Powering Up Are Computer Games Changing Our Lives

This book introduces the critical concepts and debates that are shaping the emerging field of game studies. Exploring games in the context of cultural studies and media studies, it analyses computer games as the most popular contemporary form of new media production and consumption. This is key reading for students, academics and industry practitioners in the fields of cultural studies, new media, media studies and game studies, as well as human-computer interaction and cyberculture.

In the past three decades Finland’s video game industry has become the backbone of Finnish cultural export. Angry Birds and Clash of Clans are dominating sales around the world and the small Nordic nation has become a gaming superpower. Drawing on more than 60 interviews, this book covers the Finnish video game phenomenon as told by the people behind its success. The history of the industry is documented in detail for the first time. Two hundred game reviews are included, presenting the best (and worst) of commercial video games made in Finland.

Evaluates a controversial theory about the educational potential of computer games, revealing how specific games can teach children how to develop creative thinking processes akin to those of today's successful professionals. Reprint. 15,000 first printing.

When it comes to computer games, the numbers are astounding: the world's top professional gamer has won over half a million dollars shooting virtual monsters on-screen; online games claim literally millions of subscribers; while worldwide spending on computer gaming will top £24 billion by 2011. From techno-toddlers to silver surfers, everyone's playing games on their PCs, Wiis, Xboxes and phones. How are we responding to this onslaught of brain-training, entertaining, potentially addicting, time-consuming, myth-spawning games? In Powering Up, Rebecca Mileham looks at the facts behind the headlines to see what effect this epidemic of game-playing is really having on us and the society we live in. Is it making us obese, anti-social, violent and addicted… or just giving us different ways of getting cleverer, fitter and more skilled? She examines the evidence, from experts and gamers alike, and asks some controversial and thought-provoking questions: Are car-driving games turning us into boy racers? Could becoming a virtual bully help children solve classroom disputes? Should you feel remorse for killing pixel people? Does it matter if you cheat in a single-player game? Can games get ex-prisoners back to work? If you're part of the gaming revolution yourself, or are just curious to know what's fact and what's fiction in the media coverage of this topic, then this is the book for you. About the author Rebecca Mileham has written for the Sunday Times, She magazine, and for museums all over the UK. In ten years at the Science Museum, London, she

developed exhibitions on topics as diverse as Charles Babbage's Difference Engines, robotic submarines, face transplants and the male pill. http://www.rebecca.mileham.net/

This book constitutes the refereed proceedings of the Computer Games Workshop, CGW 2014, held in conjunction with the 21st European Conference on Artificial Intelligence, ECAI 2014, Prague, Czech Republic, in August 2014. The 11 revised full papers presented were carefully reviewed and selected from 20 submissions. The papers address all aspects of artificial intelligence and computer game playing. They discuss topics such as general game playing, video game playing, and cover 11 abstract games: 7 Wonders, Amazons, AtariGo, Ataxx, Breakthrough, Chinese Dark Chess, Connect6, NoGo, Pentalath, Othello, and Catch the Lion.

New Media: A Critical Introduction is a comprehensive introduction to the culture, history, technologies and theories of new media. Written especially for students, the book considers the ways in which 'new media' really are new, assesses the claims that a media and technological revolution has taken place and formulates new ways for media studies to respond to new technologies. The authors introduce a wide variety of topics including: how to define the characteristics of new media; social and political uses of new media and new communications; new media technologies, politics and globalization; everyday life and new media; theories of interactivity, simulation, the new media economy; cybernetics, cyberculture, the history of automata and artificial life. Substantially updated from the first edition to cover recent theoretical developments, approaches and significant technological developments, this is the best and by far the most comprehensive textbook available on this exciting and expanding subject. At www.newmediaintro.com you will find: additional international case studies with online references specially created You Tube videos on machines and digital photography a new ‘Virtual Camera’ case study, with links to short film examples useful links to related websites, resources and research sites further online reading links to specific arguments or discussion topics in the book links to key scholars in the field of new media.

Tackles the big ideas about language, literacy and learning. Why do poor and minority students under-perform in school? Do computer games help or hinder learning? What can new research in psychology teach our educational policy makers?

Over the past decade, the healthcare industry has adopted games as a powerful tool for promoting personal health and wellness. Utilizing principles of gamification to engage patients with positive reinforcement, these games promote stronger attention to clinical and self-care guidelines, and offer exciting possibilities for primary prevention. Targeting an audience of academics, researchers, practitioners, healthcare professionals, and even patients, the Handbook of Research on Holistic Perspectives in Gamification for Clinical Practices reviews current studies and empirical evidence, highlights critical

principles of gamification, and fosters the increasing application of games at the practical, clinical level.

