The Immersive Worlds Handbook By Scott Lukas

"This book bridges the gap between professional and academic perceptions of advertising in new media environments, defining the evolution of consumerism within the context of media change and establishing the practical issues related to consumer power shifts from supplier to user"--Provided by publisher.

Immersive technology as an umbrella concept consists of multiple emerging technologies including augmented reality (AR), virtual reality (VR), gaming, simulation, and 3D printing. Research has shown immersive technology provides unique learning opportunities for experiential learning, multiple perspectives, and knowledge transfer. Due to its role in influencing learners? cognitive and affective processes, it is shown to have great potential in changing the educational landscape in the decades to come. However, there is a lack of general cognitive and affective theoretical framework to guide the diverse aspects of immersive technology research. In fact, lacking the cognitive and affective theoretical framework has begun to hamper the design and application of immersive technology in schools and related professional training. Cognitive and Affective Perspectives on Immersive Technology in Education is an essential research book that explores methods and implications for the design and implementation of upcoming immersive technologies in pedagogical and professional development settings. The book includes case studies that highlight the cognitive and

affective processes in immersive technology as well as the successful applications of immersive technology in education. Featuring a wide range of topics such as curriculum design, K-12 education, and mobile learning, this book is ideal for academicians, educators, policymakers, curriculum developers, instructional designers, administrators, researchers, and students.

Op eenvoudige vragen over wereldwijde trends geven we systematisch de verkeerde antwoorden. In Feitenkennis legt hoogleraar Internationale Gezondheid en Hans Rosling uit waarom dit gebeurt. 'Een van de belangrijkste boeken die ik ooit heb gelezen .' Bill Gates 'Iedereen zou dit boek moeten lezen.' de Volkskrant Op eenvoudige vragen over wereldwijde trends geven we systematisch de verkeerde antwoorden. In Feitenkennis legt hoogleraar Internationale Gezondheid en wereldfenomeen Hans Rosling uit waarom dit gebeurt. Hij presenteert daarbij tien redenen en komt zo met een radicaal nieuwe verklaring. Ons probleem is dat we niet weten wat we niet weten, en dat zelfs onze gissingen gebaseerd zijn op vooroordelen. Het blijkt dat onze wereld in een veel betere staat verkeert dan we denken. Feitenkennis zit boordevol anekdotes, aangrijpende verhalen en Roslings kenmerkende grafieken. Het is een inspirerend, onthullend en essentieel boek dat de manier waarop je de wereld ziet compleet zal veranderen. 'Feitenkennis zorgt ervoor dat je zowel meer realistisch als meer hoopvol naar de wereld kijkt. Een geweldig en belangrijk boek.' Ionica Smeets 'Zijn laatste boek over denkfouten zou iedereen moeten lezen.' Martijn

van Calmthout

Waterland is een aangrijpende bespiegeling over voortplanting en vernietiging, over de tragische neiging tegelijk vooruit en achteruit te willen. Het gunt een blik in het merkwaardige, koppige karakter van de Engelsen en is bovendien een boek over bier, paling, de Franse Revolutie, windmolens, moord, liefde, onderwijs, nieuwsgierigheid en - bovenal - over het kwaadaardige, gezegende element water.

Education and learning opportunities bring about the potential for individual and national advancement. As learners move away from traditional scholarly media and toward technology-based education, students gain an advantage with technology in learning about their world and how to interact with modern society. The Handbook of Research on Learning Outcomes and Opportunities in the Digital Age provides expert research relating to recent technological advancements, technology and learning assessments, and the effects of technology on learning environments, making it a crucial reference source for researchers, scholars, and professors in various fields.

