

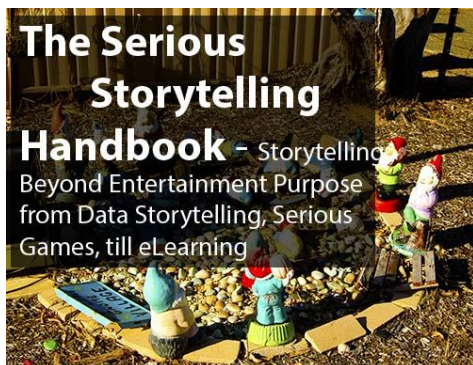
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# Call for Book Chapters Proposals

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## The Serious-Storytelling Handbook

Storytelling outside the Entertainment Context to Engage, Enlighten, and Explain in  
Serious Games, Data Storytelling, User-Experience, AI, Health, eLearning, Science,  
Digital Media, and Business/Management



The handbook is **transdisciplinary** and should address technology, human, storytelling, and business issues in the fields of entertainment computation, human-computer-interaction, media technology and design, information systems research, multimedia, data science, digital games, eLearning, eHealth, and digital media scholars.

Artur Lugmayr, Helmut Hlavacs, and Calkin Suero Montero (Eds.)  
Published by Chapman&Hall/CRC Taylor&Francis Group



The book will be the pilot book for the new Series on Emerging Media Technology and User-Experience Computation, published by Chapman&Hall/CRC Taylor&Francis Group.

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**Upcoming Deadline: June 30<sup>th</sup> 2018: Expression of Interest and/or Final Chapters**

Contact: [artur.lugmayr@artur-lugmayr.com](mailto:artur.lugmayr@artur-lugmayr.com)

Book Website: <http://emu.artur-lugmayr.com>

Submission System: <http://www.artur-lugmayr.com/Submissions/2017Story/>

Newsletter: <http://www.artur-lugmayr.org/phplist/?p=subscribe>

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**“Storytelling outside the context of entertainment, where the narration progresses as a sequence of patterns impressive in quality, relates to a serious context, and is a matter of thoughtful process.”**

Serious storytelling – a First Definition and Review

A. Lugmayr, E. Sutinen, J. Suhonen, C. Sedano, H. Hlavacs, C. Montero  
Multimedia Tools and Applications 76(14),pp. 15707-15733, 2016

In human culture, storytelling has a long tradition. The reasons why stories have been told are manifold: to entertain, to transfer knowledge between generations, to keep cultural heritage, or to warn others of dangers. With the emergence of the digitalization of media many new possibilities to tell stories emerged in serious and non-entertainment contexts. A very simple example is the idea of serious gaming – thus digital games

without primarily an entertainment purpose. Within this handbook, we generalize the approach of serious games, on other genres of digital storytelling, and call for handbook typical contributions which introduce „*serious storytelling: storytelling with a purpose beyond entertainment*“ as new approach. We seek for handbook alike contributions, reviews of existing application areas, established theories and methods, fundamental

concepts, ground breaking research results in a transdisciplinary approach. The handbook shall range across domains, and illustrate storytelling outside an entertainment context in e.g. data science, artificial intelligence, well-being and health, medicine, psychology, education, ethical problem solving, eLeadership, and business/management, robotics, storytelling in deep learning and big data, qualitative journalism, serious games, storytelling in simulations, HCI research and storytelling, VR/AR training, user-experience studies, and online communication. If you want to learn more about the idea of serious storytelling, please consult the journal article that has been introducing this new idea: *A. Lugmayr, E. Sutinen, J. Suhonen, C. Sedano, H. Hlavacs, C. Montero, Serious storytelling – a First Definition and Review, Multimedia Tools and Applications 76(14),pp. 15707-15733, 2016.*

## Themes and Topics

The handbook is suited for people with interest in entertainment computation, human-computer-interaction, media technology and design, information systems research, multimedia, data science, digital games, eLearning, eHealth, new media scholars, and visualisation.

