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CURRICULUM VITAE

Frans Mäyrä, Professor, Ph.D.

Frans Ilkka Olavi Mäyrä
born 26.5.1966, Paavola

date: 03 May 2012

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Key responsibilities and positions of trust

- Member of the Steering Board, Society for Cultural Studies in Finland, 2009-,
- Member of the Steering Board, Tampere Centre for Cultural Studies, 2005-,
- Deputy member of the University Collegium of the University of Tampere, 2010-2013,
- Deputy member of the Research Council of the University of Tampere, 2007-2010,
- Founding President, Digital Games Research Association (DiGRA, 2003-2006),
- Chairman of the Editorial Board of the Studies in Information Sciences (SISCI) publication series 2006-2009,
- Member of the Union Council for the Finnish Union of University Professors 2008-2010,
- Member of the Scientific Advisory Board, Pelitoiminnan tutkimussäätiö 2008-,
- Member of the Scientific Advisory Board, Nokia Research Centre Tampere, 2008-2009,
- Member of the Advisory Board, Mannerheimin Lastensuojeluliitto/Media Education, 2008-,
- Member of the Advisory Board, *Together Anywhere, Together Anytime (TA2)* integrated project, 2008-2011,
- Member of the Advisory Board, *European Network for Growing Activity in Game-based learning in Education (ENGAGE)* project, 2010-,
- Member of the Advisory Board, Uudet lukemisyhteisöt (New Reading Communities project, 2010-),

- Member of the Advisory Board, Pelitaito (Gaming Skill project, 2010-)
- Member of the Review Board, Continuum Approaches to Digital Game Studies series,
- Member of the Editorial Board, *Games and Culture* journal, SAGE (2006–),
- Member of the Editorial Board, *Human IT* journal, Centre for Information Technology Studies as a Human Science, Borås, Sweden (2005–),
- Chairman of the AVEK Award jury, 2008; numerous other award jury positions, including The World Summit Award 2004 & 2006,
- Member of the Cultural Industry evaluation group, Luova Tampere (Creative Tampere) programme, 2006-2007,
- Member of the Board, new media association MindTrek ry, 2004-2005,
- Member of Conference & Review Committee, The Philosophy of Computer Games Conference 2009,
- Chairman of the Games Track, Conference Committee Member, Paper Evaluator, MindTrek Conference 2008-2009,
- Expert Evaluator for Professorship Appointments or Promotions (Brunel University, University of Turku, Georgia Tech),
- Evaluator or reviewer for various funding bodies, scientific journals and other organisations on new media and culture (e.g. European Science Foundation ESF, Netherlands Organisation for Scientific Research/Humanities; Arts and Humanities Research Board, UK; Economic and Social Research Council, UK; Technologie Impulse Gesellschaft, Austria; *Electronic Markets, Games & Culture* and other journals; also for academic publishers, e.g. The MIT Press, SAGE, Vastapaino),
- Expert statements or testimonies for various governmental organisations (including the Ministry of Justice),
- Member of Review Board for numerous games research conferences, including the DiGRA conference series (2003, 2005, 2007, 2009, 2011), [player] Conference Copenhagen 2008; Steering Board, Games2006 Conference, Portalegre, Portugal; Member of Programme Committee, Medi@terra 2006 Conference, Athens, Greece; Member of Programme Committee, Future Play 2006 Conference, London, Canada; Member of Programme Committee, 5th International Conference on Entertainment Computing (ICEC 2006), Cambridge, UK; Advisory Board, The The Philosophy of Computer Games Conference 2012.
- Respondent in the annual science fiction and fantasy researcher meetings (2000–2010),
- Member of the Jury, annual Portti Science Fiction short-story competition (2002–).

Work career

Current, 2012– School of Information Sciences, University of Tampere

Professor (tenured)

Professor of Information Studies and Interactive Media in the School of Information Sciences, University of Tampere. Head of the game research group.

