



CALL FOR PAPERS

WWW2017 Games, Simulations and Immersive Environments Track Alternative Research Track

We invite contributions to the **Games, Simulations and Immersive Environments** Alternative Research Track at the 26th World Wide Web conference (WWW), to be held in Perth, Australia in 3-7th April 2017 (<http://www.www2017.com.au/>).

Games, simulations and immersive environments are increasingly becoming a part of everyday life all over the world. They are used extensively in health, education, business, governance, citizen science, entertainment and military training environments to support many applications, support behavioural change, educate, train, raise awareness and entertain us.

The World Wide Web has significantly expanded the potential of games to reach out into everyday lives, allowing serious games to be played over great distances, with large groups and in support of online activities. The Web has expanded the potential of games through broadband connectivity, and new mobile and 3D technologies are allowing games to be played across augmented, mixed and virtual realities, blurring the line between the web spaces and physical spaces. In Asia, recent games, such as *Pokémon Go*, have been transforming how we play in these 'blended' spaces.

The cross-sectoral and disciplinary nature of the application of games, simulations and immersive environments in all fields is particularly challenging for creating cohesive communities of practice in this field, and the literature is often fragmented as a result. This track aims to bring some of the most innovative and future looking research and applications together to help create a more cohesive community and to share advances and innovations across sectors and between disciplines.

Therefore, this thematic track in the WWW2017 conference will bring together a community of international practitioners, academics and web-based game developers to explore some of the emerging innovations in games, simulations and immersive environments to ensure that learning lessons can be spread effectively across the different sectors and internationally.

The track chairs invite papers concerning issues and concerns, innovations and advances, that may consider but are not limited to: human computer interface and usability, technical and design challenges, game design and learning design considerations, cross-disciplinary studies, new and innovative design approaches, data analytics, user feedback, conceptual models, frameworks for analysis and design, interactivity, immersion, new technologies such as 3D glasses, 3D environment generation, virtual labs, user engagement and gamification.

Particular areas of focus might include, but are not limited to:

- Innovative web-based uses of Digital Games, Simulations and Immersive Environments
- Applications of games, simulations and immersive environments to Education, Health, Business, Military, Entertainment or Governance
- Engaging Web-users through co-creation as well as Play and Exploration
- Web Design innovations and usability advances in Digital Games, Simulations and Models

- Virtual worlds and Immersive Environments
- Trans-media Narratives played out through games and simulations
- Augmented Reality games, simulations and immersive environments, using technologies such as 3D glasses
- Alternate/Mixed Reality games

Submission

We seek the following kinds of submissions:

- Full scientific papers: up to 8 pages in ACM format
- Short scientific and position papers: up to 5 pages in ACM format

Submissions must be formatted using the ACM SIG template (as per the WWW2017 Research Track) available at: <http://www.acm.org/sigs/publications/proceedings-templates>

The review process will be single-blind, and author names and affiliations should be listed. Each paper will be reviewed by at least two Program Committee members. The acceptance decisions will take into account paper novelty, technical depth, elegance, practical or theoretic impact, and presentation.

Please submit proposals via EasyChair in the Digital Learning track at:

<https://easychair.org/conferences/?conf=wwwgsie2017>

Inquiries can be sent to: S.deFreitas@murdoch.edu.au

Publication Process

All accepted papers will be included in the WWW2017 Companion Volume of Proceedings and made available through the ACM Digital Library and the conference website. See this Companion from WWW2016 at: <http://www2016.net/proceedings/>

Authors of accepted papers will retain intellectual property rights to their work, but will be required to sign a copyright release form to IW3C2. After publication in WWW 2017, extended versions of papers can be submitted to refereed journals in accordance to the policies of those journals.

Accepted refereed papers must be presented at the conference by an author who is registered to attend. Innovative presentations formats will be encouraged and supported. We require at least one author of each accepted submission to register by the early-bird deadline (specifically, one registered author may present multiple papers/posters/demos at the conference). Authors will be required to agree to this requirement at the time of submission.

