles for Game Levels in 2D, 3D, and Multiplayer Applications The book presents architectural techniques and theories for level designers to use in their own work. The author connects architecture and level design in different ways that address the practical elements of how designers construct space and the experiential elements of how and why humans interact with this space. Throughout the text, readers learn skills for spatial layout, evoking emotion through gamespaces, and creating better levels through architectural theory. Create Meaningful User Experiences in Your Games Bringing together topics in game design and architecture, this book helps designers create better spaces for their games. Software independent, the book discusses tools and techniques that designers can use in crafting their interactive worlds.

A behind-the-scenes account of the emergence of a fascinating virtual universe that is at once colorful, important, and unpredictable, with shocking consequences in the real world.

William Bainbridge contends that the worlds of massively multiplayer online roleplaying games provide a new perspective on the human quest, one that combines the arts and simulates most aspects of real life. The quests in gameworlds also provide meaning for human action, in terms of narratives about achieving goals by overcoming obstacles.

Star Worlds explores the future-oriented universe of online virtual worlds connected with popular science fiction—specifically, with Star Wars and Star Trek—that have been inhabited for over a decade by computer gamers. The Star Wars and Star Trek franchises, both of which have shaped the dominant science fiction mythologies of the last half-century, offer profound conceptions of the tension between freedom and control in human economic, political, and social interactions. Bainbridge investigates the human and technological dynamics of four online virtual worlds based on these two very different traditions: the massive multiplayer online games Star Wars Galaxies; Star Wars: The Old Republic; Star Trek Online; and the Star Trek community in the non-game, user-created virtual environment, Second Life. The four “star worlds” explored in this book illustrate the dilemmas concerning the role of technology as liberator or oppressor in our post-industrial society, and represent computer simulations of future possibilities of human experience. Bainbridge considers the relationship between a real person and the role that person plays, the relationship of an individual to society, and the relationship of human beings to computing technology. In addition to collecting ethnographic and quantitative data about the social behavior of other players, he has immersed himself in each of these worlds, role-playing 14 avatars with different skills and goals to gain new insights into the variety of player experience from a personal perspective.

In this groundbreaking collection of 15 interviews, successful founders of entertainment software companies reflect on their challenges and how they survived. You will learn of the strategies, the sacrifices, the long hours, the commitment, and the dedication to quality that led to their successes but also of the toll that this incredibly competitive market has on even its most brilliant minds. For the hundreds of thousands of game developers out there, this is a must read survival guide. For those who simply enjoy games and know of some of these founders, this will be a most interesting read. Sales of video games, hardware, and accessories reach upwards of \$20 billion every year in the United States alone, and more than two-thirds of American households include video games in their daily lives. In a world that seems to be overflowing with fortune and success, the vicious truth of this booming industry is easily forgotten: failure is tradition. Video games define a cultural crossroad where business, entertainment, and technology converge, where the risks are great, cutting edge technology is vitally important and competition is intense. Here are the stories of survival from many of the industries luminaries who founded companies, created industries in their home countries, took amazing risks, innovated technologies, and invented new ways to sell. Among this outstanding group of pioneers are Richard Garriott, founder of Origin, astronaut, and the producer of the revolutionary Ultima Online, John Romero of Doom, Wolfenstein and Quake fame, and Victor Kislyi whose World of Tanks set the Guinness world record for the most people online at once with over 1.1 million people playing). You will read their stories and you will gain an understanding of how they managed in such a demanding business. There are a few game development companies that have withstood the test of time; most startups exit as quickly as they enter the scene. Many firms are outpaced by the explosive worldwide growth and economic realities of the sector. Here are enlightening the stories of entrepreneurs who found success and many who subsequently could not repeat it. They walk you through their incredible journeys of success and failure while expressing their views on development, design, hiring, finance, business models, selling their organization, the business life cycle, their frustrations and mistakes, while showing their intensity and their passion for the business along the way. Online Game Pioneers at Work: Explores the formation of entertainment software companies from the perspectives of successful founders who defied the odds Provides insight into why experienced professionals sacrifice the comfort of gainful employment for the uncertainty and risk of the startup Shares the experiences and lessons that shape the lives, decisions, and struggles of entrepreneurs in this volatile business Other books in the Apress At Work Series: Gamers at Work, Ramsay. 978-1-4302-3351-0 Coders at Work, Seibel, 978-1-4302-1948-4 Venture Capitalists at Work, Shah & Shah, 978-1-4302-3837-9 CIOs at Work,

Yourdon, 978-1-4302-3554-5 CTOs at Work, Donaldson, Seigel, & Donaldson, 978-1-4302-3593-4 Founders at Work, Livingston, 978-1-4302-1078-8 European Founders at Work, Santos, 978-1-4302-3906-2 Women Leaders at Work, Ghaffari, 978-1-4302-3729-7 Advertisers at Work, Tuten, 978-1-4302-3828-7

This is the first book that sheds light on global game industries and cultural policy. The scope covers the emerging and converging theory and models on cultural industries and its development, and their connection to national cultural policy and globalization. The primary focus of the book is on Asian cultural policy and industries while there are implicit comparisons throughout the book to compare Asia to other global markets. This book is aimed at advanced undergraduates, graduate students and faculty members in programs addressing cultural policy and digital games. It will also be of interest to those within the cultural policy community and to digital games professionals.

