

Communities of Play

Emergent Cultures in Multiplayer Games and Virtual Worlds

Celia Pearce and Artemesia

forewords by
Tom Boellstorff and Bonnie A. Nardi

The MIT Press Cambridge, Massachusetts London, England

© 2009 Massachusetts Institute of Technology

All rights reserved. No part of this book may be reproduced in any form by any electronic or mechanical means (including photocopying, recording, or information storage and retrieval) without permission in writing from the publisher.

For information about special quantity discounts, please email special_sales@mitpress.mit.edu

This book was set in Janson Text, Rotis Semi Sans, and Rotis Sans by Graphic Composition, Inc., Bogart, Georgia.

Printed and bound in the United States of America.

Library of Congress Cataloging-in-Publication Data

Pearce, Celia.

Communities of play : emergent cultures in multiplayer games and virtual worlds / Celia Pearce and Artemesia.

p. cm.

Includes bibliographical references and index.

ISBN 978-0-262-16257-9 (hardcover : alk. paper)

1. Internet games—Social aspects. 2. Fantasy games—Social aspects. 3. Role playing—Social aspects. 4. Shared virtual environments—Social aspects. 5. Communities.

6. Community life. I. Title.

GV1469.17.S63P42 2009

794.8'1—dc22

2008042150

10 9 8 7 6 5 4 3 2 1

Index

- Aarseth, Espen, 18
Acrobatics, 148, 153
Active Worlds (virtual world), 13, 39
Adobe Atmosphere, 12–14, 101–102, 166, 218
Adobe Photoshop, 102
Africa, 8
Agency
 avatars and, 119, 121
 emergence and, 38, 40, 51, 60, 154
 productive play and, 155–175
 virtual worlds and, 22–23
Age of Empires (game), 19
Alice, 97–98
“All Your Base Are Belong to Us” meme, 278
Alternate reality games (ARGs), 278–279
Ambiguity of Play, The (Sutton-Smith), 25
American Heritage Dictionary, The, 93
Anarchy Online (game), 12
Anderson, Benedict, 55, 56, 63
Animals, 25, 126, 250
Anthropology
 colonialism and, 63–64
 communities of practice and, 5
 concluding study and, 211
 emergence and, 48 (*see also* Emergence)
 ethnography and, 53–65 (*see also* Ethnography)
 feminist, 60–62
 Geertz and, 51–52
 global systems and, 56
 hermetics scenario and, 186–187
 intervention and, 209
 multi-sited cyberethnography and, 54–57
 native assistance and, 204
 participant observation and, 195–204
 power of play and, 125–126
 primitive cultures and, 186–187
 subject trust and, 209
 taboos and, 209
 Western marginalization of play and, 3
AOL, 264–265
Appelcline, Shannon, 48, 156
Apple, 273
Architecture
 Cone Houses and, 104, 168–173, 236, 238
 Damanji and, 164, 168–171
 design and, 37, 102, 104, 164, 166–173, 236, 238
 emergence and, 37
 Erik and, 164
 water and, 102
ARPANET, 9
Artemesia, 23, 119
 as ambassador, 259
Atmosphere Hood and, 218

- Artemesia (*cont.*)
audience response to, 226, 246
author creation of, 197–199
Black Friday and, 219–220
Black Monday and, 238
Buggy Polo and, 232–234, 236
cognitive haunting and, 217
Community Achievers Awards and, 259
creation of, 223
emergence patterns and, 139, 141
escapism and, 215–216
field station of, 236
hide-and-seek and, 242–244
interview of, 235
journalist crisis and, 227–231
Koalanet forum and, 227, 230
logging off and, 216–217
Lynn and, 218
magic circles and, 183–184, 244–245
objectivity and, 216–217
online etiquette and, 230
participant engagement and, 231–234,
 238–249
philosophical conversations and, 247
physical attributes of, 216
presentations of, 225–226, 246, 251–252
professionalism and, 226
Raena interview and, 239–242
Real Life Gathering (RLG) and, 183–
 184, 255–258
social construction of identity and,
 236–237
St. Patrick’s Day parade and, 248–249
textual communication and, 226, 229–230
various identities of, 216
voice technology and, 229–230, 232
- Artifacts, 222
builder identification and, 224–225
fashion design and, 162–164, 168
meaning and, 158–168
- Myst* and, 159, 164, 173
new Ages and, 168–173
Second Life and, 158–159, 164, 166, 167,
 171–173
spatiality and, 158–167
technology and, 162
There.com and, 159, 162, 164, 166–167
Uru and, 158–167
Asheron’s Call (game), 10, 14
Assimilation, 103–107
Atari, 8
Atmosphere Hood, 103, 106, 164, 190,
 218, 263
Atrus, 74
Au, Wagner James, 34, 51
Avatars
aesthetics and, 111–112
age and, 22
anonymity and, 70
Artemesia and, 215–259 (*see also*
 Artemesia)
artifacts and, 158–167
becoming one, 114–119
bonding with, 22–24, 122–123, 215–216,
 239–242
cartoonish, 240
class and, 21
damage to, 98
design of, 30, 74, 96, 111–115, 197–198,
 223
development of, 21–24
distributed self and, 242
eBaying of, 39
embodiment and, 21–24, 114–119
as escapism, 215–216
first-person experience and, 114–115
Gathering of Uru, The (TGU) and,
 112–119
gender and, 21–22, 120–121, 240, 245,
 250–255

- identity and, 114–122, 139–140, 215–217, 240–241
 as intentional bodies and, 111
 intersubjectivity and, 122–123
 legal rights of, 41–42
 loners and, 127–128
 losing, 114–119, 240–241
 mediation and, 215–216
 me/not-me paradox and, 119
Myst and, 74, 112, 114, 117–118
 nametags and, 149, 217, 243
 participant observation and, 195–204, 231–234
 as performance, 23, 111–115
 personalization of, 197–198
 play style and, 143–154
 point values and, 111–112
 professional, 226
 proprioception and, 239
 psychological disorders and, 23
 race and, 21
 Raena interview and, 239–242
 Real Life Gathering (RLG) and, 122, 180–184, 199, 254–258
Second Life and, 22, 113, 116
 selling of, 39
 social augmentation through, 116–117
 somatic displacement and, 241
 as third being, 198
Uru and, 22, 74–83, 96, 98, 101–102, 111–119
 virtual property and, 39–42
 as window into soul, 116
 Avedon, Elliott M., 25
- Bahro, 75, 79, 81, 83, 112
 Banff Centre, 226
 Banking, 40
 Barab, Sasha, 55
 Barbie dolls, 112, 216
- Bartle, Richard, 18–19, 23, 56, 59, 145
 Bar-Yam, Yaneer, 42–45, 47, 186
 Basil, 94
 Bateson, Gregory, 25
 Baudrillard, Jean, 62–63
Beast, The (game), 278
 Behar, Ruth, 61, 64–65, 207, 215
 Bell, David, 55–56
 Benedict, Ruth, ix
 Berger, Peter L., 139
 Bette, 122, 170, 235
 Big games, 6, 245, 278–279
Big Urban Game (game), 278–279
 Bike boys, 53
 Black Friday, 108–109, 219–220
 Black Monday, 88, 238
 Black Tuesday, 88, 238
Blaxxun (virtual world), 12–14
 Blizzard, 10, 40
 Blossom, 255
 Blumer, Herbert, 52
 Boal, Augusto, 25
 Boellstorff, Tom, viii–ix, 23, 28, 55, 200
 Bolter, Jay David, 238
 Born, Georgina, 56
 Bots, 21
 Bottom-up leadership, 153–154
 Boundary objects. *See* Magic circles
 Bourdreau, Kelly, 23
 Bradner, Erin, 55
 Braintrees, 244
 Brand, Stewart, 25, 37
 Brandt, Chris, 278
 Bruckman, Amy, 33, 139
 Buddy Lists, 217
 Buggy Polo (game), 148–149, 152, 180, 232–234, 236
 Burning Man festival, 3–4, 26, 59, 142, 155

