

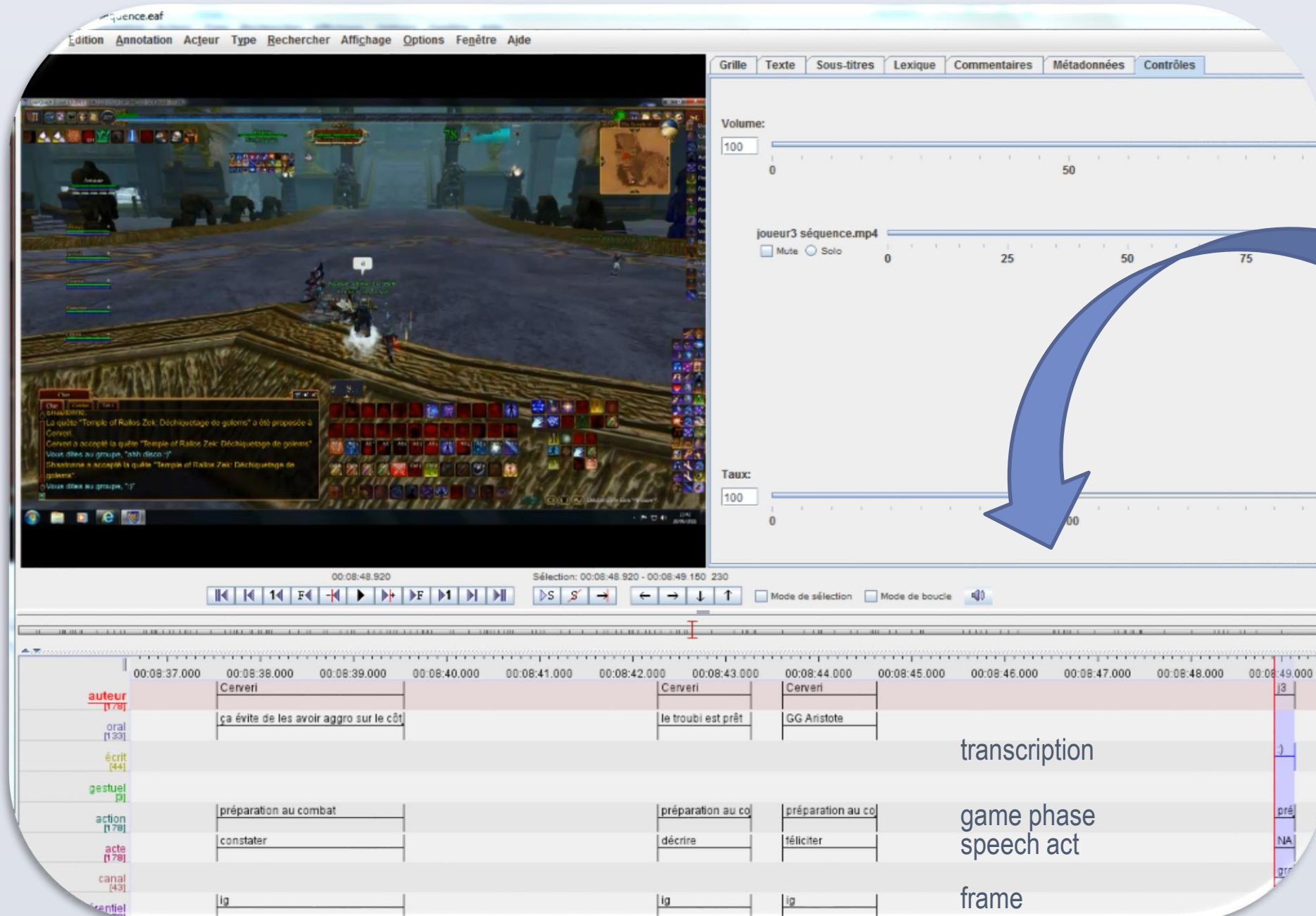
MMO as CMC

Medium factors	Situation factors
Synchronous	Participation frame
Transmission	Participants
Persistence	Purpose
Size of messages	Topic
Channels	Tone
Filter	Activity
Format/author	Norms, code

