

Abstract

The author deals with MMORPGs, a special computer game genre. MMORPGs are designed to host simultaneous playing of a large number of people. The key topic is role-playing, which occurs when the players accept a fictional role connected with their avatar. The text also includes description of the terms avatar, guilds, synthetic worlds, games and online games. The basic premise of this theoretically oriented work is that role-playing is not a homogenous issue and takes different forms as a result of the server/guild game style choice. The author collected data in World of Warcraft game environment. He created an avatar which helped him to observe actions of others while taking “field notes” and recording the chat communication of the players. The author compared data recorded while playing in two differently oriented guilds, which helped to create and describe basic definitions and forms of role-playing in online games.