Important Dates

- Submission deadline: Sunday, January 8, 2017
- Acceptance notification: Tuesday, January 31, 2017
- Camera-ready version due: Tuesday, February 14, 2017

Track Co-chairs:

- Professor Sara de Freitas, Murdoch University
- Professor David Gibson, Curtin University
- Dr Martin Masek, Edith Cowan University
- Ivan Boo, Chairperson, Serious Games Asia

Program Committee:

- Daniel Fung, Institute of Mental Health, Singapore
- Demetrios Sampson, Curtin University
- Jo Jung, Edith Cowan University
- Julian Togelius, New York University
- Karen Blackmore, The University of Newcastle
- Katy Scott, Curtin University
- Khoo Lijing, Asia Pacific Uni of Tech & Innovation, Malaysia
- Kim Flintoff, Curtin University
- Leah Irving, Curtin University
- Maizatul Hayati Mohamad Yatim, UPSI, Malaysia
- Nabil Zary, Lee Kong Chian Medical School, Singapore
- Pradorn Sureephong, Chiang Mai University, Thailand
- Shahrel Nizar Baharom, Universiti Teknologi MARA, Malaysia
- Steffen Walz, Curtin University
- Tan Chin Ike, KDU University College, Malaysia
- Tan Wee Hoe, UPSI, Malaysia
- Tomas Trescak, Western Sydney University
- Vito Nitti, Imaginary SRL, Italy
- Igor Mayer, NHTV Breda, University of Applied Sciences
- Academy for Digital Entertainment (ADE), The Netherlands
- Tim Marsh, Griffith University, Australia
- Petros Lameris, Coventry University, UK
- Victor Alvarez, Murdoch University, Australia
- Kevin Wong, Murdoch University
- Sylvester Arnab, Coventry University, United Kingdom

Biographies of the Co-Chairs:

Professor Sara de Freitas

Professor Sara de Freitas is an advocate for serious games and was Director of Research at Coventry University, UK, where she founded and developed the Serious Games Institute, attracting millions in research income, bringing together commercial and academic partnerships to fuel regional economic growth. She has led international industry and academic clusters in ICT, manufacturing and serious games. She is Pro Vice Chancellor and Professor Learning and Teaching at Murdoch University where she leads the cross-university learning and teaching strategic five-year plan.

Sara has published seven books and over 200 journal articles, conference papers, book chapters and reports. Sara has an H index of 37 and has 5,069 citations (2/7/2016). She currently sits on over 60 programme committees and advisory boards and has undertaken over 120 international keynotes, presentations and public lectures in four continents. Her most recent book, *Education in Computer Generated Environments (2014)* has been published by Routledge, in their Research in Education Series, and outlines a vision for future learning in higher education.

See: <https://www.routledge.com/Education-in-Computer-Generated-Environments/de-Freitas/p/book/9780415634021>. Profile page:

<http://profiles.murdoch.edu.au/myprofile/sara-de-freitas/>

Associate Professor David Gibson

Associate Professor David Gibson is Director of Learning Futures at Curtin University in Perth, Australia. With funding from the Australian Office of Learning and Teaching, National Science Foundation, U.S. Department of Education, MacArthur Foundation, EDUCAUSE, and others, Gibson's research focuses on games and simulations in education, learning analytics, complex

systems analysis and the use of technology to personalize learning via cognitive modeling, design and implementation.

He has 92 publications on these topics, with over 1500 citations. He is the creator of simSchool (<http://www.simschool.org>), a classroom flight simulator for preparing educators, and eFolio (<http://www.efolioglobal.com>) an online performance-based assessment system and provides vision and sponsorship for Curtin University's Challenge (<http://challenge.curtin.edu.au>), a mobile, game-based learning platform. Profile page: <http://oasisapps.curtin.edu.au/staff/profile/view/David.C.Gibson>

Martin Masek

Martin Masek is a Senior Lecturer and leader of the Transformational Games Research Group at Edith Cowan University. His research interests include the application of computer game technology to solve real world problems. Over the years this has included the use of games as teaching tools for schooling, motivation of exercise through exer-gaming and the use of game technology for simulation and monitoring purposes.

Ivan Boo

Ivan Boo is a founding member of the Serious Games Association (Singapore) in 2012. He has since established the serious games community in Singapore and linking the local community to the greater serious games community in Asia. Under his leadership, serious games in Singapore thrives in the education and healthcare industry. His current interest includes game development (digital and non-digital) for applications in the healthcare and education sector. The development of games involves the understanding a person's psychology and how to engage their interest. Creating long term behavioural change for the better is a challenge for such applications as badges and incentives serve primarily as short term motivations. Through the use of games and the intrinsic motivation of an individual, he aims to create long-term behavioural change using game based learning.

Ivan Boo is currently a fellow at the Sultan Idris Education University and the managing director of Serious Games Asia.