2006-2011 Department of Information Studies and Interactive Media, University of Tampere

Professor, Deputy Director

Professor of Hypermedia, Digital Culture and Game Studies in the Department of Information Studies and Interactive Media (previously Hypermedia Laboratory), University of Tampere. Head of the game research group, deputy director of the department.

2004-2005 Hypermedia Laboratory, University of Tampere

Research Director, Deputy Director

Research Director in the Hypermedia Laboratory, University of Tampere. Head of Game Research Lab group. Deputy Director of the Hypermedia Laboratory.

2002-2003 Hypermedia Laboratory, University of Tampere

Professor, Deputy Director

Professor in the Hypermedia Laboratory, University of Tampere. Head of Experience Design Research group. Deputy Director of the Hypermedia Laboratory. Member of the Board of the Hypermedia Laboratory, 2003. Vice-President of MindTrek ry., 2003. Member of the Editorial Board of *mediumi*, online journal of digital media culture, 2002.

2001 Hypermedia Laboratory, University of Tampere

Project Manager

Development tasks into studies and research projects of digital media culture.

1999-2000 University of Tampere, Open University

Project Director

Headed the development of online study environment for studies of audiovisual media culture.

1998-99 University of Tampere, Department of Literature and the Arts

Assistant Professor

Teaching and research tasks in the areas of cultural and art studies.

1993-98

Researcher

- Research Fellow in the project Intertextuality and Identity (1993-94 University of Tampere; dir. professor Pekka Tammi)
- Research Fellow in the Graduate School of Literary and Textual Theory (1995-98 Universities of Tampere and Helsinki dir. professor Pekka Tammi)

Research into the questions related to the polyphony of identity in the textual and mediated environment.

Education

1999	Doctor of Philosophy in the University of Tampere Title of Dissertation: Demonic Texts and Textual Demons: The Demonic Tradition, the Self, and Popular Fiction
1996	Licentiate of Philosophy in the University of Tampere
1992	Master of Arts in the University of Tampere
1991-92	Studies in art history and literature in the University of Edinburgh, Scotland
1985-92	Studies in cultural and literary studies, art history, English philology, social psychology, and other subjects in the University of Tampere

Projects and funding

Competitive research funding awarded during the last years:

1. Communication and Community in Digital Entertainment Services Project, 2001-2002; Information Society Institute, 25 228 euros
2. Future Interaction Television Project, 2001-2002; National Technology Agency Tekes and the consortium of companies, 40 627 euros
3. Computer Games and Digital Cultures, an international game studies conference, 2002; Academy of Finland, 9 620 euros
4. Culture in Information Society: Prestudy, 2002; Oy Media Tampere Ltd, 9 760 euros
5. Living with/in Media, flagship project, 2002-2005; Information Society Institute, 140 000 euros
6. Mediamuseo / Media Museum Project, 2003; 12 000 euros, City of Tampere / Tampereen kaupunki, museotoimi
7. Mogame: The Wireless Gaming Solutions of the Future Project, 2003-2004; National Technology Agency Tekes and the consortium of companies, 300 000 euros
8. Children as the Actors of Games Cultures, 2003-2004; Information Society Institute, Nokia & Ministry of Communications, 36 500 euros
9. Morphome: Living in Metamorphosis, 2003-2004: Control and Awareness in a Proactive Home Environment Project; Academy of Finland, 134 000 euros
10. Games and Storytelling, education project, Nokia & Veikkaus, 2003-2006, 50 708 euros
11. Master's Course in Digital Games Research and Design, 2004-2005; education project, Ministry of Education, 25 000 euros
12. MC2: Mobile Content Communities project, 2003-2005; National Technology Agency Tekes and the consortium of companies, 190 582 euros
13. Nordic Playground, 2005; NICE, 5 200 euros