Provides information on ways to evaluate game deals, staff teams for distributed game development, and maintain successful relationships to bring games to the market.

This volume presents a wide range of methodological strategies that are designed to take into account the complex, emergent, and continually shifting character of virtual worlds. It interrogates how virtual worlds emerge as objects of study through the development and application of various methodological strategies. Virtual worlds are not considered objects that exist as entities with fixed attributes independent of our continuous engagement with them and interpretation of them. Instead, they are conceived of as complex ensembles of technology, humans, symbols, discourses, and economic structures, ensembles that emerge in ongoing practices and specific situations. A broad spectrum of perspectives and methodologies is presented: Actor-Network-Theory and post-Actor-Network-Theory, performativity theory, ethnography, discourse analysis, Sense-Making Methodology, visual ethnography, multi-sited ethnography, and Social Network Analysis.

Many aspiring game designers have crippling misconceptions about the process involved in creating a game from scratch, believing a "big idea" is all that is needed to get started. But game design requires action as well as thought, and proper training and practice to do so skillfully. In this indispensable guide, a published commercial game designer and longtime teacher offers practical instruction in the art of video and tabletop game design. The topics explored include the varying types of games, vital preliminaries of making a game, the nuts and bolts of devising a game, creating a prototype, testing, designing levels, technical aspects, and assessing nature of the audience. With practice challenges, a list of resources for further exploration, and a glossary of industry terms, this manual is essential for the nascent game designer and offers food for thought for even the most experienced professional.

This book explores the relationships between property and the concept of sovereignty from a number of different perspectives. It distinguishes between the dual meaning of 'sovereignty' in property discourse - political sovereignty and owner sovereignty. The contributors discuss the nature of sovereignty in both senses, applying it to a wide range of topics such as the evolution of property rights in fragile and conflict-affected nation states, and notions of sovereign property in new worlds. A section on the Arts illuminates the relationships between property, sovereignty, and culture, and a further section investigates regulatory property and governmental control over resources. The book concludes with an exploration of sovereign shaping of private property entitlements to achieve instrumental ends. This interesting collection will be valuable to those in the fields of legal philosophy, property theory, international and comparative law, and political sociology. This book explores the relationships between property and the concept of sovereignty from a number of different perspectives. It distinguishes between the dual meaning of 'sovereignty' in property discourse - political sovereignty and owner sovereignty. The contributors discuss the nature of sovereignty in both senses, applying it to a wide range of topics such as the evolution of property rights in fragile and conflict-affected nation states and notions of sovereign property in new worlds. A section on The Arts illuminates the relationships between property, sovereignty and culture and a further section investigates regulatory property and governmental control over resources. The book concludes with an exploration of sovereign shaping of private property entitlements to achieve instrumental ends. This interesting collection will be valuable to those in the fields of legal philosophy, property theory, international and comparative law, and political sociology.

Now in its second edition, the Encyclopedia of Video Games: The Culture, Technology, and Art of Gaming is the definitive, go-to resource for anyone interested in the diverse and expanding video game industry. This three-volume encyclopedia covers all things video games, including the games themselves, the companies that make them, and the people who play them. Written by scholars who are exceptionally knowledgeable in the field of video game studies, it notes genres, institutions, important concepts, theoretical concerns, and more and is the most comprehensive encyclopedia of video games of its kind, covering video games throughout all periods of their existence and geographically around the world. This is the second edition of Encyclopedia of Video Games: The Culture, Technology, and Art of Gaming, originally published in 2012. All of the entries have been revised to accommodate changes in the industry, and an additional volume has been added to address the recent developments, advances, and changes that have occurred in this ever-evolving field. This set is a vital resource for scholars and video game aficionados alike. Explores games, people, events, and ideas that are influential in the industry, rather than simply discussing the history of video games Offers a detailed understanding of the variety of video games that have been created over the years Includes contributions from some of the most important scholars of video games Suggests areas of further exploration for students of video games

This book, written and edited by members of the International Game Developers Association (IGDA) Game Writing Special Interest Group, follows the acclaimed Professional Techniques for Video Game Writing to deliver practical advice from seasoned veterans on the special challenges of writing for first-person shooter games (FPS), role-playing games (R

MMOs from the Inside Out The History, Design, Fun, and Art of Massively-multiplayer Online Role-playing Games Apress

The strong psychological power of games can have both positive and negative consequences for the workplace. That's why it's important to put them into practice correctly from the beginning--and Reeves and Read explain how by showing which good design principles are a powerful antidote to the addictive and stress-inducing potential of games.

[Copyright: a5573b43c9c9089ef696dc3a14117b8a](#)