- Caillois, Roger, 24–25, 28, 125, 152–153, 238
Caligari TrueSpace, 102
Campbell, Douglas, 39
Carroll, Jon, 15, 70, 75
Castranova, Edward, 18, 26, 39, 54, 137, 155
Catherine (wife of Atrus), 74
Caughey, Shanna, 74
Chain Factor (game), 279
Characters. *See* Avatars
Chen, Jenova, 131
Chess, 8, 125
Chicago Public Radio, 129
China, 39–40
Choreography, 200
Christian values, 73–74
Chuang, Tamara, 227–228
Civilization (game), 19
Civil War reenactments, 3
Cleverness, 147
Clifford, James
identity and, 93
writing ethnography and, 57, 63–65, 206–208
Clousseau, 217, 231–233
Co-created worlds
emergence and, 185–188, 272
ludisphere and, 30–35
Cola, 104–105, 242
CoLiberation, 132–133, 140
Collie, 109
Collins, David, 32, 56
Colonialism, 63–64
Commercialism, 28
Black Friday and, 108–109, 219–220
Black Monday/Tuesday and, 88, 238
bottom-up emergence and, 264–265
control of virtual worlds and, 40–42
copyright issues and, 173
GameTap and, 264–266, 268, 270
Gathering of Uru, The (TGU) and, 100–101, 108–110
global village and, 280–281
intellectual property and, 40–41, 173–174
Myst and, 109–110
subscription fees and, 14, 27, 87–88, 98, 109, 219, 265, 267, 274
There.com and, 98–99, 109
top-down corporate strategy and, 264–265
Turner Broadcasting and, 263–264
Uru and, 86 (*see also* Cyan Worlds)
Communication protocols, 29, 229–230, 232, 243
Communities of play, x–xi
avatars and, 21–24 (*see also* Avatars)
communities of practice and, 5
defining, 4–5, 129–130, 138
DeKoven model of, 129–130
emergence and, 37–49, 128–130, 137–139, 188–189
ethnography and, 53–65 (*see also* Ethnography)
global playground and, 3–15
group cohesion and, 134–135, 139
historical perspective on, 3
identity and, 121 (*see also* Identity)
intersubjectivity and, 52, 122–123, 130–134
isolation and, 187, 191–192
logos/crests for, 138
loners and, 126–128
marginalization of, 3
massively multiplayer online role-playing games (MMORPGs) and, 6
neosphere and, 52–53
networks and, 5–6, 49 (*see also* Networks)
player immigration and, 97–100, 218–219, 249–250

- Real Life Gathering (RLG) and, 122, 180–184, 199, 255–258
 role of values in, 73–74, 125, 134–135
 rules for, 138
 terms for, 138
 togetherness and, 149
 virtual worlds and, 28–35 (*see also* Virtual worlds)
- Western culture and, 3
 will of individuals and, 5
- Community Achievers Awards, 259
- Community managers
 role of, 273–274
Uru and, 86, 88, 95, 107, 264
- Complexity theory, 24
- Complex systems
 component analysis and, 48
 emergence and, 37–38, 42–49
 feedback and, 38–39, 45
Conan Chronicles, The (Howard), 9
- Cone Houses, 104, 168–173, 236, 238
- Contiguous space, 18–19
- Copyright issues, 173–174
- Corneliussen, Hilde, 131
- Cosplay, 4, 142
- Crashes, server, 87, 153, 166–167, 233, 248–249, 268
- Crawford, Chris, 153
- Creativity, 147, 154
 artifacts and, 158–172
 copyright issues and, 173
 fashion design and, 104, 162–164, 221–222 (*see also* Design)
 game invention and, 244–245
 hackers and, 26 (*see also* Hackers)
 new Ages and, 168–173
 productive play and, 126, 140–142, 155–175
 spatiality and, 158–167
- Crystallization, 200, 206
- Csíkszentmihályi, Mihály, 130–133
- Culture. *See also* Anthropology; Ethnography
 accelerated phenomena and, 47
 consumption and, 53
 crafting of, 271–275
 defining, 51–54
 emergence and, 7, 37–49 (*see also* Emergence)
 evolutionism and, 37–38
 flux of, 51–52
 game/not game dilemma and, 27–35
 global village and, viii, 277–281
 hobbies and, 142
 identity and, 121 (*see also* Identity)
 individual's life-world and, 52
 intersubjectivity and, 52
 isolation and, 187, 191–192
 language and, 51–53
 meaning-making and, 53
 media context and, 51–52
 neoliberalism and, viii
 neosphere and, 52–53
 power of play and, 125–126
 primitive, 186–187
 production and, 51–53, 120, 141–142, 155–175, 189–190
- Real Life Gathering (RLG) and, 122, 180–184, 199, 255–258
 simulacra and, 62–63
 social network theory and, 49 (*see also* Networks)
- taboos and, 209
 transculturation and, 103–106
 Western, 3, 24, 38, 52–53, 59, 121, 125, 222, 277–278
- Curtis, Pavel, 13, 32–33, 56
- Cushman, Dick, 208
- Cyan Worlds, 191, 222, 241
 Black Friday and, 108–109, 219–220

- Cyan Worlds (*cont.*)
Black Monday/Tuesday and, 88, 238
emergence and, 275
global village and, 280–281
intellectual property and, 174
MORE and, 191
productive play and, 174
Uru and, 70, 76, 86–88, 107–110, 219–220, 238, 264–270
Cybertown (virtual world), 13
- Dada, 25
Daisy, 217, 240
Damanji
avatars and, 120, 238
design and, 129, 162–164, 168–171, 191
identity and, 104
Damer, Bruce, 12–14, 18–19, 23, 56
Dancing, 153, 217
Danet, Brenda, 24
Dark Ages of Camelot (game), 10
da Vinci, Leonardo, 211
de Certeau, Michel, 53
DeKoven, Bernard, 25–26, 31
CoLiberation and, 132–133, 138, 140
community model of, 129–130
intersubjectivity and, 133
De Landa, Manuel, 38, 44, 186
Delio, Michelle, 245
Denzin, Norman, 58–59
Design
architecture and, 37, 102, 104, 163, 166–172, 236, 238
artifacts and, 158–172
avatars and, 30, 74, 96, 111–115, 197–198, 223
co-created vs. fixed synthetic worlds and, 30–35, 185–188, 272
collaborative workspaces and, 56
- Cone Houses and, 104, 168–173, 236, 238
Damanji and, 129, 162–164, 168–171, 191
emergence and, 185–192, 271–275
fashion, 22, 104, 162–164, 167, 221–222
future trends in, 274–275
game/not-game dilemma and, 27–35
intentional bodies and, 111
interface, 56
Miller and, 218
new Age creation and, 168–173
play styles and, 142–154
safety and, 153
second-order, 31
spatiality and, 158–167 (*see also* Spatiality)
D’evon, 94, 101, 228, 248
Diablo (game), 10
Diamond, Jared, 38
Diary in the Strict Sense of the Term, A (Malinowski), 208–209
Dibbell, Julian, 13, 23, 39–40, 59, 139, 210, 215
“Didactic Material for Sensory Education” (Montessori), 25
DigitalSpace Traveler (virtual world), 13
DiPaola, Steve, 23, 32, 56
Disney, 14, 22, 113, 216
D’mala, 264
D’ni Ae’gura, 75–77, 247, 264
D’ni Island, 94, 158–159, 162, 166–167, 174, 224, 265
D’ni language, 81, 98, 109, 121, 156–157
Dn’i Olympics, 29
D’ni people, 74–75, 81, 98, 112, 247
D’ni Pocket Dictionary, 109
D’ni Restoration Council (DRC), 76, 78–79, 264
Dourish, Paul, 24, 55–56

