

International Journal of Gaming and Computer- Mediated Simulations

January-March 2014, Vol. 6, No. 1

Table of Contents

EDITORIAL PREFACE

- iv **The Disappearing Act**
Brock R. Dubbels, G-Scale Game Development and Testing Lab, McMaster University, Rochester, MN, USA

RESEARCH ARTICLES

- 1 **The Effects of Avatar-Based Customization on Player Identification**
Selen Turkay, Harvard Initiative for Learning and Teaching, Harvard University, Cambridge, MA, USA
Charles K. Kinzer, Teachers College, Columbia University, New York, NY, USA
- 26 **Quantifying “Magic”: Learnings from User Research for Creating Good Player Experiences on Xbox Kinect**
Kristie J. Fisher, Microsoft Studios, Redmond, WA, USA
Tim Nichols, Microsoft Studios, Redmond, WA, USA
Katherine Isbister, School of Engineering Game Innovation Lab, New York University, New York, NY, USA
Tom Fuller, Microsoft Studios, Redmond, WA, USA
- 41 **Beyond Gaming: The Utility of Video Games for Sports Performance**
Roma P. Patel, Duke Eye Center, Duke University, Durham, NC, USA
Jerry Lin, Computer Science Department, University of Southern California, Los Angeles, CA, USA
S. Khizer Khaderi, University of California Davis Eye Center, Sacramento, CA, USA
- 50 **Driving Home the Message: Using a Video Game Simulator to Steer Attitudes Away From Distracted Driving**
Edward Downs, Department of Communication, University of Minnesota Duluth, Duluth, MN, USA
- 64 **Measuring User Experience in Board Games**
Jonathan Barbara, Saint Martin's Institute of Higher Education, Hamrun, Malta

BOOK REVIEW

- 80 **Video Games and Learning: Teaching and Participatory Culture in the Digital Age**
Rebecca Pleasant, University of Florida, Gainesville, FL, USA
Albert D. Ritzhaupt, University of Florida, Gainesville, FL, USA

Copyright

The **International Journal of Gaming and Computer-Mediated Simulations (IJGCMS)** (ISSN 1942-3888; eISSN 1942-3896), Copyright © 2014 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of Gaming and Computer-Mediated Simulations* is indexed or listed in the following: ACM Digital Library; Bacon's Media Directory; Cabell's Directories; Compendex (Elsevier Engineering Index); DBLP; GetCited; Google Scholar; INSPEC; JournalTOCs; MediaFinder; PsycINFO®; SCOPUS; The Standard Periodical Directory; Ulrich's Periodicals Directory