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Nota di contenuto	Intro -- Contents -- Methods of Culture -- Play, Community, and History -- Acknowledgments -- I Play, Community, and Emergent Cultures -- 1 Communities of Play and the Global Playground -- 2 Virtual Worlds, Play Ecosystems, and the Ludisphere -- 3 Emergence in Cultures, Games, and Virtual Worlds -- 4 Reading, Writing, and Playing Cultures -- II The Uru Diaspora -- 5 An Imaginary Homeland -- 6 Identity as Place -- 7 The Inner Lives of Avatars -- 8 Communities and Cultures of Play -- 9 Patterns of Emergence -- 10 Productive Play -- 11 Porous Magic Circles and the Ludisphere -- 12 Emergence as Design Material -- III Playing Ethnography -- 13 Methodology -- IV The Social Construction of the Ethnographer -- 14 Being Artemesia -- V Beyond Uru -- 15 Coda: Uru Resurrection -- 16 Crafting Cultures -- 17 Global Playgrounds and the "Play Turn" In Culture -- Games and Virtual Worlds Cited -- References -- Index.

## Sommario/riassunto

The odyssey of a group of "refugees" from a closed-down online game and an exploration of emergent fan cultures in virtual worlds.

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