

## social-alienation(s)

**social(s) – talk(s) / alienation(s) / cage(s) / graph(s) / game(s)** – .. / / fun / attitude(s) / change(s) / human(s) / experience(s)

creative labor is the essence of humanity / to live is to act, to transform the world and the self ...

- object(s) – control over result(s) of production
- process(es) – ... value, not distribution of things
- collaborator(s) – cooperate, rather than compete
- human essence(s) – to act, ..., creative labor ...

karl marx – paris manuscripts (1844) / war(s) / sign(s)  
play / tribe(s) / identity / network(s) / flow(s) / connection(s) / chart(s)

## social-behavior(s)

**social(s) – time(s) / changing behavior(s) / cage(s) / metaphor(s)** / – .. / / fun / attitude(s) / change(s) / human(s) / experience(s)

scenario(s) / serious games as social technology

- **target(s)** – which (group of) people?
- **sponsor(s)** – who initiates/pays?
- **goal(s)** – what behavior(s)/pattern(s)?
- **instrument(s)** – by what means/technology?

/ hole in the wall / war(s) / phrase(s) / mean(s) / example(s)  
/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

## social-cage(s)

**social(s) – iron cage(s) / alienation(s) / confession(s)** – .. / / fun / attitude(s) / change(s) / human(s) / experience(s)

twinkle(s) / difference(s)

care for external goods should only lie on the shoulders of the 'saint like a light cloak, which can be thrown aside at any moment' ... but fate decreed that the cloak should become an iron cage  
...

human(s) / intelligence(s) / game(s) / max weber  
play / critical / story / project(s) / design(s) / world(s) / cycle(s) ! Æ

## social-create(s)

**social(s) – talk(s) / creative movement(s) / cage(s) / metaphor(s)** / – .. / / fun / attitude(s) / change(s) / human(s) / experience(s)

scenario(s) / will your tribe change the world?

challenge	culture	curiosity
\ \		
\ \	connect	commit

charisma	cause	creativity
----------	-------	------------

/ game(s) / hole in the wall / flower(s) / abbreviation(s)  
/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

## social-game(s)

**social(s) – time(s) / context(s) / cage(s) / metaphor(s) /** – .. / / fun / attitude(s) / change(s) /  
human(s) / experience(s)

way(s) / travel(s) / serious games as social technology

media / challenge(s)

\ \

\ \ digital game(s) literacy topic(s)

\ \

creativity / story

/ hole in the wall / war(s) / phrase(s) / target(s) / example(s)

/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

## social-intelligence(s)

**social(s) – talk(s) / intelligence(s) / support(s) / law(s)** – .. / / fun / attitude(s) / change(s) / human(s)  
/ experience(s)

rational intervention reveals a quality of time, modernity ...

as we may think

augmenting the human intellect

to judge well, to comprehend well, to reason well, ... / math(s) screen(s) / exercise(s) / meaning(s) /  
idiot(s) / hacker(s)

play / tribe(s) / social(s) / identity / innovation(s) / flow(s) / cycle(s)

## social-math(s)

**social(s) – talk(s) / fellow(s) / math(s)** – .. / / fun / attitude(s) / change(s) / human(s) / experience(s)

skill means never having to make rational choice(s)

... and ... find many dangers in university life. ... survives all these troubles, is second wrangler  
and succeeds automatically to a fellowship. ... succumbs and ruins his ... The friendship is not  
shattered by these unhappy events, and ... thoughts stray to ..., with affectionate pity, as he  
drinks port and eats walnuts for the first time in the *faculty club*.

human(s) / scenario(s) / reference(s)

play / tribe(s) / failure(s) / identity / network(s) / flow(s) / cycle(s)

## social-media(s)

**social(s) – time(s) / media / cage(s) / metaphor(s) /** – .. / / fun / attitude(s) / change(s) / human(s) /  
experience(s)

scenario(s) / serious games as social technology

- enable collective intelligence for operational effectiveness
- unearth emergent structures for operational effectiveness
- expertise location / interest cultivation / brand awareness
- engage in mass coordination for rapid response

/ hole in the wall / war(s) / phrase(s) / mean(s) / source(s)

/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

## social-product(s)

**social(s) – product(s) / talk(s) /** – .. / / fun / attitude(s) / change(s) / human(s) / experience(s)

desire    emotion    knowledge

fun    cool    now    love

/ TEDx / experience(s)  
play / identity / network(s) / flow(s) / connection(s) / tribe(s) / cycle(s)

## social-rational(s)

**social(s) – rational(s)** – .. / / fun / attitude(s) / change(s) / human(s) / experience(s)

rational intervention reveals a new quality of time, that of modernity

through an intervention, a future is possible along the arrow of time ... a conception of modernity as an opening of time-space for rational intervention is understandable only through this particular form of rationality born by science in its foreseeable, objectivist and positivist aspects    Andre Turmel – a historical sociology of childhood

play / identity / network(s) / flow(s) / connection(s) / tribe(s) / cycle(s)

## social-skill(s)

**teaching(s) – talk(s) / skill(s) / math(s)** – .. / / fun / attitude(s) / change(s) / human(s) / experience(s)  
twinkle(s) / difference(s)

ideas worth spreading

skill means never having to make rational choice(s)

/ time matters / product(s) / connection(s)  
play / tribe(s) / failure(s) / identity / network(s) / flow(s) / cycle(s)

## social-slogan(s)

**social(s) – theme(s) / do you want to make a difference?** – .. / / fun / attitude(s) / change(s) /  
human(s) / experience(s)

twinkle(s) / difference(s)

- technology to innovate social processes
- social processes to innovate technology

open source / de Waag  
play / identity / network(s) / flow(s) / connection(s) / tribe(s) / cycle(s)

## social-tribe(s)

**social(s) – talk(s) / forming tribe(s) / cage(s) / metaphor(s) /** – .. / / fun / attitude(s) / change(s) /  
human(s) / experience(s)

vision(s) / travel(s) / will your tribe change the world?

1. life sucks
2. my life sucks
3. I am great (and you're not)
4. we are great
5. life is great

/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

## social-wall(s)

**social(s) – talk(s) / hole in the wall(s) / cage(s) / metaphor(s)** – .. / / fun / attitude(s) / change(s) /  
human(s) / experience(s)

travel(s) / minimally invasive education through social play

1. lightning the spark of learning?
2. another exemplar of entertainment?
3. a method of information spreading?
4. another approach to hardware/software?

/ www.hole-in-the-wall.com / flower(s) / abbreviation(s)  
/ play / tribe(s) / network(s) / identity / flow(s) / chart(s) / cycle(s)

## social-web(s)

**social(s) – talk(s) / web(s) / culture(s)** – .. / / fun / attitude(s) / change(s) / human(s) / experience(s)

ideas worth spreading

us/ing student information twitter  
literacy ethnography  
explain professor change

/ product(s)  
play / identity / network(s) / flow(s) / connection(s) / tribe(s) / cycle(s)