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Living the Game: WoW-China

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Last fall, we ran an interview with UCI Professor of Informatics Bonnie Nardi, who was conducting research on the different ways World of Warcraft (an MMO-RPG, Massively Multiplayer Online Roleplaying Game) was used in China and the US. Recently, a reader drew our attention to interesting images where Chinese players envisioned themselves in the game (often quite playfully). In honor of Chinese New Year (a game players celebrate in-game as "Lunar Festival"), WoW-China invited players to submit photos of themselves “blending their Lunar New Year celebration with their enthusiasm for World of Warcraft.” The contest received more than eight thousand submissions and almost 1.5 million votes. Winning photos have been posted at WoW’s website, for those who’d like to learn more.