Thames Town—an English-like village built in Shanghai—is many places at once: a successful tourist destination, an affluent residential cluster, a city of migrant workers, and a ghost town. The Real Fake explores how the users of Thames Town transform a themed space into something more than a "fake place." Piazzoni understands authenticity as a dynamic relationship between people, places, and meanings that enables urban transformations. She argues that authenticity underlies the social and

physical production of space through both top-down and bottom-up dynamics. The systems of moral and aesthetic judgments that people associate with "the authentic" materialize in Thames Town. Authenticity excludes some users as it inhibits access and usage especially to the migrant poor. And yet, ideas of the authentic also encourage everyday spontaneous appropriations of space that break the village's staged atmosphere. Most scholars criticize theming by arguing that it produces a "fake," controlling city. Piazzoni complicates this view by demonstrating that although the exclusionary character of theming remains unquestionable, it is precisely the experience of "fakeness" that allows Thames Town's users to develop a sense of place. Authenticity, the ways people construct and spatialize its meanings, intervenes holistically in the making and remaking of space.

The Immersive Worlds HandbookDesigning Theme Parks and Consumer SpacesTaylor & Francis

The world is witnessing a media revolution similar to the birth of the film industry from the early 20th Century. New forms of media are expanding the human experience from passive viewership to active participants, surrounding and enveloping us in ways film or television never could. New immersive media forms include virtual reality (VR), augmented reality (AR), mixed reality (XR), fulldome, CAVEs, holographic characters, projection mapping, and mixed experimental combinations of old and new, live, and generated media. With the continued expansion beyond the traditional frame,

practitioners are crafting these new media to see how they can influence and shape the world. The Handbook of Research on the Global Impacts and Roles of Immersive Media is a collection of innovative research that provides insights on the latest in existing and emerging immersive technologies through descriptions of case studies, new business models, philosophical viewpoints, and scientific findings. While highlighting topics including augmented reality, interactive media, and spatial computing, this book is ideally designed for media technologists, storytellers, artists, journalists, designers, programmers, developers, manufacturers, entertainment executives, content creators, industry professionals, academicians, researchers, and media students.

When the first Disneyland opened its doors in 1955, it reinvented the American amusement park and transformed the travel, tourism and entertainment industries forever. Now a global vacation empire, the original park in Anaheim, California, has been joined by massive complexes in Florida, Tokyo, Paris, Hong Kong and Shanghai. Spanning six decades, three continents and five distinct cultures, Sabrina Mittermeier presents an interdisciplinary examination of the parks, situating them in their proper historical context and exploring the distinct cultural, social and economic landscapes that defined each one at the time of its construction. She then spotlights the central role of class in the subsequent

success or failure of each venture. The first comparative study of the Disney theme parks, this book closes a significant gap in existing research and is an important new contribution to the field, providing the first discussion of the Disney parks and what they reveal about the cultures they are set in. There has been a lack of focus on cross- and trans-cultural analyses of theme parks generally and Disney theme parks specifically, until now. It is also particularly interesting – and will be welcomed for it – for the non-United States context of the study. This is a thorough examination of all of the existing Disney Parks and how they function within their respective cultures. While Disney themes and characters attempt to be universal, the author does a good job of arguing for where this is not possible and how glocalization is crucial to the parks' successes. The writing is academic, but it is not inaccessible. It will have wide disciplinary appeal within academia, as tourism studies cross into a variety of fields including history, American studies, fandom studies, performance studies and cultural studies. It will be invaluable to those working in the field of theme park scholarship and the study of Disney theme parks, theme parks in general and related areas like world's expositions and spaces of the consumer and lifestyle worlds. It will also be of interest to Disney fans, those who have visited any of the parks or are interested to know more about the parks and their cultural situation and context.

This edition of this handbook updates and expands its review of the research, theory, issues and methodology that constitute the field of educational communications and technology. Organized into seven sectors, it profiles and integrates the following elements of this rapidly changing field. The Routledge Handbook of Religious and Spiritual Tourism provides a robust and comprehensive state-of-the-art review of the literature in this growing sub-field of tourism. This handbook is split into five distinct sections. The first section covers past and present debates regarding definitions, theories, and concepts related to religious and spiritual tourism. Subsequent sections focus on the supply and demand aspects of religious and spiritual tourism markets, and examine issues related to the management side of these markets around the world. Areas under examination include religious theme parks, the UNESCO branding of religious heritage, gender and performance, popular culture, pilgrimage, environmental impacts, and fear and terrorism, among many others. The final section explores emerging and future directions in religious and spiritual tourism, and proposes an agenda for further research. Interdisciplinary in coverage and international in scope through its authorship and content, this will be essential reading for all students, researchers, and academics interested in Tourism, Religion, Cultural Studies, and Heritage Studies.