14. IPerG: Integrated Project on Pervasive Gaming, 2004-2008; European Commission and the consortium, 601 269 euros
15. SuPer: Design and Research Environment for Lottery Games of the Future project, 2004-2006; National Technology Agency Tekes and Veikkaus the National Lottery, 346 248 euros
16. Pelin henki: vuorovaikutteisen viestinnän koulutus pelisuunnittelun avulla, game studies project, 2005-2006; Pirkanmaan TE-keskus, 18 000 euros
17. Startup funding for the International Study of Game Cultures, 2006; Neogames centre/Informaatio- ja kommunikaatioteknologian osaamiskeskusohjelma, 15 000 euros
18. InGa: International Study of Game Cultures, 2006-2009; Suomen Kulttuurirahasto, 60 000 euros
19. GameSpace: A Method for Design and Evaluation of Mobile Multiplayer Games, 2006-2008; Tekes & companies, 380 000 euros
20. MEPE: Method for Evaluation of Player Experience, 2007-2008; Veikkaus Oyj, 147 800 euros
21. MLE: Mobile Learning Environments, 2007-2008; NiCe, 27 166 euros
22. Verkossa pelaamisen erityisongelmia ja suojatekijöitä, 2007-2008; STM, 86 098 euros
23. Pelit palveluiksi – Games as Services, 2008-2010; Tekes & companies, 353 728 euros
24. Verkkorahapelaamisen muodonmuutos, 2008-2009; STM, 67 000 euros
25. Pelitutkimuksen kärkihanke, Yliopistoallianssi, 2008-2009; Ministry of Education & the University Alliance, 100 000 euros
26. Transformation of Digital Play (TDP: SoPlay & GaIn subprojects), 2008-2010; Tekes & consortium of companies, 575 978 euros
27. Creation of Game Cultures: The Case of Finland, 2009-2012; Academy of Finland, 291 000 euros
28. YouSat, 2009-2011; NiCe, 38 423 euros
29. Future Play, 2010; Tekes, 93 000 euros
30. InnEko, 2009-2010; Tivit Oy, 11 379 euros
31. Games Industry Innovation Processes (TDP/GIIP), 2009-2010; Tekes & consortium of companies, 97 000 euros
32. Triangle: The Challenges of Social Media to the Design of Game Services, 2011-2012; Tekes & consortium of companies, 175 000 euros
33. Play Society: Next Media SHOK; Tekes & consortium of companies, 35 800 euros
34. RYM - Built Environment Innovations; Tekes & consortium of companies, 75 433 euros
35. Active Learning Spaces; Tekes & consortium of companies, 108 915 euros

36. The User Experience in the Future Playful Hybrid Services (Hybridex);
Tebes strategic research opening, 210 000 euros

total 4 893 462 euros

LIST OF PUBLICATIONS

Frans Mäyrä, PhD
Professor, School of Information Sciences
University of Tampere

Publications (most important)

Scientific monographs and anthologies:

1. Suominen, Jaakko, Koskimaa, Raine, Mäyrä, Frans, Sotamaa, Olli & Turtiainen, Riikka (Eds.) (2011) *Pelitutkimuksen vuosikirja 2011*. Tampere: Tampereen yliopisto. Online: <http://www.pelitutkimus.fi/vuosikirja-2011>.
2. Suominen, Jaakko, Koskimaa, Raine, Mäyrä, Frans & Sotamaa, Olli (Eds.) (2010) *Pelitutkimuksen vuosikirja 2010*. Tampere: Tampereen yliopisto. Online: <http://www.pelitutkimus.fi/vuosikirja-2010>.
3. Suominen, Jaakko, Koskimaa, Raine, Mäyrä, Frans & Sotamaa, Olli (Eds.) (2009) *Pelitutkimuksen vuosikirja 2009*. Tampere: Tampereen yliopisto. Online: <http://www.pelitutkimus.fi/vuosikirja-2009>.
4. Mäyrä, Frans (2008) *An Introduction to Game Studies: Games in Culture*. London & New York: Sage Publications.
5. Mäyrä, Frans & Koskinen Ilpo (Eds.) (2005) *The Metamorphosis of Home: Research into the Future of Proactive Technologies in Home Environments*. Tampere: Tampere University Press.
6. Lahikainen, Anja Riitta, Hietala, Pentti, Inkinen, Tommi, Kangassalo, Marjatta, Kivimäki, Riikka & Mäyrä, Frans (Eds.) (2005) *Lapsuus mediamaailmassa: Näkökulmia lasten tietoyhteiskuntaan* (Childhood in the World of Media: Views into Children's Information Society.) Helsinki: Gaudeamus.
7. Mäyrä, Frans (Ed.) (2002) *Computer Games and Digital Cultures Conference Proceedings*. Tampere: Tampere University Press.
8. Mäyrä, Ilkka (1999) *Demonic Texts and Textual Demons: The Demonic Tradition, the Self, and Popular Fiction*. Tampere: Tampere University Press.
9. Järvinen, Aki & Mäyrä, Ilkka (Eds.) (1999) *Johdatus digitaaliseen kulttuuriin*. (Introduction to the Digital Culture.) Tampere: Vastapaino.
10. Mikkonen, Kai, Mäyrä, Ilkka & Siivonen, Timo (1997) *Koneihminen: kirjoituksia kulttuurista ja fiktiosta koneen aikakaudella*. (Man-Machine: Writings about Culture and Fiction in the Era of Machine.) Jyväskylä: Atena.
11. Mäyrä, Ilkka (1996) *Kiehtova ja kauhea demoni – kohti tekstin demonisten piirteiden analyysiä*. (Terrible and Tempting Demon: Towards the Analysis of the Demonic Features of a Text.) Publications in Comparative Literature 31, University of Tampere.

Articles in Refereed Publications and Conferences:

12. Stenros, Jaakko, Paavilainen, Janne & Mäyrä, Frans (2011) "Giving

Good 'Face': Playful Performances of Self in Facebook".
Proceedings of the 15th International Academic MindTrek Conference: Envisioning Future Media Environments. Tampere: ACM.

13. Stenros, Jaakko, Paavilainen, Janne & Mäyrä, Frans (2011) "Social Interaction in Games". *International Journal of Arts and Technology*, 4(6), 342-358.
14. Kallio, Kirsipauliina, Mäyrä, Frans & Kaipainen, Kirsikka (2011) "At least nine ways to play: approaching gamer mentalities". *Games & Culture* 6:4, July 2011, 327-353.
15. Stenros, Jaakko, Paavilainen, Janne & Mäyrä, Frans (2009) "The Many Faces of Sociability and Social Play in Games". *MindTrek Conference Proceedings*, Tampere September 30 – October 2, 2009. ACM. 82-89.
16. Kallio, Kirsi Pauliina, Mäyrä, Frans & Kaipainen, Kirsikka (2009) "Pelikulttuurin monet kasvot. Digitaalisen pelaamisen arkiset käytännöt Suomessa". In: *Pelitutkimuksen vuosikirja 2009*. Tampere: Tampereen yliopisto. Online: <http://www.pelitutkimus.fi/wp-content/uploads/2009/08/ptvk2009-01.pdf>. 1–15.
17. Mäyrä, Frans (2008) "Open invitation: Mapping Global Game Cultures. Issues for a Sociocultural Study of Games and Players". *European Journal of Cultural Studies*, 11:2. 249-57.
18. Stenros, Jaakko, Montola, Markus & Mäyrä, Frans (2007) "Pervasive Games in Ludic Society." In: *Future Play: Research. Play. Share. – Future Play 2007 conference proceedings*, CD-ROM. Toronto: Algoma University College & University of Ontario Institute of Technology.
19. Mäyrä, Frans (2007) "The Contextual Game Experience: On the Socio-Cultural Contexts for Meaning in Digital Play." In: Akira Baba, ed., *Proceedings of DiGRA 2007 Situated Play*. Tokyo: DiGRA & DiGRA Japan. p. 810-814.
20. Mäyrä, Frans (2006) "Welcome to Mapping the Global Game Cultures: Issues for a Socio-Cultural Study of Games and Players." In: Manthos Santorineos, ed., *Proceedings of Gaming Realities Conference*, Athens, October 6-8, 2006. Athens.
21. Mäyrä, Frans, Soronen, Anne, Koskinen, Ilpo, Kuusela, Kristo, Mikkonen, Jussi, Vanhala, Jukka & Zakrzewski, Mari (2006) "Probing A Proactive Home: Challenges in Researching and Designing Everyday Smart Environments." *Human Technology*, Vol. 2(2), October 2006.
22. Ermi, Laura & Mäyrä, Frans (2005) "Player-Centred Game Design: Experiences in Using Scenario Study to Inform Mobile Game Design" *Game Studies* 5:1, October 2005.
23. Ermi, Laura & Mäyrä, Frans (2005) "Fundamental Components of the Gameplay Experience: Analysing Immersion" In: *Selected Papers Proceedings of DiGRA 2005 Conference: Changing Views – Worlds in Play*. Vancouver: DiGRA & Simon Fraser University.
24. Ekman, Inger, Ermi, Laura, Lahti, Jussi, Nummela, Jani, Lankoski, Petri & Mäyrä, Frans (2005) "Designing Sound for a Pervasive Mobile Game." In: *Proceedings of ACM SIGCHI International Conference on Advances in Computer Entertainment Technology*

