The New Worlds of MMORPGs

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MASSIVE Multiplayer Online Role Playing Game



MARE DEL SVR

Oprande de San Pierra

MASSIVE Multiplayer Online Role Playing Game



MASSIVE Multiplayer Online Role Playing Game

INCLUDES ALL AVAILABLE IN-GAME RETAIL ITEMS FROM THESE EXPANSION PACKS!

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FIRST MORTH OF PLAY INCLUDED NTERNET CONNECTION REQUIRED ADDITIONAL ONLINE FEES APPLY cic liesp

MEDITION : CLASSIC & TEN EXPANSIONSI



EA

cription required for new content and continued game play Internet connection required

TEE

Total Number of WoW Subscribers subscribers millions of Dec Jan Mar May Jul Sep Nov Jan Mar May Jul Sep Nov Jan Mar May Jul Sep Nov Jan Mar Jun

SOURCE: Blizzard press releases

year

Growth in World of Warcraft subscribers from Dec. 2005 to June 2009

Virtual World, Real Money She's fictional,

to McGraw Will Component

Ives inside an online game, but earns thousands of actual dollars there. And she's not alone.



Ailin Graef (aka Anshe Chung)
- Second Life's first virtual millionaire
- Buys and develops virtual real estate
- Owns 36 sq. km of land in Second Life



Objective: Critical cost/benefit analysis of this "new world" and "frontier" metaphor. Die Mairon Infan fo binber Gipanien gegen Grient bes bem Rande Indie ligen.

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1) New World Redux MMOPRG as *New World* and *Frontier*

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INDLA Spente

2) The Darker Side of the West

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Forgetting of History

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- Ethnocentrism
- Consequences for Others

3) Conclusion and Effects

New World Redux



MARE DEL SVR

New World Redux

Bandernienwerwerele oft landtfagi nieuwelier gheuöde väde bootluch tighe con. vä Portugael boot dej alber bette pploet ofte see kender ö werele



Hoe nopt meelter oft affronin? beforenë heeft dat baer cenladt was bewoër vamëlchë ofte beelten. Murëri goede vuër in vootleedë daghë heb it Miberic? v gelcrenë va mij wedertoft als va dë menwëladt (cappë die wp met grorer coll en for ghë en boor de 1 gebodt des ald dootluchtichtë cons Con. va Poerugal hebbë geforht en genondë i Wele ladt met retht men noemë math die nieuwe werelt Dawelchë landt ons ouders oft meelters ni en at

Amerigo Vespucci *Mundus Novus* (1502)

New World Redux



Martin Waldseemüller, Carta Marina (1513)

New World Redux

KIRKPATIRICK SALE

PARADISE

Whatever Europe understood the New World to be—and it was many things, not all clearly assimilated yet—it was a *new* world, another half of the globe not known before, plainly different from Europe and even the Orient, rich and **CHRIS** large and mysterious, a place of new peoples, new vistas, new treasures, new species (Sale, 2006, p. 234). JES

New World Redux



New World Redux

FREDERICK JACKSON TURNER

"The wilderness masters the colonist. It finds him a European in dress, industries, tools, modes of travel, and thought. It takes him from the railroad car and puts him in the birch canoe. It strips off the garments of civilization and arrays him in the hunting shirt and the moccasin."





Frederick Jackson Turner

New World Redux

FREDERICK JACKSON TURNER

"The wilderness masters the col It finds him a European in dress, in tools, modes of travel, and tho It takes him from the railroad and puts him in the birch car It strips off the garments of civil and arrays him in the hunting sh the moccasin."

Up to our own day, American history has been in a large degree the history of the colonization of the Great West. The existence of an area of free land, its continuous recession, and the advance of American settlement westward, explain American development. (Turner, 1894, p. 199)

New World Redux

FREDERICK JACKSON TURNER

"The wilderness masters the col It finds him a European in dress, in tools, modes of travel, and tho It takes him from the railroad and puts him in the birch car It strips off the garments of civil and arrays him in the hunting sh the moccasin."

Since the days when the fleet of Columbus sailed into the waters of the New World, America has been another name for opportunity, and the people of the United States have taken their tone from the incessant expansion which has not only been open but has even been forced upon them. (Turner, 1894, p. 227)

New World Redux





The synthetic world of *Second Life* sells server resources to those who want them, and nobody bats an eye when they call it 'land,' for that is what it is. Land. Space. *Lebensraum*. The New World. Terra Nova

Castronova, 2005, p. 306



THE BUSINESS AND CULTURE OF ONLINE GAMES It's the equivalent of getting on the boat to come to America or piling into the Conestoga wagon to head out west. Kelly, 2004, p. 63

Massively Multiplayer on the boat laying

> Games Kelly 2

SL is a new frontier; by definition, we are all pioneers. Ducking Kwak, 2006



PLAY BETWEEN WRLDS

EXPLORIN ONLINE GAME CULTURE T. L. TAYL

1) Metaphors explain the new by way of the old. A metaphor, like *new world* or *frontier*, helps us make sense of new technology by explaining things in terms that are already understood, well formulated and widely accepted.