This Handbook is a state-of-the-field volume containing diverse approaches to sensory experience, bringing to life in an innovative, remarkably vivid, and visceral way the lives of past humans through contributions that cover the chronological and geographical expanse of the ancient Near East. It comprises thirty-two chapters written by leading international contributors that look at the ways in which humans, through their senses, experienced their lives and the world around them in the ancient Near East, with coverage of Anatolia, Egypt, the Levant, Mesopotamia, Syria, and Persia, from the Neolithic through the Roman period. It is organised into six parts related to sensory contexts: Practice, production, and taskscape; Dress and the body; Ritualised practice and ceremonial spaces; Death and burial; Science, medicine, and aesthetics; and Languages and semantic fields. In addition to exploring what makes each sensory context unique, this organisation facilitates cross-cultural and cross-chronological, as well as cross-sensory and multisensory comparisons and discussions of sensory experiences in the ancient world. In so doing, the volume also enables considerations of senses beyond the five-sense model of Western philosophy (sight, hearing, touch, taste, and smell), including proprioception and interoception, and the phenomena of synaesthesia and kinaesthesia. The Routledge Handbook of the Senses in the Ancient Near East provides scholars

and students within the field of ancient Near Eastern studies new perspectives on and conceptions of familiar spaces, places, and practices, as well as material culture and texts. It also allows scholars and students from adjacent fields such as Classics and Biblical Studies to engage with this material, and is a must-read for any scholar or student interested in or already engaged with the field of sensory studies in any period.

In an increasingly experience-driven economy, companies that deliver great experiences thrive, and those that do not die. Yet many organizations face difficulties implementing a vision of delivering experiences beyond the provision of goods and services. Because experience design concepts and approaches are spread across multiple, often disconnected disciplines, there is no book that succinctly explains to students and aspiring professionals how to design them. J. Robert Rossman and Mathew D. Duerden present a comprehensive and accessible introduction to experience design. They synthesize the fundamental theories and methods from multiple disciplines and lay out a process for designing experiences from start to finish. Rossman and Duerden challenge us to reflect on what makes a great experience from the user's perspective. They provide a framework of experience types, explaining people's engagement with products and services and what makes experiences personal and fulfilling. The

book presents interdisciplinary research underlying key concepts such as memory, intentionality, and dramatic structure in a down-to-earth style, drawing attention to both the macro and micro levels. Designing Experiences features detailed instructions and numerous real-world examples that clarify theoretical principles, making it useful for students and professionals. An invaluable overview of a growing field, the book provides readers with the tools they need to design innovative and indelible experiences and to move their organizations into the experience economy. Designing Experiences features a foreword by B. Joseph Pine II.

'Superspannend, snel, goed geschreven. Dit is echt een van de meest unieke werelden waarover ik in tijden heb gelezen.' - Goodreads.com***** Rhoma Grace is een zestienjarige student met een ongebruikelijk talent voor het lezen van de sterren. Terwijl haar klasgenoten metingen nodig hebben om nauwkeurige, astrologische voorspellingen te doen, kan Rhoma omhoogkijken naar de nachtelijke hemel en zien wat er in het verschiet ligt. Bij een heftige explosie in het sterrenstelsel slaan de manen van Kreeft uit hun baan. Het leven op Kreeft verandert hierdoor in een nachtmerrie waarbij duizenden bewoners de dood vinden. Rho is met stomheid geslagen wanneer zij als nieuwe leider van de planeet wordt aangewezen. Dan, als er meer planeten het slachtoffer worden van

bizarre natuurrampen, ontdekt Rho een patroon in de sterren. Ze komt erachter dat Ophiuchus - de verbannen leider van het 13e Huis uit de Zodiaklegende - is teruggekeerd om de macht over het Zodiak-sterrenstelsel in handen te krijgen. Rho moet de leiders van de andere Huizen in het sterrenstelsel op de hoogte brengen van het heersende gevaar. Maar wie zal haar geloven, zo jong en onervaren als ze is? Wie kan Rho vertrouwen in een universum dat is bepaald door verschillen? En hoe kan ze 12 verschillende Huizen overtuigen van de noodzaak tot samenwerking?

