

Computers As Theatre Brenda Laurel

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Innovation by Design

Esta enciclopedia presenta numerosas experiencias y discernimientos de profesionales de todo el mundo sobre discusiones y perspectivas de la la interacción hombre-computadoras

Narrative as Virtual Reality 2

Drawing on his own expertise in the humanities and on the Web, Steven Johnson not only demonstrates how interfaces - those buttons, graphics, and words on the computer screen through which we control information - influence our daily lives, but also tracks their roots back to Victorian novels, early cinema, and even medieval urban planning. The result is a lush cultural and historical tableau in which today's interfaces take their rightful place in the lineage of artistic innovation. With a distinctively accessible style, Interface Culture brings new intellectual depth to the vital discussion of how technology has transformed society, and is sure to provoke wide debate in both literary and technological circles.

The Lean Product Playbook

The central purpose of this collection of essays is to make a creative addition to the debates surrounding the cultural heritage domain. In the 21st century the world faces epochal changes which affect every part of society, including the arenas in which cultural heritage is made, held, collected, curated, exhibited, or simply exists. The book is about these changes; about the decentring of culture and cultural heritage away from institutional structures towards the individual; about the questions which the advent of digital technologies is demanding that we ask and answer in relation to how we understand, collect and make available Europe's cultural heritage. Cultural heritage has enormous potential in terms of its contribution to improving the quality of life for people, understanding the past, assisting territorial cohesion, driving economic growth, opening up employment

opportunities and supporting wider developments such as improvements in education and in artistic careers. Given that spectrum of possible benefits to society, the range of studies that follow here are intended to be a resource and stimulus to help inform not just professionals in the sector but all those with an interest in cultural heritage.

Computers as Theatre, Second Edition

Universal Methods of Design provides a thorough and critical presentation of 100 research methods, synthesis/analysis techniques, and research deliverables for human centered design, delivered in a concise and accessible format perfect for designers, educators, and students. Whether research is already an integral part of a practice or curriculum, or whether it has been unfortunately avoided due to perceived limitations of time, knowledge, or resources, Universal Methods of Design will serve as an invaluable compendium of methods that can be easily referenced and utilized by cross-disciplinary teams in nearly any design project. Universal Methods of Design : dismantles the myth that user research methods are complicated, expensive, and time-consuming ; creates a shared meaning for cross-disciplinary design teams ; illustrates methods with compelling visualizations and case studies ; characterizes each method at a glance ; indicates when methods are best employed to help prioritize appropriate design research strategies. Universal Methods of Design distills each method down to its most powerful essence, in a format that will help design teams select and implement the most credible research methods best suited to their design culture within the constraints of their projects.

A Companion to Digital Humanities

This Companion offers an extensive examination of how new technologies are changing the nature of literary studies, from scholarly editing and literary criticism, to interactive fiction and immersive environments. A complete overview exploring the application of computing in literary studies Includes the seminal writings from the field Focuses on methods and perspectives, new genres, formatting issues, and best practices for digital preservation Explores the new genres of hypertext literature, installations, gaming, and web blogs The Appendix serves as an annotated bibliography

Computers as Theatre

The huge success of personal computing technologies has brought astonishing benefits to individuals, families, communities, businesses, and government, transforming human life, largely for the better. These democratizing transformations happened because a small group of researchers saw the opportunities to convert sophisticated computational tools into appealing personal devices offering valued services by way of easy-to-use interfaces. Along the way, there were challenges to their agenda of human-centered design by: (1) traditional computer scientists who were focused on computation rather than people-oriented services and (2) those who sought to build anthropomorphic agents or robots based on excessively autonomous scenarios. The easy-to-learn and easy-to-use

interfaces based on direct manipulation became the dominant form of interaction for more than six billion people. This book gives my personal history of the intellectual arguments and the key personalities I encountered. I believe that the lessons of how the discipline of Human-Computer Interaction (HCI) and the profession of User Experience Design (UXD) were launched can guide others in forming new disciplines and professions. The stories and photos of the 60 HCI pioneers, engaged in discussions and presentations, capture the human drama of collaboration and competition that invigorated the encounters among these bold, creative, generous, and impassioned individuals.

