

Social, Casual and Mobile Games: The Changing Gaming Landscape


From Bloomsbury Academic




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Social, casual and mobile games, played on devices such as smartphones, tablets, or PCs and accessed through online social networks, have become extremely popular, and are changing the ways in which games are designed, understood, and played. These games have sparked a revolution as more people from a broader demographic than ever play games, shifting the stereotype of gaming away from that of hardcore, dedicated play to that of activities that fit into everyday life.

Social, Casual and Mobile Games explores the rapidly changing gaming landscape and discusses the ludic, methodological, theoretical, economic, social and cultural challenges that these changes invoke. With chapters discussing locative games, the new freemium economic model, and gamer demographics, as well as close studies of specific games (including *Candy Crush Saga*, *Angry Birds*, and *Ingress*), this collection offers an insight into the changing nature of games and the impact that mobile media is having upon individuals and societies around the world.

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Editorial Review

Review

This book is an exciting rogue's gallery of authors, games and topics at the forefront of modern gaming. The inclusion of issues discussing not only recent developments in design, playfulness and the definition of who plays games, but also attending to the darker aspects of contemporary gaming cultures such as the transition to Freemium, cheating and GamerGate is an important step in examining new pathways into games and gaming culture. *Social, Casual and Mobile Games: The Changing Gaming Landscape* demonstrates through an impressive series of chapters how this genre of games needs to be taken seriously as a cultural marker of today's players and the games they engage with. Esther MacCallum-Stewart, Research Fellow, Digital Cultures Research Centre, University of the West of England, UK *Social, Casual and Mobile Games* captures a wide array of scholarship from all corners of Game Studies. The authors explore, from a variety of empirical and theoretical perspectives, a rich tableau of games and players that often disappear from dominant narratives about what makes a game or a game player. Casey O'Donnell, Associate Professor of Media and Information, Michigan State University, USA, and author of *Developer's Dilemma* This terrific and timely book is an invaluable guide to the profound ways in which gaming - in all its casual, mobile, and social glory - will never be the same again. Critical research for the rest of the (gaming) world has finally arrived. Gerard Goggin, Professor of Media and Communications, The University of Sydney, Australia

About the Author

Michele Willson is Associate Professor and Head of Department of Internet Studies at Curtin University in Perth, Western Australia. She is the author of *Technically Together: Rethinking Community within Techno-Society* (2006) and co-author of *A New Theory of Information and the Internet: Public Sphere meets Protocol* (2006). She is Lead Investigator on Australia Research Council Linkage Grant, Online Money and Fantasy Games – an applied ethnographic study into the new entrepreneurial communities and their underlying designs.

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