ACE 2005.

25. Ermi, Laura & Mäyrä, Frans (2005) "Challenges for Pervasive Mobile Game Design: Examining Players' Emotional Responses." In: *Proceedings of ACM SIGCHI International Conference on Advances in Computer Entertainment Technology ACE 2005*.
26. Battarbee, Katja, Soronen, Anne & Mäyrä, Frans (2004) "Living in a Zoo - Bringing User Experiences with Technology to Life." In: *NordiCHI 2004 Conference Proceedings*.
27. Lankoski, Petri, Heliö, Satu, Nummela, Jani, Lahti, Jussi, Mäyrä, Frans & Ermi, Laura (2004) "Approaching Game Design: The Case The Songs of the North." In: *NordiCHI 2004 Conference Proceedings*.
28. Mäyrä, Frans & Vadén, Tere (2004) "Ethics of Living Technology – Design Principles for Proactive Home Environments." *Human IT*, 7:2, 2004.
29. Ermi, Laura & Mäyrä, Frans (2003) "Power and Control of Games: Children as the Actors of Game Cultures." In: Marinka Copier & Joost Raessens (Eds.), *Level Up – Digital Games Research Conference Proceedings*. Utrecht: DiGRA & University of Utrecht.

Forthcoming Articles:

30. Mäyrä, Frans (2012) "Playful Mobile Communication – Services Supporting the Culture of Play" (*forthcoming, accepted: Interactions journal*)
31. Mäyrä, Frans, Holopainen, Jussi & Jakobsson, Mikael (2012) "Guest Editorial." Special Issue in Games Research Methods, *Simulation & Gaming (forthcoming)*.
32. Mäyrä, Frans (2012) "Casual Games". In: Mark Wolf (ed.), *Encyclopedia of Video Games*. Greenwood Press (*forthcoming*).
33. Mäyrä, Frans (2012) "DiGRA". In: Mark Wolf (ed.), *Encyclopedia of Video Games*. Greenwood Press (*forthcoming*).
34. Mäyrä, Frans (2012) "Immersion". In: Mark Wolf (ed.), *Encyclopedia of Video Games*. Greenwood Press (*forthcoming*).
35. Mäyrä, Frans (2012). "Mobile Games". In: Mark Wolf (ed.), *Encyclopedia of Video Games*. Greenwood Press (*forthcoming*).
36. Mäyrä, Frans (2012) "RPG". In: Mark Wolf (ed.), *Encyclopedia of Video Games*. Greenwood Press (*forthcoming*).
37. Mäyrä, Frans (2012) "The Conflicts within the Casual: The Culture and Identity of Casual Online Play". In: Joost Raessens & Sybille Lammes (Eds.), *Homo Ludens 2.0*. Utrecht: Utrecht University Press (*forthcoming*).
38. Kinnunen, Jani & Mäyrä, Frans (2012) "Verkkorahapelaaminen ja online-aineistot". In: Pauliina Raento (ed.), *Rahapelaaminen Suomessa: aiheet ja aineistot*. (*forthcoming*.)
39. Mäyrä, Frans (2012) "Monitieteisyys ja monimetodisuus pelien ja interaktiivisen verkkomedian tutkimuksessa". In: Salla Laaksonen, Janne Matikainen & Minttu Tikka (eds.) *Verkon ja sosiaalisen median tutkimusmenetelmät*. (*forthcoming*)