Expressive Processing

These days, consumers have real power: they can research companies, compare ratings, and find alternatives with a simple tap. Focusing on customer needs isn't a nice-to-have, it's a strategic imperative. The Jobs To Be Done Playbook (JTBD) helps organizations turn market insight into action. This book shows you techniques to make offerings people want, as well as make people want your offering.

Encounters with HCI Pioneers

The application of the theory and practice of art to computer science: how aesthetics and art can play a role in computing disciplines.

The NewMediaReader

Social media has become an increasingly prevalent aspect of our lives, used daily by many people. In this timely study, Patrick Lonergan examines the relationship between social media and theatre. He argues that social media is itself a performance space, analysing how it's used by both theatres and audiences and also in connection with each other.

The Jobs To Be Done Playbook

FROM CONSTANT CRISIS TO SUSTAINABLE SUCCESS BETTER CONTENT MEANS BETTER BUSINESS. Your content is a mess: the website redesigns didn't help, and the new CMS just made things worse. Or, maybe your content is full of potential: you know new revenue and cost-savings opportunities exist, but you're not sure where to start. How can you realize the value of content while planning for its long-term success? For organizations all over the world, Content Strategy for the Web is the go-to content strategy handbook. Read it to: Understand content strategy and its business value Discover the processes and people behind a successful content strategy Make smarter, achievable decisions about what content to create and how Find out how to build a business case for content strategy With all-new chapters, updated material, case studies, and more, the second edition of Content Strategy for the Web is an essential guide for anyone who works with content.

The Experience Economy, With a New Preface by the Authors

In a world where tech companies are still male-dominated and women are often dissuaded from STEM careers, Broad Band shines a much-needed light on the bright minds history forgot, from pioneering database poets, data wranglers, and hypertext dreamers to glass ceiling-shattering dot com-era entrepreneurs. This electrifying corrective to tech history introduces us all to our long-overlooked tech mothers and grandmothers - showing us that if there's a 'boy's club' that dominates Silicon Valley today, it's an anachronism.

Reading Digital Culture

Utopian Entrepreneur

Brenda Laurel's *Computers as Theatre* revolutionized the field of human-computer interaction, offering ideas that inspired generations of interface and interaction designers-and continue to inspire them. Laurel's insight was that effective interface design, like effective drama, must engage the user directly in an experience involving both thought and emotion. Her practical conclusion was that a user's enjoyment must be a paramount design consideration, and this demands a deep awareness of dramatic theory and technique, both ancient and modern. Now, two decades later, Laurel has revised and revamped her influential work, reflecting back on enormous change and personal experience and forward toward emerging technologies and ideas that will transform human-computer interaction yet again. Beginning with a clear analysis of classical drama theory, Laurel explores new territory through the lens of dramatic structure and purpose. *Computers as Theatre, Second Edition*, is directed to a far wider audience, is written more simply and elegantly, is packed with new examples, and is replete with exciting and important new ideas. This book Draws lessons from massively multiplayer online games and systems, social networks, and mobile devices with embedded sensors Integrates values-driven design as a key principle Integrates key ideas about virtual reality Covers new frontiers, including augmented reality, distributed and participatory sensing, interactive public installations and venues, and design for emergence Once more, Brenda Laurel will help you see the connection between humans and computers as you never have before-and help you build interfaces and interactions that are pleurably, joyously right!

Interaction Design

Often neglected in the various curricula of design schools, the new models of design research described in this book help designers to investigate people, form, and process in ways that can make their work more potent and more delightful. The chapter authors come from diverse institutions and enterprises, including Stanford University, MIT, Intel, Maxis, Studio Anybody, Sweden's HUMlab, and Big Blue Dot. Each has something to say about how designers make themselves better at what they do through research, and illustrates it with real world examples: case studies, anecdotes, and images. Topics of this multi-voice conversation include qualitative and quantitative methods, performance ethnography and design improvisation, trend research, cultural diversity, formal and structural research practice, tactical discussions of design research process, and case studies drawn

from areas as unique as computer games, museum information systems, and movies.

