Social Interactions in Virtual Worlds

Within the rapidly growing arena of “virtual worlds,” such as Massively Multiplayer Online Games (MMOGs), individuals behave in particular ways, influence one another, and develop complex relationships. This setting can be a useful tool for modeling complex social systems, cognitive factors, and interactions between groups and within organizations. To study these worlds effectively requires a cross-disciplinary approach that integrates social science theories with big data analytics. This broad-based book offers a comprehensive and holistic perspective on the field. It brings together research findings from an international team of experts in computer science (artificial intelligence, game design, and social computing), psychology, and the social sciences to help researchers and practitioners better understand the fundamental processes underpinning social behavior in virtual worlds such as World of Warcraft, Rift, EVE Online, and Travian.

KIRAN LAKKARAJU is a senior member of the technical staff in the Sandia National Laboratories Cognitive Science and Applications group. His primary research interests lie in computational models of behavior change in society and exploring links between social and cognitive structures in problems of information dissemination and attitude change. His current work revolves around developing online social experiments through the Controlled, Large Online Social Experimentation (CLOSE) platform.

GITA SUKTHANKAR is Associate Professor and Charles N. Millican Faculty Fellow in the Department of Computer Science at the University of Central Florida (UCF), and an affiliate faculty member at UCF's Institute for Simulation and Training. Her research focuses on multiagent systems and computational social models. She has received an Air Force Young Investigator award and a National Science Foundation CAREER award. She has served on the Defense Advanced Research Projects Agency (DARPA)'s Computer Science Study Panel and is currently a member of DARPA's Information Science and Technology study group and of the board of directors of the International Foundation for Autonomous Agents and Multiagent Systems (IFAAMAS).

ROLF T. WIGAND is Professor, Emeritus College, Arizona State University and Maulden-Entergy Chair and Distinguished Professor Emeritus of Information Science and Business Information Systems at the University of Arkansas at Little Rock. He is the past director of the Syracuse University Graduate Program in Information Management and its Center for Digital Commerce. His research focuses on software standards development and collective action in the mortgage, automotive, and radio frequency identification industries; development of trust and leadership in virtual organizations; the analysis of social networks in disaster situations; and novel methods for analysis and tracking of collective action on social media.
Social Interactions in Virtual Worlds
An Interdisciplinary Perspective

Edited by
KIRAN LAKKARAJU
Sandia National Laboratories, New Mexico

GITA SUKTHANKAR
University of Central Florida

ROLF T. WIGAND
Arizona State University and University of Arkansas
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Contributors

Nitin Agarwal
University of Arkansas at Little Rock, Little Rock, AR, USA

Iftekhar Ahmed
University of North Texas, Denton, TX, USA

Amanda Alencar
Erasmus University, Rotterdam, the Netherlands

Hamidreza Alvari
Arizona State University, Tempe, AZ, USA

William Sims Bainbridge
National Science Foundation, Washington, DC, USA

Christian Bauckhage
Fraunhofer IAIS, Sankt Augustin, Germany

Maude Bonenfant
Université du Québec à Montréal, Montréal, Québec, Canada

Thomas Chesney
Nottingham University Business School, Nottingham, UK

Swee Hoon Chuah
RMIT University, Melbourne, Australia
List of Contributors

Elizabeth Craig
North Carolina State University, Raleigh, NC, USA

Lucile Crémier
Université du Québec à Montréal, Montréal, QC, Canada

Suzanne de Castell
Simon Fraser University, Burnaby, British Columbia, Canada

Teresa de la Hera Conde-Pumpido
Erasmus University, Rotterdam, the Netherlands

Anders Drachen
Aalborg University, Aalborg, Denmark and The Pagonis Network

Sarah Evans
North Carolina State University, Raleigh, NC, USA

Alireza Hajibagheri
University of Central Florida, Orlando, FL, USA

Robert Hoffmann
RMIT University, Melbourne, Australia

Wendy Hui
Curtin University, Perth, Australia

Ryan Hurley
North Carolina State University, Raleigh, NC, USA

Alexandru Iosup
Delft University of Technology, the Netherlands

Jennifer Jenson
York University, Toronto, ON, Canada

Fernando Kuipers
Delft University of Technology, Delft, the Netherlands
List of Contributors

Kiran Lakkaraju
Sandia National Labs, Albuquerque, NM, USA

Jeremy Larner
Nottingham University Business School, Nottingham, UK

Lynnette G. Leonard
American University in Bulgaria, Blagoevgrad, Bulgaria

Marcus Märtens
Delft University of Technology, Delft, the Netherlands

John Murray
SRI International, Menlo Park, CA, USA

Andrew Pilny
University of Kentucky, Lexington, KY, USA

Marshall Scott Poole
University of Illinois at Urbana-Champaign, Urbana, IL, USA

Félix Prégent
Université du Québec à Montréal, Montréal, QC, Canada

Fanny Anne Ramirez
Rutgers University, New Brunswick, NJ, USA

John C. Sherblom
University of Maine, Orono, ME, USA

Rafet Sifa
Fraunhofer IAIS, Sankt Augustin, Germany

Jeffrey S. Smith
Central Michigan University, Mount Pleasant, MI, USA

Laura Iseut Lafrance St-Martin
Université du Québec à Montréal, Montréal, QC, Canada
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Gita Sukthankar
University of Central Florida, Orlando, FL, USA

Nicholas Taylor
North Carolina State University, Raleigh, NC, USA

Ernst van der Hoeven
Delft University of Technology, Delft, the Netherlands

Rolf T. Wigand
University of Arkansas at Little Rock, Little Rock, and Arizona State University, Tempe, AZ, USA

Lesley A. Withers
Central Michigan University, Mount Pleasant, MI, USA