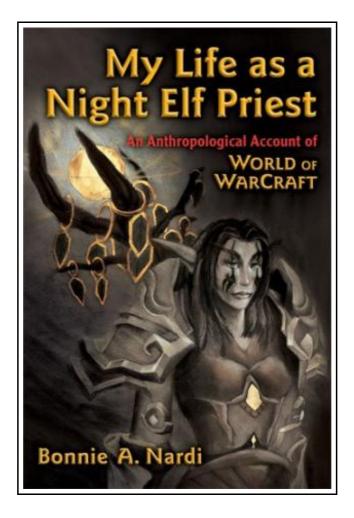
My Life as a Night Elf Priest: An Anthropological Account of World of Warcraft



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MY LIFE AS A NIGHT ELF PRIEST: AN ANTHROPOLOGICAL ACCOUNT OF WORLD OF WARCRAFT



University of Michigan Press. Paperback. Book Condition: New. Paperback. 248 pages. Dimensions: 9.0in. x 6.0in. x 0.7in.Ever since the creators of the animated television show South Park turned their lovingly sardonic gaze on the massively multiplayer online game World of Warcraft for an entire episode, WoWs status as an icon of digital culture has been secure. My Life as a Night Elf Priest digs deep beneath the surface of that icon to explore the rich particulars of the World of Warcraft players experience. Julian Dibbell, WiredWorld of Warcraft is the best representative of a significant new technology, art form, and sector of society: the theme-oriented virtual world. Bonnie Nardis pioneering transnational ethnography explores this game both sensitively and systematically using the methods of cultural anthropology and aesthetics with intensive personal experience as a guild member, media teacher, and magical quest Elf. William Sims Bainbridge, author of The Warcraft Civilization and editor of Online WorldsNardi skillfully covers all of the hot button issues that come to mind when people think of video games like World of Warcraft such as game addiction, sexism, and violence. What gives this book its value are its unexpected gems of rare and beautifully detailed research on less sensationalized topics of interest such as the World of Warcraft player community in China, game modding, the increasingly blurred line between play and work, and the rich and fascinating lives of players and player cultures. Nardi brings World of Warcraft down to earth for non-players and ties it to social and cultural theory for scholars. . . . the best ethnography of a single virtual world produced so far. Lisa Nakamura, University of IllinoisWorld of Warcraft rapidly became one of the most popular online world games on the planet, amassing 11. 5 million subscribersofficially making it an online community...

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