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The 2017 Assembled issue of the Journal of Virtual Worlds Research is a collection of four highly interdisciplinary research papers, representing the diversity that *is* 'virtual worlds'. When considering this editorial piece, I decided to begin with the name of the issue: *Assembled*. Every year the journal has an Assembled issue, representing a collection of peer-reviewed articles which my predecessors have rightly described as 'eclectic' and 'diverse'. Although the articles presented herein are equally diverse with regard to scope and methodology, they are all representative of virtual worlds research, a field that truly is 'assembled' - emerging from and supported by numerous passionate scholars from various intellectual backgrounds.

In **Internet Research in Online Environments for Children: The Uses of (Non)Personal Data by Online Environments and Third-Party Advertisers**, Dr. Olesya Venger discusses the language of privacy policies (TOS) in online services for youth. The authors provide an analysis of TOS guidelines in online environments for children in order to investigate whether marketers provide clarifications that enhance children's and teens' understanding of how their data may be used by third-party advertisers. Policies and related concerns are discussed in both U.S. and E.U. contexts.

In **Using Google Trends Data to Gauge Interest in Virtual Worlds**, Dr. Anthony Crider looks to analysis of Google trends search data in order to predict the popularity/lifespan of new VR technologies, looking to existing search data and popularity of three virtual worlds: Second Life, Minecraft, and World of Warcraft. The analysis is meant to support a hypothesis of "collective attention" as being indicative of the popularity of a given product.

The paper **Virtual Worlds, Virtual Reality & Augmented Reality: Differences in Purchase Intentions Between Social and Game-Oriented Users**, by Dr. Angie Marie Cox, Dr. Indira Guzman, Dr. Sikha Bagui, and Dr. Kenneth Cromer, investigates purchase intentions of different user personas common to virtual worlds: social and game-oriented users. Results indicated that female game-oriented users are found to have a stronger relationship between their challenge levels to their Virtual World shopping subjective norms than male Game-oriented users. The authors suggest that a shift in design/development could lead to an overall increase in sales within such environments.

Lastly, in the paper entitled **Direct to the Battleground: Minors' Play in a Closed-system MMOG**, which I co-authored*[i] with Dr. Jennifer Jenson, Dr. Suzanne de Castell, and Ms. Stephanie Fisher, we present a study of 182 youth playing a closed-system, instrumented MMOG, *Guardian Academy* in school-based settings. Participants represent a diverse set of students with regard to age, socio-economic status, and familiarity with gaming and MMOGs. Between these groups, we observed different models of "expert play", which present implications for other trajectories of MMOG research, particularly those concerned with the educational uses of MMOGs.

It has been a pleasure working with the authors and the editorial board to bring you the 2017 issue of Assembled. As we look to the future of Virtual Worlds scholarship, I would invite you to consider what our collective assemblage will look like in next year's issue as well as in future Assembled issues of the JVWR.

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[i] The review process of this paper was managed by Prof. Yesha Sivan, JVWR Editor-in-Chief.