Other Articles:

1. Mäyrä, Frans (2011) "Games in the Mobile Internet: Towards Contextual Play". In: Garry Crawford & Victoria Gosling & Ben

- Light (eds.), *Online Gaming in Context: The social and cultural significance of online games*. New York: Routledge. p. 108-129.
2. Mäyrä, Frans (2011) "From the demonic tradition to art-evil in digital games: Monstrous pleasures in *The Lord of the Rings Online*". In: Tanya Krzywinska, Esther MacCallum-Stewart & Justin Parsler (eds.), *Ringbearers: The Lord of the Rings Online as Intertextual Narrative*. Manchester University Press.
 3. Mäyrä, Frans, Tanja Sihvonen, Janne Paavilainen, Hannamari Saarenpää, Annakaisa Kultima, Timo Nummenmaa, Jussi Kuittinen, Jaakko Stenros, Markus Montola, Jani Kinnunen & Antti Syvänen (2010) "Monialainen pelitutkimus". In: Sami Serola (ed.) *Ote informaatiosta: johdatus informaatiotutkimukseen ja interaktiiviseen mediaan*. Helsinki: BTJ Kustannus. p. 306-354.
 4. Mäyrä, Frans (2010) "Gaming Culture at the Boundaries of Play. Review of 'Cheating: Gaining Advantage in Videogames' by Mia Consalvo, (MIT Press 2007)." *Game Studies* 10:10, April 2010. Online: <http://gamestudies.org/1001/articles/mayra>
 5. Suominen, Jaakko, Koskimaa, Raine, Mäyrä, Frans & Sotamaa, Olli (2010) "Johdanto". *Pelitutkimuksen vuosikirja 2010*. Online: <http://www.pelitutkimus.fi/vuosikirja2010/ptvk2010-00.pdf>.
 6. Mäyrä, Frans (2010) "Pelit ja hyvä elämä". *Pelatakaa-erikoisnumero. Pelit* 10/2010.
 7. Mäyrä, Frans (2010) "Kehittyvän pelikulttuurin kahdet kasvot". Suomen Kulttuurirahasto, Ryytipalsta. Online: <http://www.skr.fi/default.asp?docId=18253>.
 8. Mäyrä, Frans (2009) "Hyvät pahat pelit". In: *Hyvä Paha Media - Käyttöopas kriittiseen medialukutaitoon*. Helsinki: Suomen lasten ja nuorten säätiö. p. 19.
 9. Mäyrä, Frans (2009) "La experiencia de juego en contexto: Sobre los contextos socioculturales del juego digital". In: Aranda, Daniel; Sánchez-Navarro, Jordi (eds.) *Aprovecha el tiempo y juega. Algunas claves para entender los videojuegos*, Barcelona: Editorial UOC. p. 129-143.
 10. Suominen, Jaakko, Koskimaa, Raine, Mäyrä, Frans & Sotamaa, Olli (2009) "Johdanto". In: *Pelitutkimuksen vuosikirja 2009*. Tampere: Tampereen yliopisto. Online: <http://www.pelitutkimus.fi/wp-content/uploads/2009/09/ptvk2009-00.pdf>.
 11. Mäyrä, Frans & Lankoski, Petri (2009) "Play in a Hybrid Reality: Alternative Approaches into Game Design". In: Adriana de Souza e Silva and Daniel Sutko (eds.), *Digital Cityscapes: Merging Digital and Urban Playspaces*. New York: Peter Lang Publishers. p. 129-147.
 12. Mäyrä, Frans (2009) "Getting into the Game: Doing Multi-Disciplinary Game Studies". In: Bernard Perron and Mark J.P. Wolf (eds.), *The Video Game Theory Reader 2*. New York: Routledge. pp. 313-329.
 13. Mäyrä, Frans (2008) "Play in the Mobile Internet: Towards Contextual Gaming". Paper presented in the *Internet Research 9.0* conference, Copenhagen, October 15–18, 2008.
 14. Mäyrä, Frans (2008) "Preserving the Virtual Cultural Heritage: Museums for the Games Literate Generations". In: *Making Cultural*

