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Dr. Nicholas Bowman
Media and Communication
Texas Tech University
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2500 Broadway
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Dear Dr. Bowman,

Between a troll and a hard place: Demand theory's answer to one of gaming's biggest problems

I wish to submit the above manuscript for publication in your special issue of Media and Communication – Video Games: A Medium that Demands Our Attention.

I will be the first to admit that I could not fit quite as much into 6000 words as my original abstract hoped I could, so you will notice that I have narrowed down the abstract since my original submission earlier this year. Although I would have liked to talk more about the practical implications demand theory could have for the games industry, I do feel that the paper I am submitting is more cohesive and clear about the meat of the piece: how demand theory could be one of the first theories seriously applied to understanding trolling in the gaming context. I am, I hope understandably, excited about the potential of demand theory in my chosen field, but I also recognize my relative inexperience as a PhD candidate compared to other theory builders in Games Studies. I hope only that you will also see the potential I see in this marriage of theory and empirical work, and thus see fit to pass it on to reviewers who will undoubtedly improve the ideas I have put forth.

As per your request, I am recommending the following reviewers for the piece: Jorge Peña (jpena@ucdavis.edu), Davin Pavlas (davin@pavlas.com), and Mia Consalvo (mia.consalvo@concordia.ca). First, I am confident that these potential reviewers have absolutely no idea who I am, and therefore should provide unbiased opinions. I selected Dr. Peña and Dr. Consalvo due to their expertise in gaming and demand theory, with a particular emphasis on social demand in your book; my paper focuses on multiplayer games and so social demand figures heavily. Where I had more difficulty selecting a reviewer was in the expertise of trolling in games, as to my knowledge, I am the only person in academia currently working on this. As such, I have suggested a member of industry who has been working on trolls for years: Davin Pavlas, the head researcher at Riot Games, proprietor of one of the most toxic communities on the internet (League of Legends). I have no idea how he will respond to a review request, but he has a PhD and expert knowledge of the subject matter, so he is whom I came up with.

Please know that this paper has not been published elsewhere. The paper is not under review elsewhere, nor will it be submitted to other journals during the review process. If accepted, it will not be published elsewhere in the same form, in English or in any other language, without the written consent of the publisher.

Thank you for considering this paper for publication in your special issue.

Yours sincerely,

Christine Cook (Corresponding author)