

Index

A

active viewer 181
 ActiveWorlds 74, 79, 90, 102
 actual self 335, 338, 339, 340
 ad placement 480, 488
 adult worlds 73
 advergame 438, 439, 440, 441, 442, 443, 444, 449, 452, 455
 advergaming 523
 advertisements 302, 307, 309, 310
 advertising agency 276, 277, 282, 283, 286
 advertising campaigns 125, 126, 128, 133, 138, 248, 252, 302, 457
 advertising environment 492, 493, 496
 advertising industry 491
 advertising messages 301
 affective 251, 255
 agency-generated advertising 632, 641, 644
 Air Force One 579
 alternative media 302, 304, 310, 313
 Amazon.com 196, 198, 200, 203, 205, 208
 anecdotal evidence 126
 animated graphics 536
 anthropomorphic characters 74, 161, 162, 163
 anthropomorphism 336, 342
 arcade game 482
 associative advertising 440
 attack ad 438
 attention, interest, desire, and action (AIDA) 315
 audio-visual messages 553
 avatar 74-78, 82-94, 97, 98, 102, 103, 162, 163, 177, 232-247, 335-342, 374-390, 458-460, 463, 467-469, 521-534
 avatar-mediated play 458, 459

B

banner ads 317, 318, 327
 banner advertisements 439
 baseball cards 507
 behavioural 251, 253, 255
 binary alphabet 539
 blog 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261
 blog marketing 248, 250
 board games 458
 branding 276
 branding online 148
 brand integration 110
 brand objectives 277
 brand placement 110, 122, 123, 124, 523, 533
 breaks 537
 broadband communications 304
 browsing 605
 business objectives 128, 133
 business-oriented 263
 business pressures 125
 business-to-business 3, 14
 Business-to-Consumer (B2C) 214

C

camera savvy users 553
 capitalist 302
 caring image 606
 censorship 396, 397
 children's worlds 73, 89, 90
 city network 266
 classic games 481
 classified ads 317
 click-through feedback 317
 click-through rates (CTRs) 317, 318

- clientele 606
clinical psychology 336, 341
Cloud Cult Campaign 214
Club Penguin 74, 90, 103, 105
cognitive 251, 254
cognitive self-image 337
collaboration 275, 283
collaborative interaction 345
collective strategy 277
college network 265
commerce in sports 508
commercial advertising 511
commercial announcements 535
commercial messages 535, 541
commercial skeleton 508
commercial sounds 537, 538
common language protocol 349
communication phenomenon 195
communication strategy 495, 503
communication taboos 397, 423
community-specific worlds 74
computer agents 161, 162, 164, 174
computer-controlled characters 163
computer-driven system 492
computer games 163, 175, 456, 464, 466, 467, 468, 469
computer-generated characters 162, 163, 171
computer generated faces 162
computer-generated speech 162
computer graphics 523
computer imaging technology 508
computer interface agents 162
computer-mediated communication 163, 178, 265, 266, 267, 269, 348, 367, 372
computer-mediated environment (CME) 339, 521, 522, 523
computing, communication 161
console systems 456
consumer-centric 33, 36, 149
consumer control 125
Consumer-Generated Content (CGC) 212, 213, 214, 215, 218, 219, 227, 228
consumerism 604, 606, 607, 608, 609, 621, 623
consumer online platforms 197
consumer reviews 194-210
consumer-to-consumer 195, 203, 204
contemporary rhetoric theory 580
continuity 537
contract negotiations 507
contradiction 275
convergence 275
conversion rates 317
corporate blog 250
cost-per-engagement 318
cost per insertion (CPI) 126, 302
cost per person (CPP) 126, 300, 302, 305, 310
cost per thousand (CPM) 126, 130, 138, 300, 302, 304, 305, 310, 312
creative strategies 275, 277, 283, 284
cross-measurement 314
cross-media strategy 441
cultural anthropology 376
cultural condition 182
cultural context 337
cultural milieu 128
cultural norm 394, 395, 397, 401, 410, 412, 422, 425
cultural significance 195
custom built advergames 441
customer reviews 196, 197
cyberculture 376
cyberspace 522
Cyworld 74, 77, 90, 102, 104
- D**
- data collecting media 314
data competencies 276
decision-making 345, 354
Defense Advanced Research Projects Agency (DARPA) 2
democracy 553, 554, 555, 556, 558, 560, 562, 563, 567, 569, 572, 573, 574
democratic society 556
democratic values 556
demonstrative ads 440
Department of Defense 2
dependent 537, 538, 548
digital advertising 278, 279, 284, 285, 286, 318, 323, 326
digital channels 277
digital characters 524