Programmed Visions

The second and revised edition of a groundbreaking philosophical treatise from a leading authority on the theory and practice of electronic culture in the media age. Continuing the work of post(e)-pedagogy of Applied Grammatology, Ulmer's Teletheory is the second book of his trilogy on the modes of inquiry which concludes with Heuretics. Teletheory addresses the paradigm shift from literacy to electracy, using philosophy of science as well as Roland Barthes' design of an image rhetoric. The invention of a new historiography as experience of subjectivation culminates in a poetics extracted from philosophy of science, critical theory, and videography, which is tested with a sample of the genre: "Derrida at the Little Bighorn." The functionality of collage-montage as logic is probed, resulting in a position of singularity.

Hamlet on the Holodeck

Why are some organizations more innovative than others? How can we tap into, empower, and leverage the natural innovation within our organizations that is so vital to our future success? Now more than ever, companies and institutions of all types and sizes are determined to create more innovative organizations. In study after study, leaders say that fostering innovation and the need for transformational change are among their top priorities. But they also report struggling with how to engage their cultures to implement the changes necessary to maximize their innovative targets. In Innovation by Design, authors Thomas Lockwood and Edgar Papke share the results of their study of some of the world's most innovative organizations, including: The 10 attributes leaders can use to create and develop effective cultures of innovation. How to use design thinking as a powerful method to drive employee creativity and innovation. How to leverage the natural influence of the collective imagination to produce the "pull effect" of creativity and risk taking. How leaders can take the "Fifth Step of Design" and create their ideal culture. Innovation by Design offers a powerful set of insights and practical solutions to the most important challenge for today's businesses—the need for relevant innovation.

Digital Performance

The missing manual on how to apply Lean Startup to build products that customers love The Lean Product Playbook is a practical guide to building products that customers love. Whether you work at a startup or a large, established company, we all know that building great products is hard. Most new products fail. This book helps improve your chances of building successful products through clear, step-by-step guidance and advice. The Lean Startup movement has contributed new and valuable ideas about product development and has generated lots of excitement. However, many companies have yet to successfully adopt Lean thinking. Despite their enthusiasm and familiarity with the high-level concepts, many teams run into challenges trying to adopt Lean because they feel like they lack specific guidance

on what exactly they should be doing. If you are interested in Lean Startup principles and want to apply them to develop winning products, this book is for you. This book describes the Lean Product Process: a repeatable, easy-to-follow methodology for iterating your way to product-market fit. It walks you through how to: Determine your target customers Identify underserved customer needs Create a winning product strategy Decide on your Minimum Viable Product (MVP) Design your MVP prototype Test your MVP with customers Iterate rapidly to achieve product-market fit This book was written by entrepreneur and Lean product expert Dan Olsen whose experience spans product management, UX design, coding, analytics, and marketing across a variety of products. As a hands-on consultant, he refined and applied the advice in this book as he helped many companies improve their product process and build great products. His clients include Facebook, Box, Hightail, Epocrates, and Medallia. Entrepreneurs, executives, product managers, designers, developers, marketers, analysts and anyone who is passionate about building great products will find The Lean Product Playbook an indispensable, hands-on resource.

Brenda Laurel

In the past decade digital media has been increasingly incorporated into live theater and dance, and forms of interactive performance have emerged in participatory installations, on CD-ROM, and on the Web. This text traces the evolution of these practices, and presents accounts of key practitioners and performances.

Encyclopedia of Human Computer Interaction

A lucid and provocative study of the art/craft/business of optimal interfaces takes a highly original look at our imperfect relationships with our machines, then points the way to improving things. Fun, and of real importance. -- William Gibson.

Expanded Cinema

Computer technology has transformed many fundamental parts of life: how we work and play, how we communicate and consume, how we create knowledge and learn, even how we understand politics and participate in public life. Reading Digital Culture is a comprehensive collection of the most influential essays on digital media written in recent years.