The Meaning of Video Games takes a textual studies approach to an increasingly important form of expression in today's culture. It begins by assuming that video games are meaningful–not just as sociological or economic or cultural evidence, but in their own right, as cultural expressions worthy of scholarly attention. In this way, this book makes a contribution to the study of video games, but it also aims to enrich textual studies. Early video game studies scholars were quick to point out that a game should never be reduced to merely its "story" or narrative content and they rightly insist on the importance of studying games as games. But here Steven E. Jones demonstrates that textual studies–which grows historically out of ancient questions of textual recension, multiple versions, production, reproduction, and reception–can fruitfully be applied to the study of video games. Citing specific examples such as Myst and Lost, Katamari Damacy, Halo, Façade, Nintendo's Wii, and Will Wright's Spore, the book explores the ways in which textual studies concepts–authorial intention, textual variability and performance, the paratext, publishing history and the social text–can shed light on video games as more than formal systems. It treats video games as cultural forms of expression that are received as they are played, out in the world, where their meanings get made.

"This essay collection discusses innovative uses of games in libraries and focuses on the game making process. The purpose of this book is to bring together distinctive uses of games in libraries or educational institutions and share these ideas with others to inspire the making and use of games by other librarians and educators.]"--

Video games aren't just for kids anymore. This book will describe the "why" and "how" to start or expand a video gaming program in the library, including some specific examples of how to target adult and female gamer patrons.

"The essays take on several points of game and film intersection, looking at story lines, aesthetics, mechanics, and production. The book is about adaptation (video game to film, film to video game) but it is even more about narrative, drawing attention to the ways, workings and possibilities of telling a story in the present moment"--

Taking as its point of departure the fundamental observation that games are both technical and symbolic, this collection investigates the multiple intersections between the study of computer games and the discipline of technical and professional writing. Divided into five parts, Computer Games and Technical Communication engages with questions related to workplace communities and gamic simulations; industry documentation; manuals, gameplay, and ethics; training, testing, and number crunching; and the work of games and gamifying work. In that computer games rely on a complex combination of written, verbal, visual, algorithmic, audio, and kinesthetic means to convey information, technical and professional writing scholars are uniquely poised to investigate the

intersection between the technical and symbolic aspects of the computer game complex. The contributors to this volume bring to bear the analytic tools of the field to interpret the roles of communication, production, and consumption in this increasingly ubiquitous technical and symbolic medium.

The complex material histories of the Nintendo Entertainment System platform, from code to silicon, focusing on its technical constraints and its expressive affordances. In the 1987 Nintendo Entertainment System videogame Zelda II: The Adventure of Link, a character famously declared: I AM ERROR. Puzzled players assumed that this cryptic mesage was a programming flaw, but it was actually a clumsy Japanese-English translation of “My Name is Error,” a benign programmer's joke. In I AM ERROR Nathan Altice explores the complex material histories of the Nintendo Entertainment System (and its Japanese predecessor, the Family Computer), offering a detailed analysis of its programming and engineering, its expressive affordances, and its cultural significance. Nintendo games were rife with mistranslated texts, but, as Altice explains, Nintendo's translation challenges were not just linguistic but also material, with consequences beyond simple misinterpretation. Emphasizing the technical and material evolution of Nintendo's first cartridge-based platform, Altice describes the development of the Family Computer (or Famicom) and its computational architecture; the “translation” problems faced while adapting the Famicom for the U.S. videogame market as the redesigned Entertainment System; Nintendo's breakthrough console title Super Mario Bros. and its remarkable software innovations; the introduction of Nintendo's short-lived proprietary disk format and the design repercussions on The Legend of Zelda; Nintendo's efforts to extend their console's lifespan through cartridge augmentations; the Famicom's Audio Processing Unit (APU) and its importance for the chiptunes genre; and the emergence of software emulators and the new kinds of play they enabled.

