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**Identity Construction in the Player Community in Mainland
China: A Case Study of *World of Warcraft***

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Table of Contents

Chapter I Massively Multi-player Online Role-playing Games in China	7
1.1 MMOGs as an Interesting Issue	7
1.2 Backgrounds of MMOGs and <i>World of Warcraft</i> in China.....	9
1.3 In the World of <i>World of Warcraft</i>	12
1.3.1 Starting a Character.....	12
1.3.2 Ongoing Gameplay and Open-ended Contents	14
1.3.3 Communicating in the Game.....	18
1.4 As a Player of Online Games	19
1.5 Research Questions	22
Chapter II Literature Review and Theoretical Framework	24
2.1 Understanding Identity.....	24
2.2 Understanding Community	29
2.3 Identity, Community and MMOGs	31
Chapter III Methodology and Subject of Analysis	35
3.1 Online Ethnography	35
3.1.1 The Researcher as a “Lurker” in WoW	36
3.1.2 In-depth Interviews	37
3.2 Subject of Analysis.....	38
3.2.1 Gameplay Websites and Online Post Bar.....	38
3.2.2 Interviewees	40

Chapter IV Participation in Activities in the Player Community	42
4.1 Participation and Interaction	42
4.2 Activities in Which Players Participate and Interact with Each Other	44
Chapter V Identity Construction in the Player Community	51
5.1 Play for the “Hidden Self”	51
5.2 “Meeting Friends” In the Player Community as a Lifestyle	55
5.2.1 For Real Friends: A Place for Regular Meeting	57
5.2.2 From the Virtual to the Real.....	59
5.3 Collective Identity Construction in the Player Community	63
5.3.1 Friendship as “Social Glue” in the Player Community	64
5.3.2 Socially Shared Self-aspects Constructing Collective Identity	66
Chapter VI.....	72
Collective Identity in Players’ Community: Resistance under Internet Censorship	72
6.1 <i>War of Internet Addiction: From Players to the Whole Internet Ambiance.....</i>	72
6.2 Collective Identity as a “Weapon of the Weak”: Compromise or Resistance	81
6.3 What Does the Future Look Like	89
Conclusion & Limitation	91
References.....	94