Design Research

A sourcebook of historical written texts, video documentation, and working programs that form the foundation of new media. This reader collects the texts, videos, and computer programs--many of them now almost impossible to find--that chronicle the history and form the foundation of the still-emerging field of new media. General introductions by Janet Murray and Lev Manovich, along with short introductions to each of the texts, place the works in their historical context and explain their significance. The texts were originally published between World War II--when digital computing, cybernetic feedback, and early notions of hypertext and

the Internet first appeared--and the emergence of the World Wide Web--when they entered the mainstream of public life. The texts are by computer scientists, artists, architects, literary writers, interface designers, cultural critics, and individuals working across disciplines. The contributors include (chronologically) Jorge Luis Borges, Vannevar Bush, Alan Turing, Ivan Sutherland, William S. Burroughs, Ted Nelson, Italo Calvino, Marshall McLuhan, Jean Baudrillard, Nicholas Negroponte, Alan Kay, Bill Viola, Sherry Turkle, Richard Stallman, Brenda Laurel, Langdon Winner, Robert Coover, and Tim Berners-Lee. The CD accompanying the book contains examples of early games, digital art, independent literary efforts, software created at universities, and home-computer commercial software. Also on the CD is digitized video, documenting new media programs and artwork for which no operational version exists. One example is a video record of Douglas Engelbart's first presentation of the mouse, word processor, hyperlink, computer-supported cooperative work, video conferencing, and the dividing up of the screen we now call non-overlapping windows; another is documentation of Lynn Hershman's Lorna, the first interactive video art installation.

Visual Basic 2008

Forty designers who have helped shaped human interaction with technology are introduced in a collection of stories that charts the history of entrepreneurial design development for technology.

Computers as Theatre

Brenda Laurel's *Computers as Theatre* revolutionized the field of human-computer interaction, offering ideas that inspired generations of interface and interaction designers--and continue to inspire them. Laurel's insight was that effective interface design, like effective drama, must engage the user directly in an experience involving both thought and emotion. Her practical conclusion was that a user's enjoyment must be a paramount design consideration, and this demands a deep awareness of dramatic theory and technique, both ancient and modern. Now, two decades later, Laurel has revised and revamped her influential work, reflecting back on enormous change and personal experience and forward toward emerging technologies and ideas that will transform human-computer interaction yet again. Beginning with a clear analysis of classical drama theory, Laurel explores new territory through the lens of dramatic structure and purpose. *Computers as Theatre, Second Edition*, is directed to a far wider audience, is written more simply and elegantly, is packed with new examples, and is replete with exciting and important new ideas. This book Draws lessons from massively multiplayer online games and systems, social networks, and mobile devices with embedded sensors Integrates values-driven design as a key principle Integrates key ideas about virtual reality Covers new frontiers, including augmented reality, distributed and participatory sensing, interactive public installations and venues, and design for emergence Once more, Brenda Laurel will help you see the connection between humans and computers as you never have before--and help you build interfaces and interactions that are pleurably, joyously right!

An O'Neill Concordance

Understanding Interactivity

Theatre and Social Media

This Companion offers a thorough, concise overview of the emerging field of humanities computing. Contains 37 original articles written by leaders in the field. Addresses the central concerns shared by those interested in the subject. Major sections focus on the experience of particular disciplines in applying computational methods to research problems; the basic principles of humanities computing; specific applications and methods; and production, dissemination and archiving. Accompanied by a website featuring supplementary materials, standard readings in the field and essays to be included in future editions of the Companion.

Designing Interactions

Brenda Laurel is best known for her work with Purple Moon, the pioneering game company she cofounded in the 1990s. Purple Moon's games were based on years of research Laurel completed in an effort to understand why computer games seemed to be of so little interest to girls. Using diverse archival sources such as trade journals, newspapers, and recorded interviews, alongside Laurel's completed games and own writings and an original interview with Laurel herself, this volume offers insight into both the early development of the games for girls movement of the 1990s and the lasting impact of Laurel's game design breakthroughs. In her work with Purple Moon, Laurel drew on her background in theatre as well as her expertise in human computer interaction and qualitative research. By relying on this interdisciplinary background, Laurel made significant contributions to our understanding of the design and development of games as a medium for emotional rehearsal and storytelling. Additionally, her dedication to research-informed design has had a longstanding impact as companies and designers increasingly rely on audience research and metrics to shape their practices. The newest in Bloomsbury's Influential Video Game Designers series, Carly Kocurek highlights the contributions of a designer whose work has had a profound impact on the development of both games for girls and empathy games.

