

DIGITAL INNOVATIONS FOR MASS COMMUNICATIONS

ENGAGING THE USER

Paul Martin Lester

CONTENTS

<i>Author Biography</i>	xi
<i>Preface: Digital Innovations for Mass Communications</i>	xiii
<i>Sources</i>	xviii

SECTION I	
Essential Knowledge	1
1 A Historical Perspective	3
Challenges, Critiques, and Amusements	7
Exercises	8
Sources	12
2 Digital Media Consumer Types	13
Challenges, Critiques, and Amusements	19
Exercises	20
Sources	22
3 Ethical and Legal Considerations	23
Challenges, Critiques, and Amusements	28
Exercises	28
Sources	30
4 Visual Aesthetics	33
Challenges, Critiques, and Amusements	38
Exercises	39
Sources	43
SECTION II	
User-Generated Content	45
5 Social Networks	47
Challenges, Critiques, and Amusements	51
Exercises	51
Sources	54

6 Virtual Communities	57
Challenges, Critiques, and Amusements	60
Exercises	60
Sources	69
7 Virtual Reality	71
Challenges, Critiques, and Amusements	73
Exercises	74
Sources	91
SECTION III	
Database-Generated Content	93
8 Suggestive Innovations	95
Challenges, Critiques, and Amusements	99
Exercises	99
Sources	106
9 Personalization	109
Challenges, Critiques, and Amusements	113
Exercises	113
Sources	132
10 Mapping	135
Challenges, Critiques, and Amusements	140
Exercises	141
Sources	160
SECTION IV	
Software-Driven Content	163
11 Games	165
Challenges, Critiques, and Amusements	169
Exercises	169
Sources	180
12 Simulations	181
Challenges, Critiques, and Amusements	184
Exercises	185
Sources	192

13 QR Codes	193
Challenges, Critiques, and Amusements	196
Exercises	196
Sources	200
14 3D Displays	203
Challenges, Critiques, and Amusements	208
Exercises	208
Sources	218
15 Apps	219
Challenges, Critiques, and Amusements	224
Exercises	224
Sources	239
SECTION V	
Immersive Experiences	241
16 Transmedia Storytelling	243
Challenges, Critiques, and Amusements	248
Exercises	248
Sources	252
Conclusion: Tell Stories That Engage	255
<i>Appendix: Short Story, "Virtual Photography: When Images Become Real"</i>	259
<i>Index</i>	267