Contents

Part	t I Emergence of Asian Mobile Games	
1	The Emergence of Asian Mobile Games: Definitions, Industries, and Trajectories	3
	Games of Being Mobile: The Unruly Rise of Mobile Gaming in Japan	21
3	The Asian Mobile Gaming Marketplace: Context, Opportunities and Barriers	35
Part	II Mobile Game Politics and Digital Economy	
	Mobile Game Regulation in South Korea: A Case Study of the Shutdown Law	55
	Mobilizing Games, Disrupting Culture: Digital Gaming in South Korea	73
	The Impact of the Rise of Mobile Games on the Creativity and Structure of the Games Industry in China	91
Part	III Mobile Gaming and Youth Culture	
	The Gamification of Mobile Communication in Seoul, South Korea)7

8	Internet Game Addiction in East Asia: Challenges & Opportunities	123
9	Mobile Games in China: Development and Current Status Xianhui Che and Barry Ip	141
10	Mobile Games in China: Ongoing Industry Transformations, Emerging Game Genres, and Evolving Player Dynamics Zixue Tai and Fengbin Hu	173
Par	t IV Social Gaming, Use, and Consumers	
11	Chinese Consumers' Perception of Social Game: A Phenomenological Study	193
12	Toward Individualistic Cooperative Play: A Systematic Analysis of Mobile Social Games in Japan	207
13	Comparison of Korean and Chinese Adolescents' Online Games Use Including Mobile Games	227
Ind	ex	243