The Four-Dimensional Human: Ways of Being in the Digital World

A theoretical examination of the surprising emergence of software as a guiding metaphor for our neoliberal world. New media thrives on cycles of obsolescence and renewal: from celebrations of cyber-everything to Y2K, from the dot-com bust to the next big things—mobile mobs, Web 3.0, cloud computing. In *Programmed Visions*, Wendy Hui Kyong Chun argues that these cycles result in part from the ways in which new media encapsulates a logic of programmability. New media proliferates “programmed visions,” which seek to shape and predict—even embody—a future based on past data. These programmed visions have also made computers, based on metaphor, metaphors for metaphor itself, for a general logic of substitutability. Chun argues that the clarity offered by software as metaphor

should make us pause, because software also engenders a profound sense of ignorance: who knows what lurks behind our smiling interfaces, behind the objects we click and manipulate? The combination of what can be seen and not seen, known (knowable) and not known—its separation of interface from algorithm and software from hardware—makes it a powerful metaphor for everything we believe is invisible yet generates visible, logical effects, from genetics to the invisible hand of the market, from ideology to culture.

Cross-Media Communications

Time is limited. Attention is scarce. Are you engaging your customers? Apple Stores, Disney, LEGO, Starbucks. Do these names conjure up images of mere goods and services, or do they evoke something more--something visceral? Welcome to the Experience Economy, where businesses must form unique connections in order to secure their customers' affections--and ensure their own economic vitality. This seminal book on experience innovation by Joe Pine and Jim Gilmore explores how savvy companies excel by offering compelling experiences for their customers, resulting not only in increased customer allegiance but also in a more profitable bottom line. Translated into thirteen languages, The Experience Economy has become a must-read for leaders of enterprises large and small, for-profit and nonprofit, global and local. Now with a brand-new preface, Pine and Gilmore make an even stronger case for experiences as the critical link between a company and its customers in an increasingly distractible and time-starved world. Filled with detailed examples and actionable advice, The Experience Economy helps companies create personal, dramatic, and even transformative experiences, offering the script from which managers can generate value in ways aligned with a strong customer-centric strategy.

Universal Methods of Design

A guide to doing socially positive work in the context of business.

Cultural Heritage in a Changing World

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Broad Band

Thoughts on Interaction Design explores the theory behind the field of Interaction Design in a new way. It aims to provide a better definition of Interaction Design that encompasses the intellectual facets of the field and the particular methods used by practitioners in their day-to-day experiences. It also attempts to provide Interaction Designers with the vocabulary necessary to justify their existence to other team members. The book positions Interaction Design in a way that emphasizes the intellectual facets of the discipline. It discusses the role of language, argument, and rhetoric in the design of products, services, and systems. It examines various academic approaches to thinking about Design, and concludes that the Designer is a liberal artist left to infuse empathy in technologically driven products. The book also examines the tools and techniques used by practitioners. These include methods for structuring large quantities of data, ways of thinking about users, and approaches for thinking about human behavior as it unfolds over time. Finally, it introduces the idea of Interaction Design as an integral facet of the business development process. *First book to provide a solid definition and framework for the booming field of interaction design, finally giving designers the justification needed to prove their essential role on every development team *Provides designers with tools they need to operate effectively in the workplace without compromising their goals: making useable, useful, and desirable products *Outlines process, theory, practice, and challenges of interaction design - intertwined with real world stories from a variety of perspectives

Teletheory

"When the first edition was written, the dominant form of electronic literature was hypertext fiction. The book devoted several chapters to hypertext theory, as well as to the difficulty of creating immersive hypertext narratives. Hypertextuality has lost none of its prominence as a principle of organization of the Web, but it is no longer considered avant-garde on the digital-literary scene. While the new forms that are currently being developed verify some of the recommendations made in NVR (shorter texts, greater reliance on multi-modality, self-referentiality and a tendency toward conceptual art), they generally avoid narrativity and its particular form of immersion, and even interactivity is no longer seen as indispensable. It is in the popular form of the video game that serious attempts are being made to reconcile immersion with interactivity. The second edition deals in greater detail with both the increase of narrativity in video games, and its loss in experimental digital literature. It also takes into consideration the creation of online worlds such as Second Life and World of Warcraft, which implement the idea of virtual reality in a way not foreseen by VR theorists of the nineties" --

