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World of Warcraft is the world's most popular massively multiplayer online game (MMOG), with (as of January 2008) more than ten million active subscribers across Europe, North America, Asia, and Australia who play the game an astonishing average of twenty hours a week. This book examines the complexity of World of Warcraft from a variety of perspectives, exploring the cultural and social implications of the proliferation of ever more complex digital gameworlds. The contributors have immersed themselves in the World of Warcraft universe, spending hundreds of hours as players, conducting interviews, and studying the game design--as created by Blizzard Entertainment, the game's developer, and as modified by player-created user interfaces. The analyses they offer are based on both the firsthand experience of being a resident of Azeroth and the data they have gathered and interpreted.