Collecting short thought pieces by some of the leading thinkers on the emerging 'Immersive Internet', Power and Teigland's book questions what a more immersive and intimate internet – based on social media, augmented reality, virtual worlds, online games, 3D internet and beyond – might mean for society and for each of us.

A uniquely interdisciplinary look at storytelling in digital, analogue, and hybridised contexts, this book traces different ways stories are experienced in our contemporary mediascape. It uses an engaging range of current examples to explore interactive and immersive narratives. Critical Encounters with Immersive Storytelling considers exciting new forms of storytelling that are emerging in contemporary popular culture. Here, immersion is being facilitated in a variety of

ways and in a multitude of contexts, from 3D cinema to street games, from immersive theatre plays to built environments such as theme parks, as well as in a multitude of digital formats. The book explores diverse modes and practices of immersive storytelling, discussing what is gained and lost in each of these 'genres'. Building on notions of experience and immersion, it suggests a framework within which we might begin to understand the quality of being immersed. It also explores the practical and ethical aspects of this exciting and evolving terrain. This accessible and lively study will be of great interest to students and researchers of media studies, digital culture, games studies, extended reality, experience design, and storytelling.

Once, human-computer interaction was limited to a privileged few. Today, our contact with computing technology is pervasive, ubiquitous, and global. Work and study is computer mediated, domestic and commercial systems are computerized, healthcare is being reinvented, navigation is interactive, and entertainment is computer generated. As technology has grown more powerful, so the field of human-computer interaction has responded with more sophisticated theories and methodologies. Bringing these developments together, The Wiley Handbook of Human-Computer Interaction explores the many and diverse aspects of human-computer interaction while maintaining an overall perspective regarding the value of human experience over technology.

The allure and marketplace power of digital technologies continues to hold sway over the field

of education with billions spent annually on technology in the United States alone. Literacy instruction at all levels is influenced by these evolving and ever-changing tools. While this opens the door to innovations in literacy curricula, it also adds a pedagogical responsibility to operate within a well-developed conceptual framework to ensure instruction is complemented or augmented by technology and does not become secondary to it. The Handbook of Research on Integrating Digital Technology With Literacy Pedagogies is a comprehensive research publication that considers the integration of digital technologies in all levels of literacy instruction and prepares the reader for inevitable technological advancements and changes. Covering a wide range of topics such as augmented reality, literacy, and online games, this book is essential for educators, administrators, IT specialists, curriculum developers, instructional designers, teaching professionals, academicians, researchers, education stakeholders, and students.

Distance education is arguably one of the major developments in education during the 20th Century. This title explores the array of distance education theories and practices as they have been shaped by the late-20th Century and then positions these in terms of the contemporary circumstances of the 21st Century.

"This book provides an academically oriented and scientifically based description of how technological advances may have contributed to a wide range of mental health outcomes, covering the spectrum from problems and maladies to improved and expanded healthcare services"--

Theme park studies is a growing field in social and cultural studies. Nonetheless, until now little attention has been dedicated to the choice of the themes represented in the parks and the

strategies of their representation. This is particularly interesting when the theme is a historical one, for example ancient Greece. Which elements of classical Greece find their way into a theme park and how are they chosen and represented? What is the "entertainment" element in ancient Greek history, culture and myth, which allows its presence in commercial structures aiming to people's fun? How does the representation of Greece change against different cultural backgrounds, e.g. in different European countries, in the USA, in China? This book frames a discussion of these representations within the current debates about immersive spaces, uses of history and postmodern aesthetics, and analyses how ancient Greece has been represented and made "enjoyable" in seven different theme parks across the world, providing an original and ground-breaking contribution to theme park studies and classical reception.

