In his ITS 2012 keynote speech Sheizaf Rafaeli elaborated on the development, implementation and evaluation of the use of online tools for learning, with special attention to games and gamification, sharing and collaboration. His experience is mostly at the University and upper level high school levels, and is focused on the teaching and learning of particular disciplines. But the opportunities and issues are widespread, almost universal. The introduction of networked tools to enable Play and Collaboration is a major challenge for intelligent tutoring systems research. He discussed some generic and theoretical issues, including Interactivity and Subjective Value of Information, reported on recent findings, and described the practical implications of designing and adopting these tools and practices for learning.