Thoughts on Interaction Design

Janet Murray's *Hamlet on the Holodeck* was instantly influential and controversial when it was first published in 1997. Ahead of its time, it accurately predicted the rise of new genres of storytelling from the convergence of traditional media forms and computing. Taking the long view of artistic innovation over decades and even centuries, it remains forward-looking in its description of the development of new artistic traditions of practice, the growth of participatory audiences, and the realization of still-emerging technologies as consumer products. This updated edition of a book the *New Yorker* calls a "cult classic" offers a new introduction by Murray and chapter-by-chapter commentary relating Murray's predictions and enduring design insights to the most significant storytelling innovations of the past twenty years, from long-form television to artificial intelligence to virtual reality. Murray identifies the powerful new set of expressive affordances that computing offers for the ancient human activity of storytelling and considers what would be necessary for interactive narrative to become a mature and compelling art form. Since *Hamlet on the Holodeck's* original publication, a practice that was largely speculative has been validated by academia, artistic practice, and the marketplace. In this substantially updated edition, Murray provides fresh examples of expressive digital storytelling and identifies new directions for narrative innovation. -- Back cover.

Computers as Theatre

Appropriate for all basic-to-intermediate level courses in Visual Basic 2008 programming. Created by world-renowned programming instructors Paul and Harvey Deitel, *Visual Basic 2008 How to Program, Fourth Edition* introduces all facets of the Visual Basic 2008 language hands-on, through hundreds of working programs. This book has been thoroughly updated to reflect the major innovations Microsoft has incorporated in Visual Basic 2008 and .NET 3.5; all discussions and sample code have been carefully audited against the newest Visual Basic language specification. The many new platform features covered in depth in this edition include: LINQ data queries, Windows Presentation Foundation (WPF), ASP.NET Ajax and the Microsoft Ajax Library, Silverlight-based rich Internet application development, and creating Web services with Windows Communication Foundation (WCF). New language features introduced in this edition: object anonymous types, object initializers, implicitly typed local variables and arrays, delegates, lambda expressions, and extension methods. Students begin by getting comfortable with the free Visual Basic Express 2008 IDE and basic VB syntax included on the CD. Next, they build their skills one step at a time, mastering control structures, classes, objects, methods, variables, arrays, and the core techniques of object-oriented programming. With this strong foundation in place, the Deitels introduce more sophisticated techniques, including inheritance, polymorphism, exception handling, strings, GUI's, data structures, generics, and collections. Throughout, the authors show developers how to make the most of Microsoft's Visual Studio tools. A series of appendices provide essential programming reference material on topics ranging from number systems to the Visual Studio Debugger, UML 2 to Unicode and ASCII.

HCI Theory

You are a four-dimensional human. Each of us exists in three-dimensional, physical space. But, as a constellation of everyday digital phenomena rewires our lives, we are increasingly coaxed from the containment of our predigital selves into a wonderful and eerie fourth dimension, a world of ceaseless communication, instant information, and global connection. Our portals to this new world have been wedged open, and the silhouette of a figure is slowly taking shape. But what does it feel like to be four-dimensional? How do digital technologies influence the rhythms of our thoughts, the style and tilt of our consciousness? What new sensitivities and sensibilities are emerging with our exposure to the delights, sorrows, and anxieties of a networked world? And how do we live in public with these recoded private lives? Laurence Scott—hailed as a “New Generation Thinker” by the Arts and Humanities Research Council and the BBC—shows how this four-dimensional life is dramatically changing us by redefining our social lives and extending the limits of our presence in the world. Blending tech-philosophy with insights on everything from *Seinfeld* to the fall of Gaddafi, Scott stands with a rising generation of social critics hoping to understand our new reality. His virtuosic debut is a revelatory and original exploration of life in the digital age.