Together with the Olympics, world's fairs are one of the few regular international events of sufficient scale to showcase a spectrum of sights, wonders, learning opportunities, technological advances, and new (or renewed) urban districts, and to present them all to a mass audience. Meet Me at the Fair: A World's Fair Reader breaks new ground in scholarship on world's fairs by incorporating a number of short new texts that investigate world's fairs in their multiple aspects: political, urban/architectural, anthropological/ sociological, technological, commercial, popular, and representational. Contributors come from eight different countries and represent affiliations in academia, museums and libraries, professional and architectural firms, non-profit organizations, and government regulatory agencies. In taking the measure of both the material artifacts and the larger cultural production of world's fairs, the volume presents its own phantasmagoria of disciplinary perspectives, historical periods, geographical

locales, media, and messages, mirroring the microcosmic form of the world's fair itself. Written by the world's leading scholars and researchers in the emerging field of sound studies, The Oxford Handbook of Sound Studies offers new and fully engaging perspectives on the significance of sound in its material and cultural forms. The book considers sounds and music as experienced in such diverse settings as shop floors, laboratories, clinics, design studios, homes, and clubs, across an impressively broad range of historical periods and national and cultural contexts.Science has traditionally been understood as a visual matter, a study which has historically been undertaken with optical technologies such as slides, graphs, and telescopes. This book questions that notion powerfully by showing how listening has contributed to scientific practice. Sounds have always been a part of human experience, shaping and transforming the world in which we live in ways that often go unnoticed. Sounds and music, the authors argue, are embedded in the fabric of everyday life, art, commerce, and politics in ways which impact our perception of the world. Through an extraordinarily diverse set of case studies, authors illustrate how sounds -- from the sounds of industrialization, to the sounds of automobiles, to sounds in underwater music and hip-hop, to the sounds of nanotechnology -- give rise to new forms listening practices. In addition, the book discusses the rise of new public problems such as noise pollution, hearing loss, and the "end" of the amateur musician that stem from the spread and appropriation of new sound- and music-related technologies, analog and digital, in many domains of life.Rich in vivid and detailed examples and compelling case studies, and featuring a companion website of listening samples, this remarkable volume boldly challenges readers to rethink the way they hear and understand the world.

"This book focuses on the societal, social, political, economic and philosophical perspectives of transformative models and how digital learning communities foster critical reflections and perspective change, building a better understanding on how online educators/designers/tutors/learners can talk about injustice and inequality to a virtual group"--Provided by publisher.

Virtual and augmented reality raise significant questions for law and policy. When should virtual world activities or augmented reality images count as protected First Amendment 'speech', and when are they instead a nuisance or trespass? When does copying them infringe intellectual property laws? When should a person (or computer) face legal consequences for allegedly harmful virtual acts? The Research Handbook on the Law of Virtual and Augmented Reality addresses these questions and others, drawing upon free speech doctrine, criminal law, issues of data protection and privacy, legal rights for increasingly intelligent avatars, and issues of jurisdiction within virtual and augmented reality worlds.

Step into the world of virtual reality with your newly created avatar and begin to experience the tools that make this world interactive! During their infancy stage, virtual environments were largely based upon the gaming community and over time have been adapted to meet the growing number of users and educators.

The Virtual Worlds Handbook, with CD-ROM, provides a user-friendly approach that will help trainers and educators create an effective and interactive environment within the Second Life virtual world. This book was written to help the novice user tackle the natural learning curve while providing the experienced user with tips, tools, and tricks to help any educator or trainer meet their professional goals faster. The opportunities using virtual reality are limitless and provide online students with a unique opportunity to connect both physically and educationally to one another, to faculty, to university, and to a worldwide market. From restaurants to resorts, the hospitality industry demands strong operations management to delight guests, develop employees, and deliver financial returns. This introductory textbook provides students with fundamental techniques and tools to analyse and improve operational capabilities of any hospitality organization.