- DragonCon conventions, 4
 Dramaturgical approach, 58
 Dreamcast, 278
 Dressing up, 4, 22
Dungeons and Dragons (game), 3, 9, 12, 14, 17, 26
- EA-Land* (virtual world), 14
 eBay, 39
 Economic issues
 avatars and, 39
 black market and, 39–40
 commercialism and, 27–28 (*see also* Commercialism)
 emergence and, 37, 39
 gold farming and, 39–40
 productive play and, 155–156
 subscription fees and, 14, 27, 87–88, 98, 109, 219, 265, 267, 274
 taxes and, 39
 virtual property and, 39–42
 Economic protocols, 29–30
 Eder Kemo, 88, 166, 243
 Egg Room, 78, 162, 164, 224
 Egypt, 8
 Electronic Arts, 14
 Ember, 217, 227
 Embodiment
 avatars and, 21–24, 114–119 (*see also* Avatars)
 handicaps and, 116–117
 persistent identities and, 19
 Emerald City, 97–98
 Emergence, 95–96, 110
 accelerated phenomena and, 38–39, 47
 architecture and, 37
 Artemesia and, 217 (*see also* Artemesia)
 artifacts and, 158–173
 avatars and, 139–140 (*see also* Avatars)
- bottom-up nature of, 264–265
 collective behavior and, 43–44
 commercialism and, 280–281
 communities of play and, 37–49, 128–130, 137–139, 188–189
 complex systems approach to, 37–38, 42–49
 component analysis and, 48
 context and, 187
 contributing factors to, 188–190
 cultural evolutionism and, 37–38
 defining, 42–49
 as design material, 185–192, 271–275
 diversity and, 47–48
 economics and, 37, 39
 environmental effects and, 49
 ethnography and, 55
 feedback and, 38, 45–47, 157, 198, 205, 208, 210, 219–220, 272–273
 fixed synthetic vs. co-created worlds and, 30–35, 185–188, 272
 flow concept and, 130–134
 focus of play and, 128–130
 game/not-game dilemma and, 27–35
 global village and, 277–281
 gold farming and, 39–40
 historical perspective on, 37–39
 human agency and, 38, 40, 51, 60, 154
 identity and, 119–122 (*see also* Identity)
 Internet and, 37–49
 intersubjective flow and, 130–134, 140–141
 long-term engagement and, 47
 magic circles and, 137, 190
 MOUL and, 265–270
 new Ages and, 168–173
 patterns of, 137–154
 play ecosystems and, 24–28, 45
 play styles and, 142–154

- Emergence (*cont.*)
power of, 280
procedural properties and, 43
productive play and, 126, 140–142, 155–175, 189–190
progression and, 43
Raena interview and, 239–242
reductionism and, 44
scale effects and, 44–45, 48
self-organization and, 42
social construction and, 119–122, 139–140
storytelling and, 43
textual poaching and, 43
time series analysis of, 37
transportation technologies and, 38–39
urban planning policies and, 37
Uru and, 48, 95–96, 110
virtual property and, 39–42
Western culture and, 38
- Emergence: The Connected Lives of Ants, Brains, Cities, and Software* (Johnson), 42–43
- End-user licensing agreements (EULAs), 40–41
- Erik, 238
- Atmosphere Hood of, 103, 106, 164, 190, 218, 263
- Gathering of Uru, The (TGU) and, 101–102
- identity and, 95, 101–103, 106, 109
- productive play and, 164, 166
- Esperanza, 61, 65
- Ethnography
- Artemesia and, 215–259 (*see also* Artemesia)
- choreographic approach and, 200
- community managers and, 273–274
- concluding study and, 211
- crystallization approach and, 200
- defining, 53–56
- dramaturgical approach and, 58
- emergence and, 55
- feminist, 60–62
- fictional worlds and, 62–65
- human interface design and, 56
- imagination and, 207
- impact on subjects, 121–122
- interpretation and, 207–208
- intersubjectivity and, 52, 122–123, 130–134, 140–141, 189
- intervention and, 209
- learn-as-you-go approach and, 196
- limitations of, 195–196
- memoir tradition and, 208–211, 215
- methodology and, 198–199 (*see also* Methodology)
- multinational, 186–187
- multi-sited cyberethnography and, 54–57
- occasioned behavior and, 59
- online etiquette and, 230
- participant engagement and, 210–211, 231–234, 238–249
- participant observation and, 195–204, 231–234
- performance, 3, 58–60, 104, 111, 148, 181, 196–198, 226, 251, 257, 259
- playing, 58–60 (*see also* Play)
- popular adoption of, 55
- public space and, 59
- as puzzle to be solved, 53–54
- rapport with subject and, 198–199, 209, 237
- simulacra and, 62–63
- Uru Diaspora and, 69 (*see also* Uru Diaspora; Gathering of Uru, The (TGU))
- writing process and, 206–208
- E3 Game Expo, 264–265

- Etiquette, 230
- Europe, 3, 37, 233, 238, 242
- EVE Online* (virtual world), 13
- Everquest* (game), 9–10, 14
- Artemesia and, 216 (*see also* Artemesia)
 - avatars and, 119
 - Castronova on, 39
 - emergence and, 43
 - as fixed synthetic world, 32
 - Gathering of Uru, The (TGU) and, 94
- Exploration, 18–19, 144–145, 201
- Ezra, 95–96
- Famicom, 8
- Fantasy. *See also* Virtual worlds
- avatars and, 21–24, 114–119 (*see also* Avatars)
 - consensual hallucination and, 201–202
 - game/not-game dilemma and, 27–35
 - gender and, 21–22, 240, 245, 250–255
 - Halloween and, 3, 26
 - Mardi Gras and, 3, 26, 142, 155, 196
 - psychological disorders and, 23
 - role-playing games (RPGs) and, 6, 9
 - social fictions and, 31
 - worldness and, 20
- Farmer, Randy, 12, 21
- Fashion design, 22, 104, 162–164, 167, 221–222
- Feedback
- complex systems and, 38–39, 45
 - emergence and, 38, 45–47, 157, 198, 205, 208, 210, 219–220, 272–273
 - forums and, 273
 - intersubjective flow and, 131, 133
 - social, 119–120, 139–142, 147, 189, 231, 233
 - world rules and, 29
- Felion, 95
- Feminist ethnography, 60–62
- Ferris, Duke, 71
- Fictional identities. *See* Avatars
- Fictions of Feminist Ethnography* (Visweswaran), 61
- Filemaker Pro, 203
- Fine, Gary Alan, 3
- Fiore, Quentin, 277
- Fisher, Michael M. J., 207
- Fixed synthetic worlds, 30–35, 185–188, 272
- Flanagan, Mary, 226
- Flow concept, 130–134, 140–141, 189
- Fluegelman, Andrew, 25
- Fluxus, 25
- Fosse, Diane, 237
- Fraps, 203
- Freeman, Derek, 63
- Friedman, Batya, 56
- Fron, Janine, 22, 27
- Fujitsu, 33
- Fullerton, Tracy, 26
- Fun, 73
- avatars and, 116, 128, 217, 233–234, 244, 249, 256
 - communities of play and, 135, 182
 - family isolation and, 191–192
 - hard, 131–132, 140
 - hide-and-seek and, 244
 - liminal zones and, 245
 - magic circles and, 182
 - role of values and, 135
 - time and, 140
- Fun Zone, 258
- Furrier Legion Flight Team, 147–148, 180, 182
- Gadwin Print Screen, 203
- Gaia Online* (virtual world), 14

- Game Revolution* (online magazine), 70–71
Games. *See also* Specific game
 alternate reality, 6 (*see also* Virtual worlds)
 ancient, 7
 avatars and, 21–24
 bending rules and, 53–54
 big, 6, 245, 278–279
 board, 8, 26, 43, 244–245
 card, 8, 148, 182, 244
 commercialism and, 27–28 (*see also* Commercialism)
 computer vs. console, 177
 defining, 25–28
 designers and, 27–28
 emergent cultures in, 39–42 (*see also* Emergence)
 first computer, 8
 game/not game dilemma and, 27–35
 goals of, 27
 historical perspective on, 7–15
 leveling and, 27
 massively multiplayer online role-playing games (MMORPGs) and, 6
 networks and, 8–9
 number of digital players, 51
 play styles and, 142–154
 single-player, 7–8
 street, 25
 television and, 8
Games and Culture (journal), 51, 55
Games-within-games, 148–149
GameTap, 264–266, 268, 270
Game Zone (Iacovoni), 180
Garfinkel, Harold, 55
Garriott, Richard (Lord British), 267
Gathering of Uru, The (TGU), 7, 48, 69, 190. *See also* Specific member
Artemesia and, 216 (*see also* Artemesia)
artifacts and, 158–173
assimilation/transculturation and, 103–107
asynchronous discussion forums and, 93–94
avatars and, 112–119
Black Friday and, 108–109, 219–220
Black Monday/Tuesday and, 88, 238–239
Buggy Polo and, 148–149, 152, 180, 232–234, 236
changed playing focus of, 128–130
commercialism and, 100–101
Community Center, 100
community managers and, 95
corporate distrust and, 108–110
Cyan proposal and, 107
decision-making process of, 231–232
Emerald City and, 97–98
emergence and, 110 (*see also* Emergence)
fieldwork methods in, 199–204
gender and, 72, 115, 120–121, 240, 245, 250–255
hackers and, 106–107, 109
handicapped members and, 229
identity and, 114–122 (*see also* Identity)
immigration and, 93–103
intersubjectivity and, 122–123, 133
journalist crisis and, 227–231
Koalanet and, 88–97, 109, 134–135, 227, 230–231, 240, 253–255, 268
loners and, 126–128
magic circles and, 178
member demographics, 72–73, 97
MOUL closing and, 268
multimodal communication and, 150
Myst and, 70–72 (*see also* *Myst* (virtual world))
nametags and, 149
new Age creation and, 168–173
online etiquette and, 230

