Editorial

A View to the Future

WELCOME to Volume 12, Issue 3, of *CyberPsychology & Behavior*. Mark Wiederhold, our founding editor, has done an excellent job extending the journal's international reach and impact in the field of research related to the cyberworld and virtual reality. We have both fostered this journal since its inception over a decade ago, and we are proud of what it has become today. As the new editor-in-chief, I am delighted to take on our goals of providing our readers with articles pertaining to salient issues in the cyberworld. Today our journal covers important studies conducted by the field's leading researchers, with articles from different parts of the world, including the United States, Europe, Asia, and the Middle East. Recently, we have published noteworthy studies on topics such as Internet relationships, social networking, blogging, Internet gaming, Internet gambling, e-commerce, and virtual reality and rehabilitation. I am delighted to take on the challenge of moving *CyberPsychology & Behavior* into the future, and I look forward to doing so with you, our readers, and your continued support for the journal.

I am pleased to announce that Dr. Giuseppe Riva, Università Cattolica del Sacro Cuore in Milan, has been appointed our European editor, and Dr. Stéphane Bouchard, Université du Québec en Outaouais, our new associate editor, to help meet our expanding goals.

This issue of *CyberPsychology & Behavior* features contributions dealing with topics on the effects of virtual environments, video game avatars, portable media, and more. Our Rapid Communications segment in this issue focuses on Internet relationships, adolescent Internet use, and the emergence and impact of Facebook.

Christina Botella and her colleagues, in "An e-Health System for the Elderly (Butler Project): A Pilot Study on Acceptance and Satisfaction," investigate the effectiveness of a platform that uses the Internet to provide entertainment and health care for the elderly. Their research involves a group of elderly individuals who are given the opportunity to use the Butler system. The satisfaction levels during use of this program were very high among the participants. The Butler Project is an example among many others of how technology is entering all our lives, not discriminating between young or old.

Susan Persky and her colleagues, in "Presence Relates to Distinct Outcomes in Two Virtual Environments Employing Different Learning Modalities," explore presence in both a didactic and an active virtual environment and find that the active learning environment promotes more presence. The experiment also reveals little or no relationship between presence and learning outcomes or increase for either type of virtual environment.

The article "Detection of Concealed Information: Combining a Virtual Mock Crime with a P300-based Guilty Knowledge Test" by Jinsun Hahm and colleagues, is an engrossing and unique topic. The researchers investigate reactions of guilty and innocent individuals to various crime-relevant and irrelevant stimuli.

In "How Avatar Customizability Affects Children's Arousal and Subjective Presence During Junk Food–Sponsored Online Video Games," Rachel Bailey and colleagues look into the effectiveness on children of Internet advertisement that utilizes avatars, finding that the ability to customize avatars in a game affects both subjective feelings of presence and psychophysiological indicators of emotion during game play.

"On The Costs and Benefits of Gaming: The Role of Passion," by Marc-André Lafrenière and his colleagues, reflects a topic that is often covered in the journal because of its widespread effect on many adolescents today: online gaming. The authors explore both what they deem "harmonious passion" and "obsessive passion" in online gaming to study the positive and negative implications of playing games online.

Today, portable media can be found in many forms, including gaming devices, cell phones, music players, and portable movie players. The study by Ivory and Magee, "You Can't Take It with You? Effects of Handheld Portable Media Consoles on Physiological and Psychological Responses to Video Game and Movie Content," examines the effects of portable consoles versus standard television consoles and finds that the portable products may actually result in lower levels of physiological arousal and flow experience compared to television-based consoles.

Rebecca SanJosé-Cabezudo and her colleagues, in "The Combined Influence of Central and Peripheral Routes in the Online Persuasion Process," discuss the elaboration likelihood model (ELM), a theory used to explain an individual's persuasion process. The researchers use ELM to gauge the effectiveness of serious versus amusing Web page presentations. They find that, contrary to standard beliefs concerning the ELM, presentation of Web page content may impact individuals' perspectives, depending on the nature of their motivation, which may lead them to have a preference for one Web page format over another.

Many thanks to our authors, reviewers, editorial board, and supporters for your contributions of manuscripts, ideas, and feedback, helping us facilitate the consistent growth of *CyberPsychology & Behavior*. The cyberworld is constantly changing, and as new technologies and issues emerge, we will continue to bring researchers and scholars together through our journal.

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