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	Nota di contenuto	An introduction to the gameful world / Steffen P. Walz and Sebastian Deterding Manifesto for a Ludic Century / Eric Zimmerman -- The ambiguity of games : histories and discourses of a gameful world / Sebastian Deterding -- Why gamification is bullshit / Ian Bogost -- Gamification as behavioral psychology / Conor Linehan, Ben Kirman, and Bryan Roche -- Contraludics / Mark Pesce -- Gamification and motivation / C. Scott Rigby -- Gamification and economics / Juho Hamari, Kai Huotari, and Juha Tolvanen -- Losing is fun / McKenzie Wark -- Pleasurable troublemakers : gamification and design / Marc Hassenzahl and Matthias Laschke -- Games as design archetypes / John M. Carroll -- Behind games : playful mindsets and transformative practices / Jaakko Stenros -- A gameful mind / Buster Benson -- Playing the good life : gamification and ethics / Miguel Sicart -- Games and the world / Frank Lantz -- Playful aesthetics : toward a ludic language / Mary Flanagan -- Gamification and post-fordist capitalism / PJ Rey -- Monkey brains and fraction bingo : in defense of fun / Bernie DeKoven -- Gamification and culture / Rilla Khaled -- The playpump /

Ralph Borland -- Technologies of control? : foucault and gamification / Jennifer R. Whitson -- Privacy and data collection in the gameful world / Lori Andrews -- Gamification and morality / Evan Selinger, Jathan Sadowski, and Thomas Seager -- Playful systems / Kevin Slavin -- The technical conditions of a gameful world / Nicolas Nova -- Bot-mediated reality / Daniel A. Suarez -- The gamepocalypse and the pleasure revolution / Jesse Schell -- Playful design in practice / Jussi Holopainen and May Stain -- Gamification and the enterprise / Ethan Mollick and Kevin Werbach -- When peers select tasks and teams / JP Rangaswami -- Gamification and social media / Cliff Lampe -- Collaboration in the gameful world / Peter Williams -- Massively multiplayer research : gamification and (citizen) science / Seth Cooper -- Game state? : gamification and governance / Greg Lastowka and Constance Steinkuehler -- Homo ludens (subspecies politikos) / William Gaver -- The gameful city / Kars Alfrink -- Mobilising gamification / Paul Coulton -- Gamifying green : gamification and environmental sustainability / Jon Froehlich -- Gamification and health / Sean A. Munson, Erika Poole, Daniel B. Perry, and Tamara Peyton -- Learning to pivot : a play on possibility / Katie Salen -- Gamification and learning / Dennis Ramirez and Kurt Squire -- I'm not playful, I'm gameful / Jane McGonigal.

| Sommario/riassunto | What if our whole life were turned into a game? What sounds like the premise of a science fiction novel is today becoming reality as "gamification." As more and more organizations, practices, products, and services are infused with elements from games and play to make them more engaging, we are witnessing a veritable ludification of culture.Yet while some celebrate gamification as a possible answer to mankind's toughest challenges and others condemn it as a marketing ruse, the question remains: what are the ramifications of this "gameful world"? Can game design energize society and individuals, or will algorithmicincentive systems become our new robot overlords?In this book, more than fifty luminaries from academia and industry examine the key challenges of gamification and the ludification of culture -- including Ian Bogost, John M. Carroll, Bernie DeKoven, Bill Gaver, Jane McGonigal, Frank Lantz, Jesse Schell, Kevin Slavin, McKenzie Wark, and Eric Zimmerman. They outline major disciplinary approaches, including rhetorics, economics, psychology, and aesthetics; tackle issues like exploitation or privacy; and survey main application domains such as health, education, design, sustainability, or social media. |