

References

- Aarseth, E. J. (1997). *Cybertext: Perspectives on ergodic literature*. Baltimore, MD: Johns Hopkins University Press.
- Aarseth, E. J. (2001). Computer game studies, year one. *Game Studies*, 1(1), 1–15.
- Andrejevic, M. (2007). Surveillance in the digital enclosure. *The Communication Review*, 10(4), 295–317.
- Allen, R. (2011). The unreal enemy of America's Army. *Games and Culture*, 6(1), 38–60. doi:10.1177/1555412010377321.
- Anderson, S. P. (2011). *Seductive interactive design: Creating playful, fun, and effective user experiences*. Berkeley, CA: New Riders.
- Andrejevic, M. (2002). The work of being watched: Interactive media and the exploitation of self-disclosure. *Critical Studies in Media Communication*, 19(2), 230–248. doi:10.1080/07393180216561.
- Andrejevic, M. (2007). Surveillance in the digital enclosure. *The Communication Review*, 10(4), 295–317.
- Angwin, J. (2013). NSA struggles to make sense of flood of surveillance data. *Wall Street Journal*. Retrieved from <http://online.wsj.com/news/articles/SB10001424052702304202204579252022823658850>.
- Bailey, R., Wise, K., & Bolls, P. (2009). How avatar customizability affects children's arousal and subjective presence during junk food-sponsored online video games. *CyberPsychology and Behavior*, 12(3), 277–283. doi:10.1089/cpb.2008.0292.
- Ball, S. J. (2000). Performativities and fabrications in the education economy: Towards the performative society? *Australian Educational Researcher*, 27(2), 1–23.
- Bamford, J. (2012a). The NSA's spy network. *Wired*, 20(4), 85.
- Bamford, J. (2012b). The NSA is building the country's biggest spy center (watch what you say). *Wired Magazine*. Retrieved from Wired.com website: http://www.wired.com/2012/03/ff_nsadatacenter/.
- Baranuik, C. (2018). Haulin' data: How trucking became the frontier of work surveillance. *The Atlantic*.
- Bataille, G. (1991). *The accursed share: An essay on general economy, Vol. 1: Consumption*. Cambridge, MA: Zone Books.
- Bateson, G. (1956). The message, "this is play". In B. Schaffner (Ed.), *Group processes*. New York, NY: Josiah Macy.
- Baudrillard, J. (1979). *Seduction*. Montreal, QC: New World Perspective.
- Baudrillard, J. (1981a). The precession of simulacra. In S. F. Glaser (Trans.), *Simulacra and simulation* (pp. 1–42). Ann Arbor, MI: University of Michigan Press.
- Baudrillard, J. (1981b). Absolute advertising, ground-zero advertising. In S. F. Glaser (Trans.), *Simulacra and simulation* (pp. 87–94). Ann Arbor, MI: University of Michigan Press.

- Baudrillard, J. (1981c). *Simulacra and simulation*. In S. F. Glaser (Trans.). Ann Arbor, MI: University of Michigan Press.
- Baudrillard, J. (1983). *Simulations*. New York, NY: Semiotext(e).
- Baudrillard, J. (1991a). *Seduction* (B. Singer, Trans.). New York, NY: St. Martin's Press.
- Baudrillard, J. (1991b). *The consumer society: Myths and structures*. London: Sage.
- Baudrillard, J. (1994). *Simulacra and simulation*. Ann Arbor, MI: University of Michigan Press.
- Baudrillard, J. (1996a). *The perfect crime*. London: Verso.
- Baudrillard, J. (1996b). *The system of objects*. London: Verso.
- Baudrillard, J. (1998a). The social logic of consumption. In *The consumer society: Myths and structures* (pp. 49–68). Thousand Oaks, CA: Sage.
- Baudrillard, J. (1998b). The drama of leisure or the impossibility of wasting one's time. In *The consumer society: Myths and structures* (pp. 151–158). Thousand Oaks, CA: Sage.
- Baudrillard, J. (1998c). Towards a theory of consumption. In *The consumer society: Myths and structures* (pp. 69–86). Thousand Oaks, CA: Sage.
- Baudrillard, J. (2001). *Impossible exchange* (C. Turner, Trans.). London: Verso.
- Baudrillard, J. (2005). *The system of objects* (J. Benedict, Trans.). London: Verso.
- Beaver, B. V. (2003). *Feline behavior: A guide for veterinarians* (2nd ed.). St. Louis, MO: Saunders.
- Behrenshausen, B. G. (2007). Toward a (kin)aesthetic of video gaming: The case of dance dance revolution. *Games and Culture*, 2(4), 335–354. doi:10.1177/1555412007310810.
- Bell, G., & Dourish, P. (2007). Yesterday's tomorrows: Notes on ubiquitous computing's dominant vision. *Personal and Ubiquitous Computing*, 11(2), 133–143. doi:10.1007/s00779-006-0071-x.
- van Benthem, J. (2003). Logic games are complete for game logics. *Studia Logica*, 75(2), 183–203. doi:10.1023/a:1027306910434.
- Bigge, R. (2010). *How we fell out of love with slacking*. Retrieved from https://www.thestar.com/news/insight/2010/02/06/how_we_fell_out_of_love_with_slacking.html. Accessed on January 21, 2019.
- Biggs, J. (2012). *Augmented reality explorer Steve Mann assaulted at Parisian McDonald's*. Retrieved from <http://techcrunch.com/2012/07/16/augmented-reality-explorer-steve-mann-assaulted-at-parisian-mcdonalds/>. Accessed on February 21, 2014.
- Bilton, N. (2014). *For fitness bands, slick marketing but suspect results*. Retrieved from http://bits.blogs.nytimes.com/2014/04/27/for-fitness-bands-slick-marketing-but-suspect-results/?_php=true&_type=blogs&_r=0. Accessed on August 2, 2014.
- Boellstorff, T. (2006). A ludicrous discipline? Ethnography and game studies. *Games and Culture*, 1(1), 29–35. doi:10.1177/1555412005281620.
- Bogost, I. (2006). Videogames and ideological frames. *Popular Communication*, 4(3), 165–183. doi:10.1207/s15405710pc0403_2.
- Bogost, I. (2007). Procedural rhetoric. In *Persuasive games* (Kindle ed.). Cambridge, MA: MIT Press.
- Bogost, I. (2011). *Gamification is bullshit*. Retrieved from <http://kotaku.com/5829210/gamification-is-bullshit>.

- Bolter, J. D., & Grusin, R. (2000). *Remediation: Understanding new media*. Cambridge, MA: MIT Press.
- Bonner, S. F. (1977). *Education in ancient Rome*. Berkeley, CA: University of California Press.
- Bouchard, C. (1990). Exercise, fitness and health: A consensus of current knowledge. Paper presented at the International Conference on Exercise, Fitness Health, Champaign, IL.
- Boyd, D. (2014). *It's complicated: The social lives of networked teens*. New Haven, CT: Yale University Press.
- Boyd, D., & Crawford, K. (2012). Critical questions for big data. *Information, Communication & Society*, 15(5), 662–679. doi:10.1080/1369118x.2012.678878.
- Bradley, J. (2013). *When IoE gets personal: The quantified self movement*. Retrieved from <http://blogs.cisco.com/zzfeatured/when-ioe-gets-personal-the-quantified-self-movement/>. Accessed on April 10, 2014.
- Brandall, B. (2016). *Why you get more done when you gamify your life*. Retrieved from <https://blog.trello.com/get-more-done-gamify-your-life>. Accessed on January 13, 2019.
- Bratton, B. H. (2015). *The stack: On software and sovereignty* (Kindle ed.). Cambridge, MA: MIT Press.
- Brooke, E. (2013). *Petcube opens Kickstarter campaign to let people play with their pets remotely*. Retrieved from <http://techcrunch.com/2013/09/24/petcube-opens-kickstarter-campaign-to-let-people-play-with-their-pets-remotely/>. Accessed on March 20, 2014.
- Brown, S., & Vaughan, C. (2009). *Play: How it shapes the brain, opens the imagination and invigorates the soul*. New York, NY: Avery.
- Brownson, R. C., & Boehmer, T. K. (2005). *Patterns and trends in physical activity, occupation, transportation, land use, and sedentary behaviors*. Washington, DC: Transportation Research Board Institute of Medicine.
- Bruegmann, R. (1985). Utilitas, firmitas, venustas, and the vox populi. In T. A. Marder (Ed.), *The critical edge: Controversy in recent American architecture* (pp. 1–24). Cambridge, MA: MIT Press.
- Bucher, E., & Fieseler, C. (2017). The flow of digital labor. *New Media & Society*, 19(11), 1868–1886.
- Bunker, D., & Thorpe, R. (1982). A model for the teaching of games in the secondary school. *Bulletin of Physical Education*, 10, 9–16.
- Burke, B. (2014). *Gamify: How gamification motivates people to do extraordinary things*. Brookline, MA: Bibliomotion.
- Burroughs, B. (2014). Facebook and FarmVille: A digital ritual analysis of social gaming. *Games and Culture*, 9(3), 151–166. doi:10.1177/1555412014535663.
- Bush, V. (1945). As we may think. *Journal of Electronic Publishing*, 1(1).
- BusinessWire. (2015). *Research and markets: Gamification companies, solutions, market outlook and forecasts 2015–2020*. Retrieved from <http://www.businesswire.com/news/home/20150224005574/en/Research-Markets-Gamification-Companies-Solutions-Market-Outlook#.VPduFIs5BwE>.
- By, T. (2012). Formalizing game-play. *Simulation & Gaming*, 43(2), 157–187. doi:10.1177/1046878110388239.
- Byrne, T. (2012). The evolving digital workplace. *KM World*, 21(9), 12–14.
- Caillois, R. (1961). *Man, play and games* (M. Barash, Trans.). New York, NY: Free Press.

