## CONTENTS

1.	Introduction: 36 Ways to Learn a Video Game	1
2.	Semiotic Domains: Is Playing Video Games a "Waste of Time"?	13
3.	Learning and Identity: What Does It Mean to Be a Half-Elf?	51
4.	Situated Meaning and Learning: What Should You Do After You Have Destroyed the Global Conspiracy?	73
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?	139
7.	The Social Mind: How Do You Get Your Corpse Back After You've Died?	169
8.	Conclusion: Duped or Not?	199
	pendix: The 36 Learning Principles	207
References		213
Index		221