

Digital media technologies increasingly shape how people relate to the world, to other people and to themselves. This prompts questions about present-day mediations of identity. This book explores the notion of play as a heuristic lens to look at changing media practices and identity construction. Playful media culture is analyzed far beyond its apparent manifestation in computer games. The central argument of the book is that play and games nowadays are not only appropriate metaphors to capture post-modern human identities, but also the very means by which people reflexively construct their identity.

*Playful Identities* presents academic research at the intersection of media theory, play and game studies, social sciences and philosophy. The book carves out a cross-disciplinary domain that connects the most recent insights from play and game studies, media research, and identity studies.

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“An illuminating study on the increasing complexity of ludic media and technologies of the self.”

- Mathias Fuchs, professor at the Centre for Digital Cultures at Leuphana University Luneburg

“What a brilliant, refreshing, and positively playful approach to the ludic imperative. These are the smartest, most articulate, and up-to-date essays on this subject, by the very people creating this field of study.”

- Douglas Rushkoff, author of *Present Shock*, *Program or Be Programmed*, and *Playing the Future*