digital communication 302
 digital communicator 162, 163
 digital computer 482
 Digital Consumerism , 607, 609, 616, 618, 619, 620, 621, 622, 623
 digital convergence 53
 digital creative strategies 275
 digital era 346
 digital games 348, 356, 357, 360
 digital images 508
 digital information 607
 digitally created 336
 digital marketing 3, 4, 10, 25, 276, 282
 digital marketplace 315
 digital media 1-6, 14, 15, 22, 25, 26, 109-121, 276-285, 288-295, 304, 308, 315, 317, 322-324, 328, 329, 345-349, 355, 360, 366, 367, 491-493, 496, 497, 501-503, 553, 569
 digital metrics 314, 315, 320, 321, 323, 324, 328, 329
 digital natives 34, 346, 354, 367
 digital persona 523
 digital platforms 276, 284
 digital reality 521, 522
 digital realm 279, 281
 digital revolution 275, 278, 295
 digital storage 492
 digital technology 1, 3, 127, 346, 355, 360, 362
 digital text 539
 digital trail 4
 digital video 32
 digital video game 482
 discussion boards 214, 215, 216, 217, 227, 229
 display ads 317, 318
 display clicks 318
 dot-com companies 3
 dot-com era 3
 Dungeons & Dragons (D&D) 458

E

Ecademy 263
 e-commerce 1, 2, 5, 7, 9, 26, 162, 163, 174, 175, 233, 235, 237, 240, 244, 376
 economic survival 278
 edge cases 441
 editorial content 536, 537, 538, 543, 550

educational worlds 74
 Electronic Arts (EA) 458, 470
 electronic formats 214
 electronic gaming 75, 78, 94
 electronic infrastructure 2
 electronic media 5, 301, 302
 electronic networks 3
 electronic transactions 3
 electronic word-of-mouth (eWOM) 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 230, 231, 250, 258
 embedded web ad 539, 542, 546, 547, 551
 empirical point 536
 Entertainment Software Association (ESA) 456, 461, 476
 Entropia Universe 73, 90, 102, 104
 epinions.com 197
 ethnic beauty 164
 ethnic group 165
 ethos 581
 EverQuest 233
 existential void 180, 184, 191
 experimental manipulation 336
 extrinsic 552, 555, 556, 557, 558, 560, 561, 564, 569, 570
 extrinsic attributes 552, 555, 560, 569, 570

F

Facebook 55, 56, 70, 71, 127, 146, 147, 153, 232, 262, 263, 264, 265, 266, 267, 270, 272, 273, 274
 face-to-face communication 250
 face-to-face contact 266
 famous 314
 fantasy world 459
 first-person shooter (FPS) 76, 79
 formal communication theory 580
 Forterra Systems 74, 79, 102, 104
 four step-cycle 605
 functional school 213, 220
 fusion media 314

G

game ads 437, 438, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 454

game advertisement 437, 438, 441, 442, 443, 444, 446
game advertising 437, 438, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 453, 455
game content 456, 457, 462, 463, 470, 473, 474
game play 481, 482, 484, 485, 487
gaming environments 377
gaming-related advertising 437
general public 635, 636, 638
global broadband 523
global content 180, 181
global information 181
global information networks 195
global networking 53

H

Habbo 74, 90, 103, 105
hierarchy framework 251
hierarchy-of-effects (HOE) 251, 257, 315, 334
HiPiHi 74, 79, 90, 102, 104
historic imbalance 181
HOE models 251
home console 482, 483, 486, 487, 488
homogeneous group 346
human-machine interactions. 347
human reaction 184