An exploration of the way videogames mount arguments and make expressive statements about the world that analyzes their unique persuasive power in terms of their computational properties. Videogames are an expressive medium, and a persuasive medium; they represent how real and imagined systems work, and they invite players to interact with those systems and form judgments about them. In this innovative analysis, Ian Bogost examines the way videogames mount arguments and influence players. Drawing on the 2,500-year history of rhetoric, the study of persuasive expression, Bogost analyzes rhetoric's unique function in software in general and videogames in particular. The field of media studies already analyzes visual rhetoric, the art of using imagery and visual representation persuasively. Bogost argues that videogames, thanks to their basic representational mode of procedurality (rule-based representations and interactions), open a new domain for persuasion; they realize a new form of rhetoric. Bogost calls this new form "procedural rhetoric," a type of rhetoric tied to the core affordances of computers: running processes and executing rule-based symbolic manipulation. He argues further that videogames have a unique

persuasive power that goes beyond other forms of computational persuasion. Not only can videogames support existing social and cultural positions, but they can also disrupt and change these positions themselves, leading to potentially significant long-term social change. Bogost looks at three areas in which videogame persuasion has already taken form and shows considerable potential: politics, advertising, and learning.

What do stories in games have in common with political narratives? This book identifies narrative strategies as mechanisms for meaning and manipulation in games and real life. It shows that the narrative mechanics so clearly identifiable in games are increasingly used (and abused) in politics and social life. They have »many faces«, displays and interfaces. They occur as texts, recipes, stories, dramas in three acts, movies, videos, tweets, journeys of heroes, but also as rewarding stories in games and as narratives in society - such as a career from rags to riches, the concept of modernity or market economy. Below their surface, however, narrative mechanics are a particular type of motivational design - of game mechanics.

Vintage Games explores the most influential videogames of all time, including Super Mario Bros., Grand Theft Auto III, Doom, The Sims and many more. Drawing on interviews as well as the authors' own lifelong experience with videogames, the book discusses each game's development, predecessors, critical reception, and influence on the industry. It also features hundreds of full-color screenshots and images, including rare photos of game boxes and other materials. Vintage Games is the ideal book for game enthusiasts and professionals who desire a broader understanding of the history of videogames and their evolution from a niche to a global market.

Essays discuss the terminology, etymology, and history of key terms, offering a foundation for critical historical studies of games. Even as the field of game studies has flourished, critical historical studies of games have lagged behind other areas of research. Histories have generally been fact-by-fact chronicles; fundamental terms of game design and development, technology, and play have rarely been examined in the context of their historical, etymological, and conceptual underpinnings. This volume attempts to “debug” the flawed historiography of video games. It offers original essays on key concepts in game studies, arranged as in a lexicon—from “Amusement Arcade” to “Embodiment” and “Game Art” to “Simulation” and “World Building.” Written by scholars and practitioners from a variety of disciplines, including game development, curatorship, media archaeology, cultural studies, and technology studies, the essays offer a series of distinctive critical “takes” on historical topics. The majority of essays look at game history from the outside in; some take deep dives into the histories of play and simulation to provide context for the development of electronic and digital games; others take on such technological components of games as code and audio. Not all essays are history or historical etymology—there is an analysis of game design, and a discussion of intellectual property—but they nonetheless raise questions for historians to consider. Taken together, the essays offer a foundation for the emerging study of game history. Contributors Marcelo Aranda, Brooke Belisle, Caetlin Benson-Allott, Stephanie Boluk, Jennifer deWinter, J. P. Dyson, Kate Edwards, Mary Flanagan, Jacob Gaboury, William Gibbons, Raiford Guins, Erkki Huhtamo, Don Ihde, Jon Ippolito, Katherine Isbister, Mikael Jakobsson, Steven E. Jones, Jesper Juul, Eric Kaltman, Matthew G. Kirschenbaum, Carly A. Kocurek, Peter Krapp, Patrick LeMieux, Henry Lowood, Esther MacCallum-Stewart, Ken S. McAllister, Nick Monfort, David Myers, James Newman, Jenna Ng, Michael Nitsche, Laine Nooney, Hector Postigo, Jas

Purewal, Reneé H. Reynolds, Judd Ethan Ruggill, Marie-Laure Ryan, Katie Salen Tekinba?, Anastasia Salter, Mark Sample, Bobby Schweizer, John Sharp, Miguel Sicart, Rebecca Elisabeth Skinner, Melanie Swalwell, David Thomas, Samuel Tobin, Emma Witkowski, Mark J.P. Wolf

This book brings together essays on game history and historiography that reflect on the significance of locality. Game history did not unfold uniformly and the particularities of space and place matter, yet most digital game and software histories are silent with respect to geography. Topics covered include: hyper-local games; temporal anomalies in platform arrival and obsolescence; national videogame workforces; player memories of the places of gameplay; comparative reception studies of a platform; the erasure of cultural markers; the localization of games; and perspectives on the future development of local game history. Chapters 1 and 12 are available open access under a Creative Commons Attribution 4.0 International License via link.springer.com.

