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Descrizione fisica	1 online resource (ix, 687 pages) : illustrations
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Lingua di pubblicazione	Inglese
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Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
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 every part of our everyday life was turned into a game? The implications of "gamification."