- participant blog and, 69
 play styles of, 144–154
 power of play and, 126
 reaction to shutdown, 91–93
Real Life Gathering (RLG) and, 122, 180–184, 199, 255–258
 role of values and, 134–135
Second Life and, 94–97, 106
 self-determination and, 108–110
 settlements of, 93–103, 218–219, 249–250
 shifting play focus and, 128–130
 sign wars and, 98
 St. Patrick's Day parade and, 248–249
There.com and, 94–106, 109
 value of intelligence in, 72
 violence aversion of, 72, 94
 virtual property and, 98
 voice technology and, 232
 Welcomers' League and, 93
 Gee, James, 198
 Geertz, Clifford, 51–52, 205–207
 Gemeinschaft (community), 5
 Gender, 27, 63
 avatars and, 21–22, 120–121, 240, 245
 Buggy Polo and, 233
 confessions of, 240–241, 245, 250–255
 feminist ethnography and, 60–62
 Gathering of Uru, The (TGU) and, 72, 115, 120–121, 240, 245, 250–255
 Myst and, 70
 Real Life Gathering (RLG) and, 254
 social construction of gender and, 120–121
 Gibson, William, 60, 201
 Gilmore, Lee, 3, 59
 Global village, 6, 277–281
 Go, 8
 God Games, 19
 Goffman, Erving, 23, 58–59
 Gold farming, 39–40
 Goodall, Jan, 237
 Google, 14
Grand Theft Auto (game), 19
 Great Tree of Possibility, 79
 Greening, 218
 Greenspan, Alan, 13–15
 Griesemer, James R., 26
 Grusin, Richard, 238
 Guild of Writers, 270
 Guilds. *See* Communities of play
Guild Wars (game), 216, 267
Guns, Germs, and Steel (Diamond), 38

Habbo Hotel (virtual world), 14, 32, 35, 274–275, 280
Habitat (virtual world), 12, 21, 33
 Hackers, 26
 corporate control and, 280
 Gathering of Uru, The (TGU) and, 106–110, 153, 157, 168
 reverse-engineering and, 106–107, 145, 222
SpaceWar! and, 8
Until Uru and, 108–110, 145, 153, 191, 243, 263
 Halberstam, David, 133
 Halloween, 3, 26
 Handicaps, 229, 237, 242
 Hard fun, 131–132, 140
 Harel, Idit, 33, 155
 Haro, Sulka, 12
 Harris, Justin, 56
 Harrison, Patrick, 23
Heek (game), 148, 181–182
 Heim, Michael, 23
 Helmreich, Stefan, 207
 Hide-and-seek, 149, 242–244

- Hindu, 22
Hine, Christine, 55–56
HiPiHi (virtual world), 14
Hof, Robert D., 40
Hofer, Margaret K., 8
Hoffman, Steven, 26
Holopainen, Jussi, 241
Home (virtual world), 14
Homo Ludens (Huizinga), 24
Horn, Stacy, 56
Horseplay, 152–153
Horwitz, Tony, 3
Howard, Robert E., 9
How Buildings Learn (Brand), 37
Huberman, A. Michael, 204–205, 207
Huizinga, Johan, 4–5, 24–26, 28, 58–59, 125
Human Complex Systems group, 42
Hurston, Zora Neale, 61–62, 208
Hyatt-Milton, Katherine, 17, 217
- Iacovoni, Alberto, 180
IBM, 273
Identity
 agency and, 22–23, 38, 40, 51, 60, 119, 121, 154–175
 anonymity and, 140
 avatars and, 114–122, 139–140, 215–217, 240–241
 collective feedback and, 139–140
 embodiment and, 114–115
 ethnic, 139
 flow concept and, 130–134
 gender confessions and, 120–121, 240–241, 245, 250–255
 group, 121, 134–135, 139, 232
 individual, 121
 intersubjectivity and, 52, 122–123, 189
 me/not-me paradox and, 119
 migrating, 178–184
 nametags, 217, 243, 250, 256, 275
 as place, 85–110
 play styles and, 142–154
 poetry and, 118, 127–128
 production and, 120
 Real Life Gathering (RLG) and, 122, 180–184, 199, 255–258
 social construction of, 116–122, 139–140, 189, 236–237
 somatic displacement and, 241
 Western culture and, 3, 24, 38, 52–53, 59, 121, 125, 222, 277–278
I Love Bees (game), 278
Imagina, 259
Inara: The Clay Vessel Quest (game), 109, 171, 173, 191
India, 8
Industrial Revolution, 8
Intel, 273
Intellectual property, 40–41, 174
Internet, 277
 as accelerating technology, 38–39
 anonymity and, 70
 communities of play and, 3, 5 (*see also* Communities of play)
 emergence and, 37–49
 ethnography and, 53–65
 methodological studies and, 195
 online etiquette and, 230
 social network theory and, 49
 Web 2.0 and, 58, 141, 271, 279
Intersubjectivity, 52
 avatars and, 122–123
 CoLiberation and, 132–133
 flow concept and, 130–134, 140–141, 189
Inventiveness, 154, 244–245
iTunes, 45
- Jackson, Michael, 52–53, 121, 133
Jacobs, Jane, 37

- Jakobsson, Mikael, 138
 Janesick, Valeri, 57, 200
 Japan, 4, 8, 125
 Jenkins, Henry, 3, 43, 59, 156, 180
 Jews, 139
 Joas, Hans, 52
 Johnson, Steven, 42–43, 186
Journal of Computer-Mediated Communication, 56
 Journey cloths, 74, 76–77, 79, 223
 Juul, Jesper, 26, 42, 131
- Kaneva* (virtual world), 14
 Karma systems, 111
 Karr, Jean-Baptiste Alphonse, 277
 Katsushiro, 95, 97
 Kay, Alan, 132, 140
 Kellor, 244
 Kendall, Lori, 55
 Kennedy, Barbara M., 55
 Ki, 83, 243–244
 Kim, Amy Jo, 56
 Klastrup, Lisbeth, 17–20
 Klein, Norman, 222
 Koalanet, 109
 Artemesia and, 227, 230–231
 gender confessions and, 240, 253–255
 identity and, 88–97
 journalist crisis and, 227, 230
 MOUL closing and, 268
 role of values and, 134–135
 Kombat lingerie, 21
 Konzack, Lars, 20
 Korea, 12
 Koster, Raph, 21–22, 120, 156
- LambdaMOO* (virtual world), 13, 18, 32, 39, 210, 215
 Language
 culture and, 51–53
- D’ni, 81, 98, 109, 121, 156–157
 emergence and, 24–25, 28
Myst and, 15, 72, 76
 spatiality and, 20
 Wittgenstein and, 25
- Laurel, Brenda, 58
 Lave, Jean, 5
 Lazzaro, Nicole, 132
 Leesa
 anthropological background of, 230, 237
 avatars and, 128
 decision-making process of, 231–232
 Erik and, 164
 fun and, 191–192
 gender confessions and, 252–253
 as group leader, 119–121, 123, 135, 138, 154, 218–219, 231–232, 251, 257
 identity and, 85–86, 93, 96–97, 119–121, 123
 journalist crisis and, 227, 229
 power of play and, 126, 192, 279
 Real Life Gathering (RLG) and, 256–258
 Second Life and, 249
 style of, 232
 wedding of, 220–222
 Welcomers’ League and, 134
 Wingman and, 231–232
- Legal issues
 avatar rights and, 41–42
 copyright issues and, 174
 EULAs and, 40–41
 LEGO Mindstorms, 33
 Lenhart, Amanda, 277
 Leshan, 250–253, 255, 259
 Leveling, 27
 Levy, Steven, 186
 Lewin, Blake, 264
 Lewis, C. S., 73–74
 Liatowitsch, Daniel, 23
Life on the Screen (Turkle), 236