PLAY BETWEEN RLDS

ONLINE GAME CULTURE T. L. TAYL

2) Metaphors are never EXPLORIN Value-neutral. *New world* and *frontier* communicate powerful ideas: heroic exploration, discovery, progress, opportunity, individualism, freedom,

wealth, and even utopia.



THE CONQUEST OF THE NEW WORLD



DAVID E. STANNARD

The New World became a nightmare as colonial power spread and its native peoples became the victim of colonialism, deprived of their ancient faith and their ancient lands and forced to accept a new civilization and a new religion. The Renaissance dream of a Christian Utopia in the New World was also destroyed by the harsh realities of colonialism: plunder, enslavement, genocide (Fuentes, 1999, p. 195).

New technologies are often heralded by a rhetoric that locates them as futuristic, without history, or at best arising from a scientific-technical lineage quite separate from cultural history (Penny, 1994, p. 231).

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Forgetting History

The imagination of Americans after 1800 was dominated by the belief that the American West represented a redemptive nature which would provide spiritual salvation for the men who settled upon it. European man, corrupted by civilization, was reborn, made innocent, when he abandoned old world history for new world nature (David Noble, 1964, p. 419).

Forgetting History

forward!" oried Wild, swinging the lariat in his hand. Black Dick strove to horse ahead faster, but instead of increasing his speed Spitfire came to an abrupt halt, shooting the villain over his head like a catapuit.

WEST



Ethnocentrism

Ethnocentrism



I would speculate that part of the drive behind the rhetoric of virtual reality as a New World or new frontier is the desire to recreate the Renaissance encounter with America without guilt: this time, if there are others present, they really won't be human (in the case of Nintendo characters), or if they are, they will be other players like ourselves, whose bodies are not jeopardized by the virtual weapons we wield (Fuller and Jenkins, 1995, p. 59).

Consequences for Others

Cyberspace does have real victims. The rewriting of colonial history has a direct impact on the lives of those whose history is being denied and whose historic identity is distorted (Sardar, 1996, p. 19)



Although this virtual exclusion is admittedly bloodless and seemingly sanitized of the stigma of colonial conquest, it is no less problematic or hegemonic (Gunkel, 2001, p. 24)





1) *New world* and *frontier* have a darker side:

- Forgetting of history
- Imposition of colonial power and the exercise of ethnocentrism
- Exclusion of others.



Conceptual Issues in Cyberspace

on the Electronic Frontier

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TECHNOLOGY

Briefingroom

Bringing news from new frontiers

POSTED: 1056 GMT (1856 HKT), October 17, 2006



Second Life has spawned a booming market in online property.

Previous O Next

By Paul Sussman for CNN (CNN) -- In an illustrious 155-year hi

reporting, the Reuters agency has fil location in the world.

Now, in its relentless pursuit of the r has announced that the world -- or a enough and it will be opening its firs

As of Wednesday Reuters, which has nonneced van rieming and Frederick Forsyth among its journalists, will be covering the latest news and events from "Second Life," a virtual reality world in which more 900,000 users live out parallel existences in a 3D graphic universe.

PlayStation.2

Adam Pasick, a London-based Reuters media correspondent, will be the agency's man on the computer-generated ground, filing copy on Second Life using an avatar, or animated character, named -- with typical news agency prosaicism -- Adam Reuters, the latter a rugged, muscular young man with a rash of designer stubble and a figure-hugging khaki T-shirt (whether Pasick actually looks like this in real life is uncertain).

A

http://edition.cnn.com/2006/TECH/internet/10/17/secondlife.feature/index.html#

2) Words Matter The words that are employed to describe a technological innovation are never mere reports of the state-of-the-art but constitute sites for the production of and struggle over significance.

Opranda de Sus Piero

2) Words Matter Not a matter of finding some perfect and less controversial terminology.

Language, any language, is already shaped by the sediment of its own culture and history.



REALITY

Worst game ever.

3) The Point of Criticism

Anyone who practices the act of cultural criticism must endure being asked, What is the solution to the problems you describe? (Postman, 1993, p. 181)



critique is not simply an examination of a А particular system's flaw and imperfections designed to make that system better. Instead it is an analysis that focuses on the grounds of that system's possibility. The critique reads backwards from what seems natural, obvious, self-evident, or universal, in order to show that these things have their history, their reasons for being the way they are, their effects on what follows from them, and that the starting point is not a given but a construct, usually blind to itself (Johnson, 1981, p. xv).





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