For the Horde!: Nationalism and Group Identity in *World of Warcraft*

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Abstract

Virtual spaces have become essential for many during the COVID19 global pandemic. Video games are understandably a popular choice for many during such times to socialize and escape the real world, even if for a brief moment. At the same time, among International Relations (IR) literature, scholars have often discussed nationalism as a central aspect of nation-building and a sentiment so powerful that it can be a resource to gain an upper-hand in violent international conflict. This paper applies nationalism literature to virtual worlds, a connection that remains largely unexplored. In order to investigate whether the behavior of *World of Warcraft (WoW)* players mirror existing indicators of nationalism, I collected survey data from 200 *WoW* players regarding their gameplay and opinions about the game. I argue that people's sentiment regarding their in-game communities share compelling similarities with that of real-life communities, hinting that perhaps nationalistic sentiments could arise in virtual settings.

Introduction

In this research project, I aim to address the following research questions: How do the behaviors and attitudes of avid *World of Warcraft (WoW)* players mirror existing indicators of nationalism, if at all? What are the implications of this comparison regarding the rapid development of virtual, online spaces in recent years? The independent variable of my project is *World of Warcraft* players' interactions with the game lore and multiplayer functions, such as guilds. The dependent variable of my project is the beliefs and sentiments of the players that align with previously-studied indicators of nationalistic sentiment.

Research about virtual spaces is becoming more necessary as technology continues to rapidly develop, accelerated even further by the COVID-19 pandemic that forced many aspects of peoples' lives and social interactions to be moved to a virtual setting. Now more than ever are people spending time online socializing with others and expressing themselves. Whether for pure entertainment or attempt at escapism, video games have especially risen in popularity during the COVID crisis. Nintendo reports a 41% increase in revenue, while Tencent 31% in the year 2020 (Hall 2020). Further information from network companies such as Comcast and Verizon also report a higher amount of game downloads, and spikes of up to 75% in gaming traffic during peak hours (Hall 2020). Furthermore, as Virtual Reality (VR) technology continues to develop and become more commonplace, people are now able to immerse themselves in virtual worlds more than ever before. Especially with the younger generation spending so much of their time online, it becomes crucial to investigate whether one's behavior online can mirror, and perhaps even directly impact offline behavior.

Despite the ubiquity of technology and virtual life, these topics still remain as a largely unexplored topic in IR literature. Similarly, the implication of virtual identity formation and

in/out-group sentiments regarding online communities have not yet been applied to a global context, and especially not to such a historically and politically powerful sentiment as nationalism. It is highly likely that as people's livelihoods move further into the virtual space, participation in virtual communities will become more central to identity-formation. By focusing on the construction of online communities and whether there are similarities between virtual communities and offline communities such as self-identifying members of a nation, my project aims to investigate the beginnings of this new type of identity-formation that has not been explored before in either IR or video games studies literature.

This paper will proceed as follows. First, it will explain why *World of Warcraft* in particular is a representative and compelling field site for the research. Then, it will provide an overview of existing literature about nationalism and online identity formation to offer evidence that nationalism can be applied to a virtual context, especially in the liminal space that lies between one's offline and online identity. It will then outline the main argument of the paper before explaining the methodology, results, and analysis of those results. Finally, it will conclude with reflections from the research and possible next avenues for research.

Literature Review

An Overview of World of Warcraft

There are three reasons why *World of Warcraft* serves as a good case study for my project. First, it is arguably the most successful and popular Massively Multiplayer Online Role-Playing Game (MMORPG) in video game history: after its release in November of 2004, its player population now sits at about 113.2 million players (Advent Development 2021). Furthermore, as of May 2021, there is an estimated number of 6.45 million players per day

(Advent Development 2021). Second, *WoW* is well-known for the depth of its in-game lore and history—there are over two dozen published lore books and novels about the game universe, not to mention the vastness of the game environment itself. The map covers multiple planets, independent of any one strict time period as the universe's history stretches back hundreds of years. Challenging the time-space continuum of the universe even further, *Shadowlands*, which is the most recent expansion added to the game, introduced an area of the world that represents the afterlife. With such a vast world at their fingertips, players are presented with a dynamic and immersive experience to spend hours and hours of gameplay on, all the while surrounded by other players in the Massively Multiplayer Online universe. The amount of storytelling and detail, especially regarding conflicts and partnerships between various races and populations in the game would surely lead to particular opinions and reactions from the players.

