



Exploring Animal Crossing

Law, Culture and Business

By Bruce Baer Arnold

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First major study of *Animal Crossing*, an innovative virtual world with a global audience beyond traditional online gamers.

Animal Crossing is an innovative virtual world with a global audience beyond traditional online gamers. The book is the first major study, offering an interdisciplinary exploration of copyright and other laws, user creativity and sociability, psychology, the virtual world's economic and technological basis, uptake during COVID-19, gamification of offline brands, relationships with past/contemporary computer games, and *Animal Crossing* as an example of the Japanification of online popular culture. The book provides insights for students, researchers and non-specialist readers.

Readership

Specialist and non-specialist readers with an interest in *Animal Crossing* per se, computer games, culture, law and markets.

Contents

Chapter 1: Introduction; Chapter 2: The *Animal Crossing* Experience; Chapter 3: Sociability in a Virtual World; Chapter 4: The Curation Economy; Chapter 5: Island Cultures; Chapter 6: Law in a Virtual World; Chapter 7: Conclusion; Bibliography; Index.

About the Author(s) / Editor(s)

Bruce Baer Arnold teaches innovation law at the University of Canberra, lectures in other disciplines in Australian universities and has published widely on online culture, business, creativity and law.

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