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Nota di contenuto	From alternate to alternative reality : games as cultural probes -- Patrick Jagoda, Melissa Gilliam, Peter McDonald, and Ashlyn Sparrow -- The game did not take place : this is not a game and blurring the lines of fiction -- Alan Hook -- Alternate reality games for learning : a frame by frame analysis -- Anthony Pellicone, Elizabeth Bonsignore, Kathryn Kaczmarek, Kari Kraus, June Ahn, & Derek Hansen -- Promotional alternate reality games and the TINAG philosophy -- Stephanie Janes -- The coachella disaster : how the puppet masters of art of the h3ist pulled a victory from the jaws of defeat -- Burcu S. Bakiolu -- Designing and playing peer-produced ARGs in the primary classroom : supporting literacies through play -- Angela Colvert -- Games beyond the arg -- Jeff Watson -- Methods : studying alternate reality games as virtual worlds -- Calvin Johns -- A typology to describe alternate reality games for cultural contexts -- Diane Dufort and Federico Tajariol -- Sociability by design in an alternate reality game : the case of the Trail -- Roinioti Elina, Pandia Eleana, Skarpelos Yannis -- Ingress : a

restructuring of the ARG or a new genre? : an ethnography of enlightened and resistance factions in Brazil -- Thaiane Moreira de Oliveira.

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### Sommario/riassunto

Alternate Reality Games (ARGs) challenge what players understand as "real." *Alternate Reality Games and the Cusp of Digital Gameplay* is the first collection to explore and define the possibilities of ARGs. Though prominent examples have existed for more than two decades, only recently have ARGs come to the prominence as a unique and highly visible digital game genre. Adopting many of the same strategies as online video games, ARGs blur the distinction between real and fictional. With ARGs continuing to be an important and blurred space between digital and physical gameplay, this volume offers clear analysis of game design, implementation, and ramifications for game studies. Divided into three distinct sections, the contributions include first hand accounts by leading ARG creators, scholarly analysis of the meaning behind ARGs, and explorations of how ARGs are extending digital tools for analysis. By balancing the voices of designers, players, and researchers, this collection highlights how the Alternate Reality Game genre is transforming the ways we play and interact today

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