When it comes to computer games, the numbers are astounding: the world's top professional gamer has won over half a million dollars shooting virtual monsters on-screen; online games claim literally millions of subscribers; while worldwide spending on computer gaming will top £24 billion by 2011. From techno-toddlers to silver surfers, everyone's playing games on their PCs, Wiis, Xboxes and phones. How are we responding to this onslaught of brain-training, entertaining, potentially addicting, time-consuming, myth-spawning games? In Powering Up, Rebecca Mileham looks at the facts behind the headlines to see what effect this epidemic of game-playing is really having on us and the society we live in. Is it making us obese, anti-social, violent and addicted... or just giving us different ways of getting cleverer, fitter and more skilled? She examines the evidence, from experts and gamers alike, and asks some controversial and thought-provoking questions: Are car-driving games turning us into boy racers? Could becoming a virtual bully help children solve classroom disputes? Should you feel remorse for killing pixel people? Does it matter if you cheat in a single-player game? Can games get ex-prisoners back to work? If you're part of the gaming revolution yourself, or are just curious to know what's fact and what's fiction in the media coverage of this topic, then this is the book for you. About the author Rebecca Mileham has written for the Sunday Times, She magazine, and for museums all over the UK. In ten years at the Science Museum, London, she developed exhibitions on topics as diverse as Charles Babbage's Difference Engines, robotic submarines, face transplants and the male pill. http://www.rebecca.mileham.net/

Forty original contributions on games and gaming culture What does Pokémon Go tell us about globalization? What does Tetris teach us about rules? Is feminism boosted or bashed by Kim Kardashian: Hollywood? How does BioShock Infinite help us navigate world-building? From arcades to Atari, and phone apps to virtual reality headsets, video games have been at the epicenter of our ever-evolving technological reality. Unlike other media technologies, video games demand engagement like no other, which begs the question—what is the role that video games play in our lives, from our homes, to our phones, and on global culture writ large? How to Play Video Games brings together forty original essays from today’s leading scholars on video game culture, writing about the games they know best and what they mean in broader social and cultural contexts. Read about avatars in Grand Theft Auto V, or music in The Legend of Zelda: Ocarina of Time. See how Age of Empires taught a generation about postcolonialism, and how Borderlands exposes the seedy underbelly of capitalism. These essays suggest that understanding video games in a critical context provides a new way to engage in contemporary culture. They are a must read for fans and students of the medium.

Makes the controversial argument that reinforcement is a real and valuable force in human behavior.

For years, major film studios have licensed products related to their most popular films; video game spin-offs have become an important part of these licensing practices. Where blockbuster

films are concerned, the video game release has become the rule rather than the exception. In Hollywood Gamers, Robert Alan Brookey explores the business conditions and technological developments that have facilitated the convergence of the film and video game industries. Brookey treats video games as rhetorical texts and critically examines several games to determine how specific industrial conditions are manifest in game design. Among the games (and films) discussed are Lord of the Rings, The Godfather, Spider-Man, and Iron Man.
Technology permeates almost every dimension of our lives. But who controls technological development? Can technology cause social inequality? And how will technology continue to affect lives in the digital era? Technology and Social Power provides a fresh examination of the role of technology in our society. Bringing together critical, classical and contemporary social theories, it fully examines everything you need to know about the sociology of technology. From the invention of the modern toothbrush to the design of Google, the book uses relevant examples to give useful insights into the social dimension of everyday technology. With clear definitions of key terms alongside a well-balanced approach to the most important empirical and theoretical work in the field, this book provides a clear and thorough account of the subject. Making complex ideas accessible, it is invaluable reading for all students seeking to understand the role of technology in our society today, and its likely impact in the future.
This exciting and accessible book takes us on a journey from the early days of computers to the cutting-edge research of the present day that will shape computing in the coming decades. It introduces a fascinating cast of dreamers and inventors who brought these great technological developments into every corner of the modern world, and will open up the universe of computing to anyone who has ever wondered where his or her smartphone came from.
How the Super Nintendo Entertainment System embodied Nintendo's resistance to innovation and took the company from industry leadership to the margins of videogaming. This is a book about the Super Nintendo Entertainment System that is not celebratory or self-congratulatory. Most other accounts declare the Super NES the undisputed victor of the “16-bit console wars” of 1989–1995. In this book, Dominic Arsenault reminds us that although the SNES was a strong platform filled with high-quality games, it was also the product of a short-sighted corporate vision focused on maintaining Nintendo's market share and business model. This led the firm to fall from a dominant position during its golden age (dubbed by Arsenault the “ReNESsance”) with the NES to the margins of the industry with the Nintendo 64 and GameCube consoles. Arsenault argues that Nintendo's conservative business strategies and resistance to innovation during the SNES years explain its market defeat by Sony's PlayStation. Extending the notion of “platform” to include the marketing forces that shape and constrain creative work, Arsenault draws not only on game studies and histories but on game magazines, boxes, manuals, and advertisements to identify the technological discourses and business models that formed Nintendo's Super Power. He also describes the cultural changes in video games during the 1990s that slowly eroded the love of gamer enthusiasts for the SNES as the Nintendo generation matured. Finally, he chronicles the many technological changes that occurred through the SNES's lifetime, including full-motion video, CD-ROM storage, and the shift to 3D graphics. Because of the SNES platform's

