Worlds of Warcrafters

João Fleck, Universidade Federal do Rio Grande do Sul, Brazil
Carlos Rossi, Universidade Federal do Rio Grande do Sul, Brazil
Rodrigo Segabinazzi, Universidade Federal do Rio Grande do Sul, Brazil

We aimed at understanding, through a videographic study, what caused the reputed online game, World of Warcraft, to become such a phenomenon of consumption. Our results indicate that the involvement of players results from the achievement of goals, through the manipulation of an avatar that cooperates with others to compete.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/16172/volumes/v38/NA-38

[copyright notice]:
This work is copyrighted by The Association for Consumer Research. For permission to copy or use this work in whole or in part, please contact the Copyright Clearance Center at http://www.copyright.com/.
We aimed at analyzing and understanding the peculiarities of video game consumption interviewing hardcore players that interact in Microsoft Xbox 360 virtual communities. The results allowed us to infer that the virtual experience and the online interaction are key elements presently in the consumption of games.

We aimed at understanding, through a videographic study, what caused the reputed online game, World of Warcraft, to become such a phenomenon of consumption. Our results indicate that the involvement of players results from the achievement of goals, through the manipulation of an avatar that cooperates with others to compete.

References