I

ideal self 335, 337, 338, 339
illustrative ads 440
inactive viewers 181
independent 537, 539
Indy 500 75
infamous 314
influencing 276, 277
information and communication technologies (ICT) 393, 394, 410, 411, 412, 417, 421, 424, 425, 434
information management 161
information seeking 266
in-game ads 437, 440, 441, 443, 444, 445, 446, 447, 448, 449, 454
in-game advertisement 437, 438, 441, 442, 443
in-game advertising 438, 440, 442, 443, 444, 445, 446, 447, 448, 449, 457, 477, 478

integral games 441
integrated campaigns 275, 283, 284, 285, 286, 292
intellectual properties 194
Interactive Advertising Bureau (IAB) 537, 539, 550
Interactive Advertising Model (IAM) 213, 216, 221, 227
interactive media 279
interactivity 348, 367
interests 553, 556, 562, 563, 565, 575
international marketing 508
Internet advertising 276, 281, 297
Internet Protocol (IP) 54, 67, 349
interpersonal 604, 606, 608, 623
intrinsic 552, 554, 555, 556, 557, 558, 560, 561, 569
intrinsic attributes 552, 554, 555
intrinsic media 556, 558, 561

K

Kaneva 73, 89, 90, 102, 104
key aspects 605, 623
key dynamics 275

L

lean back 279, 285, 288
lean forward 279, 285, 288
learning-by-doing 74
legal system 394
LinkedIn 263, 264, 267
linked target 538, 539, 542, 543, 544, 545, 546, 547, 548, 551
Local Area Network (LAN) 76, 78, 79, 97
logos 581

M

mainstream media 275, 632
marketing channel 276
marketing communication 250, 251, 252, 253, 255, 257, 275, 302
marketing communications campaigns 277
marketing tactics 1, 13, 16, 25
Mass Consumerism 606, 607, 608, 610, 621, 623

massively multiplayer/multiuser online (MMO's) 457
 massively multiplayer online game (MMOG's) 457, 458, 459, 460, 461, 462, 463, 465, 466, 467, 469, 472, 478
 massively multiplayer online persistent world (MMOPW's) 457
 massive multi-player online role-playing game (MMORPG) 77, 233, 234, 377, 457, 458, 459, 460, 461, 462, 463, 465, 466, 467
 mass media 606, 608, 621, 623
 matching content 605, 618
 media consolidation 606
 media converge 275
 media culture 125, 126
 media-focused worlds 74
 media fragmentation 125
 media landscape 32, 34, 35, 36, 37, 39
 media space 632
 media technology 346
 messages 301, 302, 305, 306
 Metaverse 522, 523
 Micro Consumerism 605, 606, 607, 623
 Microsoft Xbox 484, 488
 Monopoly 75, 79
 motivation 556, 565
 multi-channel marketing 127
 multi-faceted campaigns 278
 multiplayer format 456
 multi-user domains (MUD) 349, 457, 458, 463, 466, 467, 475, 476, 478
 MySpace 55, 127, 146, 147, 232, 235, 262, 263, 264, 267, 268, 273, 274

N

naming rights 507
 national broadcast 276
 Neopets 73, 106
 net generation 346, 371
 networking sites 262, 263, 267, 269, 270, 271, 272, 274
 new media-savvy 345
 news blogs 250
 Nintendo 64 483
 Nintendo Entertainment System (NES) 439, 483, 486, 488

Nintendo GameCube 484
 Nintendo Wii 484, 488

O

online advertising 5, 536
 online applications 212
 online article 263
 online characters 376
 online communication 216, 221
 online communities 214, 215, 216, 217, 218, 219, 221, 227, 459
 online e-commerce 215
 online environments 33, 34, 35, 36, 37, 39, 40, 41, 42, 43, 46, 47
 online game 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 468, 469, 470, 471, 472, 473, 474, 475, 476, 478
 online gamers 457, 461, 462, 465, 472
 online gaming 456, 457, 458, 461, 463, 467, 468, 471, 472, 473, 476
 online journals 266
 online marketing 3, 13, 15, 336
 online markets 4
 online newspaper 536, 539
 online platform 197, 205, 212, 213, 215, 227
 online recommendation systems 608
 online retail 196, 200, 201, 202, 205, 206, 208
 online retailer 194, 195, 196, 197, 198, 199, 200, 203, 204, 205, 206, 207, 208
 online shoppers 197, 199, 201
 online subscription 457
 online testimonials 213
 on-line users 553
 online videos 552, 553, 554, 555, 556, 557, 558, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570
 online video-sharing 553
 online word of mouth 195
 oratory skills 580
 outdoor ads 301
 out-of-home (OOH) 301, 309