- Storytelling in/for data science, AI, Big Data, and deep learning
- Storytelling in HCI and User-Experience research
- Human-Computer-Interaction supporting serious storytelling
- Animation, graphics, 3D, VR, and AR storytelling
- Serious storytelling in business, leadership, and law
- Education and serious storytelling
- Digital forensics and storytelling
- Storytelling and social media
- Anthropological perspectives of serious storytelling
- Storytelling as part of the innovation process
- Medicine, wellness, and therapy and storytelling
- Storytelling in science, and scientific PR and publishing
- Automated generation of stories
- New computational paradigms (e.g. quantum computing) in storytelling
- Narrative form, structure, and expression

- Media technology, multimedia, and entertainment computation
- Theories, methods, frameworks, and concepts
- *Your idea?*

## Contributions

We seek for full research papers, literature surveys, technical solutions, surveys of the field, theory of storytelling, essays, state of the art descriptions, best practices in real life projects, and point of views and critique of the topic. As it's a handbook, contributions not essentially need to be new, we also seek for proofed concepts, methods, existing projects, and ideas that contribute to a handbook type of book.

We would like to focus on shaping a NOVEL research direction, and define Digital Serious Storytelling as a new research pathway. Therefore, we are seeking for establishing theory. As we would like to have a tightly controlled editing process, we will mix authors of different contributions as well as we will step into the chapter authoring processes as it is required to get a red line through the book. We would not like to have an edited book consisting of a set of loosely connected chapters. We want to create a reference book, which will have impact, and act as teaching reference.

## Submission Deadlines

- **June 30th 2018:** Expression of Interest and Intend to Submit a Chapter (or Final Chapters)
- **July 30th 2018:** Invitation of a Selected set of Expression of Interests as Final Full Chapter
- **Sept. 30th 2018:** Final Full Chapters (also authors who did not submit an expression of interest can contribute)
- **Nov. 30th 2018:** Review Results to Authors after (Double Blinded Review)
- **Jan., 15th 2019:** Final Chapters Due

## Submission Guidelines

- Please format your submission according the guidelines in:  
[https://www.crcpress.com/assets/images/crc/T%26F%20Text%20Preparation%20Instructions\\_Disk\\_Word\\_v1\\_1.pdf](https://www.crcpress.com/assets/images/crc/T%26F%20Text%20Preparation%20Instructions_Disk_Word_v1_1.pdf) (Microsoft Word) or  
[https://www.crcpress.com/assets/images/crc/T%26F%20Text%20Preparation%20Instructions\\_Disk\\_Latex\\_v1\\_1.pdf](https://www.crcpress.com/assets/images/crc/T%26F%20Text%20Preparation%20Instructions_Disk_Latex_v1_1.pdf) (LaTeX)

- Expressions of interests should contain title, author information, short one sentence pitch of the proposed chapter, perspective of the chapter (technical, business, computer science, HCI, new media, data science....), author short bios, author pictures, 1500 word description of the contribution, own research publication contributing the final book chapters, and list of references to be considered for the final contribution.
- Authors are encouraging to submit final chapters as their expression of interest, and these efforts will be rewarded and help us to decide upon the final accepted chapters. However, we also fully consider thoroughly written expression of interests, which are contributing directly to the book, and will invite a selected set of high quality contributions to submit a final full chapter. Authors who did not submit an expression of interest, are encouraged to submit a final chapter at the final chapter due date.
- We only accept submissions through the submission system. If you have multiple files (e.g. word document, pdf, and multiple figures) to submit, please upload ALL THE FILES AS A .ZIP ARCHIVE to the submission system.
- The submission system can be found on: <http://www.artur-lugmayr.com/Submissions/2017Story/>

## About the Series

**The book will be published as part of a new series.**

The Chapman & Hall/CRC Emerging Media and User-Experience Computation Series presents cross-disciplinary research, case studies, and insights into media technology, media business, and media design. The series will cover many topics of interest, including, but not limited to: advancements in media technology, animation, media design, music, robotics, video, content production, information systems, content systems, interactive media, visual effects, asset management, design approaches, user-experience, quality of experience, simulation, serious games, digital games, augmented reality, and virtual reality. The series is cross-disciplinary, and seeks contributions from computer science, media design, human-computer-interaction, psychology, (mass)-communication, information systems, and business viewpoints.

**If you are considering a separate book proposal for the series, please do not hesitate to contact the series editor and consult the series website on <http://emu.artur-lugmayr.com>.**

The book will be the pilot book for the new Series on Emerging Media Technology and User-Experience Computation, published by Chapman&Hall/CRC Taylor&Francis Group. If you would like to contribute to the series with an own book chapter proposal, please consult the series website: <http://emu.artur-lugmayr.com>.

**Emerging Media Technology and User-Experience Computation (EMU)**

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