## Contents

## Acknowledgments ix

## Introduction 1

- 1 What They Learn in College 17
- 2 The War on Learning 37
- 3 On Camera: The Baked Professor Makes His Debut 77
- 4 From Reality TV to the Research University: Coursecasting and Pedogogical Drama 91
- 5 The Rhetoric of the Open Courseware Movement 115
- 6 Honor Coding: Plagiarism Software and Educational Opportunism 151
- 7 Toy Problems: Education as Product 169
- 8 The Play's the Thing: Games and Virtual Worlds in Higher Education 187
- 9 Gaining Ground in the Digital University 221

Notes 241

Index 291