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matthew London, United Kingdom My name is Matt McFaul. I am a social game designer based in London. My approach to social games is to pursue 3 elements;an addictive

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Pro-social game design is something many indies are already doing intuitively but very few talk George Hoqqanen is a game designer and writer living in Los

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By social interactions like tabletop gaming . Game Eventually the people around me said, You know, you really should just start designing your own games

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Most social networking games, like FarmVille, are lacking. Sure, they have millions of daily players, but they are not completely utilizing the social networking half

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I read this interview with Playfish's CEO Kristian Segerstrale a while back. When asked one of the key challenges in the development of social games, he points to

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And this is why I was curious about learning more about social games as they are the first step in getting games out to a larger audience. Yet the deeper I got into

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