Research on and with digital technologies is everywhere today. This timely, authoritative Handbook explores the issues of rapid technological development, social change, and the ubiquity of computing technologies which have become an integrated part of people's everyday lives. This is a comprehensive, up-to-date resource for the twenty-first century. It addresses the key aspects of research within the digital technology field and provides a clear framework for readers

wanting to navigate the changeable currents of digital innovation. Main themes include: - Introduction to the field of contemporary digital technology research - New digital technologies: key characteristics and considerations - Research perspectives for digital technologies: theory and analysis - Environments and tools for digital research - Research challenges Aimed at a social science audience, it will be of particular value for postgraduate students, researchers and academics interested in research on digital technology, or using digital technology to undertake research.

Virtual Immersive and 3D Learning Spaces: Emerging Technologies helps push the conceptual and applied boundaries of virtual immersive learning. Virtual immersive spaces bring with them plenty of promise, of sensory information-rich learning experiences that will enable a much wider range of experiential learning and training—delivered to computer desktops, augmented reality spaces, digital installations, and mobile projective devices. This work explains how these spaces may be exploited for effective learning in terms of the technologies, pedagogical strategies, and directions.

In a world that is obsessed with luxury, critical luxury studies is a rapidly emerging field. This is the first book to explore the interplay between the real and imaginary realms of luxury, considering the most significant developments in the

theories and practices of luxurious places and spaces over the last fifty years. Providing a critical approach to contemporary interpretations of luxury, the book interrogates the distinction between real places and imaginary spaces. Bringing together an interdisciplinary group of leading scholars, it features a range of case studies which take the reader from the Rolls-Royce Ghost Black Badge to expressions of sensuality in the 1970s domestic interior, and global conceptions of fine wine and art. The Third Realm of Luxury considers the interplay between luxury and space in both the past and the present, examining the abstract conception of excess and exoticism, as well as the real locations of the home, hotel, apartment, and palace. Full of original research, it is a key contribution to the study of consumption, design, fashion, and architecture.

Scott Lukas, famed industry expert on designing themed spaces, brings you a book that focuses on the imaginative world of themed, immersive and consumer spaces. Whether or not you are involved in designing a theme park, cultural museum, shop, or other entertainment space, you will benefit from the insider tips, experiences, and techniques highlighted in this practical guide. Make your themed spaces come to life and become true, immersive worlds. The book features informative sidebars addressing possible design issues and current trends; case studies and interviews with real-world designers, and further reading

suggestions. The book also includes a companion website, as well as exercises that accompany each chapter, lavish photos, illustrations, and tables. * Practical guide for designers of entertainment spaces on how to create convincing and effective immersive worlds (whether theme parks, museums, shopping malls, lifestyle stores, or entertainment venues) * Lavish photos: Peek into immersive worlds in the stunning photos that line the pages of the book * Practical charts and tables offer clear and concise summaries of key concepts * Inspiration to stimulate design process with real world examples * Interviews with expert voices in the field covering practical hard-won techniques

A complete examination of issues and concepts relating to human factors in simulation, this book covers theory and application in space, ships, submarines, naval aviation, and commercial aviation. The authors examine issues of simulation and their effect on the validity and functionality of simulators as a training device. The chapters contain in d

The Media Student's Book is a comprehensive introduction for students of media studies. It covers all the key topics and provides a detailed, lively and accessible guide to concepts and debates. Now in its fifth edition, this bestselling textbook has been thoroughly revised, re-ordered and updated, with many very recent examples and expanded coverage of the most important issues currently facing media studies. It is

structured in three main parts, addressing key concepts, debates, and research skills, methods and resources. Individual chapters include: approaching media texts narrative genres and other classifications representations globalisation ideologies and discourses the business of media new media in a new world? the future of television regulation now debating advertising, branding and celebrity news and its futures documentary and 'reality' debates from 'audience' to 'users' research: skills and methods. Each chapter includes a range of examples to work with, sometimes as short case studies. They are also supported by separate, longer case studies which include: Slumdog Millionaire online access for film and music CSI and detective fictions Let the Right One In and The Orphanage PBS, BBC and HBO images of migration The Age of Stupid and climate change politics. The authors are experienced in writing, researching and teaching across different levels of undergraduate study, with an awareness of the needs of students. The book is specially designed to be easy and stimulating to use, with: a Companion Website with popular chapters from previous editions, extra case studies and further resources for teaching and learning, at: www.mediastudentsbook.com margin terms, definitions, photos, references (and even jokes), allied to a comprehensive glossary follow-up activities in 'Explore' boxes suggestions for further reading and online research references and examples from a rich range of media and media forms, including advertising, cinema, games, the internet, magazines, newspapers, photography, radio, and television.