architecture, Arsenault explains, Nintendo resisted these changes and continued to focus on traditional gameplay genres.

If you supervise or mentor anyone in your work life, these pages will expose you to the mother lode for helping others grow, succeed, and excel. POWER UP!—THE GUIDE TO LEADERSHIP COACHING WITH STRENGTHS gives those who coach others the reasons, formats, skills and tools to thrive in that practice. Strengths coaching accesses that “sweet spot” between having a personal counselor and a wise consultant to provide optimal assistance. With a clear outline of the chief skills, tools, and critical mindsets for thriving with strengths-based coaching efforts, POWER UP! is an especially rich resource. Gene Knott is a widely sought “coach’s coach,” whose diverse client roster spans the range of leadership roles found in both for-profit and not-for-profit settings. Grounded in current knowledge about positive psychology principles and management scholarship, POWER UP! draws on the author’s 24 years of experience coaching executives and working with a range of organizations to deliver a robust, highly useful manual. In these pages you’ll find: o strengths coaching’s mental maps, lenses and platforms o the 7 key skills for coaching others using positive power o more than 40 easily adopted activities, instruments and tools o numerous case examples, stories and learning devices o a special chapter on leader, team and organization coaching o “strongboxes” with wisdom for coaching with strengths - Gene Knott is a master coach, bringing to life the power of strength-based methods in the coaching process. His straightforward approach makes the theory and research easily understandable, with practical activities, insightful stories, and key takeaways in every chapter. Anyone interested in coaching and being part of the strengths revolution will profit from this book. - Tony Silbert, MSOD, Founding Partner, Innovation Partners International; co-author of Healing Conversations Now

This book focuses on the history of video games, consoles, and home computers from the very beginning until the mid-nineties, which started a new era in digital entertainment. The text features the most innovative games and introduces the pioneers who developed them. It offers brief analyses of the most relevant games from each time period. An epilogue covers the events and systems that followed this golden age while the appendices include a history of handheld games and an overview of the retro-gaming scene.

With a focus on educational computing, this book examines how technological practices align with or subvert existing forms of dominance. Examines the important question: Is the enormous financial investment school districts are making in computing technology a good idea?

Shows how everyone has the capacity to succeed and how most use only a small portion of their talents.

This book introduces readers to a career in the STEM field of artificial intelligence, focusing on the educational paths, classes, after-school activities, and resources that would help them get into a career in artificial intelligence. It

also covers a range of careers in the artificial intelligence field, from creating robots to programming virtual A.I. This book also touches on some of the current limitations of and issues surrounding the creation and use of artificial intelligence.
Best-selling author and distinguished professor, David Elkind provides parents with an understanding of and appreciation for the powerful role of "play" in healthy emotional and academic development

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 comprehensive bibliography covers writings about vampires and related creatures from the 19th century to the present. More than 6,000 entries document the vampire's penetration of Western culture, from scholarly discourse, to popular culture, politics and cook books. Sections by topic list works covering various aspects, including general sources, folklore and history, vampires in literature, music and art, metaphorical vampires and the contemporary vampire community. Vampires from film and television--from Bela Lugosi's Dracula to Buffy the Vampire Slayer, True Blood and the Twilight Saga--are well represented.

This book explores how higher education institutions across the globe respond to the disruptive changes triggered by online technologies. Contributions address transformations regarding program design, business models and pedagogical interventions in a digital teaching environment.

