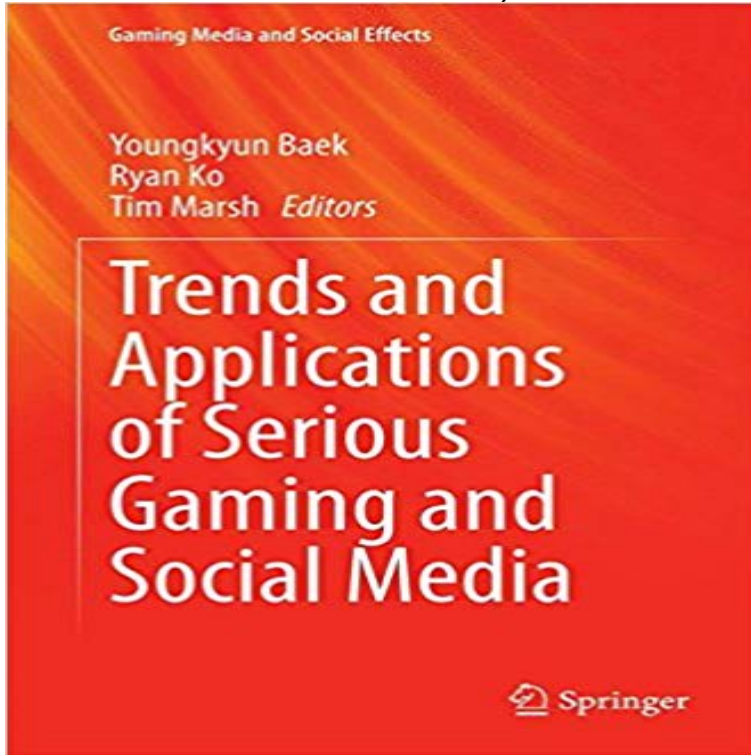


Trends and Applications of Serious Gaming and Social Media (Gaming Media and Social Effects)



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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