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Emerging Research and Trends in Gamification (Advances in Multimedia and Interactive Technologies)

Harsha Gangadharbatla

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Game design has shifted from the development of games for entertainment to the creation of games with a more meaningful purpose. Game principles and theories can be applied to interactive programs in a variety of fields and professions. Researchers continue to examine the many ways games can be applied to real-world settings.

Emerging Research and Trends in Gamification brings together innovative and scholarly research on the use of game-based design and technology in a variety of settings. Including discussions from both industry and academic perspectives, this publication explores the growing research in this interesting and dynamic field, serving as an essential reference source for academicians, professionals, researchers, and upper level students interested in the applications of game-thinking and gaming dynamics across various disciplines including marketing, journalism, education, and human resources.

This publication presents timely, research-based chapters on the development of games and the real-world applications of game-thinking and game dynamics, as well as additional topics including, but not limited to, digital development, game design, human resource processes, market research, online journalism, social change, and video game learning.

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