

project utopia – cycle(s):[drop/ball]: gamification(s)/civic order(s)

- **environment(s)** – facilitator(s), infrastructure ...
- **system(s)** – organization(s), incentive(s) ...
- **rule(s)** – code(s) of law, civic order ...
- **(moral) value(s)** – utility, behavior(s), ethic(s) ...

reference(s)

- Utopia – Thomas More
- A Modern Utopia – H.G. Wells

alternative(s)

- Walden – Henry David Thoreau
- Walden Two – B.F. Skinner

psychology / behavioral economics

- Nudge: Improving Decisions About Health, Wealth, and Happiness – R.H. Thaler & C.R. Sunstein
- Thinking, Fast and Slow – Daniel Kahneman

complex adaptive systems

- Harnessing Complexity: Organizational Implications of a Scientific Frontier – Robert Axelrod & Michael D. Cohen
- Complex Adaptive Systems: Computational Models of Social Life – John H. Miller & Scott E. Page
- Thinking in Systems: A Primer – Donella H. Meadows
- Diversity and Complexity – Scott E. Page

ethic(s) & moral(s)

- Beyond Freedom & Dignity – B.F. Skinner
- Science and Human Values – Jacob Bronowski
- What Money Can't Buy: The Moral Limits of Markets – Michael J. Sandel

game development(s)

- A Theory of Fun for Game Design – Raph Koster
- Reality Is Broken: Why Games Make Us Better and How They Can Change the World – Jane McGonigal

strategy & decision making

- The Art of Strategy: A Game Theorist's Guide to Business and Life – Avinash K. Dixit & Barry J. Nalebuff
- Streetlights and Shadows: Searching for the Keys to Adaptive Decision Making – Gary Klein

gamification(s)

- Gamification by Design: Game Mechanics in Web and Mobile Apps – G. Zicherman & C. Cunningham
- Social Game Design: Monetization Methods and Mechanics – Tim Fields & Brandon Cotton
- Game On: Energize Your Business with Social Media Games – Jon Radoff

miscellaneous

- The Willpower Instinct – Kelly McGonigal
- Net Smart: How to Thrive Online – Howard Rheingold
- Rock, Paper, Scissors: Game Theory in Everyday Life – Len Fisher
- Numbers Rule Your World – Kaiser Fung