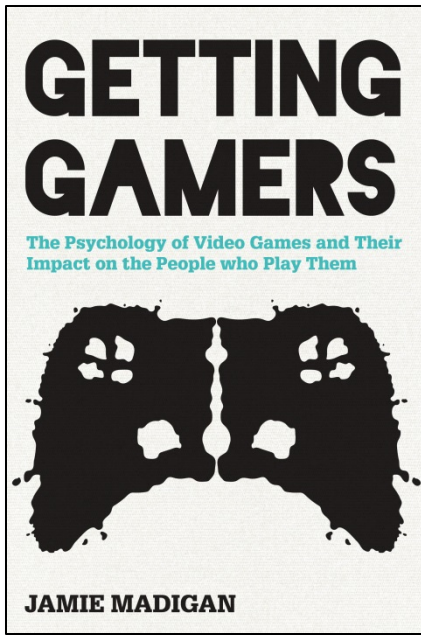


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GETTING GAMERS

“Jamie Madigan’s fascinating exploration of the psychology of gaming blends provocative research findings with lively anecdotes and witty prose. It is accessible, insightful, and a must-read for gamers and game designers.”

—Nick Yee, author of *The Proteus Paradox: How Online Games and Virtual Worlds Change Us--And How They Don't*

Video games are big business. They can be addictive. They are available almost anywhere you go and are appealing to people of all ages. They can eat up our time, cost us money, even kill our relationships. But it’s not all bad! This book will show that rather than being a waste of time, video games can help us develop skills, make friends, succeed at work, form good habits, and be happy. Taking the time to learn what’s happening in our heads as we play and shop allows us to approach games and gaming communities on our own terms and get more out of them. This book offers something unique to the millions of people who play or design games: how

to use an understanding of psychology to be a better part of their gaming communities, to avoid being manipulated when they shop and play, and to get the most enjoyment out of playing games.

Features:

- Written by a psychology Ph.D., lifelong gamer, and gaming industry veteran.
- Rooted in science, yet approachable and entertaining as befits the subject matter of video games.
- Each chapter answers a specific question, such as why gamers misbehave when anonymous, how game developers use quests and rewards to keep us playing, and how mobile apps nudge you towards making in-app purchases.
- Current research about psychology and video games presented and illustrated through anecdotes about games everyone is familiar with.
- Also presents classics in the psychology literature in new light based on how they explain the design of video games and player behavior.

Jamie Madigan, PhD, has become an expert on the psychology of video games. Madigan has written extensively on the subject for various magazines, websites, blogs, and his own site at www.psychology.com. Finally, he has appeared in dozens of print, radio, and web outlets such as The Washington Post, the Chicago Tribune, BBC Radio 5, the BBC, The Guardian, and more. He is a lifelong gamer.
