

## Richard Bartle

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Dr Richard Bartle co-wrote the first virtual world, MUD ("Multi-User Dungeon") in 1978, and has thus been at the forefront of the online games industry from its very inception. A former lecturer in Artificial Intelligence and current Visiting Professor in Computer Game Design (both at the University of Essex, U.K.), he is an influential writer on all aspects of virtual world design, development, and management. As an independent consultant, he has worked with most of the major online game companies in the U.K. and the U.S. over the past 20 years. His 2003 book, *Designing Virtual Worlds*, has already established itself as a foundation text for researchers and developers of virtual worlds alike.