**International Series on Computer Entertainment and Media Technology**

Barbaros Bostan *Editor*

# Gamer Psychology and Behavior

Barbaros Bostan (Ed.)

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**Series: International Series on Computer Entertainment and Media Technology**

- Provides coverage of major theoretical perspectives on gamer psychology and behavior
- Presents a framework for the design of interactive experiences tailored to the needs of players
- Offers a compare and contrast of different player motivations and play styles

This book provides an introduction and overview of the increasingly important topic of gamer psychology and behavior by presenting a range of theoretic perspectives and empirical evidence casting new light on understanding gamer behavior and designing interactive gaming experiences that maximize fun. This book aims to provide a snapshot on research approaches /advances in player psychology and behavior, discuss issues, solutions, challenges, and needs for player behavior research, and report gameplay experience and lessons as well as industry case studies from both social sciences and engineering perspectives. The nine chapters in this book, which are divided into three sections: Neuro-Psychology and Gaming; Player Behavior and Gameplay; Player Psychology and Motivations, do not represent all the topics in the psychology of gaming, however, they include a variety of topics in this field: the effects of violent video games on cognitive processes, the reward systems in the human brain and the concept of 'fun', goal-directed player behavior and game choices, psychological player profiling techniques, game design requirements and player psychology, motivational gamer profiles, and many more. This book is suitable for students and professionals with different disciplinary backgrounds such as computer science, design, software engineering, psychology, interactive media, and information systems. Students will be interested in the theory of gamer psychology and its impact on game design.Professionals will be interested in the fundamentals of gamer behavior and how interactive virtual environments can improve user experience.

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