- Campbell, M. (2011). The audacious plan to make the world into a game. *New Scientist*, 209(2794), 02-02.
- Carey, J. (1989). *Communication as culture*. New York, NY: Routledge.
- Carse, J. P. (1987). *Finite and infinite games: A vision of life as play and possibility*. New York, NY: Ballantine.
- Castells, M. (2009a). The global network society. In *Communication power* (pp. 24–37). New York, NY: Oxford University Press.
- Castells, M. (2009b). Power in the networks. In *Communication power* (pp. 42–46). New York, NY: Oxford University Press.
- Castronova, E. (2005). *Synthetic worlds: The business and culture of online games*. Chicago, IL: Chicago University Press.
- CEA. (2015). *Record-breaking year ahead: CEA reports industry revenues to reach all-time high of \$223.2 billion in 2015*. Retrieved from <https://www.ce.org/News/News-Releases/Press-Releases/2014/Record-Breaking-Year-Ahead-CEA-Reports-Industry-Re.aspx>. Accessed on May 5, 2015.
- de Certeau, M. (1988). *The practice of everyday life*. Berkeley, CA: University of California Press.
- Chan, D. (2008). Convergence, connectivity, and the case of Japanese mobile gaming. *Games and Culture*, 3(1), 13–25. doi:10.1177/1555412007309524.
- Chee, F. M., Taylor, N. T., & De Castell, S. (2012). Re-mediating research ethics: End-user license agreements in online games. *Bulletin of Science, Technology & Society*, 32(6), 497–506.
- Cheredar, T. (2014). *Atlas raises \$1.1M to power its Motion Genome Project, a motion database for wearables*. Retrieved from <http://venturebeat.com/2014/10/08/atlas-raises-1-1m-to-power-its-motion-genome-project-a-motion-database-for-wearables/>. Accessed on May 5, 2015.
- Choi, Y. K., & Lee, J.-G. (2012). The persuasive effects of character presence and product type on responses to advergames. *Cyberpsychology, Behavior, and Social Networking*, 15(9), 503–506. doi:10.1089/cyber.2012.0012.
- Chou, Y.-K. (2013). *Octalysis: A complete gamification framework*. Retrieved from <http://www.yukaichou.com/gamification-examples/octalysis-complete-gamification-framework/#.U9nQ3vldU0N>.
- Chun, W. H. K. (2011). *Programmed visions: Software and memory*. Cambridge, MA: MIT Press.
- Clarke, R. (1988). Information technology and dataveillance. *Communications of the ACM*, 31(5), 498–512.
- Clavio, G., Kraft, P. M., & Pedersen, P. M. (2009). Communicating with consumers through video games: An analysis of brand development within the video gaming segment of the sports industry. *International Journal of Sports Marketing & Sponsorship*, 10(2), 143–156.
- Collister, L. B. (2014). Surveillance and community: Language policing and empowerment in a world of warcraft guild. *Surveillance and Society*, 12(3), 337–348. doi:10.24908/ss.v12i3.4956.
- Colman, F. J. (2012). Play as an affective field for activating subjectivity: Notes on the machinic unconscious. *Deleuze Studies*, 6(2), 250–264.
- Comer, B. (2012). Gamification GROWS UP. *Pharmaceutical Executive*, 32(6), 30–35.

- Companies Using Trello. (2019). *Companies using Trello*. Retrieved from <https://enlyft.com/tech/products/trello>. Accessed on May 18, 2019.
- Consalvo, M. (2009). There is no magic circle. *Games and Culture*, 4(4), 408–417. doi:10.1177/1555412009343575.
- Consalvo, M., Alley, T. D., Dutton, N., Falk, M., Fisher, H., Harper, T., & Yulish, A. (2010). Where's my montage? The performance of hard work and its reward in film, television, and MMOGs. *Games and Culture*, 5(4), 381–402. doi:10.1177/1555412009360413.
- Conway, J. H. (1976). *On numbers and games*. New York, NY: Academic Press.
- Coonradt, C. A. (2007). *The game of work: How to enjoy work as much as play* (Kindle ed.). Salt Lake City, UT: Gibbs Smith.
- Cooper, D. (2016). *RIP basis peak: The best wearable you've never heard of*. Retrieved from <https://www.engadget.com/2016/08/09/basis-peak-obituary/>. Accessed on January 20, 2019.
- Costea, B., Crump, N., & Holm, J. (2005). Dionysus at work? The ethos of play and the ethos of management. *Culture and Organization*, 11(2), 139–151.
- Couldry, N. (2000). *Inside culture: Re-imagining the method of cultural studies*. Thousand Oaks, CA: Sage.
- Coulter, G. (2007). Jean Baudrillard and the definitive ambivalence of gaming. *Games and Culture*, 2(4), 358–365. doi:10.1177/1555412007309530.
- Crampton, J. W. (2010). How mpping became scientific. In *Mapping: A critical introduction to cartography and GIS*. Malden, MA: Wiley-Blackwell.
- Crick, T. (2011). The game body: Toward a phenomenology of contemporary video gaming. *Games and Culture*, 6(3), 259–269. doi:10.1177/1555412010364980.
- Crockett, Z. (2019). *How much money can you make on Amazon Mechanical Turk?*. Retrieved from <https://thehustle.co/making-money-on-amazon-mechanical-turk/>. Accessed on July 13, 2019.
- Crogan, P. (2007). Remembering (forgetting) Baudrillard. *Games and Culture*, 2(4), 405–413. doi:10.1177/1555412007309531.
- Crogan, P. (2011). *Gameplay mode: War, simulation and technoculture*. Minneapolis, MN: University of Minnesota Press.
- Crook, J. (2013). Fitocracy users come for the gamification, but stay for the community. *TechCrunch*. Retrieved from <http://techcrunch.com/2013/05/26/fitocracy-users-come-for-the-gamification-but-stay-for-the-community/>.
- Crookall, D. (2010). Serious games, debriefing, and simulation/gaming as a discipline. *Simulation & Gaming*, 41(6), 898–920. doi:10.1177/1046878110390784.
- Cruz, M., & Colletta, M. (2008). Convolutd flesh: A synthetic approach to analogue and digital architecture. In B. Schrell (Ed.), *Proto-architecture*. New York, NY: Wiley.
- Csikszentmihaly, M. (1990). *Flow: The psychology of optimal experience*. New York, NY: Harper & Row.
- Cubitt, S. (2001). *Simulation and social theory*. London: Sage.
- Danforth, L. (2011). Gamification and libraries. *Library Journal*, 136(3), 84.
- Datson, L., & Galison, P. (2007). *Objectivity*. New York, NY: Zone Books.
- Davenport, R. (2010). More than a game. *T+D*, 64(6), 26–29.
- Dean, M. (1994). *Critical and effective histories: Foucault's methods and historical sociology*. London: Routledge.

- Debord, G. (1995). *The society of the spectacle* (D. Nicholson-Smith, Trans.). New York, NY: Zone Books.
- Deleuze, G. (1990). *Logic of sense*, M. Lester with C. Stivale (Trans.), C. V. Boundas (Ed.). New York, NY: Columbia University Press.
- Deleuze, G. (1994). *Difference and repetition* (P. Patton, Trans.). New York, NY: Columbia University Press.
- Deleuze, G. (1995). Postscript on control societies. In *Negotiations* (pp. 177–182). New York, NY: Columbia University Press.
- Deleuze, G. (1998). Having an idea in cinema. In E. Kaufman & K. J. Heller (Eds.), *Deleuze and Guattari: New mappings in politics, philosophy and culture*. Minneapolis, MN: University of Minnesota Press.
- Delo, C. (2012). What is gamification, and how can I make it useful for my brand? *Advertising Age*, 83(9), 58.
- Denning, P. J., & Martell, C. H. (2015). *Great principals of computing*. Cambridge, MA: MIT Press.
- Derrida, J. (1966). Structure, sign and play. In A. Bass (Trans.), *Writing and difference* (pp. 278–294). London: Routledge.
- Deterding, S. (2012). Gamification: Designing for motivation. *Interactions*, 19(4), 14–17. doi:10.1145/2212877.2212883.
- Deterding, S. (2014). The ambiguity of games: Histories and discourses of a gameful world. In *The gameful world* (pp. 23–64). Cambridge, MA: MIT Press.
- Dishman, R. K., Heath, G. W., & Lee, I.-M. (2010). *Physical activity epidemiology*. Champaign, IL: Human Kinetics.
- Donovan, T. (2010). *Replay: The history of videogames*. New York, NY: Yellow Ant Media.
- Dourish, P., & Bell, G. (2007). The infrastructure of experience and the experience of infrastructure: Meaning and structure in everyday encounters with space. *Environment and Planning B: Planning and Design*, 34(3), 414–430.
- Dourish, P., & Bell, G. (2011). *Divining a digital future: Mess and mythology in ubiquitous computing*. Cambridge, MA: MIT Press.
- Dovey, K. (1999). *Framing places: Mediating power in built form*. New York, NY: Routledge.
- Dovey, J., & Kennedy, H. W. (2006). *Game cultures: Computer games as new media*. New York, NY: Open University Press.
- Dow Schüll, N. (2012). *Addiction by design* (Vol. null).
- Dragona, D. (2014). Counter-gamification: Emerging tactics and practices against the rule of numbers. In M. Fuchs, S. Fizek, P. Ruffino & N. Schrape (Eds.), *Rethinking gamification* (pp. 227–250). Luneberg: Meson Press.
- Druet, A. (2018). *Scientific research at Clue*. Retrieved from <https://helloclue.com/articles/about-clue/scientific-research-at-clue>. Accessed on January 13, 2019.
- Ducheneaut, N., Moore, R., & Nickell, E. (2007). Virtual “third places”: A case study of sociability in massively multiplayer games. *Computer Supported Cooperative Work*, 16(1–2), 129–166. doi:10.1007/s10606-007-9041-8.
- Dyer-Witheford, N., & de Peuter, G. (2009). *Games of empire: Capitalism and video games*. Minneapolis, MN: University of Minnesota Press.
- Elden, S. (2008). Eugene Fink and the question of the world. *Parrhesia*, 5, 48–59.
- Ellerbrok, A. (2011). Playful biometrics: Controversial technology through the lens of play. *The Sociological Quarterly*, 52(4), 528–547.

