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My Life as a Night Elf Priest

Nardi, Bonnie

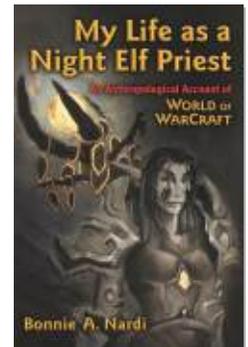
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My Life as a Night Elf Priest

Ellen Seiter and Mimi Ito, Series Editors

This book series showcases the best ethnographic research today on engagement with digital and convergent media. Taking up in-depth portraits of different aspects of living and growing up in a media-saturated era, the series takes an innovative approach to the genre of the ethnographic monograph. Through detailed case studies, the books explore practices at the forefront of media change through vivid description analyzed in relation to social, cultural, and historical context. New media practice is embedded in the routines, rituals, and institutions—both public and domestic—of everyday life. The books portray both average and exceptional practices but all grounded in a descriptive frame that renders even exotic practices understandable. Rather than taking media content or technology as determining, the books focus on the productive dimensions of everyday media practice, particularly of children and youth. The emphasis is on how specific communities make meanings in their engagement with convergent media in the context of everyday life, focusing on how media is a site of agency rather than passivity. This ethnographic approach means that the subject matter is accessible and engaging for a curious layperson, as well as providing rich empirical material for an interdisciplinary scholarly community examining new media.

Ellen Seiter is Professor of Critical Studies and Stephen K. Nenko Chair in Television Studies, School of Cinematic Arts, University of Southern California. Her many publications include *The Internet Playground: Children's Access, Entertainment, and Mis-Education*; *Television and New Media Audiences*; and *Sold Separately: Children and Parents in Consumer Culture*.

Mimi Ito is Research Scientist, Department of Informatics, University of California, Irvine, and Visiting Associate Professor at the Graduate School of Media and Governance of Keio University, Kanagawa, Japan. She has published widely on new media and youth and led a recently completed three-year project, Kids' Informal Learning with Digital Media, an ethnographic study of digital youth funded by the MacArthur Foundation.

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MY LIFE AS A NIGHT ELF PRIEST

An Anthropological Account
of World of Warcraft

Bonnie A. Nardi

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