

CONTENTS

1	Introduction:	
	36 Ways to Learn a Video Game	1
2	Semiotic Domains:	
	Is Playing Video Games a “Waste of Time”?	17
3	Learning and Identity:	
	What Does It Mean to Be a Half-Elf?	45
4	Situated Meaning and Learning:	
	What Should You Do After You Have Destroyed the Global Conspiracy?	71
5	Telling and Doing:	
	Why Doesn’t Lara Croft Obey Professor Von Croy?	113
6	Cultural Models:	
	Do You Want to Be the Blue Sonic or the Dark Sonic?	145
7	The Social Mind:	
	How Do You Get Your Corpse Back After You’ve Died?	179
8	Conclusion	215
	<i>Appendix: The 36 Learning Principles</i>	221
	<i>References</i>	229
	<i>Index</i>	241