Herring (2007)

Factors

- Mode + written channel
- Game phase (fight, strategy, move)
- Frame: In Game vs. In Real Life



Language at play

- Linguistic innovations
 - Specialized vocabulary
 - Community of practice
- Playing for speaking, speaking for playing

Multimodality

- Speech: Voice over Internet Protocol (e.g. Skype)
- Writing in multiple “channels”
- Iconic gestures by the avatar

Bouletizatorh makes a taunting gesture.
[Region] Samarusv: albs campin glen docks and cy
[Region] Honken: sweet
Killaz bows to Nasseseta.
Killaz says, "thanks"

Technical issues

- Audio quality
- Access to all players (audio + typing)
- Message-by-message (quasi-) synchronous for segmentation
- Automatic extraction by color?

Annotation

- Transcription (VALIBEL)
- Segmentation in Basic Discourse Units (Degand & Simon 2009)
- Speech-act annotation (Delbecque 2002)
- ELAN (Brugman & Russel 2004)

Data

- Philippette (2015): 30 hours self-recorded by 4 players
- 2 games:
- Dark Age of Camelot (PvP)
 - EverQuest 2 (PvE)

Sample qualitative analysis

Mode-switching tendencies:

- Urgency of speech: orders, new info
- Writing for background info + “macros”
- Conventional gestures (cheer, wave)

Other uses such as face-saving or framing

Datan	up rune si personne	
Joueur4	<- up :)	
Joueur4	t'es mauv� en vitesse d'attaque, vilain, pas touche P	
Joueur4	mon c�ur tu toi tu vas prendre le tube de le nouveau tube de cr�me ()	
Joueur4	c'est moi qui prends l'ancien	
Datan	pas le reste :)	
Joueur4	d'acc ?	
Joueur4	ben parce qu'il n'est peut-�tre plus bon	
Joueur4	moi non plus :)	
Joueur4	t'as dit si personne ou t'as pas dit si personne ?	
Joueur4	alors pouet pouet	
Ladriell	Gg	
Datan	si kze la vu donnez lui il me fait p�ier se SK p	
Zedel	merci	
Kyalana	gg	written (raid)
Chamelow	==== C'EST PARTI MON KIKI <==	written (guild)
Datan	la veu pas vu :)	spoken (framed)
		spoken (unframed)

Interaction between gameplay (PvP vs. PvE) and game phase (fight vs. movement)

- Number of verbs (move > fight)
- Verb tenses (present vs. past/future)
- Epistemic modality in moves

More **variation** in PvE gameplay reflected in weaker linguistic tendencies than in PvP

Situation factors > medium factors

Conclusions and perspectives

Variation due to uncontrolled factors, esp. individual variation (personality, experience), but also guild-specific and even game-specific conventions. Towards a combination of corpus annotation with **ethnography of communication**, cf. Collister (2013) on American *World of Warcraft* players.

References: COLLISTER L. 2013. Multimodality as a sociolinguistic resource. PhD thesis, University of Pittsburgh. DEGAND L., SIMON A.-C. 2009. "On identifying basic discourse units in speech: Theoretical and empirical issues". *Discours* 4. HERRING S. 2007. "A faceted classification scheme for computer-mediated discourse". *Language@Internet* 4. DELBECQUE N. 2002. *Linguistique cognitive. Comprendre comment fonctionne le langage*. Bruxelles: De Boeck-Duculot. BRUGMAN H., RUSSELL A. 2004. "Annotating multi-media / multi-modal resources with ELAN". In *Proceedings of LREC 2004*. PHILIPPETTE T. 2015. *Bien jouer ensemble. Une  tude des activit s de coordination des joueurs de jeux de r le en ligne massivement multijoueurs (MMORPG)*. Louvain-la-Neuve: Presses Universitaires de Louvain.

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