- Linden Lab, 13, 187, 267
Lineage (game), 12, 241
Little Wars: A Game for Boys from Twelve Years of Age to One Hundred and Fifty and for That More Intelligent Sort of Girl Who Likes Boys' Games and Books (Wells), 9
Loners, 126–128
Lord of the Rings, The (Tolkien), 9
Lord of the Rings Online, The (game), 10, 12, 267
Losh, Elizabeth, 56
Lucasfilm, 12, 33
Luckmann, Thomas, 52, 139
Ludisphere, 5. *See also* Networks
 avatars and, 139–140 (*see also* Avatars)
 communities of play and, 137–139
 emergence and, 37–49, 137 (*see also* Emergence)
 global village and, 277–281
 leakage and, 177
 magic circles and, 25–26, 54, 58–59, 137, 177–184
 methodology and, 196–199
 migrating identities and, 178–184
 MOUL and, 265–270
 multitasking and, 177
 paidiaic worlds and, 28–35, 238–239
 play styles and, 142–154, 179–184
Ludlow, Peter, 217
Lula, 238
Lynn
 avatars and, 116–117
 Buggy Polo and, 233
 gender confessions and, 251–253
 group cohesion and, 242–243
 as group leader, 88, 103, 116–117, 218, 221, 232, 247
 handicap of, 116–117, 128, 237, 242
 hide-and-seek game and, 243
journalist crisis and, 227–231
Koalanet and, 88
meeting times and, 103
player immigration and, 249–250
productive play and, 190
Raena and, 97
Real Life Gathering (RLG) and, 181–184, 255, 257
role of values and, 185
Second Life and, 249
server shutdown anniversary and, 245
spades and, 233
style of, 232
violence and, 185
voice communication and, 229–230
- Macintosh computer, 70, 177
MacKinnon, R. C., 123
Maesi, 120, 147, 162, 256
Mafia, 138, 217
Magic circles, 60
 definition of, 244–245
 Huizinga and, 25–26, 58
 ludic leakage and, 177
 migrating identities and, 178–184
 multitasking and, 177
 porous, 54, 137, 177–184, 190
 traversing, 33, 57, 178
Magnavox Odyssey, 8
Mah Jongg, 8
Majestic (game), 278
Makena Technologies, 180, 199
Malaby, Thomas, 56
Malinowski, Bronislaw, 63, 208–209
Man, Play, and Games (Caillois), 24
Mancala, 8
Mancini, Donato, 23
Manning, Frank E., 59
MapleStory (game), 12, 274–275

- Marcus, George E.
- hermeneutic philosophy and, 64–65
 - magic circles and, 137
 - multi-sited ethnography and, 56–57, 197
 - primitive cultures and, 186
 - representation and, 64
 - writing ethnography and, 206–208
- Mardi Gras, 3, 26, 142, 155, 196
- Markham, Annette N., 23, 55
- Mason, Bruce Lionel, 55
- Massively multiplayer online games (MMOGs)
- accelerated phenomena and, 47
 - cultural miscegenation and, 54
 - dancing and, 153
 - development of, 13–15
 - ethnography and, 52–65
 - game definition and, 26–27
 - Gathering of Uru, The (TGU) and, 72 (*see also* Gathering of Uru, The (TGU))
 - migrating identities and, 178–184
 - MOUL and, 265–270
 - networks and, 8–9
 - next generation of, 274
 - phenomenal growth of, 13
 - play styles and, 142–154
 - population and, 19–20
 - specific audiences of, 8–16
 - as untraditional product, 271–272
- Massively multiplayer online role-playing games (MMORPGs), 6
- Massively multiplayer online worlds (MMOWs), 6, 12, 39
- artifacts and, 158–167
 - avatars and, 21–24, 111, 114–119 (*see also* Avatars)
 - co-created vs. fixed synthetic worlds and, 30–35, 185–188, 272
 - development of, 12–14
- emergence and, 45 (*see also* Emergence)
 - game definition and, 26–27
 - inventiveness and, 154
 - ludic vs. paidiac, 28–35, 238–239
 - magic circles and, 25–26, 33, 54, 57–60, 137, 177–184, 190, 244–245
 - multimodal communication and, 150
 - nongame, 138
 - open-ended, 19
 - phenomenal growth of, 13
 - play style and, 143–154
 - population and, 19–20
 - rules for, 29–30
 - spatiality and, 18–21, 26, 76, 94, 144, 158–167, 178–184, 237–238
 - types of, 18–21
 - as untraditional product, 271–272
- Mass production, 8
- Mateas, Michael, 55
- Mattel, 112
- McCabe, Judith A., 42
- McCarthy era, 125
- McLuhan, Marshall, 6, 38, 52, 128, 215, 277
- Mead, Herbert, 52
- Mead, Margaret, 61, 63, 208
- Meiners, Ron, 264
- Mensa, 70–71, 143
- Meridian 59* (game), 10, 14
- Mesopotamia, 8
- Metaverses. *See* Massively multiplayer online worlds (MMOWs)
- Methodology, 122
- analysis and, 204–206
 - anonymity and, 70
 - Artemesia and, 215–259 (*see also* Artemesia)
 - choreographic approach and, 200
 - conclusion and, 211
 - consensual hallucination and, 201–202

- Methodology (*cont.*)
crystallization approach and, 200, 206
data screening and, 204
emergence as design material, 185–192
exploration and, 201
face-to-face interviews and, 195
fieldwork and, 199–204
forum reviews and, 203
gonzo journalism and, 210
group interviews and, 201–202
Internet studies and, 195
interpretation and, 204–206
intervention and, 209
journalist crisis and, 227–231
learn-as-you-go approach and, 196
lived practice and, 199–200
multi-sited cyberethnography and, 54–57
native assistance and, 204
note taking and, 202
participant engagement and, 210–211,
231–234, 238–249
participant observation and, 195, 199–
204, 231–234
pattern search and, 204–206
polyphonic cultural history and, 69–70
productive play and, 155–175
rapport with subject and, 198–199, 237
saving logs and, 202–203
screenshots and, 203
sharing knowledge and, 195
software for, 203
subject trust and, 209
text chat and, 201–203
triangulation and, 200, 205–206
voice chat and, 201
- Meyers, Stephan, 241
- Microsoft, 14, 273
- Miles, Matthew B., 204–205, 207
- Miller, Kimberly A., 3, 59
- Miller, Rand, 71, 73, 75, 88, 218, 267–268,
280
- Miller, Robyn, 71, 73, 75
- Mills, C. Wright, 44, 186, 200, 203, 207
- Mnookin, Jennifer L., 13, 55
- Mobs, 21
- Monopoly, 244–245
- Montessori, Maria, 25
- MOO (MUD, object oriented), 39
- MOOSE Crossing, 33
- Morabito, Margaret, 12, 21
- MORE (Myst Online: Restoration Experiment), 191
- Morningstar, Chip, 12, 21
- Mortensen, Torill, 131, 195
- Motorcycle gangs, 53
- MTV, 58
- Mulligan, Jessica, 18, 56
- Multimodal communication, 150
- Multiuser domains (MUDs), 39
avatars and, 21
community play and, 9–11, 17
fixed synthetic vs. co-created worlds and,
185–188
- Mumford, Lewis, 37
- Murray, Janet, 17, 20, 43, 58
- MySpace, 45, 58, 277
- Myst* (virtual world), 14–15, 95, 104–105,
280
- Mysterium conventions, 109
- Myst Online: Uru Live* (MOUL), 265–270,
272, 275, 279
- Ages of, 74
artifacts and, 159, 163, 172
artwork of, 70, 75
avatars and, 74, 112, 114, 117–118
Christian themes in, 73–74
D’ni people and, 74
Exile, 93