De lange weg naar de vrijheid is de beroemde autobiografie van een van de grootste mannen van de twintigste eeuw. Nelson Mandela beschrijft de lange weg die hij heeft moeten afleggen van onwetende jongen tot charismatisch staatsman. Dit is het verhaal van misschien wel de wonderbaarlijkste omwenteling in de geschiedenis, verteld door de man die het allemaal heeft meegemaakt en in gang gezet. Het verhaal van Mandela, door Mandela.

As the 21st century has seen, lifelong learning has become more important as many countries have emerged into "learning societies". With these learning societies, adult and community education, along with new technologies, play a major role in shaping and reshaping their economic, political, and cultural realities. Handbook of Research on Technologies for Improving the 21st Century Workforce: Tools for Lifelong Learning addresses how technologies impact the combination of workforce education and adult learning. This comprehensive collection of research from leading authorities and front line faculty seeks to equip adult learners/employees with the right knowledge and skills to continue to contribute to the economy given the importance of the essential role of technologies.

Children's literature is an excellent way to educate children, on everything from social behavior and beliefs to attitudes toward education itself. A major aspect of children's literature is the importance of books and reading. Books represent adult authority. This book examines the role that books, reading and writing play in children's fantasy fiction,

from books that act as artifacts of power (The Abhorsen Trilogy, The Spiderwick Chronicles, Harry Potter) to interactive books (The Neverending Story, Malice, Inkheart) to books with character-writers (Percy Jackson, Captain Underpants). The author finds that although books and reading often play a prominent role in fantasy for children, the majority of young protagonists gain self-sufficiency not by reading but specifically by moving beyond books and reading.

Organizations value insights from reflexive, iterative processes of designing interactive environments that reflect user experience. "I really like this definition of experience architecture, which requires that we understand ecosystems of activity, rather than simply considering single-task scenarios."—Donald Norman (The Design of Everyday Things)

Theming Asia: Culture, Nature and Heritage in a Transforming Environment presents a theoretical, thematic and empirical examination of theming, theme parks and themed spaces in contemporary Asia. Drawing on cases from China, Hong Kong, Japan, Kazakhstan, Malaysia and Singapore, it details how the proliferation of theming in places of consumption, education, entertainment and everyday life has shaped the social and spatial terrains of modern-day Asia. This is done largely through the radical transformation of ideas of culture, nature and heritage – a theoretical and empirical area that warrants urgent and dedicated scholarly inquiry. Providing an innovative study of theme parks and themed spaces in contemporary Asia, this publication highlights the

critical role of theming in the making, ordering, branding, as well as contestation of cultural, natural and heritage places. The intersections of these processes are foregrounded within the context of Disneyization, the experience economy, imagineered spaces and debates over authenticity and superficiality. A diverse range of case studies, as well as a general theoretical introduction, give much room for revisiting and reimagining issues of culture and nature in a transforming Asia. This book was originally published as a special issue of Tourism Geographies.

Since the 1997 publication of the first Harry Potter novel, the "Potterverse" has seen the addition of eight feature films (with a ninth in production), the creation of the interactive Pottermore© website, the release of myriad video games, the construction of the Wizarding World of Harry Potter at Universal Studios, several companion books (such as Fantastic Beasts and Where to Find Them), critical essays and analyses, and the 2016 debut of the original stage play Harry Potter and the Cursed Child. This collection of new essays interprets the Wizarding World beyond the books and films through the lens of convergence culture. Contributors explore how online communities tackle Sorting and games like the Quidditch Cup and the Triwizard Tournament, and analyze how Fantastic Beasts and Harry Potter and the Cursed Child are changing fandom and the canon alike.

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