- Elverdam, C., & Aarseth, E. (2007). Game classification and game design: Construction through critical analysis. *Games and Culture*, 2(1), 3–22. doi:10.1177/1555412006286892.
- Empson, R. (2014). *One week with Whistle's new activity tracker for dogs*. Retrieved from <http://techcrunch.com/2014/02/27/a-look-at-whistles-new-activity-tracker-for-pooches-as-it-heads-to-android-and-a-petsmart-near-you/>. Accessed on March 30, 2013.
- Engelbart, D. (1968). *Augmenting human intellect: A conceptual framework*. Washington, DC. Retrieved from.
- Environment, B. T. (2012). Gamification revolutionizes consumer recycling incentives. *Business and the Environment*, 23, 10–11.
- Eposti, S. D. (2014). When big data meets dataveillance: The hidden side of analytics. *Surveillance and Society*, 12(2), 209–225.
- Erickson, P. (2015). *The world the game theorists made*. Chicago, IL: University of Chicago Press.
- Esposito, R. (2011). *Immunitas: The protection and negation of life*. Cambridge: Polity Press.
- Euteneuer, J. (2019). Defining games, designing identity, and developing toxicity: Future trends in game studies. *New Media & Society* 21(3), 786–790.
- Fagen, R. (1981). *Animal play behavior*. New York, NY: Aldine.
- Fernández-Vara, C. (2009). Play's the thing: A framework to study videogames as performance. Paper presented at the Breaking New Ground: Innovation in Games, Play, Practice and Theory.
- Ferrara, J. (2013). Games for persuasion: Argumentation, procedurality, and the lie of gamification. *Games and Culture*, 8(4), 289–304. doi:10.1177/1555412013496891.
- Feyisetan, O., Simperl, E., Kleek, M. V., & Shadbolt, N. (2015). Improving paid microtasks through gamification and adaptive furtherance incentives. Paper presented at the Proceedings of the 24th International Conference on World Wide Web, Florence.
- Fichtner, B. (1999). Activity theory as methodology – The epistemological revolution of the computer and the problem of its societal appropriation. In M. Hedegaard & J. Lompscher (Eds.), *Activity Theory* (pp. 70–91). Aarhus: Aarhus University Press.
- Figure Eight Dedicated. (2019). Retrieved from <https://www.figure-eight.com/figure-eight-dedicated/>.
- Fink, E. (1974). The ontology of play. *Philosophy Today*, 18, 147–161.
- Fink, E. (1968). The oasis of happiness: Toward an ontology of play. *Yale French Studies*, 41, 19–30. doi:10.2307/2929663.
- Finn, E. (2017). *What algorithms want*. Cambridge, MA: MIT Press.
- Floridi, L. (2013). *The ethics of information*. Oxford: Oxford University Press.
- Foucault, M. (1977). *Discipline and punish: The birth of the prison*. New York, NY: Vintage Books.
- Foucault, M. (1980). *The history of sexuality, Vol. 1: An introduction*. New York, NY: Vintage Books.
- Foucault, M. (1982). The subject and power. In H. L. Dreyfus & P. Rabinow (Eds.), *Michel Foucault: Beyond Structuralism and Hermeneutics* (2nd ed., pp. 208–228). Chicago, IL: Chicago University Press.

- Foucault, M. (1988). Technologies of the self. In H. Gutman & P. H. Hutton (Eds.), *Technologies of the self: A seminar with Michel Foucault*. Amherst, MA: University of Massachusetts Press.
- Foucault, M. (1989). *The birth of the clinic*. London: Routledge.
- Foucault, M. (1993). About the beginnings of the hermeneutics of the self: Two lectures at Dartmouth. *Political Theory*, 21(2), 198–227.
- Foucault, M. (1998). *The history of sexuality, Vol. 1: The will to knowledge* (p. 140). London: Penguin.
- Foucault, M. (2002). *Power: Essential works of Foucault 1954–1984 (Vol. null)*.
- Foucault, M. (2003). In P. Rabinow & N. Rose (Eds.), *The essential Foucault*. New York, NY: The New Press.
- Foucault, M. (2007a). What is critique? In S. Lotringer (Ed.), *The politics of truth*. New York, NY: Semiotext(e).
- Foucault, M. (2007b). *Security, territory, population: Lectures at the Collège de France, 1977–78* (G. Burchell, Trans.). New York, NY: Palgrave Macmillan.
- Foucault, M. (2010). *The archaeology of knowledge and the discourse on language* (R. Swyer, Trans.). New York, NY: Vintage.
- Fox, J. (2009). *The myth of the rational market: A history of risk, reward, and delusion on Wall Street*. New York, NY: Harper Collins.
- Foxman, M., & Forelle, M. (2014). Electing to play: MTV's fantasy election and changes in political engagement through gameplay. *Games and Culture*, 9(6), 454–467. doi:10.1177/1555412014549804.
- Fuchs, C. (2010). Labor in informational capitalism and on the internet. *The Information Society*, 26(3), 179–196. doi:10.1080/01972241003712215.
- Fuchs, C. (2015). Digital labor. In *The Routledge companion to labor and media*, 51.
- Fuchs, M. (2012). Ludic interfaces. Driver and product of gamification. *GAME Journal of Game Studies*, 1(1).
- Fuchs, M. (2014a). Gamification as twenty-first-century ideology. *Journal of Gaming & Virtual Worlds*, 6(2), 143–157. doi:10.1386/jgvw.6.2.143_1.
- Fuchs, M. (2014b). Predigital precursors of gamification. In M. Fuchs, S. Fizek, P. Ruffino, & N. Schrape (Eds.), *Rethinking gamification* (pp. 119–140). Luneberg: Meson Press.
- Fuchs, M., Fizek, S., Ruffino, P., & Schrape, N. (Eds.). (2014). *Rethinking gamification*. Luneberg: Meson Press.
- Fuller, M. (2005). *Media ecologies: Materialist energies in art and technoculture*. Cambridge, MA: MIT Press.
- Galloway, A. R. (2004). *Protocol: How control exists after decentralization*. Cambridge, MA: MIT Press.
- Galloway, A. R. (2006). *Gaming: Essays on algorithmic culture*. Minneapolis, MN: University of Minnesota Press.
- Galloway, A. R. (2007). Radical illusion (a game against). *Games and Culture*, 2(4), 376–391. doi:10.1177/1555412007309532.
- Galloway, A. R., & Thacker, E. (2007). Part II: Edges. In *The explot: A theory of networks* (pp. 104–148). Minneapolis, MN: University of Minnesota Press.
- Gamification Market to Touch \$22.9 Billion by 2022: P&S Market Research. (2017). *Gamification market to touch \$22.9 billion by 2022: P&S market research*. Retrieved from <https://globenewswire.com/news-release/2017/08/03/1071818/0/en/Gamification->

- Market-to-Touch-22-9-Billion-by-2022-P-S-Market-Research.html. Accessed on January 21, 2018.
- Gane, N. (2003). Computerized capitalism: The media theory of Jean-François Lyotard. *Information, Communication & Society*, 6(3), 430–450. doi:10.1080/1369118032000155294.
- Gane, N., & Beer, D. (2008). *Interface new media: Key concepts* (pp. 53–68). New York, NY: Berg.
- Gazzard, A., & Peacock, A. (2011). Repetition and ritual logic in video games. *Games and Culture*, 6(6), 499–512. doi:10.1177/1555412011431359.
- Gazzard, A., & Peacock, A. (2012). Repetition and ritual logic in video games. *Games and Culture*, 6(6), 499–512. doi:10.1177/1555412011431359.
- Gere, C. (2006). Genealogy of the computer screen. *Visual Communication*, 5(2), 141–152. doi:10.1177/1470357206065306.
- Ghose, T. (2015). *Why your next fitness tracker will be smarter*. Retrieved from <http://www.livescience.com/49524-health-trackers-use-more-sensors.html>. Accessed on May 6, 2015.
- Giddings, S. (2007a). Dionysiac machines: Videogames and the triumph of the simulacra. *Convergence: The International Journal of Research Into New Media Technologies*, 13(4), 417–431. doi:10.1177/1354856507082204.
- Giddings, S. (2007b). A 'pataphysics engine: Technology, play, and realities. *Games and Culture*, 2(4), 392–404. doi:10.1177/1555412007309534.
- Gilbert, N. (2008). *Agent-based models*. London: Sage.
- Gildea, D. (2012). *Very clever: Google's ingress masks data-collection in gaming*. Retrieved from <http://takefiveblog.org/2012/12/09/ingress-gathering-data-through-gaming/>.
- Gillespie, T. (2014). The relevance of algorithms. In T. Gillespie, P. J. Bosczkowski & K. A. Foot (Eds.), *Media technologies: Essays on communication, materiality and society* (pp. 167–193). Cambridge, MA: MIT Press.
- Gillespie, T. (2018). *Custodians of the internet: Platforms, content moderation, and the hidden decisions that shape social media*. London: Yale University Press.
- Gitelman, L. (2008). *Always, already new*. Cambridge, MA: MIT Press.
- Gleick, J. (2012). *The information: A history, a theory, a flood*. New York, NY: Vintage Books.
- Goad, L. (2011). *Gartner: Gamification's hype is about to reach its peak*. Retrieved from <http://www.zdnet.com/blog/gamification/gartner-gamifications-hype-is-about-to-reach-its-peak/583>.
- Goffman, E. (1961). Fun in games. In *Encounters: Two studies in the sociology of interaction* (pp. 17–84). Indianapolis, IN: Bobbs-Merrill.
- Gold, J. (2012). *Google Ingress: How to save the world with your Android phone*. Retrieved from <http://www.networkworld.com/news/2012/120312-ingress-264737.html>.
- Goldberg, G. (2018). *Antisocial media: Anxious labor in the digital economy*. New York, NY: New York University Press.
- Gopaladesikan, S. (2012). Gamification: Envisioning a new tomorrow. *Forward Thinking*. Retrieved from <http://weplay.co/gamification-envisioning-a-new-tomorrow/>.
- Gordon, E., & de Souza e Silva, A. (2010). *Net locality: Why location matters in a networked world*. Malden, MA: Wiley-Blackwell.

