Index

Advergaming, 54–55	Colonizing attempt, 17
Aerobics, 144, 145	Commodity, 95
Algorithmic cultures, 24, 92, 99,	Comprehensive review, 39
101–103, 162	Computation, 92, 96, 168
Algorithmic protocol, 4	gamification, 93
Alienation, 163, 170, 189	hyperadaptive virtual worlds, 118
Ambiguous play, 46–49	logistic ends of production, 95
Apple, 137, 143	Concretization, 131
Apple Health, 149	Conspicuous play, 144
Archaeology, 12	Consumption, 96
Architecture, 126	Convergence, 3, 140, 149
execution, 165	CrowdFlower, 175
network, 126–128	Crowdsourcing, 162
seductive, 81–86, 173	"Cultivation of ludus", 17
Artificial intelligence (AI), 92, 95	Cultures of gaming, 63
Automation, 95, 96	Cybernetics, 92, 95, 106, 109, 169
algorithms, 101	
robotic laser pointer, 130	Dataveillance, 99–101
	Decision-making, 91, 107
Betty Crocker, 51	rational, 108
Big data, 2, 138	theory, 59
Big picture, 5	Desire, 86–89
Biopolitics, 123–126, 137	Digital games, 2
Biopower, 123, 126, 147	Digital labor, 161
Bluetooth, 143	Digital spaces, 68
Bounded rationality, 91	Digital surveillance, 174
Bunchball, 152	Doppler radar, 151
Candy Crush, 165, 166	Ecology, 128–131
Candy Crush Saga, 165	Environmental alteration, 119
Capitalism, 30, 174	Epigenesis, 131
informational, 183	Essentialism, 97
platform, 173–175	EVE Online, 183, 184
surveillance, 2, 21, 68	Execution architecture, 165
Cashsquare, 170	
Civilization, 41, 110, 113	Facebook, 2, 110, 122, 163, 165
Clue, 139, 140, 153	Farmville, 184
Coded spaces, 118	Figure Eight, 175
Cold War, 107	Fitbit, 137, 143, 149, 153

Fitocracy, 143, 144, 149, 156 Foursquare, 170–172 Freedom, 92, 93, 103 Freedom for ignorance, 173 "Future Force Warrior" program, 142 Game cultures, 3, 63, 64, 154 Game industries, 2 gaming cats and dogs, 119–122 genealogy, 11–12 genetics, 21–22 history, 49–52 multiagent systems, 112 network architecture, 126–128 proto-gamification, 12 researching gamification, 9–11
Foursquare, 170–172 genealogy, 11–12 genetics, 21–22 Freedom, 92, 93, 103 genetics, 21–22 Freedom for ignorance, 173 history, 49–52 "Future Force Warrior" program, 142 multiagent systems, 112 network architecture, 126–128 Game cultures, 3, 63, 64, 154 proto-gamification, 12
Freedom for ignorance, 173 history, 49–52 multiagent systems, 112 network architecture, 126–128 Game cultures, 3, 63, 64, 154 proto-gamification, 12
"Future Force Warrior" program, 142 multiagent systems, 112 network architecture, 126–128 Game cultures, 3, 63, 64, 154 proto-gamification, 12
network architecture, 126–128 Game cultures, 3, 63, 64, 154 proto-gamification, 12
Game cultures, 3, 63, 64, 154 proto-gamification, 12
Game industries 2 researching gamification 0 11
Game moustiles, 2 researching gammeation, 9–11
Game of Life, 92, 109, 110-113, 165, rule-based environments, 113
technogenesis, 131–134
Gameplay, 26–30, 117, 118, 120, 155 virality, 117
Gamer culture, 1 visibilities, 13
Games, 22–25 Gamified applications, 2, 5, 8, 10, 65
ambiguous play, 46–49 Apple Health, 149
magic circle, 39–41 Fitocracy, 149
mechanization, 41–44 Fitbit, 149
metaphysics, 44–46 gameplay, 15
seduction, 41–44 implementation, 11
types of play, 39–41 Games for Cats, 126
Games and Decisions, 106 Ingress, 69
Games for Cats, 120–122, 124, 126, Pokémon Go, 69
127, 129, 134 Strava, 69
Games of truth, 30 Whistle, 126
Gamespace, 30–33, 86–89 Gamified design, 60, 64, 65, 118
desire, 86–89 Gamified ecology, 128–131
gamification, 70–74 Gamified health and bodies
GUIs, 70–74 fitness protocol, 144–147
seductive architectures, 81–86 health protocol, 138–140
simulation collide, 86–89 healthy players, 155–158
Game theory, 4, 103–106, 108 healthy subjects, 155–158
developments, 66 quantified subject, 149–152
growth, 110 understanding, 147–149
visual expressions, 59 wearable technology, 138–140
Gamic interaction, 112 Generativity, 168
Gamification, 2, 6–7, 93, 114–115 Gold farming, 181, 182
biopolitics, 123–126, 138 Google Maps, 99
cellular automata, 112 Governmentality, 124
computation, 59–60 Graphical user interface (GUI), 68
culture, 60–65 Grinding, 178–185
definition, 35–66
ecology, 128–131 Head-mounted displays (HMDs), 14
epistemological contingencies, 13 Heads-up displays (HUDs), 68
gamespace, 70–74 Health tracking, 140