Lastly, and perhaps most importantly, crucial to the gameplay is the ongoing conflict between two factions: the Alliance and the Horde. One of the first things a new player must do during character creation is to choose which of the two factions to join, a choice that then determines the rest of the character-building process. One's faction even impacts the actual gameplay from that point on, as Alliance players and Horde players cannot communicate with each other within the game—any attempt to do so will send a string of garbled text to the player in the opposite faction. Locations that a player can visit, certain questlines, and interactivity with certain NPCs are also limited to one's faction. For these reasons, *WoW* is a deeply immersive world rife with political conflicts and, as a result, has lots of potential to breed nationalistic sentiments.

What's in a nation?: An overview of existing nationalism literature

One of the most notable scholars of nationalism literature in IR studies is Benedict Anderson, who argued that nationalism, and the nation, are 'imagined' and constructed concepts. Rather than a natural by-product of state formation, he argues that nationalism arose from "a complex 'crossing' of discrete historical forces," (Anderson 2006, 4) most notably the Protestant Reformation. Furthermore, a nation is "an imagined political community—and imagined as both inherently limited and sovereign" (Anderson 2006, 6). Nationhood and nationalism are *imagined*, not because they are fabricated but rather because the comradeship exists between a body of people who do not all know or see each other. He argues that this deep horizontal comradeship was made possible by the Reformation, which paved the way for a particularistic worldview in which the church held less authority than Catholicism, and the combination of capitalism and print technology, which led to a shared language and allowed people to reimagine time as a shared concept among a population.

David A. Bell is also a prominent voice in nationalism literature, supporting this line of thought as he delves into the French Revolution as a compelling case study in *The Cult of the Nation in France*. He argues that nationalism is much more than just a sentiment: "nationalism is a political program which has as its goal not merely to praise, or defend, or strengthen a nation, but actively to construct one, casting its human raw material into a fundamentally new form" (Bell 2003, 3). According to Bell, nationalism is by no means an inherent or natural process of nation-building. In France's case, it was a constructed concept that allowed a previously "hierarchical corporate social order" (Bell 2003, 25) to transform into one *nation*. In the case of France, this metamorphosis was spearheaded by two main concepts: the nation and the *patrie*

(Fatherland). Only once these concepts gained influence did the French "[cease] to see themselves as part of a great hierarchy uniting heaven and earth, the two linked by an apostolic church and a divinely ordained king" in order to "start to see themselves as equal members of a distinct, uniform, and sovereign nation" (Bell 2003, 7–8). Identifying the historical roots of nationalism provides deeper context to how and why it has evolved into such a powerful and unifying force in the modern world.

The separation of nationalism and nationhood from the natural order of things and, thus, from physical territories of land is crucial to this project because it gives legitimacy to its application to other, less 'physical' contexts. According to Anderson, nationalism is a modular concept, as it is "capable of being transplanted … to a great variety of social terrains, to merge and be merged with a correspondingly wide variety of political and ideological constellations" (Anderson 2006, 4). The modular nature of nationalism serves as an explanation for not only its rapid spread around the world to bring forth what scholars call "The Age of Nationalism," but also why it could also potentially be applied to virtual spaces. In *Nations and Nationalism*, Ernest Gellner further corroborates the idea that the "nation" is not bound to the physical world. He claims that nations and nationalism "are not inscribed into the nature of things" nor are they "the awakening of these…supposedly natural and given units" (Gellner 1983, 49). Rather, it represents "the crystallization of new units, suitable for the conditions now prevailing, though admittedly using as their raw material the cultural, historical, and other inheritances from the pre-nationalist world" (Gellner 1983, 49). Much like virtual spaces, nationhood and nationalism takes concepts and ideas from cultural, historical, and societal influences as a basis to construct something different. Furthermore, even the definition of what constitutes a 'nation' can be rather porous. In Yael Tamir's book *Liberal Nationalism* in which she tries to bring the concepts of

liberalism and nationalism together, one of the key points she establishes in her argument is that nations are fundamentally cultural groups. As existing literature disagrees on how most aptly to define a 'nation,' one thing is clear: a community of people is a nation if they consider themselves as one—in other words, "a community conscious of its particularistic existence" (Tamir 1993, 65). Thus, simply the characteristic of a community being located in a virtual space does not disqualify it as being a nation as defined by existing IR discourse on nationalism.

