

Table of Contents

Acknowledgment	XI
Foreword: Towards a Science of Gamification and Its Relationship to Governance and Democracy	XIII
1. What if Government Was a Game?	1
1. Not your average tetris	2
2. Imagining the future of public power	4
3. Gamification, governance and regulators	5
4. Innovation and tradition	7
5. Technologies and public power	9
6. Increased convergence, higher expectations	13
7. Escaping anachronism	15
8. Conceptual shifts	17
9. Gamification at crossroads no. 1 - nudging	19
10. Gamification at crossroads no. 2 - democratic Innovations	21
11. Gamification at crossroads no. 3 - crowdsourcing	22
12. Gamification at crossroads no. 4 - civic tech	25
13. The era of disbelief	28
14. Regulators in crisis	31
15. The odd paradox	33
16. The participatory makeover	37
17. Fiscal austerity, the costs of (non-)innovating	39

18. Regulatory complexity, obliged to innovate	41
19. The open questions of gamified governance	43
20. The structure of the volume	47
2. A Cursory Investigation into Gamification	49
1. Gamification in political communication	50
2. The politicisation of games	51
3. Gamification and the business sector	53
4. Gamified media	55
5. Games and universities	57
6. Gamified activism	58
7. The gamification of climate change activism	62
3. Games, Rewards and the Exercise of Public Power	65
1. Mayor for a day	67
2. Design is key	70
3. Civic currencies	72
4. Where is the red balloon?	73
5. Be kind to your neighbours	75
6. Participated budgets	77
7. Taxonomy of national gamified governance	78
8. Vultures with GoPros	81
9. Speed camera lotteries and melodic highways	83
10. Incumbent and critical democracies	84
4. Gamification Beyond Borders	89
1. Gamified supranational governance	92
2. Social innovators and young scientists	94
3. Storytellers, innovators, connectors and includers	95
4. Taxonomy of supranational gamified governance	95
5. Pop hunters, maps and ozone molecules	98
6. World wonders and inflation rates	100

7. Mobile phones and grains of rice	102
8. The 'Evokation'	103
9. Regulatory experimentalism	104
10. Blocks and youth workers	106
5. Gamified Publics	109
1. Hard-core participants vs. unqualified masses	110
2. Breaking free from quantitative assessments	113
3. Constituting the demos	115
4. Ties and engagements	117
5. Gamified publics no. 1 - policy-entrepreneurs	119
6. Gamified publics No. 2 - citizen-lobbyists	122
7. Capturing the regulators	124
8. Gamified publics no. 3 - citizen-activists	126
9. Gamified publics and governance no. 1 - prosumerism	129
10. Gamified publics and governance no. 2 - collective intelligence	130
11. Gamified publics and governance no. 3 - network theory	133
6. The Dark Side of Gamified Governance	135
1. Dangers of incentives	136
2. The hollowing of the state	138
3. Digitally divided	140
4. Digitally excluded	142
5. Digitally ignorant	143
6. Linguistic barriers	145
7. Policy cycle: front and back ends	146
8. Policy areas	148
9. The new feudal society	149

Conclusions: The Only Winning Move Is (Not) to Play	153
1. The puzzle of effectiveness	154
2. Making smart uses of collective intelligence	156
3. Ethics as usual	158
4. Privacy matters	158
5. Embracing failure	160