Games/Gaming

Trigger Happy -- Poole
Half-Real -- Juul
Rules of Play -- Salen and Zimmerman
Unit Operations -- Bogost
Fundamentals of Game Design -- Adams and Rollings
21st Century Game Design -- Bateman and Boon
Gender-Inclusive Game Design -- Graner Ray
"I Fought the Law" -- Aarseth
A Theory of Fun Game Design -- Koster
More than a Game -- Atkins
The Ultimate History of Video Games -- Kent
Joystick Nation -- Herz
What Video Games Have to Teach Us About Learning and Literacy -- Gee
Video Games are Good for Your Soul -- Gee
Good Video Games and Good Learning -- Gee
Everything Bad is Good for You -- Johnson
From Barbie to Mortal Kombat -- Cassell and Jenkins, eds
Beyond Barbie and Mortal Kombat -- Kafai
Homo Ludens -- Huizinga
Man, Play, and Games -- Caillois
The Ambiguity of Play -- Sutton-Smith
Synthetic Worlds -- Castronova
Die Tryin' -- Burrill
From Sun Tzu to Xbox--Halter
Exodus to the Virtual World -- Castronova
This Gaming Life -- Rossignol
Mind at Play -- Loftus & Loftus
Joystick Soldiers -- Huntemann and Paine
Arcade Mania! -- Ashcraft
Play Between Worlds -- Taylor
Gamer Theory -- Wark
Game Boys -- Kane
Play Money -- Dibbell
Arcade Fever -- Sellers
King of Kong [film]
I Got Next [film]
Ian Bogost, Persuasive Games: The Expressive Power of Videogames
Chek Yang Foo--Grief Play Management
Actual Games:

World of Warcraft
Dungeon Fighter Online
Street Fighter 4
Replays of assorted competitive games, e.g. Starcraft 2 tournament play with commentary etc, etc--essentially, representatives of genres/innovations that pertain specifically to the notions of games as art, games as texts, and games as the basis for community building.

Upon reflection, familiarity with these and other primary gaming texts is blowing up at a more substantial rate than I first anticipated. Specifically because of my interest not simply in a game as cultural form, but rather in the game itself plus its users, communities, and so on. Staying abreast of the latest developments, arguments, forum posts, and whatnot is time consuming, but provides me with what I feel to be a necessary set of primary texts upon which to hang my arguments.

Media, Cognition, Etc

The Language of New Media -- Manovich
Understanding Media -- McLuhan
Understanding Comics -- McCloud
Cybertext -- Aarseth
Remediation -- Bolter and Grusin
Cybertypes -- Nakamura
Life on the Screen -- Turkle
I, Avatar -- Meadows
The Media Equation -- Reeves and Nass
Natural Born Cyborgs -- Clark
The Virtual Community -- Rheingold
Smart Mobs -- Rheingold
Convergence Culture -- Jenkins
The Anarchist in the Library -- Vaidhyanathan
Close to the Machine -- Ullman
"Free Labor" -- Terranova
Code -- Lessig
The Souls of Cyberfolk -- Foster
Gurak, Cyberliteracy
Janet Murray, Hamlet on the Holodeck: The Future of Narrative in Cyberspace
Katherine Hayles, How We Became Posthuman an
Laurel, Computers as Theatre
Surpassing Ourselves

Subcultures, Ethnographic-style work
In addition to the below, I've read a number of shorter pieces of methodology, etc. I essentially went through the entire reading list for Denise Pope's introductory Education 151 course. I can forward this upon request.

Subculture -- Hebdige
Gang Leader for a Day -- Venkatesh
The Internet: An Ethnographic Approach -- Miller and Slater
Virtual Ethnography -- Hine

Bell, An Introduction to Cybercultures
Bell/Kennedy, eds. The Cybercultures Reader
Castells, Rise of the Network Society
John Fiske, Understanding Popular Culture
John Frow, Cultural Studies and Cultural Value
Hables Gray, The Cyborg Handbook (selected essays)
Haraway, "Cyborg Manifesto"
Nelson/Treichler, The Cultural Studies Reader, selections
Silver/Massanari/Jones, Critical Cyberculture Studies

Masculinity, Sports, Competition

Gorn, The Manly Art
Bederman, Manliness and Civilization
Rotundo, American Manhood
Gumbrecht, In Praise of Athletic Beauty

Fiction

Neuromancer -- Gibson
Snow Crash -- Stephenson
Schismatrix -- Sterling
Transmetropolitan -- Ellis
The Master of Go -- Kawabata
Adolfo Bioy Casares, The Invention of Morel
Philip K. Dick, Do Androids Dream of Electric Sheep?
Vernor Vinge, True Names
Vernor Vinge, Rainbow's End
Doctorow--Makers
Doctorow--Overclocked
Tron
Hackers
The Matrix