P

Pac-Man 75
 pathos 581
 perpetuity 459, 460, 469

persistence 458, 459, 469
personalization process 604, 605, 606, 607, 609, 610, 613, 614, 615, 616, 618, 619, 621, 623
personalized 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623
personalized content 605, 606, 616, 618, 619, 621, 622, 623
personal online journals 249
persuasive advertising 492
physicality 458, 459, 469
pious cultures 395
placing advertisements 480
PlayStation 2 (PS2) 484
PlayStation 3 (PS3) 484, 488
point of consumption (POC) 126, 130, 140
point of influence (POI) 126, 130, 143
point of purchase (POP) 126, 130, 345
political advertisement 577, 585
political candidates 577, 578, 586, 591, 596, 598, 599
political economy 553, 554, 571
political engagement 556, 571
political mobilization 552, 553, 554, 555, 557, 558, 560, 561, 563, 565, 566, 567, 568, 569, 570
political theory 580, 602
Pong 75, 99, 100
Portable People Meter (PPM) 316
portmanteau 249
poster boards 301
posting offices 301
postmodern 303, 304
postmodern era 303
prerecorded natural speech 162
President Eisenhower 2
presidential election 578, 583, 587, 588
product placement 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123
projection stimulus 338
promotional communication 491, 495, 496, 503
public 249
publisher-centric 33, 34, 36, 146, 147, 148, 149

pull-media 537
push-media 537

R

reach and frequency (R & F) 302, 305
Really Simple Syndication (RSS) 33, 37, 39, 43, 46, 149
real time video insertions 508
real world 374, 375, 382, 383, 387, 389, 521, 524, 525, 527, 529, 530, 531
remediation 539, 540, 544, 550
retail stores 276
retail websites 194, 195, 196, 197, 198, 199, 200, 202, 203, 204, 205, 206, 207, 208, 210, 211
return on marketing investment (ROMI) 278, 296
rich media 162
roadside billboards 301
role-playing aspects 458
role-playing board games 458
RuneScape 74, 90, 103
Ryze.com 55

S

school of information processing 213
search engine 2, 4, 17, 19, 20, 21, 25, 27, 264, 317
Search Engine Marketing (SEM) 4, 14, 15
search engine optimization (SEO) 4, 14
search marketing 317, 319
Second Life (SL) 73, 74, 78, 79, 82-108, 232-244, 247, 335, 339, 341, 374-392, 439, 443, 451, 459, 521-525, 529, 533
self-concept 337, 339, 340, 342
self-congruence theory 339
self-congruity 336, 337, 338, 340, 341, 342
self-consistency 337, 338
self-disclosure 335
self-empowerment 553
self-esteem 337, 338, 341
self-identity 335
self-image 335, 337, 338, 339, 340, 341, 493
self-knowledge 337
silent sounds 536
SixDegrees.com 54, 77

skill development 481, 486
 slogans 276
 SNS adoption 262, 264, 265, 266, 267, 268, 269, 270
 social attraction 163
 social butterfly effect 129
 social channel 126, 127, 129, 130, 131, 137
 social channeling 127
 social cognitive framework 148
 Social-Cognitive Theory (SCT) 146, 147, 149, 150, 153, 157
 social environment 165, 178
 social group 165, 166
 social identity 165, 166, 174, 177, 178
 social identity theory 164, 165
 social interaction 233, 234, 237, 238, 239, 241, 242, 247, 458, 459, 464, 465, 473, 474
 social interpretation 480, 481, 484
 social needs 184, 191
 social network 54, 55, 195, 203, 304, 311, 553
 social networking 54, 55, 71, 75, 77, 78, 79, 81, 94, 102, 103, 214, 215, 216, 227, 232, 234, 235, 523, 530, 578, 589, 591, 594, 596, 633
 Social networking sites (SNS) 262, 263, 264, 265, 266, 267, 268, 269, 270, 271
 social order 396
 social-oriented 263
 social prohibitions 395
 social relations 553
 social reproduction 553
 social science 604, 605, 609, 616, 623
 social stigma 393, 404
 socioeconomic status 556
 sociopolitical contexts 556, 560, 569
 sociopolitical matters 553, 555, 556, 562
 sociopolitical situations 555
 software licensing 483, 488
 Sony PlayStation 483, 484, 488
 sounds of silence 535
 source effects 522
 Space Invaders 75
 space race 2
 spiritual guidance 182, 187, 188
 Spoke 263
 spokesavatar 521, 523, 530
 spontaneous needs 279