- Gordon, E., & Manosevitch, E. (2010). Augmented deliberation: Merging physical and virtual interaction to engage communities in urban planning. *New Media & Society*, 13(1), 75–95. doi:10.1177/1461444810365315.
- Gordon, E., Schirra, S., & Hollander, J. (2011). Immersive planning: A conceptual model for designing public participation with new technologies. *Environment and Planning B: Planning and Design*, 38(3), 505–519.
- Gould, S. J. (1996). *Full house: The spread of excellence from Plato to Darwin*. New York, NY: Harmony Books.
- Gray, C. B. (2007). *Philosophy of man at recreation and leisure*. New York, NY: Peter Lang Publishing.
- Grimes, S. M., & Feenberg, A. (2009). Rationalizing play: A critical theory of digital gaming. *The Information Society*, 25(2), 105–118. doi:10.1080/01972240802701643.
- Grosz, E. (2008). Sensation. The Earth, people, art. In *Chaos, territory, art: Deleuze and the framing of the Earth* (pp. 63–105). New York, NY: Columbia University Press.
- Guernsey, L. (2002). *At airport gate, a Cyborg unplugged*. Retrieved from <http://www.nytimes.com/2002/03/14/technology/at-airport-gate-a-cyborg-unplugged.html>. Accessed on February 21, 2014.
- Ha, A. (2011). *Shopkick connects social to the cash register: Startup announces partnership with Giant Eagle supermarket*. Retrieved from <http://www.adweek.com/news/technology/shopkick-connects-social-cash-register-135826>.
- Halpern, J. (2003). A computer scientist looks at game theory. *Games and Economic Behavior*, 45(1), 114–131. doi:10.1016/S0899-8256(02)00529-8.
- Halpern, J. (2007). *Computer science and game theory: A brief survey*. Ithaca. Retrieved from: <http://www.cs.cornell.edu/home/halpern/papers/csqt.pdf>.
- Hamari, J., Huotari, K., & Tolvanen, J. (2014). Gamification and economics. In S. P. Walz & S. Deterding (Eds.), *The gameful world*. Cambridge, MA: MIT Press.
- Hansen, M. B. N. (2004). The time of affect, or bearing witness to life. *Critical Inquiry*, 30(Spring), 584–626.
- Hanson, B. (2013). *How Steve Wozniak's breakout defined Apple's future*. Retrieved from <http://www.gameinformer.com/themes/blogs/generic/post.aspx?WeblogApp=features&y=2013&m=06&d=27&WeblogPostName=how-steve-wozniak-s-breakout-defined-apple-s-future&GroupKeys=>
- Harambam, J., Aupers, S., & Houtman, D. (2011). Game over? Negotiating modern capitalism in virtual game worlds. *European Journal of Cultural Studies*, 14(3), 299–319. doi:10.1177/1367549410393232.
- Haraway, D. (2003). *The companion species manifesto: Dogs, people, and significant otherness*. Chicago, IL: Prickly Paradigm Press.
- Harvey, D. (1990). *The condition of postmodernity: An enquiry into the origins of cultural change*. Cambridge, MA: Blackwell Publishing.
- Harvey, D. (2006). Notes towards a theory of uneven geographical development. In *Spaces of global development: Towards a theory of uneven geographical development* (pp. 69–116). New York, NY: Verso.
- Hays, M. K. (2009). *Architecture's desire: Reading the late avant-garde*. Cambridge, MA: MIT Press.
- Hayles, N. K. (2012). *How we think: Digital media and contemporary technogenesis* (pp. 1–18). Chicago, IL: University of Chicago Press.

- Herodotou, C., Winters, N., & Kambouri, M. (2015). An iterative, multidisciplinary approach to studying digital play motivation: The model of game motivation. *Games and Culture, 10*(3), 249–268. doi:10.1177/1555412014557633.
- Hesse, M. (2008). *Bytes of life*. Retrieved from http://www.washingtonpost.com/wp-dyn/content/article/2008/09/08/AR2008090802681_pf.html. Accessed on April 12, 2014.
- Heyck, H. (2008a). Defining the computer: Herbert Simon and the bureaucratic mind – Part 1. *IEEE Annals of the History of Computing, 30*(2), 42–51. doi: 10.1109/MAHC.2008.18.
- Heyck, H. (2008b). Defining the computer: Herbert Simon and the bureaucratic mind – Part 2. *IEEE Annals of the History of Computing, 30*(2), 52–63. doi: 10.1109/MAHC.2008.19.
- Hindman, B. (2013). *MMObility: Google's Ingress shines light on the good and bad of ARGs*. Retrieved from <http://massively.joystiq.com/2013/03/08/mmobility-googles-ingress-shines-light-on-the-good-and-bad-of/>.
- Hjorth, L. (2011). Mobile@game cultures: The place of urban mobile gaming. *Convergence: The International Journal of Research Into New Media Technologies, 17*(4), 357–371. doi:10.1177/1354856511414342.
- Hodson, H. (2012). *Why Google's Ingress game is a data gold mine*. Retrieved from http://www.newscientist.com/article/mg21628936.200-why-googles-ingress-game-is-a-data-gold-mine.html#.UzbPL_ aus9F.
- Horner, J. R. (2000). Betty Crocker's picture cookbook: A gendered ritual response to socialcrises of the postwar era. *Journal of Communication Inquiry, 24*(3), 332–345. doi:10.1177/0196859900024003006.
- Hu, E. (2014). *Some loyal Foursquare users are checking out after Swarm spinoff*. Retrieved from <http://www.npr.org/blogs/alltechconsidered/2014/07/30/336531811/some-loyal-foursquare-users-are-checking-out-after-swarm-spinoff>. Accessed on March 14, 2015.
- Huhtamo, E. (2012). Whats Victoria got to do with it? Toward an archaeology of domestic video gaming. In M. J. P. Wolf (Ed.), *Before the crash: Early video game history* (pp. 30–52). Detroit, MI: Wayne State University Press.
- Huhtamo, E. (2013). *Illusions in motion: Media archaeology of the moving panorama and related spectacles*. Cambridge, MA: MIT Press.
- Huizinga, J. (1950). *Homo Ludens: A study of the play-element in culture*. Boston, MA: Beacon Press.
- Hulsey, N. (2015). Houses in motion: An overview of gamification in the context of mobile interfaces. In A. De Souza e Silva & M. Sheller (Eds.), *Mobility and locative media: Mobile communication in hybrid spaces*. New York, NY: Routledge.
- Hulsey, N., & Reeves, J. (2014). The gift that keeps on giving: Google, Ingress, and the gift of surveillance. *Surveillance and Society, 12*(3), 389–400.
- Hunt, M. G., Marx, R., Lipson, C., & Young, J. (2018). No more FOMO: limiting social media decreases loneliness and depression. *Journal of Social and Clinical Psychology, 37*(10), 751–768. doi:10.1521/jscp.2018.37.10.751.
- Innis, H. A. (1951). *The bias of communication*. Toronto, ON: University of Toronto Press.

- Itzhak, B., & Torrens, P. M. (2004a). Modeling urban land-use with cellular automata. In *Geosimulation: Automata-based modeling of urban phenomena* (pp. 90–152). Chichester: Wiley.
- Itzhak, B., & Torrens, P. M. (2004b). System theory, geography and urban modeling. In *Geosimulation: Automata-based modeling of urban phenomena* (pp. 47–90). Chichester: Wiley.
- Jacobs, P. (2012). Emergence of human techsourcing. *Human Resources Magazine*, 16, 14–15.
- Jansen, M. (2019). Smartwatch sales soared in 2018, with Apple leading the charge. Retrieved from <https://www.digitaltrends.com/mobile/smartwatch-sales-rose-in-2018-npd-report/>. Accessed on February 20, 2019.
- Jenkins, N. (2016a). Epic video ‘shows huge mob in Taipei racing after Pokémon’. *Time*.
- Jenkins, N. (2016b). There are Pokémon gyms at a Cambodian genocide museum. *Time*.
- Johnson, B. (2009). *How Tetris conquered the world, block by block*. Retrieved from <http://www.theguardian.com/technology/gamesblog/2009/jun/02/tetris-25anniversary-alexey-pajitnov>.
- Johnson-Eidola, J. (2005a). Interface as deconstructive architecture: Articulating heterogenous spaces. In *Datacloud: Toward a new theory of online work* (pp. 119–127). Cresskill, NJ: Hampton.
- Johnson-Eidola, J. (2005b). Towards flatness: Changing articulations of interface design. In *Datacloud: Toward a new theory of online work* (pp. 33–58). Cresskill, NJ: Hampton.
- Jorgensen, A. H. (2009). Context and driving forces in the development of the early computer game Nimbi. *Annals of the History of Computing, IEEE*, 31(3), 44–53. doi:10.1109/mahc.2009.41.
- Juul, J. (2005). *Half-real: Games between real rules and fictional worlds*. Cambridge, MA: MIT Press.
- Kapp, K. M. (2012a). Games, gamification, and the quest for learning engagement. *T+D*, 66(6), 64–68.
- Kapp, K. M. (2012b). *The gamification of learning and instruction: Game-based methods and strategies for training and education*. San Francisco, CA: Pfeiffer.
- Katz, S., & Marshall, B. L. (2004). Is the functional ‘normal’? Aging, sexuality and the bio-marking of successful living. *History of the Human Sciences*, 17(1), 53–75. doi: 10.1177/0952695104043584.
- Keats, A. (2011). Loyalty is the greatest value of location-based marketing. *PRWeek (U.S.)*, 14(12), 26.
- Kendall, G., & Wickham, G. (1999). *Using Foucault’s methods*. Thousand Oaks, CA: Sage.
- Kennard, J. A. (1977). The history of physical education. *Signs*, 2(4), 835–842. doi: 10.2307/3173213.
- de Kerckhove, D. (2001). *The architecture of intelligence*. Boston, MA: Birkhauser.
- Kerr, A., De Paoli, S., & Keatinge, M. (2014). Surveillant assemblages of governance in massively multiplayer online games: A comparative analysis. *Surveillance and Society*, 12(3), 320–336. doi:10.24908/ss.v12i3.4953.
- Kim, B. (2012). Harnessing the power of game dynamics. *College & Research Libraries News*, 73(8), 465–469.

