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Autore	Banks John
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction: Co-creating matters -- Situating co-creativity -- Co-creative technologies -- Co-creating Trainz -- Co-creative labour? (with Sal Humphreys) -- Co-creative expertise -- Modelling co-creativity: a co-evolutionary approach (with Jason Potts) -- Conclusion: Crafting co-creative culture (in conversation with Will Wright).
Sommario/riassunto	"Co-creativity has become a significant cultural and economic phenomenon. Media consumers have become media producers. This book offers a rich description and analysis of the emerging participatory, co-creative relationships within the videogames industry. Banks discusses the challenges of incorporating these co-creative relationships into the development process. Drawing on a decade of research within the industry, the book gives us valuable insight into the continually changing and growing world of video games."--Bloomsbury Publishing.