sport enterprises 507, 508
 Sputnik I satellite 2
 standard mainstream video games 441
 Starcom Media Group (SMG) 264
 structural school 213, 220
 Super NES (SNES) 483
 supporting communications 349
 symbiotic interactions 556
T
 taboo 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 406, 408, 410, 411, 412, 414, 415, 416, 422, 423, 425, 426, 428, 431
 taboo subjects 394, 403, 411, 422
 tabu 394
 Tank 75
 technological communication 491, 492
 technological savvy 276
 Technology Adoption Model (TAM) 262, 265, 267
 telephony 54
 television broadcast 508
 theoretical foundation 278
 theoretical framework 165
 theoretical implications 262, 632
 there.com 74, 105
 trade goods 374
 traditional media 111, 112, 113, 114, 115, 116, 117, 118, 119, 120
 Transmission Control Protocol/Internet Protocol (TCP/IP) 2
 Transmission Control Protocol (TCP) 349
 TyGirlz 74
U
 U&G literature 266
 user-centric 33, 47
 user-centric model 146, 147, 155
 user-controlled 163
 user-generated ad 635, 639
 user-generated advertising 631, 632, 633, 636, 640, 641, 642, 643, 644, 645
 User-Generated Content (UGC) 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 212, 631, 632, 633, 638, 640, 641, 642, 643, 645, 646

user-generated contests 632, 635
user-generated marketing 194
Uses and Gratification (U&G) 265, 266, 267, 268, 278, 279

V

value systems 394
vertical game play 458, 460, 469
video game 75, 76, 78, 100, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 448, 449, 451, 452, 453, 454, 455, 456, 457, 459, 461, 464, 466, 467, 470, 472, 473, 474, 475, 476, 477, 478, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 492, 523, 533
video game advertisements 438
video game consoles 480, 487
video game sales 480
videographers 553
video-sharing 553, 554
viral advertising 213, 229
viral marketing 213
virtual ads 510, 511, 513, 514, 515, 516, 517, 518, 519
virtual advertisements 509, 510, 513, 514, 520
virtual advertising 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517
virtual billboards 439, 451
virtual classrooms 459
virtual commerce 459
virtual community 74, 87, 92, 265, 272
virtual currency exchange 375
virtual economy 459
virtual environment 163, 175, 176, 178, 232, 233, 234, 238, 239, 240, 242, 243, 244, 245, 246, 376, 377, 380, 389, 438, 453, 457, 458, 460, 464, 475, 478, 522, 523, 524, 533
virtual ethnography 376
virtual friendships 234
virtual goods 234
virtual human 161, 162, 163, 174, 175, 177, 336
virtual identities 336, 522
virtual interaction 524
virtual items 233

virtual lives 523
virtual malls 375
virtual pedagogical agents 164
virtual platform 522
virtual reality 349
virtual representations 162
virtual shopping 162, 234, 237, 238, 241, 242
virtual space 375, 377, 381, 383, 384, 385, 387, 507, 508, 516, 517
virtual store 74, 87, 233, 235, 237, 240, 241, 247
virtual strangers 524
virtual technology 509, 512, 515
virtual world 73, 74, 75, 77, 78, 79, 80, 81, 82, 83, 84, 85, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 101, 102, 232, 233, 234, 235, 237, 238, 239, 240, 241, 242, 243, 246, 247, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 385, 387, 388, 389, 390, 439, 443, 459, 467, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531
visual objects 536
voter evaluations 580
vSide 74, 90, 102, 104

W

Walmart.com 196
Web 2.0 146, 147, 149, 156, 160, 212, 231, 577, 586, 590
Web 2.0 applications 33, 35, 38
Web 2.0 campaigning 577
Web 2.0 technologies 32, 33, 34, 39, 44, 46, 47, 48
Web 2.0 websites 33
web ad 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 550, 551
web advertising 535, 536, 537, 539, 540, 550
web analytics 4, 6, 14
web banners 537, 538
web-based applications 33
Web environments 232, 233
Webkinz 73, 79, 90, 103, 105
weblog 249, 259, 260
Whyville 74, 90, 103, 106
window-shopping 605

wireless systems 54

word of mouth (WOM) 195, 200, 210, 250

World of Warcraft 73, 77, 79, 90, 95, 102, 104,

233, 456, 459, 460, 463, 466, 467, 475,
478, 521

World Wide Web (WWW) 2, 3, 4, 20, 27, 54

Y

YouTube 146, 147, 153