- Kirkpatrick, G. (2009). Controller, hand, screen: Aesthetic form in the computer game. *Games and Culture*, 4(2), 127–143. doi:10.1177/1555412008325484.
- Kirkpatrick, G. (2015). Ludefaction: Fracking of the radical imaginary. *Games and Culture*, 10, 507–524. doi:10.1177/1555412014568665.
- Kitchin, R., & Dodge, M. (2011). *Codospace: Software and everyday life*. Cambridge, MA: MIT Press.
- Kittler, F. (1986). *Grammaphone, film, typewriter*. Stanford, CA: Stanford University Press.
- Kittler, F. (2010). *Optical media*. Cambridge: Polity Press.
- Klabbers, J. H. G. (2009). Terminological ambiguity: Game and simulation. *Simulation & Gaming*, 40(4), 446–463. doi:10.1177/1046878108325500.
- Kolb, J. (2013). *The hidden side of Ingress*. Retrieved from <http://www.applieddatalabs.com/content/hidden-side-ingress>.
- Kontour, K. (2012). The governmentality of battlefield space: Efficiency, proficiency, and masculine performativity. *Bulletin of Science, Technology & Society*, 32(5), 353–360. doi:10.1177/0270467612469067.
- Krogue, K. (2012). *5 Gamification rules from the grandfather of gamification*. Retrieved from <http://www.forbes.com/sites/kenkrogue/2012/09/18/5-gamification-rules-from-the-grandfather-of-gamification/>.
- Kücklich, J. (2005). Precarious playbour: Modders and the digital games industry. *Fibreculture*, 5.
- Kücklich, J. (2009a). A techno-semiotic approach to cheating in computer games: Or how I learned to stop worrying and love the machine. *Games and Culture*, 4(2), 158–169. doi:10.1177/1555412008325486.
- Kücklich, J. R. (2009b). Virtual worlds and their discontents: Precarious sovereignty, governmentality, and the ideology of play. *Games and Culture*, 4(4), 340–352. doi:10.1177/1555412009343571.
- Kumar, J. M., & Herger, M. (2013). *Gamification at work: Designing engaging business software*. New York, NY: The Interactions Design Foundation.
- Kyle, D. G. (2007). *Sport and spectacle in the ancient world*. Oxford: Blackwell Publishing.
- Lacy, L. (2013). *Friskies' GamesforCats.com offers branded experience for cats (and owners)*. Retrieved from <http://www.clickz.com/clickz/news/2255936/friskies-gamesforcatscom-offers-branded-experience-for-cats-and-owners>. Accessed on January 21, 2014.
- Lainema, T. (2009). Perspective making: Constructivism as a meaning-making structure for simulation gaming. *Simulation & Gaming*, 40(1), 48–67. doi:10.1177/1046878107308074.
- Lane, R. J. (2008). *Jean Baudrillard* (2nd ed.). New York, NY: Routledge.
- Lanier, J. (2013). *Who owns the future*. New York, NY: Simon & Schuster.
- Latour, B. (2005). *Reassembling the social: An introduction to actor-network-theory*. New York, NY: Oxford University Press.
- Lazzarato, M. (2006). The machine. *EIPCP*, 10.
- Lazzarato, M. (2012). *The making of the indebted man: An essay on the neoliberal condition* (J. D. Jordan, Trans.). New York, NY: Semiotext(e).
- Lee, H. (2008). Welcome to the brain age: How culture industry transforms videogames into mental training tools in the neoliberal society. Paper presented at the NCA Annual.

- Lefebvre, H. (1991). *The production of space* (D. Nicholson-Smith, Trans.). Malden, MA: Blackwell-Wiley.
- Lefebvre, H. (2004). *Rhythmanalysis: Space, time and everyday life*. London: Continuum.
- Leiner, B. M., Cerf, V. G., Clark, D. D., Kahn, R. E., Kleinrock, L., Lynch, D. C., ... Wolff, S. (2009). A brief history of the internet. *SIGCOMM Computer Communication Review*, 39(5), 22–31. doi:10.1145/1629607.1629613.
- Lemke, T. (2011). The government of living beings: Michel Foucault. In E. F. Trump (Trans.), *Biopolitics: An advanced introduction*. New York, NY: New York University Press.
- Lessig, L. (2006). Architectures of control. In *Code: Version 2.0* (pp. 38–60). New York, NY: Basic Books.
- Levinson, P. (1997). *The soft edge: A natural history and future of the information revolution*. New York, NY: Routledge.
- Levy, P. (1997). The art and architecture of cyberspace: The aesthetics of collective intelligence. In R. Bononno (Trans.), *Collective intelligence: Mankind's emerging world in cyberspace* (pp. 117–130). Cambridge, MA: Perseus Books.
- Lewis, J. (2013). *Ingress – Crowdsourcing solutions to NP-hard problems?* Retrieved from <http://decomplexing.org/blog/2013/01/22/ingress-crowdsourcing-solutions-to-np-hard-problems/>.
- Licoppe, C., & Inada, Y. (2008). Geolocalized technologies, location-aware communities, and personal territories: The Mogi case. *Journal of Urban Technology*, 15(3), 5–24.
- Licoppe, C., & Inada, Y. (2010). Locative media and cultures of mediated proximity: The case of the Mogi game location-aware community. *Environment and Planning D: Society and Space*, 28(4), 691–709.
- Lieberoth, A. (2015). Shallow gamification: Testing psychological effects of framing an activity as a game. *Games and Culture*, 10(3), 229–248. doi:10.1177/1555412014559978.
- Liyakasa, K. (2012a). GAME ON! (Cover story). *CRM Magazine*, 28–32.
- Liyakasa, K. (2012b). Serious about gamification. *CRM Magazine*, 33.
- Liyakasa, K. (2012c). Turning business into pleasure. *CRM Magazine*, 16(3), 14.
- Loftus, G., & Loftus, E. (1983). *Mind at play: The psychology of video games*. New York, NY: Basic Books.
- Loht, A. S. (2016). Play as symbol of the world and other writings. *Phenomenological Reviews*.
- Lopes, R., & Bidarra, R. (2011). Adaptivity challenges in games and simulations: A survey. *IEEE Transactions on Computational Intelligence and AI in Games*, 3(2), 85–99. doi:10.1109/tciaig.2011.2152841.
- Lopez, J. (2012). *Three ways to overcome the commuter blues with gamification*. Retrieved from <http://www.gamification.co/2012/01/11/three-ways-to-overcome-the-commuter-blues-with-gamification/>.
- Lorant, S., & Lieury, A. A. (2014). Efficiency of brain training vs. recreational video games for cognitive/academic performance: Synthesis of 3 experiments, a synthesis of 3 experiments. *Journal of Communications Research*, 6(2), 107–151.
- Lowood, H. (2009a). Guest editor's introduction: Perspectives on the history of computer games. *IEEE Annals of the History of Computing*, 31(3), 4. doi:10.1109/MAHC.2009.47.

- Lowood, H. (2009b). Videogames in computer space: The complex history of Pong. *IEEE Annals of the History of Computing*, 31(3), 5–19. doi:10.1109/Mahc.2009.53.
- Lukes, S. (1974). *Power: A radical view*. Cambridge, MA: MIT Press.
- Lupton, D. (2016). *The quantified self: A sociology of self-tracking*. Cambridge: Polity Press.
- Luscombe, B. (2009). Zynga harvests the cyberfarmer. *Time*, 174(21), 59–60.
- Lyotard, J. F. (1979). *The postmodern condition: A report on knowledge* (R. Durand, Trans.). Manchester: Manchester University Press.
- Malaby, T. M. (2006). Parlaying value: Capital in and beyond virtual worlds. *Games and Culture*, 1(2), 141–162. doi:10.1177/1555412006286688.
- Malaby, T. M. (2007). Beyond play: A new approach to games. *Games and Culture*, 2(2), 95–113. doi:10.1177/1555412007299434.
- Malone, T. W. (1980). What makes things fun to learn? Heuristics for designing instructional computer games. Paper presented at the Proceedings of the 3rd ACM SIGSMALL Symposium and the First SIGPC Symposium on Small Systems, Palo Alto, CA.
- Mann, S. (2001). *Cyborg: Digital destiny and human possibility in the age of the wearable computer*. New York, NY: Random House.
- Mann, S. (2012). *Augmediated reality and “McVeillance”*. Online Blog. Retrieved from <http://eyetap.blogspot.com/2012/09/augmediated-reality-and-mcveillance.html>. Accessed on February 21, 2014.
- Manovich, L. (2002). *The language of new media*. Cambridge, MA: MIT Press.
- Manovich, L. (2006). The poetics of augmented space. *Visual Communication*, 5(2), 219–240. doi:10.1177/1470357206065527.
- Marczewski, A., & Bartle, R. (2012). *An interview with Richard Bartle about gamification*. Retrieved from <http://www.gamified.co.uk/2012/12/31/an-interview-with-richard-bartle-about-gamification/#.U-KBkPldU0M>. Accessed on August 2, 2014.
- Marketer, C. (2011). *2010 Monopoly at McDonald's: 2011 IMA award winner*. Retrieved from <http://chiefmarketer.com/ima-awards/2010-monopoly-mcdonalds-2011-ima-award-winner>.
- Marks, S. (2005). *Finding Betty Crocker: The secret life of America's first lady of food*. New York, NY: Simon & Schuster.
- Markula, P., & Pringle, R. (2006). *Foucault, sport and exercise: Power, knowledge and transforming the self*. New York, NY: Routledge.
- Marx, K. (1997). The German ideology [extract]. In D. McLennan (Ed.), *Karl Marx – Selected writings*. Oxford: Oxford University Press.
- Marx, K. (2000). The fetishism of the commodity and its secret. In J. B. Schor & B. B. Holt (Eds.), *The consumer society reader* (pp. 331–342). New York, NY: The New Press.
- Mason, S. (2018). High score, low pay: Why the gig economy loves gamification. *The Guardian*. Retrieved from <https://www.theguardian.com/business/2018/nov/20/high-score-low-pay-gamification-lyft-uber-drivers-ride-hailing-gig-economy>.
- Massey, D. (1992). Politics and space/time. *New Left Review*, 196, 65–84.
- Mauldon, E., & Redfern, H. (1969). *Games teaching: A new approach for the primary school*. London: MacDonald and Evans.
- Mauss, M. (2000). *The gift: The form and reason for exchange in archaic societies*. New York, NY: W. W. Norton.

