

Edited by Valerie Frissen et al.

Playful Identities

The Ludification of Digital Media Cultures

Digital media technologies increasingly shape how people relate to the world and to themselves. This thoughtful edited volume explores the notion of play as a lens to regard changing media practices and identity construction, arguing that play and games are not only appropriate metaphors to capture postmodern human identities, but also the very means by which people reflexively construct their identity.

"Playful Identities by Amsterdam University Press is an illuminating study on the increasing complexity of digital playgrounds, ludic media, ludic interfaces and the technologies of the self, gamers and players implement. The book presents a variety of roles and identities such as: players, learners, gamblers, users, fans, role-players, theory crafters, cheaters, and digital savages." - Prof. Dr. Mathias Fuchs, Leuphana University Lüneburg

MEDIAMATTERS

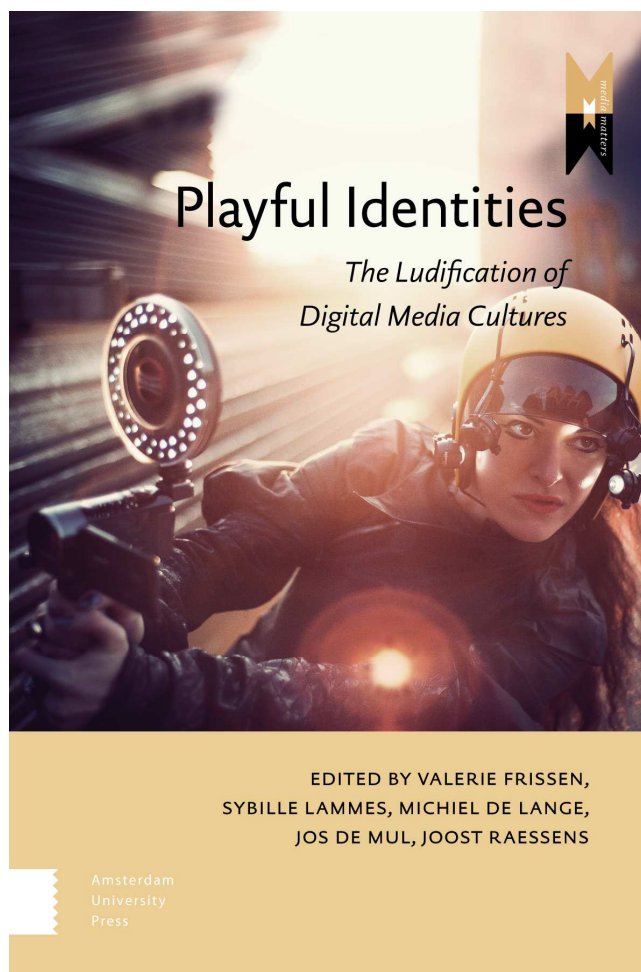
ISBN 978 90 8964 639 2

e-ISBN 978 90 4852 303 0

366 pages, 5 colour, 8 b/w illustrations

Paperback

Available to order on www.aup.nl.



Valerie Frissen is Managing Director of the SIDN Fund and professor of ICT & Social Change at Erasmus University Rotterdam.

Sybille Lammes is associate professor at the Centre for Interdisciplinary Methodologies at the University of Warwick.

Michiel de Lange is a part-time Lecturer in New Media Studies at Utrecht University, and a researcher and adviser of new media and urbanism.

Jos de Mul is full professor of Philosophy of Man and Culture at the Faculty of Philosophy, Erasmus University Rotterdam.

Joost Raessens is professor of Media Theory at the Department of media and Culture Studies at Utrecht University.