

Psychology and the future of immersive entertainment

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Video games have become an increasingly divisive field of entertainment as the industry matures. Games have grown to be arguably the most profitable field of entertainment, driving technology by immediately monetizing fringe tools and technologies that are then rolled out to other fields. Augmented reality developers are driving AI and visual interfaces to bring gaming to a new level of interactivity, set to revolutionize how we engage with information and each other. As gaming addiction becomes a recognized illness, does the development of games need to change to consider the line between compelling play and addiction? This presentation will cover topics of gaming addiction, interaction and outline the technological and psychological factors pertinent to the future of interactive entertainment.

Recent Publications

1. Taylor K, Mejia R, Banks J and Adams A. "100 Greatest Video Games Franchises" Rowman and Littlefield.

2. Taylor K. "Spiritis of Saint Louis II" I and D Comics.
3. Taylor K. "Never Dead" Konami
4. Taylor K. "Sniper Elite 2" Ubisoft/Microsoft
5. Taylor K. "Rogue Warrior" Bethesda Softworks.

Biography

Kevin Taylor has a terminal Master's degree in 3D production, and has worked as an animation and game development Professor in Europe, Australia and the US. He is a games industry veteran with seven titles to his name for Publishers such as Konami, Activision, Sega, Bethesda Soft works and Lucas Arts. His research interests include the development of immersive, transmedia narrative experiences within 3D and 2D arts.

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