- McAdams, D. P., & de St Aubin, E. (1992). A theory of generativity and its assessment through self-report, behavioral acts, and narrative themes in autobiography. *Journal of Personality and Social Psychology*, 62(6), 1003–1015.
- McGonigal, J. (2011). *Reality is broken: Why games make us better and how they can change the world*. New York, NY: Penguin.
- McLuhan, M. (2003). The gadget lover: Narcissus as Narcosis. In W. T. Gordon (Ed.), *Understanding media: The extensions of man* (pp. 61–70). Berkeley, CA: Gingko Press.
- Mead, G. H. (1934). In C. W. Morris (Ed.), *Mind, self, and society*. Chicago, IL: University of Chicago Press.
- Meadmore, D., & Meadmore, A. P. (2004). The boundlessness of performativity in Elite Australisn Schools. *Discourse: Studies in the Cultural Politics of Education*, 25(3), 375–387.
- Medler, B. (2011). Player dossiers: Analyzing gameplay data as a reward. *Game Studies*, 11(1).
- Mintz, J. (2011). *Startups like Bunchball turn brands into games*. Retrieved from <http://www.technologyreview.com/news/426127/startups-like-bunchball-turn-brands-into-games/>. Accessed on September 7, 2015.
- Molesworth, M., & Denegri-Knott, J. (2007). Digital play and the actualization of the consumer imagination. *Games and Culture*, 2(2), 114–133. doi:10.1177/1555412006298209.
- Montola, M., Stenros, J., & Waern, A. (2009). *Pervasive games: Experiences on the boundary between life and play*. Burlington, MA: Morgan Kaufman Publishers.
- Moore, R. (2005). *Cybercrime: Investigating high technology computer crime*. New York, NY: Matthew Bender and Company.
- Mortazavi, B., Nyamathi, S., Lee, S. I., Wilkerson, T., Ghasemzadeh, H., & Sarrafzadeh, M. (2014). Near-realistic mobile exergames with wireless wearable sensors. *IEEE Journal of Biomedical and Health Informatics*, 18(2), 449–456. doi: 10.1109/jbhi.2013.2293674.
- Mosca, I. (2012). +10! Gamification and deGamification. *GAME Journal of Game Studies*, 1(1).
- Mullin, J. (2014). *Airship flies above NSA data center, decries “illegal spying below”*. Retrieved from <http://arstechnica.com/tech-policy/2014/06/airship-flies-above-nsa-data-center-decries-illegal-spying-below/>. Accessed on July 15, 2014.
- Mumford, L. (1934). *Technics and civilization*. New York, NY: Harcourt Brace & Company.
- Murphy, D. M. (2008). *Fighting back: New media and military operations*. U.S. Army War College website. Retrieved from http://www.carlisle.army.mil/featured_articles/.
- Myers, D. (1999). Simulation, gaming, and the simulative. *Simulation & Gaming*, 30(4), 482–489. doi:10.1177/104687819903000406.
- Myers, D. (2017). *Games are not: The difficult and definitive guide to what video games are*. Manchester: Manchester University Press.
- Naughton, K. (2003). Pixels to pavement. *Newsweek*, 141(10), 46.
- Nicholson, S. (2012). A user-centered theoretical framework for meaningful gamification. Paper presented at the Games+Learning+Society 8.0, Madison, WI.
- Niman, N. B. (2013). The allure of games: Toward an updated theory of the leisure class. *Games and Culture*, 8(1), 26–42. doi:10.1177/1555412013478685.

- Norman, D. A. (2008). *The design of everyday things* (Kindle ed.). New York, NY: Basic Books.
- Norman, D. A. (2011). *Living with complexity* (Kindle ed.). Cambridge, MA: MIT Press.
- Olyslager, P. (2017). *How Uber is using gamification to manipulate drivers*. Retrieved from <https://www.paulolyslager.com/how-uber-gamification-manipulate-drivers/>. Accessed on January 2, 2019.
- Otieno, D. (2014). *Death of Foursqaure*. Retrieved from <https://tech-ish.com/2014/07/26/the-death-of-foursquare/>. Accessed on March 20, 2017.
- Owens, T. (2011). Modding the history of science: Values at play in Modder discussions of Sid Meier's civilization. *Simulation & Gaming*, 42(4), 481–495. doi: 10.1177/10468781110366277.
- O'Donnell, C. (2014). Getting played: Gamification, bullshit, and the rise of algorithmic surveillance. *Surveillance and Society*, 12(3), 349–359.
- Pantzar, M., & Elizabeth, S. (2005). Metering everyday life. In *17th Annual SASE Meeting*, Budapest, Hungary.
- Paharia, R. (2013). *Loyalty 3.0: How to revolutionize customer and employee engagement with big data and gamification*. New York, NY: McGraw-Hill.
- Paharia, R. (2014). Can you architect virality? Absolutely. Here's how. *Gamification Blog*. Retrieved from.
- Parisi, L. (2009). Symbiotic architecture: Prehending digitality. *Theory, Culture & Society*, 26(2–3), 346–374. doi:10.1177/0263276409103121.
- Parslow, G. R. (2013). Commentary: Crowdsourcing, foldit, and scientific discovery games. *Biochemistry and Molecular Biology Education*, 41(2), 116–117. doi:10.1002/bmb.20686.
- Parsons, T. (1954). *Essays in sociological theory*. New York, NY: McMillian.
- Parsons, T. (1999). *The social system*. London: Routledge.
- Paterson, I. (2007). Experiencing architectural interiors and exteriors in computer games. *International Journal of Architectural Computing*, 5(1), 128–143. doi: 10.1260/147807707780912921.
- Paul, C. A. (2018). *The toxic meritocracy of video games: Why gaming culture is the worst*. Minneapolis, MN: University of Minnesota Press.
- Payne, M. T. (2012). Marketing military realism in call of duty 4: Modern warfare. *Games and Culture*, 7(4), 305–327. doi:10.1177/1555412012454220.
- Pearl, J. (1984). *Heuristics*. New York, NY: Addison-Wesley.
- Pelling, N. (2002). Conundra. Retrieved from <http://www.nanodome.com/conundra.co.uk/>.
- Pelling, N. (2011). *The (short) prehistory of "gamification"....* Retrieved from <http://nanodome.wordpress.com/2011/08/09/the-short-prehistory-of-gamification/>.
- Petridis, P., Dunwell, I., Arnab, S., Scarle, S., Qureshi, A., de Freitas, S., ... Star, K. (2011, May 4–6). Building social communities around alternate reality games. Proceedings of the 2011 Third International Conference on the Games and Virtual Worlds for Serious Applications (VS-GAMES). Washington, DC: IEEE.
- Phillips, J. (2014). *Basis peak review: This is the band to buy if you obsess over heart-rate and sleep tracking*. Retrieved from <http://www.pcworld.com/article/2843515/basis-peak-review-this-is-the-band-to-buy-if-you-obsess-over-heart-rate-and-sleep-tracking.html>. Accessed on May 5, 2015.

- Pias, C. (2011). On the epistemology of computer simulation. *Zeitschrift für Medien- und Kulturforschung*, 1(11).
- Piccinini, E., Gregory, R. W., & Kolbe, L. M. (2015). Changes in the producer-consumer relationship – Towards digital transformation. *Wirtschaftsinformatik Proceedings*, 109. Retrieved from <https://aisel.aisnet.org/wi2015/109>.
- Plato. (2015). *The Sophist* (B. Jowett, Trans.). Cambridge, MA: MIT Press.
- Poltronieri, F. (2014). Communicology, apparatus, and post-history: Vilem Flusser's concepts applies to videogames and gamification. In M. Fuchs, S. Fizek, P. Ruffino, & N. Schrape (Eds.), *Rethinking gamification* (pp. 165–186). Luneberg: Meson Press.
- Postigo, H. (2016). The socio-technical architecture of digital labor: Converting play into YouTube money. *New Media & Society*, 18(2), 332–349.
- Prigg, M. (2014). *Every step you take, every coffee you drink: Apple's iPhone 6 gets new health tracking features – And could tell your doctor if you're not getting enough exercise*. Retrieved from <http://www.dailymail.co.uk/sciencetech/article-2689202/Every-step-coffee-drink-Apples-iPhone-6-gets-new-health-tracking-features-tell-doctor-youre-not-getting-exercise.html>. Accessed on February 21, 2014.
- Qin, G., Rau, P.-L. P., & Salvendy, G. (2009). Perception of interactivity: Affects of four key variables in mobile advertising. *International Journal of Human-Computer Interaction*, 25(6), 479–505. doi:10.1080/10447310902963936.
- Raczkowski, F. (2014). Making points the point: Towards a history of ideas of gamification. In M. Fuchs, S. Fizek, P. Ruffino, & N. Scrape (Eds.), *Rethinking gamification* (pp. 141–164). Lüneburg: Meson Press.
- Raessens, J. (2014). The ludification of culture. In M. Fuchs, S. Fizek, P. Ruffino & N. Schrape (Eds.), *Rethinking gamification* (pp. 91–120). Luneberg: Meson Press.
- Rao, L. (2012). *Location-based shopping app shopkick now 3 million users strong; 1B deals viewed*. Retrieved from <http://techcrunch.com/2012/01/24/location-based-shopping-app-shopkick-now-3-million-users-strong/>.
- Rao, L. (2014). Misfit debuts two new colors and bloom, a sleek new necklace for its shine activity tracker. *TechCrunch*. Retrieved from <http://techcrunch.com/2014/04/23/misfit-debuts-two-new-colors-and-bloom-a-sleek-new-necklace-for-its-shine-activity-tracker/>.
- van Reijmersdal, E. A., Rozendaal, E., & Buijzen, M. (2012). Effects of prominence, involvement, and persuasion knowledge on children's cognitive and affective responses to advergames. *Journal of Interactive Marketing*, 26(1), 33–42. doi: 10.1016/j.intmar.2011.04.005.
- Reeves, B., & Read, L. J. (2009). *Total engagement: Using games and virtual worlds to change the way people work and businesses compete*. Brighton, MA: Harvard Business Press.
- Rey, P. J. (2014). Gamification and post-fordist capitalism. In S. P. Walz & S. Deterding (Eds.), *The gameful world*. Cambridge, MA: MIT Press.
- Richardson, I. (2011). The hybrid ontology of mobile gaming. *Convergence: The International Journal of Research into New Media Technologies*, 17(4), 419–430. doi:10.1177/1354856511414797.
- Rizzo, S. (2008). The promise of cell phones: From people power to technological nanny. *Convergence: The International Journal of Research into New Media Technologies*, 14(2), 135–143. doi:10.1177/1354856507087940.