In Powering Up Children: The Learning Power Approach to primary teaching, Guy Claxton and Becky Carlzon harness the design principles of the Learning Power Approach (LPA) to provide a rich resource of effective teaching strategies for use in the primary school classroom. Foreword by Ron Berger. The LPA is a way of teaching which aims to develop all children as confident and capable learners ready, willing, and able to choose, design, research, pursue, troubleshoot, and evaluate learning for themselves, alone and with others, in school and out. This approach therefore empowers teachers to complement their delivery of content, knowledge, and skills with the nurturing of positive habits of mind that will better prepare students to flourish in later life. Building upon the foundations carefully laid in The Learning Power Approach (ISBN 9781785832451), the first book in the Learning Power series, Guy Claxton and Becky Carlzon's Powering Up Children embeds the ideas of this influential method in the context of the primary school. It offers a thorough explanation of how the LPA's design principles apply to this level of education and, by presenting a wide range of practical strategies and classroom examples, illustrates how they can be put into action with different age groups and in different curricular areas especially relating to literacy and numeracy, but

also in specific subjects such as science, history, art, and PE. Bursting with tips and techniques to get students' learning muscles stretching from a young age, the book is designed for busy primary school teachers who want to get started on the LPA journey as well as for those who have already made good progress and are looking for fresh ideas. The central chapters are structured around thematic clusters of the LPA's design principles, and follow a common format: 1. First, the authors explain why the design principles focused on are important; including what's in it for the teacher and what's in it for the children. 2. Next, they offer a menu of practical low-risk tweaks to classroom practice that enable teachers to engage with the design principles and experience some quick wins. 3. Then they provide some ideas about how to embed the principles more deeply in the ongoing life of the classroom including some rich lesson examples from across the primary age range, and from different school subjects. 4. Finally, they address some of the common bumps and issues that may crop up along the way, and offer advice to help teachers overcome such potential obstacles. Suitable for both newly qualified and experienced teachers of learners aged 3 to 11.

This collection explores the relationship between digital gaming and its cultural context by focusing on the burgeoning Asia-Pacific region. Encompassing key locations for global gaming production and consumption such as Japan, China, and South Korea, as well as increasingly significant sites including Australia and Singapore, the region provides a wealth of divergent examples of the role of gaming as a socio-cultural phenomenon. Drawing from micro ethnographic studies of specific games and gaming locales to macro political economy analyses of techno-nationalisms and trans-cultural flows, this collection provides an interdisciplinary model for thinking through the politics of gaming production, representation, and consumption in the region.

A fun and lively look at the mathematical ideas concealed in video games Did you know that every time you pick up the controller to your PlayStation or Xbox, you are entering a game world steeped in mathematics? Power-Up reveals the hidden mathematics in many of today's most popular video games and explains why mathematical learning doesn't just happen in the classroom or from books—you're doing it without even realizing it when you play games on your cell phone. In this lively and entertaining book, Matthew Lane discusses how gamers are engaging with the traveling salesman problem when they play Assassin's Creed, why it is mathematically impossible for Mario to jump through the Mushroom Kingdom in Super Mario Bros., and how The Sims teaches us the mathematical costs of maintaining relationships. He looks at mathematical pursuit problems in classic games like Missile Command and Ms. Pac-Man, and how each time you play Tetris, you're grappling with one of the most famous unsolved problems in all of mathematics and computer science. Along the way, Lane discusses why Family Feud and Pictionary make for ho-hum video games, how realism in video games (or the lack of it) influences learning, what video games can teach us about the mathematics of voting, the mathematics of designing video games, and much more. Power-Up shows how the world of video games is an unexpectedly rich medium for learning about the beautiful mathematical ideas that touch all aspects of our lives—including our virtual ones.

One of the most successful methodology that arose from the worldwide diffusion of Fuzzy Logic is Fuzzy Control. After the first attempts dated in the seventies, this methodology has been widely exploited for controlling many industrial components and systems. At the same time, and very independently from Fuzzy Logic or Fuzzy Control, the birth of the Web has impacted upon almost all aspects of computing discipline. Evolution of Web, Web2.0 and Web 3.0 has been making scenarios of ubiquitous computing much more feasible; consequently information technology has been thoroughly integrated into everyday objects and activities. What happens when Fuzzy Logic meets Web technology? Interesting results might come out, as you will discover in this book. Fuzzy Mark-up Language is a son of this synergistic view, where some technological issues of Web are re-interpreted taking into account the transparent

notion of Fuzzy Control, as discussed here. The concept of a Fuzzy Control that is conceived and modeled in terms of a native web wisdom represents another step towards the last picture of Pervasive Web Intelligence.