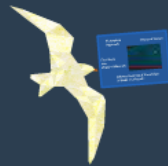


The Digital Construction of Social Reality:

Online Cultures as Communities of Practice

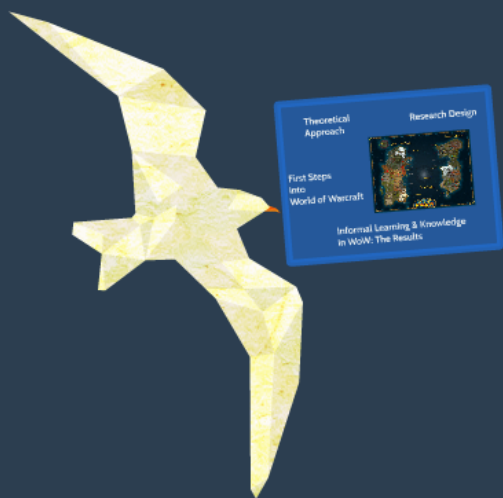


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Theoretical
Approach

Research Design

First Steps
into
World of Warcraft



Informal Learning & Knowledge
in WoW: The Results

**The Social Construction of Reality
(Berger/ Luckmann 1966)**

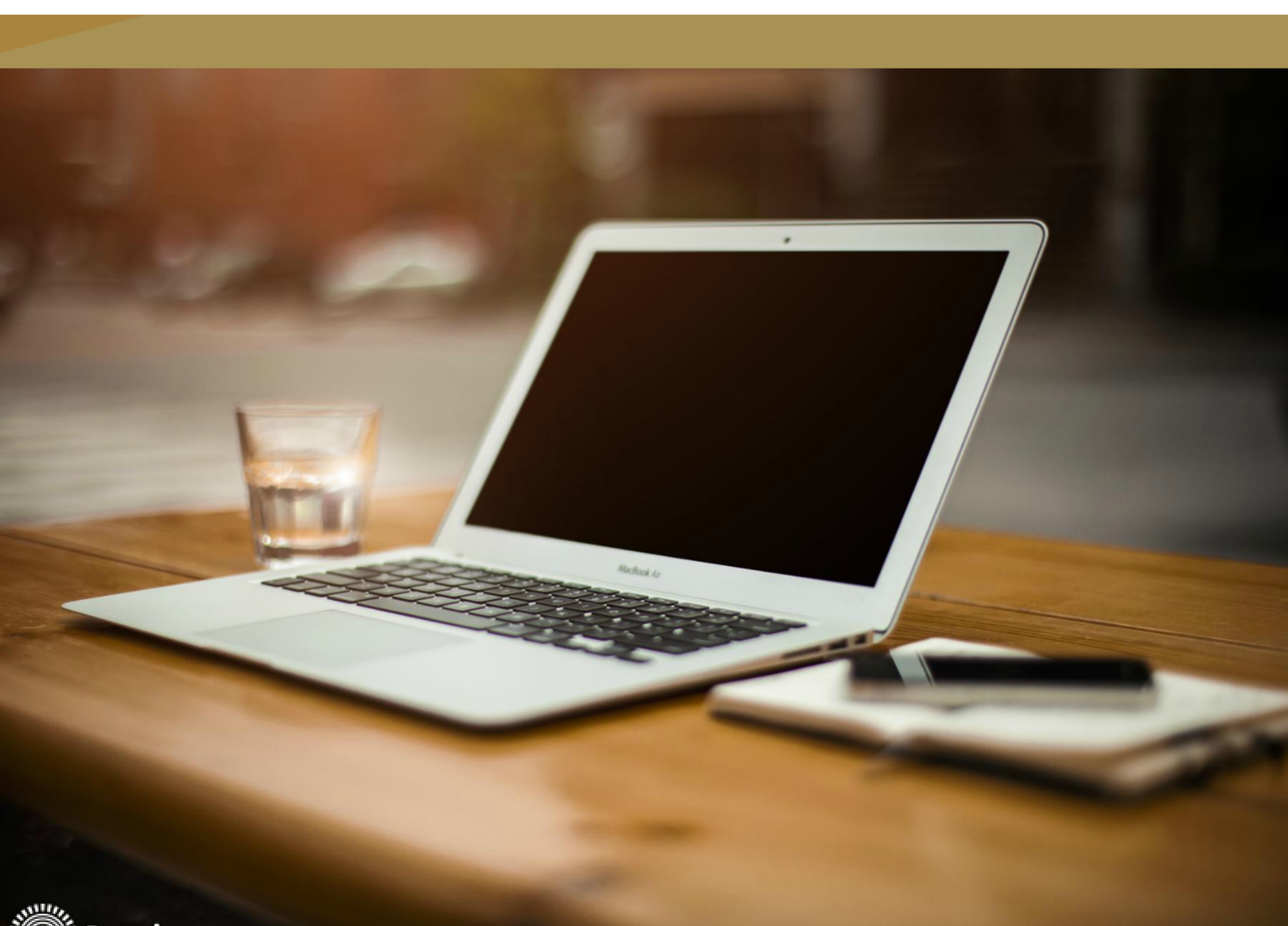
**Mediatisation of
Society (Krotz 2007)**

**Multi-Method
Qualitative
Research Project**

Community of Practice (Wenger 2008)