- Rosenblat, A., & Stark, L. (2016). Algorithmic labor and information asymmetries: A case study of Uber's drivers. *International Journal of Communication*, 10, 27.
- Rossi-Wilcox, S. M. (2006). From Betty Crocker to feminist food studies: Critical perspectives on women and food. *Journal of Popular Culture*, 39(5), 922–923. doi: 10.1111/j.1540-5931.2006.00324.x.
- Roy, J. (2012). *Much like GOOG-411, Google's new augmented reality game Ingress is a genius ploy to get you to collect data*. Retrieved from <http://betabeat.com/2012/11/much-like-goog-411-googles-new-augmented-reality-game-ingress-is-a-genius-ploy-to-get-you-to-collect-data/>.
- Ruffino, P. (2014). From engagement to life, or: How to do things with gamification. In M. Fuchs, S. Fizek, P. Ruffino & N. Schrape (Eds.), *Rethinking gamification* (pp. 47–70). Luneberg: Meson Press.
- Rush, J. (2011). Embodied metaphors: Exposing informatic control through first-person shooters. *Games and Culture*, 6(3), 245–258. doi:10.1177/1555412010364977.
- Sabin, D. (2017). *The secret history of Pokémon go as told by the game's creator*. Retrieved from <https://www.inverse.com/article/28485-pokemon-go-secret-history-google-maps-ingress-john-hanke-updates>.
- Salen, K., & Zimmerman, E. (2003). *Rules of play*. Cambridge, MA: MIT Press.
- Sandvik, R. A. (2013). Illuminating the billion dollar U.S. intelligence budget: Project SpyLighter documents NSA surveillance technology. *Forbes Magazine*.
- Scheiber, N. (2017). How Uber uses psychological tricks to push its drivers' buttons. *New York Times*. Retrieved from https://www.nytimes.com/interactive/2017/04/02/technology/uber-drivers-psychological-tricks.html?_r=0.
- Schell, J. (2010). Visions of the gameocolypse. Paper presented at the Gamefication Summit, San Francisco, CA.
- Schell, J. (2013). *The secret mechanisms*. Retrieved from <https://www.youtube.com/watch?v=us6OPbYtKBM>.
- Schmitt, G. (1999). *Informationlarchitecture*. Boston, MA: Birkhauser.
- Scholz, T. (2013). Why does digital labor matter now? In T. Scholz (Ed.), *Digital labor: The internet as playground and factory* (pp. 1–11). New York, NY: Routledge.
- Schrape, N. (2014). Gamification and governmentality. In M. Fuchs, S. Fizek, P. Ruffino & N. Schrape (Eds.), *Rethinking gamification* (pp. 21–46). Luneberg: Meson Press.
- Stolz, S., & Pill, S. (2013). Teaching games and sport for understanding: Exploring and reconsidering its relevance in physical education. *European Physical Education Review*, 20(1), 36–71. doi:10.1177/1356336x13496001
- Scofidio, B. (2012). Get serious about gamification. *Corporate Meetings and Incentives*, 31(7), 2.
- Sennerston, C. (2010). *Model-based simulation training supporting military operational processes*. Doctoral, Blekinge Institute of Technology, Karlskrona. Retrieved from [http://www.bth.se/fou/forskinforso.nsf/0/2bc8a3a8d1914b25c125777a0032cc50/\\$file/Diss_Charlotte%20Sennersten.pdf](http://www.bth.se/fou/forskinforso.nsf/0/2bc8a3a8d1914b25c125777a0032cc50/$file/Diss_Charlotte%20Sennersten.pdf).
- Sennott, S. (2005). Gaming the Ad. *Newsweek*, 145(5), E2.
- Shannon, C., & Weaver, W. (1949). *The mathematical theory of communication*. Urbana, IN: University of Indiana Press.

- Shu, C. (2014). Every fitness app and wearable should have a mood tracker. *TechCrunch*. Retrieved from <http://techcrunch.com/2014/04/27/every-fitness-app-and-wearable-should-have-a-mood-tracker/>.
- Sicart, M. (2008). Defining game mechanics. *Game Studies*, 8(2). Retrieved from <http://gamestudies.org/0802/articles/sicart>.
- Sicart, M. (2009). *The ethics of computer games*. Cambridge, MA: MIT Press.
- Sicart, M. (2018). Quixotean play in the age of computation. *American Journal of Play*, 10(3), 249–264.
- Silver, M. (2009). *Exploring interface design*. New York, NY: Cengage.
- Simon, H. (1947). *Administrative behavior: A study of decision-making processes in administrative organization*. New York, NY: Macmillan.
- Simon, H. (1958). Review of games and decisions: Introduction and critical survey. *American Sociological Review*, 23(3), 342–343.
- Simon, H. (1969). *The sciences of the artificial*. Cambridge, MA: MIT Press.
- Simon, H. (1971). Designing organizations for an information-rich world. In M. Greenberger (Ed.), *Computers, communications, and the public interest* (pp. 36–72). Baltimore, MD: Johns Hopkins Press.
- Simon, H. (1991). *Models of my life*. New York, NY: Basic Books.
- Simon, B. (2006). Beyond cyberspatial flaneurie: On the analytic potential of living with digital games. *Games and Culture*, 1(1), 62–67. doi:10.1177/1555412005281789
- Simon, B. (2007a). Geek chic: Machine aesthetics, digital gaming, and the cultural politics of the case mod. *Games and Culture*, 2(3), 175–193. doi:10.1177/1555412007304423.
- Simon, B. (2007b). What if Baudrillard was a gamer?: Introduction to a special section on Baudrillard and game studies. *Games and Culture*, 2(4), 355–357. doi:10.1177/1555412007309535.
- Simon, H., & Newell, A. (1970). Human problem solving. *American Psychologist*.
- Simondon, G. (1992). The genesis of the individual. In J. Crary & S. Kwinter (Eds.), *Zone 6: Incorporations*. Cambridge, MA: Zone Books.
- Simondon, G. (2007). Technical individualization. In J. Brouwer & A. Mulder (Eds.), *Interact or die!* Rotterdam: NAI.
- Singer, E. (2011). *The measured life*. Retrieved from <http://www.technologyreview.com/featuredstory/424390/the-measured-life/>. Accessed on May 15, 2014.
- Smart, B. (2000). Michel Foucault. In G. Ritzer (Ed.), *The Blackwell companion to major sociological theorists* (pp. 630–650). Malden, MA: Blackwell Publishing.
- Smith, D. W. (2006). The concept of the simulacrum: Deleuze and the overturning of Platonism. *Continental Philosophy Review*, 38(1–2), 89–123.
- Smith, R. (2010). The long history of gaming in military training. *Simulation & Gaming*, 41(1), 6–19. doi:10.1177/1046878109334330.
- Smith, G. J. (2018). Data doxa: The affective consequences of data practices. *Big Data & Society*, 5(1). doi:10.1177/2053951717751551.
- Soja, E. (1989). *Postmodern geographies*. New York, NY: Verso.
- Sotamaa, O. (2010). When the game is not enough: Motivations and practices among computer game modding culture. *Games and Culture*, 5(3), 239–255. doi:10.1177/1555412009359765.
- Sutko, D. M., & de Souza e Silva, A. (2008). Playing life and living play: How hybrid reality games reframe space, play, and the ordinary. *Critical Studies in Media Communication*, 25, 447–465.

- de Souza e Silva, A. (2006). From cyber to hybrid: Mobile technologies as interfaces of hybrid spaces. *Space and Culture*, 9(3), 261–278. doi:10.1177/1206331206289022.
- de Souza e Silva, A. (2008). Hybrid reality and location-based gaming: Redefining mobility and game spaces in urban environments. *Simulation & Gaming*, 40(3), 404–424. doi:10.1177/1046878108314643.
- de Souza e Silva, A., & Frith, J. (2010). Locative mobile social networks: Mapping communication and location in urban spaces. *Mobilities*, 5(4), 485–505. doi:10.1080/17450101.2010.510332.
- de Souza e Silva, A., & Frith, J. (2011). *Mobile interfaces in public spaces: Locational privacy, control, and urban sociability*. New York, NY: Routledge.
- de Souza e Silva, A., & Hjorth, L. (2009). Playful urban spaces: A historical approach to mobile games. *Simulation & Gaming*, 40(5), 602–625. doi:10.1177/1046878109333723.
- de Souza e Silva, A., & Sutko, D. M. (2011). Theorizing locative technologies through philosophies of the virtual. *Communication Theory*, 21(1), 23–42. doi:10.1111/j.1468-2885.2010.01374.x.
- Spariosu, M. (1989). *Dionysus reborn*. Ithaca, NY: Cornell University Press.
- Squire, K. (2011). *Games and learning: Teaching and participatory culture in the digital age*. Columbia, NY: Teacher's College Press.
- Srnicek, N. (2017). *Platform capitalism*. Malden, MA: Polity Press.
- Steel, E., & Dembosky, A. (2013). *Health apps run into privacy snags*. Retrieved from <http://www.ft.com/intl/cms/s/0/b709cf4a-12dd-11e3-a05e-00144feabdc0.html#axzz3JHHno8bz>. Accessed on September 20, 2014.
- Steinkuehler, C. (2006). The Mangle of play. *Games and Culture*, 1(3), 199–213. doi:10.1177/1555412006290440.
- Stenros, J., Waern, A., & Montola, M. (2012). Studying the elusive experience in pervasive games. *Simulation & Gaming*, 43(3), 339–355. doi:10.1177/1046878111422532.
- Sternberg, D. A., Ballard, K., Hardy, J. L., Katz, B., Doraiswamy, P. M., & Scanlon, M. (2013). The largest human cognitive performance dataset reveals insights into the effects of lifestyle factors and aging. *Frontiers in Human Neuroscience*, 7, 292.
- Striphas, T. (2015). *European Journal of Cultural Studies*, 18(null), 395.
- Sukoco, B. M., & Wu, W.-Y. (2011). The effects of advergames on consumer telepresence and attitudes: A comparison of products with search and experience attributes. *Expert Systems with Applications*, 38(6), 7396–7406. doi:10.1016/j.eswa.2010.12.085.
- Sutko, D. M., & de Souza e Silva, A. (2008). Playing life and living play: How hybrid reality games reframe space, play, and the ordinary. *Critical Studies in Media Communication*, 25, 447–465.
- Sutton-Smith, B. (1997). *The ambiguity of play*. Cambridge, MA: Harvard University Press.
- Swan, C. (2012). Gamification: A new way to shape behavior. *Communication World*, 29(3), 13–14.
- Taylor, D. (2011). *Michel Foucault: Key concepts*. Durham: Acumen.
- Taylor, N., Bergstrom, K., Jenson, J., & de Castell, S. (2015). Alienated playbour: Relations of production in EVE online. *Games and Culture*, 10(4), 365–388. doi:10.1177/1555412014565507.

