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Nota di contenuto	Introduction -- RESETTING BEHAVIOUR -- Gamification and governmentality / Niklas Schrape -- From engagement to life, or: How to do things with gamification? / Paolo Ruffino -- How to win foursquare: body and space in a gamified world / Maxwell Foxman -- The ludification of culture / Joost Raessens -- REPLAYING HISTORY -- Predigital precursors of gamification / Mathias Fuchs -- Making points the point: towards a history of ideas of gamification / Felix Raczkowski -- REFRAMING CONTEXT -- Communicology, apparatus, and post-history: Vilem Flusser's concepts applied to videogames and gamification / Fabrizio Poltronieri -- Gamification: rethinking 'playing the game' with Jacques Henriot / Thibault Philippette -- To play against: describing competition in gamification / Gabriele Ferri -- RECLAIMING OPPOSITION -- Counter-gamification: emerging tactics and practices against the rule of numbers / Daphne Dragona -- Gamed agencies: affectively modulating our screen and app-driven digital futures / Matthew Tiessen -- REMODELLING DESIGN -- Why fun matters: in search of emergent playful experiences / Sonia Fizek -- Exploring the endgame of gamification / Scott Nicholson -- Eudaimonic design, or: Six invitations to rethink gamification -- APPENDIX -- Authors -- Index.
Sommario/riassunto	The contributions in this book offer a candid assessment of the gamification hype. They trace back the historical roots of the phenomenon and explore novel design practices and methods. They critically discuss its social implications and even present artistic tactics for resistance. It is time to rethink gamification! -- Book Cover.