- fan-owned version of, 109–110
as fixed synthetic world, 32, 187, 272
graphics of, 71–72
intellectual property and, 174
linking books of, 74
loners and, 126–128
narrative of, 73–74
play styles and, 143–144
puzzles of, 145
rules of, 73–74
shutdown of, 109–110, 191
success of, 70–72
water and, 75
women and, 70
- My Tiny Life* (Dibbell), 215
- Nametags, 217, 243, 250, 256, 275
- Nardi, Bonnie A., x–xi, 55–56
- Nathan8, 256
- Nature_Girl, 247
- art and, 166
as group historian, 168
library of, 161, 163, 219
productive play and, 161, 163, 166, 249
Real Life Gathering (RLG) and, 255–256
- Neoliberalism, viii
- Neosphere, 52–53
- Networks, 5–6, 27, 279–280
- ARPANET and, 9
college, 8–9
complex systems and, 37–38, 42–49
development of, 8–9
emergence and, 39–42 (*see also* Emergence)
ethnography and, 53–65
- Gathering of Uru, The (TGU) and, 93
(*see also* Gathering of Uru, The (TGU))
- Koalanet and, 88–97, 109, 134–135, 227, 230–231, 240, 253–255, 268
- massively multiplayer online role-playing games (MMORPGs) and, 6
migrating identities and, 178–184
neosphere and, 52–53
play styles and, 142–154
public space and, 59
social network theory and, 49
- There.com*, 13–14 (*see also* *There.com* (virtual world))
- virtual worlds and, 28–35
- New Games movement, 25
- New Medeon, 13
- New Mexico, 74–75
- New York University, 279
- Nexus, 77–78, 83, 94–95, 223–224
- Nielsen media research, 51
- Nintendo, 8
- Nissenbaum, Helen, 56
- Nocera, Jose L., 55
- Nonplayer characters (NPCs), 21–24
- Norrath* (virtual world), 39
- Numb3rs* (TV show), 279
- O'Day, Vicki, 55–56
- Ondrejka, Corey, 155, 267
- OnLive!* (virtual world), 13, 32
- Opie, Iona, 25, 154
- Opie, Peter, 25, 154
- Orbanes, Philip, 8
- Ortiz, Fernando, 104, 207
- Overman, 278
- Paccagnella, Luciano, 55
- Pac-Man* (game), 245, 279
- Pac-Manhattan* (game), 245, 278–279
- Paidiaic worlds, 28–35, 238–239
- Palace*, *The* (virtual world), 13
- Papert, Seymour, 33, 155
- Patience, Allan, 63

- Patrovsky, Bridgette, 18, 56
Patterns of Culture (Benedict), ix
Pearce, Celia, viii–xi
as Artemesia and, 197–198, 215–259 (*see also* Artemesia)
art movements and, 25
baby boomers and, 267
complementary methods and, 196 (*see also* Methodology)
design and, 22
emergent authorship and, 43
exploration and, 19
fictive ethnicity and, 62
GameTap and, 264–266, 268, 270
hacker creativity and, 26
historical perspective on games and, 8
journalist crisis and, 227–231
MOUL and, 265–270
play styles and, 144
productive play and, 156
The Sims and, 272
social construction of identity and, 119, 123, 139
spatiality and, 20–21, 28
Turner Broadcasting and, 263–264
Pellegrini, Anthony D., 25
Performance Ethnography (Denzin), 58
Persistence, 19
Petrova, 228, 248
Pew Trust, 277
Phae'dra, 243
Philosophy, 247
Piaget, Jean, 25
Planetside (game), 12
Plant, Sadie, 25
Play, viii–xi
adults and, 279–280
animals and, 25
art and, 25
avatars and, 21–24, 111–115 (*see also* Avatars)
behavioral development and, 25
boundary objects and, 26
CoLiberation and, 132–133
communities of, 3–7 (*see also* Communities of play)
defining, 25–28
ecosystems of, 24–28, 45
emergence and, 37–49, 185–192 (*see also* Emergence)
ethnography and, 58–65
flow concept and, 130–134
game/not-game dilemma and, 27–35
global village and, 277–281
historical reenactments and, 3
hobbies and, 142
horseplay and, 152–153
importance of, 256–257
intersubjectivity and, 52, 122–123
language and, 25
loners and, 126–128
multitasking and, 177
networks and, 5–6 (*see also* Networks; Virtual worlds)
non-controllable nature of, 271
performance and, 3, 58–60, 104, 111, 148, 181, 196–198, 226, 251, 257, 259
pervasion of, 278–281
power of, 125–126
productive, 26, 141–142, 155–175, 189–190
psychology and, 23, 25
renaissance faires and, 3, 196
ritual and, 3, 26, 65, 220–222, 248–249
shifting focus of, 128–130
styles of, 142–154
war and, 278
Western marginalization of, 3

- Play Culture* (journal), 25
 Player characters (PCs), 21
Playstation 3, 14
 Play styles, 239
 acrobatics and, 153
 bottom-up leadership and, 153–154
 cleverness and, 147
 creativity and, 147
 dancing and, 153
 emergence and, 142–154
 exploration and, 144–145
 games-within-games and, 148–149
 Gathering of Uru, The (TGU) signature, 144–154
 identity and, 142–154
 inventiveness and, 154
 migrating identities and, 178–184
 multimodal communication and, 150
 origin of, 143
 puzzle-solving and, 145
 skills mastery and, 147–148
 spatiality and, 144
 togetherness and, 149
 worldplay and, 150
 Play turn, 278–279
 Poetry, 118, 127–128, 171, 207–208, 223
 Polyphonic texts, 207
Pong (video game), 8
 Poremba, Cindy, 141, 156, 272
 PortaZones, 99–100, 238
 Powdermaker, Hortense, 61, 209, 211, 215
Presentation of Self in Everyday Life, The (Goffman), 58
 Productive play, 126, 140–142, 189–190
 Age creation and, 168–173
 artifact design and, 158–173
 as contradiction of terms, 155–157
 culture restoration and, 157–158
 economics of, 155–156
 patterns of emergence in, 173–175
 social feedback and, 147
 three forms of, 156
 Uru themes and, 156–175
 virtual currencies and, 155–156
 Protocols, 29–30
 Prügl, Reinhard, 272
 Psychological disorders, 23
Puzzle Pirates (game), 13–14
- Raena
 Artemesia and, 238
 artifacts and, 120, 164, 170, 236
 avatars and, 116–120, 123, 241
 communities of play and, 73, 128, 130, 139, 141, 174–175
 Daisy and, 240
 embodiment and, 116
 gender confession of, 252–255
 as group cartographer, 116
 identity and, 93, 95, 97, 108, 256
 intellectual property and, 175
 intersubjectivity and, 140–141
 interview of, 239–242
 journalist crisis and, 227–229, 239
 library of, 164
 player immigration and, 97, 108, 249–250
 poetry of, 93, 118–119
 Real Life Gathering (RLG) and, 183, 255–256
 social mechanisms and, 139
 Raenen, 253–255
Ragmarok Online (game), 12
 “Rape in Cyberspace, A” (Dibbell), 210
Rashomon-style narrative, 209
 Raybourn, Elaine M., 131
 Real Life Gathering (RLG), 122, 180–184, 199, 255–258

- Red Rock LLC, 4
Reenactments, 3
Reltos, 77, 83
Artemesia and, 223, 228, 240
identity and, 94–95
productive play and, 160, 166–167, 173
Renaissance faires, 3, 196
Return to Laughter (Smith Bowen), 215
Revelation, 220–222
Reverse-engineering, 106–107, 145, 222
Reynolds, Ren, 41
Rheingold, Howard, 17, 114, 186
Richardson, Laurel, 200, 205–206
Ritual, 3, 26, 65, 220–222, 248–249
Riven (game), 75
Role-playing games (RPGs), 3–4, 278
avatars and, 21–24
dancing and, 153
massively multiplayer online role-playing games (MMORPGs) and, 6
tabletop, 8–11
Rosedale, Philip, 267–268
Rouse, Roger, 63
Rubber banding, 248
Rudofsky, Bernard, 37
Rules of Play (Salen and Zimmerman), 43
Ryan, Marie-Laure, 19
Ryzom (game), 94
Safety, 118–119, 153
Safran, William, 63
Salen, Katie, 26, 31
emergence and, 42–43
flow and, 131
magic circles and, 137
power of play and, 125
Salvador, Tony, 55–56
Sanders, T. Irene, 42
Santa Fe Institute, 42
Santino, Jack, 3
Schechner, Richard
communities of play and, 3–4, 62–63
me/not-me paradox and, 119
performance ethnography and, 58–59
ritual and, 58, 125
simulacra and, 62–63
third being and, 198
Western marginalization of play and, 3, 24
Schelling, Thomas, 37, 39
Schiano, Diane J., 13
Schindler, Henri, 3
Schreier, Martin, 272
Schuman, Mady, 3–4, 58, 63, 125
Seale, Clive, 52
Seay, A. Fleming, 21
Second Life (virtual world), ix, 109, 191, 199, 224
aesthetics of, 102
Artemesia and, 197–198, 216 (*see also* Artemesia)
artifacts and, 158–159, 164, 166–167, 171, 173
avatars and, 22, 113, 116
as co-created world, 186–188, 272
communities of play and, 13–14, 18, 33–34
dancing and, 153
event hosting and, 245–246
fieldwork in, 202
Gathering of Uru, The (TGU) and, 94–97, 106
intellectual property and, 174
migrating identities and, 178
MOUL and, 265–270
nametags and, 149
player immigration and, 249–250
presentation issues and, 251
productive play and, 141
recruitment to D'mala initiative and, 265