Heritage Truly Inclusive, conference proceedings. *Culture for All*.
Online:
http://www.cultureforall.info/doc/conference_publication.pdf (pp. 9-11).

15. Mäyrä, Frans (2007) "Viesti, kuva, peli: virtuaaliutopioista pelikulttuurien syntyyn". In: *Tarkemmin katsoen: visuaalisen kulttuurin lukukirja*, Leena-Maija Rossi & Anita Seppä (Eds.) Helsinki: Gaudeamus. pp. 196-218.
16. Ermi, Laura & Mäyrä, Frans (2007) "Fundamental Components of the Gameplay Experience: Analysing Immersion." In: Suzanne de Castell and Jennifer Jenson (Eds.), *Worlds in Play: International Perspectives on Digital Games Research*. New York: Peter Lang Publishers, 2007. pp. 37-53.
17. Mäyrä, Frans (2006) "Huutoja pimeään huoneeseen. Kirja-arvio Robert Arpon teoksesta *Internetin keskustelukulttuurit*." *Avain – kirjallisuudentutkimuksen aikakauslehti* 2/2006.
18. Mäyrä, Frans (2006) "Internet-pelaamisen muodonmuutos" *Hyvinvointikatsaus – tilastollinen aikakauslehti* 4/2006.
19. Mäyrä, Frans (2006) "Pelien kehitys ja tutkimus murrosvaiheessa." *Aamulehti* 9.6.2006.
20. Mäyrä, Frans (2006) "Pelikulttuurit ja tietoyhteiskunnan muutos." *Tiedosta* 1:2006.
21. Mäyrä, Frans (2006) "A Moment in the Life of a Generation: Why Game Studies Now?" *Games and Culture* 1:2006.
22. Vanhala, Jukka, Mäyrä, Frans & Koskinen, Ilpo (2005) "Proactive Computing in the Home Environment." *ACM interactions* 12:4 (July - August 2005).
23. Ermi, Laura & Mäyrä, Frans (2005) "Players' Emotional Experiences with Digital Games." In: *Digital Arts and Culture DAC 2005 Conference Proceedings*. Copenhagen: IT University of Copenhagen.
24. Sotamaa, Olli, Ermi, Laura, Jäppinen, Anu, Laukkanen, Tero, Mäyrä, Frans & Nummela Jani (2005) "The Role of Players in Game Design: A Methodological Perspective." In: *Digital Arts and Culture DAC 2005 Conference Proceedings*. IT University of Copenhagen.
25. Ermi, Laura & Mäyrä, Frans (2005) "Digitaaliset pelit nuorten arjessa." *Nuorisotutkimus* 3:2005.
26. Kuusela, Kristo, Koskinen, Ilpo, Battarbee, Katja, Mäyrä, Frans, Soronen, Anne & Mikkonen, Jussi "Pragmatic Aesthetics as a Design Resource for Proactive Information Technology." In: *Designing Pleasurable Products Conference DPPI 2005 Proceedings*.
27. Mäyrä, Frans (2005) "Johdanto: nopea viillos kauhuun." (An Introduction to Horror.) In: Halme, Jukka & Nummelin, Juri (Eds.) (2005) *Ulkomaisia kauhukirjailijoita*. Helsinki: BTJ Kirjastopalvelu.
28. Mäyrä, Frans (2005) "William Peter Blatty." (William Peter Blatty – A Biographical Article.) In: Halme, Jukka & Nummelin, Juri (Eds.) (2005) *Ulkomaisia kauhukirjailijoita*. Helsinki: BTJ Kirjastopalvelu.
29. Mäyrä, Frans (2005) "Angela Carter." (Angela Carter – A Biographical Article.) In: Halme, Jukka & Nummelin, Juri (Eds.) (2005) *Ulkomaisia kauhukirjailijoita*. Helsinki: BTJ Kirjastopalvelu.
30. Mäyrä, Frans, Vadén, Tere & Koskinen, Ilpo (2005) "Introduction:

- Living in Metamorphosis – The Whys and Hows of Proactive Home Design Research.” In: Mäyrä, Frans & Koskinen, Ilpo (Eds.) (2005) *The Metamorphosis of Home: Research into the Future of Proactive Technologies in Home Environments*, Tampere: Tampere University Press.
31. Mäyrä, Frans & Vadén, Tere (2005) “The Ethics of Proactive Technology.” In: Mäyrä, Frans & Koskinen, Ilpo (Eds.) (2005) *The Metamorphosis of Home: Research into the Future of Proactive Technologies in Home Environments*. Tampere: Tampere University Press.
 32. Mäyrä, Frans & Koskinen, Ilpo (2005) “Epilogue: Reflections from the First Year.” In: Mäyrä, Frans & Koskinen, Ilpo (Eds.) (2005) *The Metamorphosis of Home: Research into the Future of Proactive Technologies in Home Environments*. Tampere: Tampere University Press.
 33. Mäyrä, Frans (2005) ”Monipolvinen tietokoneharrastuksen historia: arvio Petri Saarikosken kirjasta Koneen lumo – mikrotietokoneharrastus Suomessa 1970-luvulta 1990-luvun puoliväliin.” (A Book Review.) *Tekniikan Waiheita: teknologian historian aikakauslehti* 1/2005.
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69. *Gamestudiesbook.net*, the companion website to the book *An Introduction to Game Studies* (2008)
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In addition, several popular articles on the issues of literature, games, subcultures, aesthetics and poetics.

Teaching duties

- Worked as a supervisor and examiner of several doctoral (PhD), licentiate, MA and BA thesis works related to issues of games, online community, digital media culture, history of technology and interactive aesthetics (University of Tampere; University of Joensuu; University of Helsinki, University of Jyväskylä, University of Turku; University of

Oulu; MediaLab, University of Art and Design, Helsinki; Tampere Polytechnic School of Art and Media). Currently supervising six PhD theses in the area of digital media culture and game studies.

- Director and one of the authors of online course environments of hypermedia and media culture studies (University of Tampere)
- Several lecture series and courses on issues of digital culture, digital media, interactive aesthetics, and Internet services (several universities and polytechnics)
- Several lecture series and courses on literature, art, creative writing and on the methodology of art studies and cultural studies (several universities)
- Lectures, talks and speeches on national and international seminars and conferences
- Main organiser or one of the main organisers of national and international conferences and seminars (including “Computer Games and Digital Cultures 2002”, “Kulttuuri ja digitaalisuus 2001”, “Interaktiivinen tulevaisuus ja ihminen 2001” in Tampere, and “Interfaces: Current Literary / Textual Theories – Baltic and Nordic Perspectives” in Tallinn, Estonia 25.-29.5.1998)
- Regularly interviewed expert whose work is often covered by international and Finnish media in press, radio, television and Internet.

Media Appearances