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Titolo	Trends and Applications of Serious Gaming and Social Media // edited by Youngkyun Baek, Ryan Ko, Tim Marsh
Pubbl/distr/stampa	Singapore : , : Springer Singapore : , : Imprint : Springer, , 2014
ISBN	981-4560-26-X
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (189 p.)
Collana	Gaming Media and Social Effects, , 2197-9685
Disciplina	794.81526
Soggetti	Computational intelligence User interfaces (Computer systems) Educational technology Mass media Communication Computational Intelligence User Interfaces and Human Computer Interaction Educational Technology Media Sociology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The Future of Serious Games and Immersive Technologies and their Impact on Society -- The road to e-services: online and mobile games as enablers -- Achievement Systems Explained Identifying Triggers within Persuasive Technology and Games For Saving and Money Management -- Malware Analytics for Social Networking -- Serious Games and the Gamification of Mental Health Interventions -- Educational Implications Of Social Network Games -- An Analysis Of A Social Network Game In View Of Consumption Education Class -- Learning subject knowledge and acquiring 21st century skills through game development in the classroom -- Learning with World of Warcraft: A Study with MMORPG Brazilian Players -- Learning through playing in Hong Kong classrooms.
Sommario/riassunto	This book highlights the challenges and potential of educational learning or industry-based training using serious games and social

media platforms. In particular, the book addresses applications used in businesses and education-related organizations in Asia, where the framework and experience of serious games have been used to address specific problems in the real world. The topics that will be present in this book includes future of serious games and immersive technologies and their impact on society; online and mobile games; achievement systems in serious games; persuasive technology and games for saving and money management; malware analytics for social networking; serious games for mental health interventions; educational implications of social network games; learning and acquiring subject knowledge using serious games in classrooms. The target audience for this book includes scientists, engineers and practitioners involved in the field of Serious Games. The major part of this book comprises of papers that have been presented at the Serious Games and Social Connect 2012 conference held in Singapore (October 4, 2012). All the contributions have been peer reviewed and by scientific committee members with report about quality, content and originality.

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