- Uru* and, 106–107
 virtual currency and, 39–40
Sega, 278
Senet (ancient Egyptian game), 8
Shaylah, 120, 147, 181–182, 256
Shils, Edward, 196
Shostak, Marjorie, 61
Sidel, Robin, 40
Sign wars, 98
Sim City (game), 27, 43
Sims, The (game), 27
 emergence and, 43
 fan culture of, 272
 productive play and, 141
 success of, 70
Sims Online, The (virtual world), 14, 43
 abandonment of, 48
 migrating identities and, 178
 networking and, 27
There.com and, 217–218
Sims 2, The (game), 278
Simulacra, 62–63
 Single-player games, 7–8
 Situationists, 25
 Skills mastery, 147–148
Skins, 198, 272
Skotos, 156
Skype, 150, 252
SMARTlab, 226
Smith, Joseph Wayne, 63
Smith Bowen, Eleanore (Laura Bohannan), 61, 65, 215
Snow Crash (Stephenson), 13–15, 21
 Social network theory, 49
Sony, 14, 58
Soul Calibur (game), 278
Spacewar! (video game), 8
Spades, 233
 Spatiality, 26, 237–238
 artifacts and, 158–167
 contiguous, 18–19
 literacy for, 144
 migrating identities and, 178–184
 play styles and, 144
 Real Life Gathering (RLG) and, 180–184
Reltos and, 77, 83, 94–95, 160, 166–167, 173, 223, 228, 240
 storytelling and, 15, 144, 225
Uru and, 20–21, 76, 94, 144, 237–238
 Spawn points, 243
Spence, Edward H., 41
Spore (game), 27
Sports, 3, 29, 153
Squire, Kurt D., 195
Star, Susan Leigh, 26
Star Trek (TV series), 3, 43, 109, 156, 159
Star Wars: Galaxies (game), 12, 272
Steinkuehler, Constance A., 195
Stephenson, Neal, 13–15, 21
Stone, Allucqu  re Rosanne, 111, 241
Storytelling, 242
 emergence and, 43
 spatiality and, 15, 144, 225
 sub-creation and, 20
 tabletop games and, 10
 television and, 6
 worldness and, 20
 St. Patrick's Day parade, 248–249, 267
Stranger and Friend: The Way of the Anthropologist (Powdermaker), 61, 209, 215
Strathern, Marilyn, 55
Subscription fees
 closure and, 27
 free, 14
Habbo Hotel and, 14, 274
 Hard-core players and, 267
MapleStory and, 274
MOUL and, 265
There.com and, 98–99, 109, 219
Uru and, 87–88

- Suits, Bernard, 25–26, 232
Surowiecki, James, 47–48, 186
Sutton-Smith, Brian, 4, 25, 125, 155
Swain, Christopher, 26
Sweetser, Penny, 42, 131
- Taboos, 209
Tapestry Event, 248
Target, 12
Taxes, 39
Taylor, T. L., 278
avatars and, 111, 246
emergence and, 40–41, 138–140
ethnography and, 195
play cultures and, 18–23, 59
Teamspeak, 150, 243
Technology
 ARPANET and, 9
 artifacts and, 161
 Atmosphere 3-D world-authoring environment and, 101–102
 avatars and, 21–24
 corporate tyranny and, 109
 emergence and, 38–39
 ethnography and, 53–65
 global village and, 277–281
 guns and, 38
 hackers and, 109 (*see also* Hackers)
 Industrial Revolution and, 8
 mass production and, 8
 networks and, 5–9
 reverse-engineering and, 106–107, 145, 222
 server crashes and, 87, 153, 166–167, 233, 248–249, 268
 television and, 6, 8, 43
 transportation and, 38–39
 Uru and, 76
 virtual worlds and, 17
- voice-over-IP, 54, 150, 177, 205
wireless, 277
- Teddy, 217, 237
gender confessions and, 240, 245, 250–253
poem of, 127–128
- Teilhard de Chardin, Pierre, 52
- Television, 6, 8, 43
Tennis for Two (early computer game), 8
- Terokh Jeruth, 79
- Textual poaching, 43
- Theater of the Oppressed, 25
- There, Inc., 98–99
There.com (virtual world), 13–14, 34, 110, 120, 191, 211
- Artemesia and, 197–198, 216 (*see also* Artemesia)
- artifacts and, 159, 162, 166, 168, 170–171, 173
assimilation issues and, 103–106
avatars and, 22, 96, 116, 197–198
Black Friday and, 108–109, 219–220
Buddy List and, 217
card games and, 244
cartoonish environment of, 102, 112–113, 240
as co-created world, 186–188
commercialism and, 98–99, 109
Community Achievers Awards and, 259
dancing and, 153
dissatisfaction with, 249
fieldwork methods in, 199–204
Furrier Legion and, 147–148
games-within-games and, 148–149
Gathering of Uru, The (TGU) and, 94–106, 109
immigration and, 96–97
Makena Technologies and, 199
management of, 98–100

- Member Advisory Board and, 104, 109
 migrating identities and, 178–184
 MOUL and, 265–270
 multimodal communication and, 150
 multitasking and, 177
 nametags and, 217, 243
 networking and, 27
 player demographics of, 105
 player immigration and, 249–250
 play styles and, 144
 PortaZones and, 99–100
 power of play and, 126
 Real Life Gathering (RLG) and, 122, 180–184, 199, 254–258
 recruitment to D’mala initiative and, 265
 role of values and, 134
 settlements in, 218–219
 shifting play focus and, 128
 Sims Online Refugees and, 217–218
 subscription fees and, 98–99, 109, 219
 system burden on, 98
 threatened closure of, 109
 togetherness and, 149
 Welcome Center of, 168
There Fun Times, 235
 “Thereian Makes Peace with the Urufugee Within, A” (Cola), 104–105
 Thottbot, 279
 3DO, 14
 3-D Studio Max, 102
Thrice Told Tale (Wolf), 209–210
 Tiscali, 70
 Togetherness, 149
 Tolkien, J. R. R., 9, 20
 Tönnies, Ferdinand, 5
 Toons, 21
Toontown (virtual world), 14
 Transculturation, 103–106
Translated Woman (Behar), 215
 Transportation, 30, 38–39, 201
 Trekkies, 3, 43, 109, 156
 Triangulation, 200, 205–206
 Tristan, 227–229
 Turkle, Sherry, 195
 avatars and, 236
 distributed self and, 242
 identity and, 139
 play cultures and, 22–23, 55, 59
 Turner, Jeremy, 23
 Turner, Victor, 3–4, 26, 58–59, 63, 125
 Turner Broadcasting, 263–264
 Ubisoft, 86–88, 102, 108–109, 220, 241, 264
Ultima Online (game), 9–10, 39, 43, 120, 267
 United States, 238, 242
 accelerating technologies and, 38
 Buggy Polo and, 233
 marginalization of play in, 3
 McCarthy era and, 125
 number of digital players, 51
 power of play and, 125
 United States Federal Reserve, 39
 University of California, Los Angeles (UCLA), 42
 University of There, 104, 122, 170
 Uno, 230, 243, 249, 312
Until Uru, 199, 263–264
 Artemesia and, 197, 222–225, 233, 237, 240, 245
 emergence and, 144–145, 150
 identity and, 94, 107–110
 journalist crisis and, 227–230
 magic circles and, 180
 MOUL and, 265–270
 St. Patrick’s Day parade and, 248–249
 Ur, 8

