

▼ Introduction to Interactive Digital Entertainment, Social Computing, and Lifestyle Computing Minitrack

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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. For example, the market for gaming alone is currently about \$7.3 billion dollars, with \$936 million in online gaming. Meanwhile, the market for digital entertainment in homes and home automation has reached an all-time high in 2005 with no end in sight. These non-business uses of computing represent large and legitimate markets with social implications that are so profound and global in impact that effected 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 computing researchers. Research in interactive digital entertainment and lifestyle computing is even more sparse. 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.

Some of the topics that are of interest to this minitrack include but are not limited to the following:

- Advertising models with IDE
- Auctions for online gaming components
- Automated / smart homes
- Collaborative gaming

- Communication techniques and issues of IDE
- Conflicts between real and virtual worlds
- Diffusion and adoption of IDE
- Digital convergence
- Digital personas
- E-business of entertainment
- Economic impact of IDE
- Gaming communities
- Gaming currencies
- HCI aspects of IDE / edutainment
- IDE agents
- Immersive gaming
- Interactive digital storytelling / techniques for interactive narration
- Interactive theatre
- Learning through IDE
- Lifestyle computing
- Massive social collaboration
- Measures of IDE
- Methodologies and development techniques
- Mixed reality and virtual reality
- Mobile gaming
- Online addiction and anti-social behavior
- Privacy and security issues
- Social computing
- Social issues and considerations of IDE
- Ubiquitous gaming
- Virtual reality
- Wearable computing
- Wireless social computing