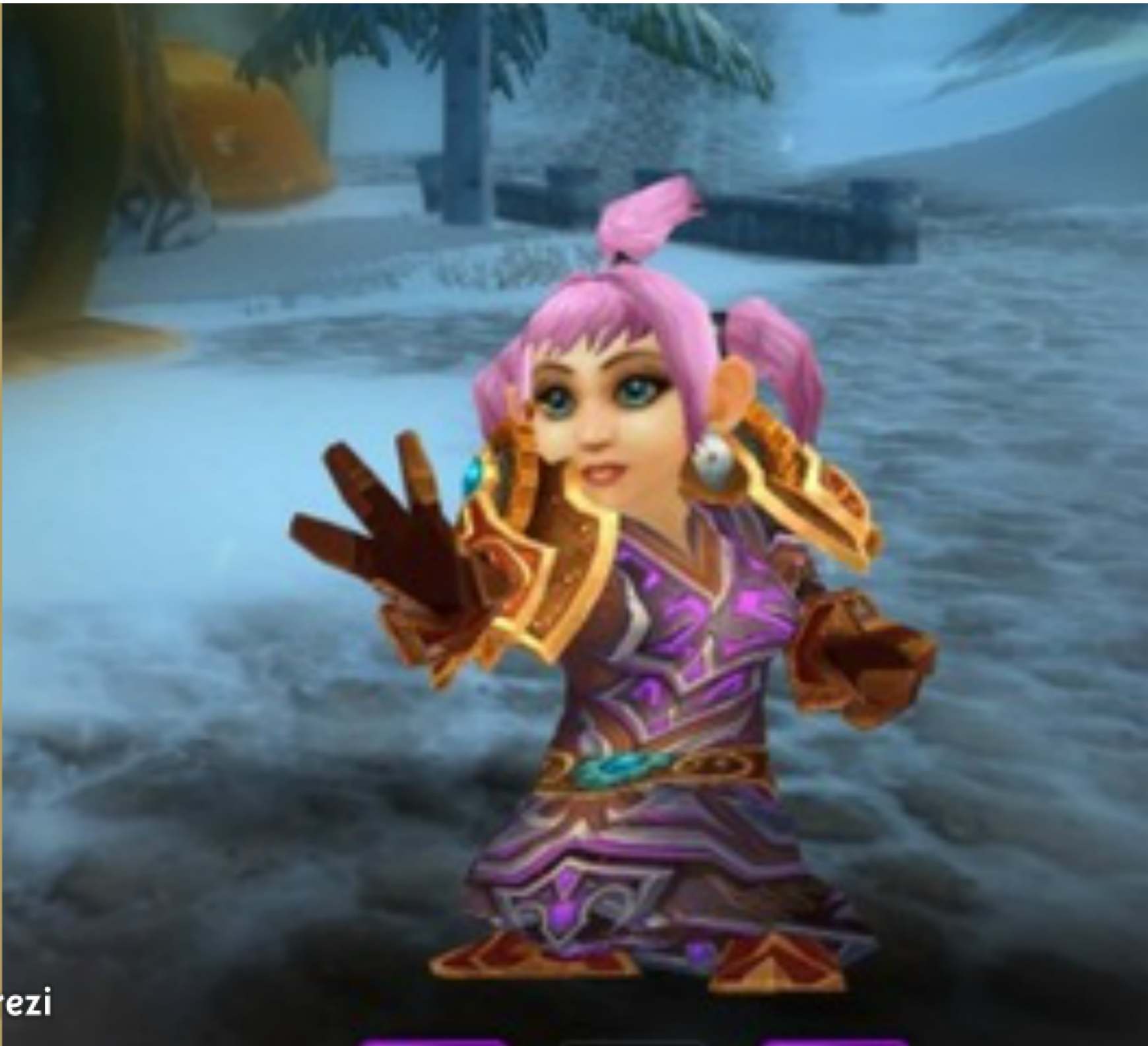
















Immortals
 22004 / 22604
 14201 / 14201
 Rank
 12716 / 12216
 100 / 100

Avatar: Winless
 8508 / 8508
 7981 / 7981

Kras
 22
 5/10

Dalaran
 Dalaran City

Track Quest
 Show Quest Objectives

Objectives (4)

- In A Scrap With The Legion
 - 0/5 Mo'arg Bomsmith slain
 - 0/15 Gnarfang Engineer slain
- One Demonic Treat
 - 0/10 Fel Beaver Part
- Convince the Great Legerdemain
 - Speak to Wille Azuregaze at Legerdemain Lounge in Dalaran.

W. the with d...
 [Brutal bull] says: [Orcish] o
 [Brutal bull] says: [Orcish] ll
 Chupacavrae] says: [Orcish] thukad gi nogu aaz
 6 Global <Away> [Anwars] <The insane> is oye guild recruiting active and skilled members. we ues dkp ... req 5.8 R1 18 S1 [Bane of the Fallen King] wisp me for more info

Ability bar for Alliance Vanguard 999 / 1000





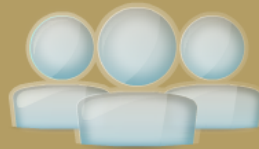


Technical Skills

Managing Skills



Communication Skills



Social Skills

Learning as Participation



Learning as Social Process

Online Cultures as Meaningful Spaces

The Digital Construction of Social Reality:

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