- Uru: Ages Beyond Myst* (virtual world), 14–15, 20, 48, 211, 280
Ages of, 74–77, 81, 83, 88, 107–109, 129, 168–174, 191
Artemesia and, 197–198, 215–259 (*see also Artemesia*)
artifacts and, 158–173
artwork of, 75
Atmosphere 3-D world-authoring environment and, 101–102
avatars and, 22, 74–83, 96, 98, 101–102, 111–119
Bahro and, 75, 79, 81, 83, 112
Black Friday and, 108–109, 219–220
Black Monday/Tuesday and, 88, 238
builder identification and, 224–225
the City and, 77–79
community managers and, 86, 88, 95, 107, 163
Cone Houses and, 104, 168–173, 236, 238
culture restoration and, 157–158
Cyan and, 70, 76, 86–88, 107–110, 219–220, 238, 264–270
dancing and, 153
desert of, 74–77
D’ni people and, 74–81, 98, 112, 247
ethnography and, 57, 62
event hosting and, 242–249
fieldwork methods in, 199–204
as fixed synthetic world, 32, 185–188
Furrier Legion and, 147–148
games-within-games and, 148–149
GameTap and, 264–266
gated entry to, 87
Gathering of Uru, The (TGU) and, 85 (*see also Gathering of Uru, The (TGU)*)
gender and, 250–255
hide-and-seek and, 149, 242–244
horseplay and, 152–153
intellectual property and, 174
journalist crisis and, 227–231
journey cloths and, 74, 76
Koalanet and, 88
Live, 86
loners and, 127–128
market demise of, 87
mass invitations and, 86
meaning of name, 121, 281
migrating identities and, 178–184
Miller and, 218
MOUL and, 265–270
multimodal communication and, 150
Myst and, 104–105 (*see also Myst (virtual world)*)
nametags and, 149
narrative of, 74–75, 109
neighborhoods of, 77–78, 138
Nexus and, 77–78, 83, 94–95, 223–224
official release of, 86
player demographics of, 86–87
player immigration and, 93–103, 249–250
play styles and, 143–154
power of play and, 126
Prime, 76, 86, 115, 265
productive play and, 156–175
Prologue, 76–77, 85–86, 88, 109, 115, 127–128, 143, 243
puzzles of, 74–77, 81, 142–145, 187, 223, 245
reclamation of, 106–108, 263–270
Reltos and, 77, 83, 94–95, 160, 166–167, 173, 223, 228, 240
role of values and, 134–135
self-determination and, 108–110
shifting play focus and, 128–130
shutdown of, 85–89, 129, 242–246
single/multiple player modes of, 76, 86
spatiality and, 20–21, 76, 94, 144, 237–238
St. Patrick’s Day parade and, 248–249, 267

- “the Stranger” and, 74
 technology and, 76
 Turner Broadcasting and, 263–264
 voice communication and, 229–230, 232, 243
 water and, 102
 wordplay and, 150
 Uru Builder’s Guild, 167
 Uru Diaspora, 208, 279–280
 baby boomer demographics of, 267
 communities of play and, 6–7, 15, 26, 30, 65, 130
 D’mala initiative and, 264–265
 emergence and, 48, 190
 ethnography and, 57, 63
 Gathering of Uru, The (TGU) and, 7 (*see also* Gathering of Uru, The (TGU))
 identity and, 87
 Koalanet and, 88–94
 magic circles and, 178
 MOUL and, 265–270
 online etiquette and, 230
 posttraumatic stress and, 89
 productive play and, 141, 156
 reaction to shutdown, 91–93
 Turner Broadcasting and, 263–264
 writing ethnography and, 207
- Values, 125
 Christian, 73–74
 communities of play and, 134–135
 role of, 185, 191–192
 shared, 134–135
 violence and, 72, 94
 van Gennep, Arnold, 3, 58, 63
 Van Proyen, Mark, 3, 59
 Vietnam War, 277
 Violence, 72, 91, 94, 121, 125, 134, 185, 191
 Virtools, 94
- “Virtual Cultures” (blog), 264
Virtual Magic Kingdom (virtual world), 14
 Virtual property, 39–42, 155–156
 Virtual worlds, viii–xi, 6
 accelerated phenomena and, 47
 artifacts and, 158–173
 asynchronous, 47
 avatars and, 21–24, 114–119 (*see also* Avatars)
 black market and, 39–40
 civil disobedience in, 40–41
 co-created, 30–35, 185–188, 275
 commercial interest in, 13, 40–42 (*see also* Commercialism)
 consensual hallucination and, 201–202
 consequential participation and, 19
 contiguous, 18
 development of, 12–14
 discrete, 47
 economics of, 39
 embodied persistent identities and, 19
 emergence and, 37–49 (*see also* Emergence)
 as escapism, 215–216
 ethnography and, 52–65
 EULAs and, 40–41
 explorable, 18–19
 failure of, 14–15
 fixed synthetic, 30–35, 185–188, 272
 gender confessions and, 240–241, 245, 250–255
 gold farming and, 39–40
 inhabitants of, 17–21
 long-term engagement and, 47
 ludic vs. paidiaic, 28–35, 238–239
 massively multiplayer online role-playing games (MMORPGs) and, 6
 multi-sited cyberethnography and, 54–57
 open-ended, 47
 persistent, 19, 47

- Virtual worlds (*cont.*)
play ecosystems and, 24–28
play styles and, 142–154
poetics of, 17–18
populous, 19–20
psychological disorders and, 23
public presentations and, 225–226
Real Life Gathering (RLG) and, 180–184, 255–258
role of values and, 185, 191–192
rules for, 29–30
software for making, 101–102
spatiality and, 18–21, 237–238 (*see also Spatiality*)
“state of the virtual world” addresses and, 268
synchronous, 47
taxing of, 39
transportation and, 30, 38–39, 201
types of, 18–21, 28–35
virtual property and, 39–42, 155–156
worldness and, 20
- Virtual Worlds: Synthetic Universes, Digital Life, and Complexity* (Bar-Yam), 43–44
- Visweswaran, Kamala, 61–62, 207–208
- Voice-over-IP, 54, 150, 177, 205
- VRML, 94
- Water, 75–77, 102, 236, 249
- Web 2.0, 58, 141, 271, 279
- Weddings, 39, 46, 59, 220–222
- WELL, 25
- Wells, H. G., 9
- Wenger, Etienne, 5
- Whittaker, Stee, 55
- Whole Earth Catalog* (Brand), 25
- Whyville* (game), 13–14
- Wiener, Norbert, 45
- Wikipedia, 264, 279
- Willis, Paul, 53–54, 207–208
- Wilson, Michael, 267–268
- Windows, 177
- Winge, Theresa, 4
- Wingman
Artemesia and, 231, 235, 247
avatars and, 122
emergence and, 147–148
group decision-making and, 231–232
identity and, 104
journalist crisis and, 227, 229
productive play and, 170
Real Life Gathering (RLG) and, 181–182, 255, 259
- Winnicott, Donald, 25, 119, 198
- Wisdom of Crowds, The* (Surowiecki), 47–48
- Wittgenstein, Ludwig, 25
- Wolcott, Harry F., 64, 204, 207
- Wolf, Margery, 209–211
- Women. *See* Gender
- Wordplay, 150
- Worldness, 20
- World of Warcraft* (game), 267, 272, 280
- Artemesia and, 216
avatars and, 21
communities of play and, 9–10, 14
ethnography and, 56
as fixed synthetic world, 32
gold farming and, 39–40
play turn and, 279
protest of, 40
WorldsAway (virtual world), 33
- Wright, Will, 27–28, 43
- Xerox PARC, 13, 273
- Xploros, 107
- Yalom, Marilyn, 8, 125
- Yee, Nicholas, 21

- Yeesha, 75, 78
costumes and, 162–164, 167, 221–222
final words of, 281
hologram of, 223
journey cloths and, 74, 76–77, 79, 223
Yeesha Island, 204
Artemesia and, 222, 226, 232–233, 236,
238, 251
emergence and, 148–149
identity and, 100
productive play and, 164, 166–167, 170
YouTube, 45, 58, 278
- Zach, 217
ZeroWing (game), 278
Zimmerman, Eric, 26, 31, 42–43, 125, 131,
137