Healthy players, 155–158 Meritocracy, 178–185 Healthy subjects, 155–158 Metadata, 121 Huizinga's primary thesis, 39 Metaphysics, 44–46 Human Cognition Project, 24 Mobile interfaces, 57 Human intelligence tasks (HITs), 175 Modern gamification, 52-54 Hyperadaptive virtual worlds, 118 Motion Genome Project (MGP), 152 Hyperreality, 97 MTurk, 174, 179 Multiplayer Online Battle Arenas Individuation, 132, 155 (MOBAS), 27 Information theory, 95 Netflix, 175 Ingress, 190 Instagram, 2, 110, 168 Network architecture, 126–128 Instrumentality, 21 New labor market, 173–175 Interfaces, 4 Niantic, 190 Internalize difference, 98 Nike, 143 International health protocol, 146 Nimbi, 110, 112 Internet culture, 161 Nonplayer character (NPC), 51 Nonrational game theory, 108 Knowledge, 2 Nudges, 164, 165 Labors, 161–185 Oculus Rift, 142 Optimization, 94, 100, 108 Language games, 30 Life-as-play, 35 Living simulation, 110–113 Peak, 152 Location-based gamification, 58 Performativity, 100, 101 Location-based mobile games Pervasive games, 56 (LBMGs), 55-59 Pervasive influence, 93 Loyalty 3.0, 19 Petcube, 122, 126, 133 Ludefication, 23 Platform capitalism, 173–175 Ludic interface, 69 Platforms, 174 Luminosity, 29 Playbor, 161, 162, 164–168 Lumosity, 24, 181 asymmetries, 175–178 quixotic, 168-170 Lyft, 175, 177 Player/game dichotomy, 25–26 Pokémon Go, 112, 114 Magic circle, 30 Mass-sport, 41 Pong, 69 Material culture, 60 Posthuman scholarship, 10 Mathematical marketing, 78-81 Postmodern condition, 100 Mathematical theory of Power, 22-25, 124, 125 communication, 94 gameplay, 26-30 rules, 26-30 McVeillance, 142 Power Glove, 143 Mechanical objectivity, 151 Media ecology, 119 Power-ups, 1

Programmability, 101

Medium of communication, 93

Proto-gamification, 12 Quantified living, 137, 149, 151 Quantified self, 137 Quantified subject, 149–152 Quixotic playbor, 168–170 Spatial play, 74 Stack, 3–4 Strava, 112 Surveillance ca Swarm, 170, 17 Switch, 142	pitalism, 2, 93, 173
Radar games, 74–77 RAND (Research And Development), 104 Rationality, 91 collapse, 106–109 crisis, 91 universal, 91 Reality, 97 Real-money trading (RMT), 181, 182 Reproductive trackers, 139 Researching gamification, 9–11 Rethinking gamification, 19 Rules, 26–30 Technical indivication Technical society Technics and Control Technical society Technical indiviction Technical indiviction Technical society Technical society Technical society Technical society Technical society Technical indiviction Technical indiviction Technical society Technical indivictions Technical indiviction Technical indiviction Technical society Technical indiviction, Technical indiviction, Technical indiviction, Technical indiviction, Technical indiviction, Technical society T	es for Understanding fU), 147, 148 viduation, 133 ety, 41 Civilization, 130 131–134 150 cess, 3 20 isport, 143 Armed Forces (USAF), ramming of language, enality, 91 m, 94 neory of social action, 91 nology, 138–140 ory, 140–144 26, 133 35 eraft, 181 Alto Research Center ox PARC), 52