

Minitrack Title: Hedonic information technologies: Online games, interactive entertainment, and lifestyle computing

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Description:

Some of the most dramatic recent developments in computing have been the explosive growth in interactive digital entertainment (IDE), and social and lifestyle computing—or the non-business use of computing for purposes of entertainment, socialization, and lifestyle augmentation. The market for gaming is currently about \$7.3 billion dollars, with \$936 million in online gaming (1). Meanwhile, the market for digital entertainment in homes and home automation has reached an all-time high in 2005. These non-business uses of computing represent large and legitimate markets with social implications that are so profound and global in impact that affected societies will never be the same. Gaming has long been an extension of artificial intelligence research, but its many social, economic, and business implications have long been ignored by academic researchers.

Research in interactive digital entertainment and lifestyle computing is even sparser. Given the magnitude of impact that interactive digital entertainment and lifestyle computing will have on the world, this minitrack will explore and foster unaddressed social, business, and technical research in these areas. These topics are a natural extension of and complement with related research in the HCI track.

Possible Topics:

Example topics of interest include, but are not limited to, the following aspects of online interactive digital entertainment (IDE) and lifestyle computing:

- Advertising models with IDE
- AI techniques for IDE
- Auctions for online gaming components
- Automated / smart homes
- Digital convergence
- Digital personas

- Gaming communities
- Gaming currencies
- IDE agents
- Immersive gaming
- Interactive digital storytelling / techniques for interactive narration
- Interactive theatre
- Lifestyle computing
- Collaborative gaming
- Communication techniques and issues of IDE
- Diffusion and adoption of IDE
- E-business of entertainment
- Economic impact of IDE
- HCI aspects of IDE / edutainment
- Learning through IDE
- Massive social collaboration
- Measures of IDE
- Metaphors of IDE
- Methodologies and development techniques
- Mixed reality and virtual reality
- Mobile gaming
- Models of IDE
- Novel interfaces
- Online addiction and anti-social behavior
- Online environments of IDE
- Pricing of IDE
- Privacy and security issues
- Social blogging
- Social issues and considerations of IDE
- Ubiquitous gaming
- Virtual reality
- Wearable computing
- Wireless social computing

(1) <http://www.pwc.com/images/outlook2005/OnlineGameMarketUS.pdf>