A Companion to Digital Literary Studies

Theory is the bedrock of many sciences, providing a rigorous method to advance knowledge, through testing and falsifying hypotheses about observable phenomena. To begin with, the nascent field of HCI followed the scientific method borrowing theories from cognitive science to test theories about user performance at the interface. But HCI has emerged as an eclectic interdisciplinary rather than a well-defined science. It now covers all aspects of human life, from birth to bereavement, through all manner of computing, from device ecologies to nano-technology. It comes as no surprise that the role of theory in HCI has also greatly expanded from the early days of scientific testing to include other functions such as describing, explaining, critiquing, and as the basis for generating new designs. The book charts the theoretical developments in HCI, both past and present, reflecting on how they have shaped the field. It explores both the rhetoric and the reality: how theories have been conceptualized, what was promised, how they have been used and which has made the most impact in the field -- and the reasons for this. Finally, it looks to the future and asks whether theory will continue to have a role, and, if so, what this might be. Table of Contents: Introduction / The Backdrop to HCI Theory / The Role and Contribution of Theory in HCI / Classical Theories / Modern Theories / Contemporary Theory / Discussion / Summary

Content Strategy for the Web

This text is an introduction to the future of mass media and mass communications - cross-media communications. Cross-media is explained through the presentation and analysis of contemporary examples and project-based tutorials in cross-media development. The text introduces fundamental terms and concepts, and provides a solid overview of cross-media communications, one that builds from a general introduction to a specific examination of media and genres to a discussion of the

concepts involved in designing and developing cross-media communications. There is also an accompanying DVD-ROM full of hands-on exercises that shows how cross-media can be applied. For the DVD-ROM: <http://www.lulu.com/content/817927>

Interface Culture

Fiftieth anniversary reissue of the founding media studies book that helped establish media art as a cultural category. First published in 1970, Gene Youngblood's influential *Expanded Cinema* was the first serious treatment of video, computers, and holography as cinematic technologies. Long considered the bible for media artists, Youngblood's insider account of 1960s counterculture and the birth of cybernetics remains a mainstay reference in today's hypermediated digital world. This fiftieth anniversary edition includes a new Introduction by the author that offers conceptual tools for understanding the sociocultural and sociopolitical realities of our present world. A unique eyewitness account of burgeoning experimental film and the birth of video art in the late 1960s, this far-ranging study traces the evolution of cinematic language to the end of fiction, drama, and realism. Vast in scope, its prescient formulations include "the paleocybernetic age," "intermedia," the "artist as design scientist," the "artist as ecologist," "synaesthetics and kinesthetics," and "the technosphere: man/machine symbiosis." Outstanding works are analyzed in detail. Methods of production are meticulously described, including interviews with artists and technologists of the period, such as Nam June Paik, Jordan Belson, Andy Warhol, Stan Brakhage, Carolee Schneemann, Stan VanDerBeek, Les Levine, and Frank Gillette. An inspiring Introduction by the celebrated polymath and designer R. Buckminster Fuller—a perfectly cut gem of countercultural thinking in itself—places Youngblood's radical observations in comprehensive perspective. Providing an unparalleled historical documentation, *Expanded Cinema* clarifies a chapter of countercultural history that is still not fully represented in the arthistorical record half a century later. The book will also inspire the current generation of artists working in ever-newer expansions of the cinematic environment and will prove invaluable to all who are concerned with the technologies that are reshaping the nature of human communication.

Aesthetic Computing

From the complex city-planning game *SimCity* to the virtual therapist *Eliza*: how computational processes open possibilities for understanding and creating digital media. What matters in understanding digital media? Is looking at the external appearance and audience experience of software enough—or should we look further? In *Expressive Processing*, Noah Wardrip-Fruin argues that understanding what goes on beneath the surface, the computational processes that make digital media function, is essential. Wardrip-Fruin looks at "expressive processing" by examining specific works of digital media ranging from the simulated therapist *Eliza* to the complex city-planning game *SimCity*. Digital media, he contends, offer particularly intelligible examples of things we need to understand about software in general; if we understand, for instance, the capabilities and histories of artificial intelligence techniques in the context of a computer game, we can use that understanding to judge the use of similar techniques in such higher-stakes social contexts as surveillance.

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