



## Organizers

*Society of Simulation & Gaming of Singapore*

## Local Organizing Committee

### General Co-Chairs

*YEO Gee Kin  
President, Society of Simulation and Gaming of Singapore*

*Freddy TAN  
Cyber Security Strategist, Microsoft Corporation*

*LIM Ee Peng  
Co-Director, Living Analytics Research Centre & Professor of Information Systems, Singapore Management University*

*Samir SAMRA, Digipen Program Chair*

*Ivan BOO, INMEET CMS Secretary*

*Sun Teck TAN, NUS Treasurer*

*Max TAN Hui Yi, NUS Publicity Chair*

*LEE Fong, INMEET CMS Publicity Co-Chair*

*SOO Yuen Jien, NUS Publication Chair*

*Bimlesh WADHWA, NUS Panel Session Chair*

*Ramakrishna KAKARALA, Game Lab, NTU Tutorial Chair*

# Gaming & Social Media Conference 2012

Singapore Polytechnic, 3-5 October 2012, Singapore  
[www.gaming-socialmedia.ssagsg.com](http://www.gaming-socialmedia.ssagsg.com)

In the new social media environment, there are now games where players can create their own content and develop it along with other players. Such social media games allow for 'massive' spectatorship with immediate communities on an epic scale through distributed computing in the clouds. This has allowed for social connections with broader discussions from total strangers in a fast and dynamic environment.

We are inviting all like-minded researchers, professionals, developers, company management officers to join us in sharing our views and opinions on these two exciting domains of gaming and social media. The Gaming and Social Media 2012 seeks for original research papers in the following areas, but are not limited to the domains listed:

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Game AI &amp; Simulations</li> <li>• Game Graphics &amp; Visualisation</li> <li>• Online Games, Virtual Worlds &amp; Mobile Games</li> <li>• Future Games &amp; Emergent Platforms</li> <li>• Game Design &amp; Interfaces</li> <li>• Games Production Aspects</li> <li>• Tools and Systems</li> </ul> | <ul style="list-style-type: none"> <li>• Serious Games and Games for Learning</li> <li>• Gamification and Social Aspects of Games</li> <li>• Privacy and Security in Social Media</li> <li>• Social Media in Research</li> <li>• Social Media in Business</li> <li>• Social Networks</li> <li>• Web Analytics &amp; Science</li> </ul> |
|---|--|

The conference proceedings will be published by Springer. **The conference proceedings will be included in the ISI Proceedings.** The ISI Proceedings is now the Conference Proceedings Citation Index. Papers must be submitted electronically in PDF format. **Abstract & Paper Submission** is via the website:

Abstract Submission Deadline: **16 April 2012**

Paper Submission Deadline: **23 April 2012**

[www.gaming-socialmedia.ssagsg.com](http://www.gaming-socialmedia.ssagsg.com)

Track Co Chairs for Research	Track Co Chairs for Applications	Track Co Chairs for Industry Start Ups
Colin TAN Keng Yen, NUS	Ryan K L KO, HP Labs Singapore	Christopher QUEK, Serious Games Institute (Singapore)
Markus KIRCHBERG, HP Labs Singapore & NUS	Tuan Q. PHAN, NUS	Pontus APPELQVIST, EON Reality
Peter Khai Weng LEONG, Games Resource Centre at Singapore Polytechnic	Laurence LIEW, Revolution Analytics	Joel CHUA, Mojocat Games
Suranga NANAYAKKARA, SUTD	Jason GU Yu, SUTD	Keith NG, Socialico
	Andrew LAM, Nanyang Polytechnic	LEE Khin Them, Marshall Cavendish
	Preetam S RAI, Ngee Ann Polytechnic	