CONTENTS

An Introduction to the Gameful World 1
Steffen P. Walz and Sebastian Deterding

I APPROACHES 15

§ Manifesto for a Ludic Century 19
Eric Zimmerman

1 The Ambiguity of Games: Histories and Discourses of a Gameful World 23
Sebastian Deterding

2 Why Gamification Is Bullshit 65
Ian Bogost

3 Gamification as Behavioral Psychology 81
Conor Linehan, Ben Kirman, and Bryan Roche

§ Contraludics 107
Mark Pesce

4 Gamification and Motivation 113
C. Scott Rigby
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Gamification and Economics</td>
<td>Juho Hamari, Kai Huotari, and Juha Tolvanen</td>
</tr>
<tr>
<td>§</td>
<td>Losing Is Fun</td>
<td>McKenzie Wark</td>
</tr>
<tr>
<td>6</td>
<td>Pleasurable Troublemakers</td>
<td>Marc Hassenzahl and Matthias Laschke</td>
</tr>
<tr>
<td>§</td>
<td>Games as Design Archetypes</td>
<td>John M. Carroll</td>
</tr>
<tr>
<td>7</td>
<td>Behind Games: Playful Mindsets and Transformative Practices</td>
<td>Jaakko Stenros</td>
</tr>
<tr>
<td>§</td>
<td>A Gameful Mind</td>
<td>Buster Benson</td>
</tr>
<tr>
<td>8</td>
<td>Playing the Good Life: Gamification and Ethics</td>
<td>Miguel Sicart</td>
</tr>
<tr>
<td>§</td>
<td>Games and the World</td>
<td>Frank Lantz</td>
</tr>
<tr>
<td>9</td>
<td>Playful Aesthetics: Toward a Ludic Language</td>
<td>Mary Flanagan</td>
</tr>
<tr>
<td>II</td>
<td>ISSUES</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Gamification and Post-Fordist Capitalism</td>
<td>PJ Rey</td>
</tr>
</tbody>
</table>
§  Monkey Brains and Fraction Bingo: In Defense of Fun  297
   Bernard DeKoven

11  Gamification and Culture  301
   Rilla Khaled

12  The PlayPump  323
   Ralph Borland

13  Foucault’s Fitbit: Governance and Gamification  339
   Jennifer R. Whitson

14  Privacy and Data Collection in the Gameful World  359
   Lori Andrews

15  Gamification and Morality  371
   Evan Selinger, Jathan Sadowski, and Thomas Seager

§  Playful Systems  393
   Kevin Slavin

16  The Technical Conditions of a Gameful World  395
   Nicolas Nova

§  Bot-Mediated Reality  405
   Daniel Suarez

III  APPLICATIONS  409

§  The Gamepocalypse and the Pleasure Revolution  415
   Jesse Schell
17 Dissecting Playfulness for Practical Design 419

Jussi Holopainen and May Stain

18 Gamification and the Enterprise 439

Ethan Mollick and Kevin Werbach

§ When Peers Select Tasks and Teams 459

JP Rangaswami

19 Gamification and Social Media 463

Cliff Lampe

§ Collaboration in the Gameful World 481

Peter Williams

20 Massively Multiplayer Research: Gamification and (Citizen) Science 487

Seth Cooper

21 Game State? Gamification and Governance 501

Greg Lastowka and Constance Steinkuehler

§ Homo ludens (Subspecies politikos) 513

William Gaver

22 The Gameful City 527

Kars Alfrink

§ Mobilizing Gamification 561

Paul Coulton

23 Gamifying Green: Gamification and Environmental Sustainability 563

Jon E. Froehlich
CONTENTS

24 Gamification and Health  597
   Sean A. Munson, Erika Poole, Daniel B. Perry, and Tamara Peyton

§ Learning to Pivot: A Play on Possibility  625
   Katie Salen Tekinbaş

25 Gamification and Learning  629
   Dennis Ramirez and Kurt Squire

§ I’m Not Playful, I’m Gameful  653
   Jane McGonigal

About the Authors  659
Index  667