



/whois

- Organizations:
 - Stanford University
 - Seriosity, Inc.
- Lead investigator: Byron Reeves
- Team members on past/current projects
 - Leighton Read (Seriosity)
 - Edward Castronova (Indiana University)
 - Nick Yee (Stanford and PARC)





VW Research Interests

- Research interests
 - Economic exchanges in virtual worlds and games
 - Network analysis of synthetic currency exchanges
 - Feedback systems (levels, currency, dashboards)
 - Self-representation via avatars
 - Use of games and virtual worlds for behavior change





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- Qualifications and capabilities
 - Network analysis of economic exchanges in VW and games
 - Identifying individual roles in complex economic networks
 - Physiological assessment of involvement in VW and games
 - fMRI and physiological measurement during VW and game play
 - Software already developed that allows virtual currency exchanges inside and outside of VW's
 - Business and serious applications of VW and games
 - *Games at Work: How Games and Virtual Worlds are Changing How People Work and Businesses Compete.* Harvard Business School Publishing (Fall, 2009).



LFG

{Teaming Opportunities}

- Seeking
 - Partners with large game and VW data sets
 - Pilot projects that observe or create the opportunity for virtual currency use both inside and outside of VW's
 - Software to share
 - Research about virtual currency exchanges
 - Opportunity to share research about VW's and games used in business and behavior change applications





Contact Information

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