- Taylor, N., Jenson, J., de Castell, S., & Dilouya, B. (2014). Public displays of play: Studying online games in physical settings. *Journal of Computer-Mediated Communication*, 19(4), 763–779. doi:10.1111/jcc4.12054.
- Taylor, N. T. (2008). Periscopic play: Re-positioning ‘the field’ in MMO research. *Loading*, 1(3).
- Taylor, N. T. (2009a). *Power play: Digital gaming goes Pro*. PhD Dissertation, York University, Toronto, ON.
- Taylor, T. L. (2006a). Does WoW change everything?: How a PvP server, multinational player base, and surveillance mod scene caused me pause. *Games and Culture*, 1(4), 318–337. doi:10.1177/1555412006292615.
- Taylor, T. L. (2006b). *Play between worlds: Exploring online game culture*. Cambridge, MA: MIT Press.
- Taylor, T. L. (2009b). The assemblage of play. *Games and Culture*, 4(4), 331–339. doi: 10.1177/1555412009343576.
- Taylor, T. L. (2012). *Raising the stakes: E-sports and the professionalization of computer gaming*. Cambridge, MA: MIT Press.
- Taylor, T. L., & Kolko, B. E. (2003). Boundary spaces: Majestic and the uncertain status of knowledge, community and self in a digital age. *Information, Communication & Society*, 6(4), 497–522.
- Taylor, T. L., & Witkowski, E. (2010). This is how we play it: What a mega – LAN can teach us about games. Paper presented at the FDG ‘10, Monterey, CA. Retrieved from <http://tltaylor.com/wp-content/uploads/2010/06/TaylorWitkowski-ThisIsHowWePlayIt.pdf>.
- Terranova, T. (2000). Free labor: Producing culture for the digital economy. *Social Text*, 18(2 63), 33–58.
- Thaler, R., & Sunstein, C. (2008). *Nudge (Vol. null)*. *The Economist*. (2011). *All the world’s a game*. Retrieved from <http://www.economist.com/node/21541164>.
- The Economist*. (2011). The play’s the thing. *Economist*, 401(8763), 10–11.
- Thomas, S. (2006). Pervasive learning games: Explorations of hybrid educational gamescapes. *Simulation & Gaming*, 37(1), 41–55. doi:10.1177/1046878105282274.
- Thorpe, E. O. (1969). Optimal gambling systems for favorable game. *Review of the International Statistical Institute*, 37(3), 273–293.
- Tobler, W. (1970). A computer movie simulating urban growth in the Detroit region. *Economic Geography*, 46(2), 234–240.
- Toft-Nielsen, C., & Norgard, R. T. (2015). Expertise as gender performativity and corporeal craftsmanship: Towards a multilayered understanding of gaming expertise. *Convergence: The International Journal of Research into New Media Technologies*, 21(3), 343–359. doi:10.1177/1354856515579843.
- Trammell, A., & Gilbert, A. (2014). Extending play to critical media studies. *Games and Culture*, 9(6), 391–405. doi:10.1177/1555412014549301.
- Tschumi, B. (1996). *Architecture and disjunction*. Cambridge, MA: MIT Press.
- Tsotsis, A. (2011). *Taskrabbit turns grunt work into a game*. Retrieved from https://www.wired.com/2011/07/mf_taskrabbit/. Accessed on May 15, 2019.
- Tulloch, R. (2014). The construction of play: Rules, restrictions, and the repressive hypothesis. *Games and Culture*, 9(5), 335–350. doi:10.1177/1555412014542807.
- Turing, A. (2004). In J. B. Copeland (Ed.), *The essential turing*. Oxford: Oxford University Press.

- Turing, A., Post, E., & Davies, D. W. (2004). On computer numbers: Corrections and critiques. In J. B. Copeland (Ed.), *The essential turing* (pp. 91–124). Oxford: Oxford University Press.
- Turkle, S. (2011). *Alone together: Why we expect more from technology and less from each other*. New York, NY: Basic Books.
- Turner, A. P., & Martinek, T. J. (1999). An investigation into teaching games for understanding: Effects on skill, knowledge, and game play. *Research Quarterly for Exercise & Sport*, 70(3), 286–296. doi:10.1080/02701367.1999.10608047.
- Vaidhyanathan, S. (2018). *Antisocial media: How Facebook disconnects us and undermines democracy*. Oxford: Oxford University Press.
- Van Oort, M. (2018). The emotional labor of surveillance: Digital control in fast fashion retail. *Critical Sociology*, 1. doi:10.1177/0896920518778087.
- Van de Zant, S. (2012). *Solo open kitchen gamification*. Retrieved from <http://www.luon.com/blog/2012/10/10/solo-open-kitchen-gamification.aspx>.
- Voorhees, G. (2013). Criticism and control: Gameplay in the space of possibility. In M. Wysocki (Ed.), *Ctrl-Alt-Play: Essays on control in video gaming* (pp. 9–20). Jefferson, NC: McFarland & Company.
- Veen, M., Fenema, P., & Jongejan, P. (2012). Towards a framework for unraveling the hidden curriculum in military training simulators. In S. Wannemacker, S. Vandercruysse & G. Clarebout (Eds.), *Serious games: The challenge (Vol. 280, pp. 65–73)*. Berlin: Springer Berlin Heidelberg.
- Vella, M. (2007). *Unreal architecture*. Retrieved from <http://www.businessweek.com/stories/2007-12-21/unreal-architecturebusinessweek-business-news-stock-market-and-financial-advice>.
- Verhulst, S. (2013). *Gamification: A short history*. Retrieved from <http://thegovlab.org/gamification-a-short-history/>.
- Walker, S. (2013). *Wearable technology – Market assessment*. IHS.com. Retrieved from www.ihs.com/pdfs/Wearable-Technology-sep-2013.pdf.
- Ward, T. (2014). *Confessions of a Strava cycling addict*. Retrieved from <http://www.theguardian.com/environment/bike-blog/2014/jan/14/confessions-of-a-strava-cycling-addict-app>.
- Wasserman, T. (2013). *Google buys Waze*. Retrieved from <http://mashable.com/2013/06/11/google-buys-waze/>.
- Watts, A. (1995). Work as play. In M. A. Watts (Ed.), *The essential Alan Watts*. London: Celectial Arts.
- Weekly, D. E. (2014). *Dear Foursquare: A breakup letter*. Retrieved from <https://byrslf.co/dear-foursquare-c7c441fdf25e>. Accessed on March 20, 2018.
- Werner, P., Thorpe, R., & Bunker, D. (1996). Teaching games for understanding: Evolution of a model. *Journal of Physical Education, Recreation and Dance*, 67(1), 28–33. doi:10.1080/07303084.1996.10607176.
- Whitson, J. R. (2013). Gaming the quantified self. *Surveillance and Society*, 11(1/2), 163–176.
- Whitton, N. (2011). Game engagement theory and adult learning. *Simulation & Gaming*, 42(5), 596–609. doi:10.1177/1046878110378587.
- Whitton, N., & Moseley, A. (2014). Deconstructing engagement: Rethinking involvement in learning. *Simulation & Gaming*, 45(4–5), 433–449. doi:10.1177/1046878114554755.

- Wiener, N. (1949). *Cybernetics; or, control and communication in the animal and the machine*. New York, NY: Wiley.
- Williams, R. (1989). Culture is ordinary. In B. Highmore (Ed.), *The everyday life reader* (pp. 91–100). New York, NY: Routledge.
- Williams, D., Ducheneaut, N., Xiong, L., Zhang, Y., Yee, N., & Nickell, E. (2006). From tree house to Barracks: The social life of guilds in world of warcraft. *Games and Culture, 1*(4), 338–361. doi:10.1177/1555412006292616.
- de Winter, J., & Kocurek, C. A. (2014). Games, gamification, and labour politics. *Journal of Gaming & Virtual Worlds, 6*(2), 103–107. doi:10.1386/jgvw.6.2.103_7.
- Wolf, G. (2010, May 2). The data-driven life. *The New York Times*. Retrieved from http://www.nytimes.com/2010/05/02/magazine/02self-measurement-t.html?_r=1&page_wanted=all.
- Wood, A. (2012). Recursive space: Play and creating space. *Games and Culture, 7*(1), 87–105. doi:10.1177/1555412012440310.
- Wood, D. M., & Ball, K. (2013). Brandscapes of control? Surveillance, marketing and the co-construction of subjectivity and space in neo-liberal capitalism. *Marketing Theory, 13*(1), 47–67. doi:10.1177/1470593112467264.
- Xu, G., Yang, Y., Zhou, Y., & Liu, J. (2013). Wearable thermal energy harvester powered by human foot. *Frontiers in Energy, 7*(1), 26–38. doi:10.1007/s11708-012-0215-9.
- Yee, N. (2006a). The demographics, motivations, and derived experiences of users of massively multi-user online graphical environments. *Presence: Teleoperators and Virtual Environments, 15*(3), 309–329.
- Yee, N. (2006b). The labor of fun: How video games blur the boundaries of work and play. *Games and Culture, 1*(1), 68–71. doi:10.1177/1555412005281819.
- Zhang, L., & Fung, A. Y. (2013). Working as playing? Consumer labor, guild and the secondary industry of online gaming in China. *New Media & Society, 16*(1), 38–54. doi:10.1177/1461444813477077.
- Zicherman, G., & Cunningham, C. (2011). *Gamification by design: Implementing game mechanics in web and mobile apps*. New York, NY: O'Reilly Media.
- Zicherman, G., & Linder, J. (2010). *Game-based marketing: Inspire customer loyalty through rewards, challenges and contests*. Hoboken, NJ: Wiley.
- Zimmerman, E. (2014). Manifesto for a Ludic century. In *The Gameful World* (pp. 19–22). Cambridge, MA: MIT Press.
- Zittrain, J. (2008). *The future of the internet and how to stop it*. New Haven, CT: Yale University Press.
- Zuboff, S. (2019). *Surveillance capitalism: The fight for a human future at the new frontier of power*. New York, NY: Public Affairs.