My Life as a Night Elf Priest: An Anthropological Account of World of Warcraft Bonnie A. Nardi http://press.umich.edu/titleDetailDesc.do?id=1597570 The University of Michigan Press, 2010

Contents

PART ONE. Introduction to *World of Warcraft* Prologue / 3 CHAPTER ONE. What Is *World of Warcraft* and Who Plays It? / 8 CHAPTER TWO. An Ethnographic Investigation of *World of Warcraft* / 27

PART TWO. Active Aesthetic Experience CHAPTER THREE. Play as Aesthetic Experience / 39 CHAPTER FOUR. A New Medium / 52 CHAPTER FIVE. Work, Play, and the Magic Circle / 94

PART THREE. Cultural Logics of World of Warcraft

CHAPTER SIX. Addiction / 123 CHAPTER SEVEN. Theorycraft and Mods / 137 CHAPTER EIGHT. Gender / 152 CHAPTER NINE. Culture: *WoW* in China . . . and North America / 176 Coda / 197

Notes / 205 References / 213 Index / 227