Having established the modular nature of nationalism and justified its applicability to virtual worlds through influential works in IR literature, the next step is to figure out what exactly indicates the existence of nationalism within a given community. This paper refers to two main studies to answer this question. The first is Blank and Schmidt's (2003) study wherein they investigated the differences between nationalism and patriotism by analyzing survey data about German national identity from a representative sample of residents in former East and West Germany. Taking aspects from existing explanations and prior studies, Bank and Schmidt make clear the distinction between these two manifestations of national identity by explaining a number of important criteria. Firstly, nationalism "supports the nation in areas where there are authoritarian structures between the nation and its citizens, or where such structures are aspired to" (Blank and Schmidt 2003, 293). It is strongly characterized by an idealization of the nation and its history, which leads to an emphasis on "intrasocietal homogeneity" (Blank and Schmidt 2003, 293). Existing definitions of nationalism also refer to either an uncritical support for the nation, or a very limited type of support if the national reality diverges from the aspired conception of the nation. They approach this question from the lens of social identity theory, which regards "the processes of social comparison between one's own group and another social group" (Blank and Schmidt 2003, 294). Based on the definition of nationalism, then, one can

infer that when someone idealizes their nation, there is "an increased need to emerge positively from a social comparison with others" (Blank and Schmidt 2003, 294) in order to feel a sense of superiority. This association, according to Blank and Schmidt, has been repeatedly studied and verified before.

The second study that this project builds on is Bonikowski and Dimaggio's (2016) study of American popular nationalism. In this study, they focused particularly on how American nationalism is expressed in responses to a survey about the nation and national identity. They define nationalism for the purposes of their research by referring to previous scholarship on the topic, citing Gellner's idea that it is "a political principle, which holds that the political and the national unit should be congruent" and the idea that nationalism is described by some as "'patriotism's' invidious evil twin" as it represents "a perception of national superiority and an orientation towards national dominance" (Bonikowski and DiMaggio 2016, 952). They cite four specific aspects of American nationalism that was represented in their survey: "national identification, criteria of national membership, national pride, and national hubris" (Bonikowski and DiMaggio 2016, 953). By using the surveys designed by these scholars as a basis, I can use existing indicators of nationalism and their methodology to fit a virtual context for the purposes of this research project.

It is also worth noting that scholars have also argued that nationalism can manifest in surprisingly commonplace contexts. Michael Billig coins the term "banal nationalism" (1995) to argue that "commonplace expressions of national identity mediated by popular media technologies such as video games serve as the basis for the success (or the failure) of nationalistic political movements" (Zulkarnain 2014, 34). Although many discussions of nationalism refer to its connection with wars and violent political contexts, there is increasing

research in the ways that nationalism, national identity, and pride are conveyed and asserted through everyday events. Such evidence offers more legitimacy to a research project that then takes one step further to apply nationalism to commonplace actions within a virtual space such as that of *World of Warcraft*.

Blurring the lines: Identity formation in video game worlds

Video games, on the other hand, have been largely neglected in the field of IR with only certain exceptions such as concerns about Internet security (Stevens 2015) or the military-entertainment complex (Lenoir and Caldwell 2018). In other fields, however, *World of Warcraft* and its undisputed popularity as one of the top MMORPGs in history have already garnered much scholarly attention. Before getting into previous research on this game in particular, however, it is crucial to establish why exactly one's online identity is worth investigating—and if it truly does have any influence on one's *actual* identity that they carry in the real world.

In fact, the boundary between the concept of 'self' in the offline world and 'self' in the online world is rather blurry. A number of studies conducted by Klimmt et al (2007; 2009) indicate that when one experiences a virtual, fantasy space like that of *WoW*, "players imagine themselves to actually *be* their own avatar because the interactive control of the game character establishes a strong link between the player and his/her character" (Gabbiadini et al. 2014, 143). Furthermore, studies of group identity construction imply that the characteristics of one's avatar, which is the character they are controlling in the game, is not only a reflection of oneself, but also a representation of the group's needs—whether that be a guild or a group of friends playing together (Gabbiadini et al. 2014, 143). In fact, the two seem to be closely linked in highly social and collaborative games like *World of Warcraft*. The process of identification has been found to

have a "tripartite structure" that consists of "avatar identification, group identification (with the guild or faction), and game identification" (Gabbiadini et al. 2014, 149). There was a significant correlation between group identification and avatar identification, hinting at the idea that these two types of identification have a strong influence on each other (Gabbiadini et al. 2014, 149).

One way that avatar identification and group identification may converge in *World of Warcraft* is through the player's choice of faction when they first create their avatar. One may make choices as one would if they were to actually *become* the character, or be in their character's situation—and in the case of factions, choose to be part of the faction that they personally would choose had they been a part of the fictional universe. Orr et al (2012) conducted a study about whether faction choices in particular reflect certain aspects of the players' personalities—that is, do the offline personalities of the players show correlation with the traits emphasized by the faction their in-game avatar is a part of? Interestingly, the researchers found that members of the Horde actually scored significantly higher on existing measures of the dependent personality style, which is often associated with "frequent worries about losing someone close to them, feelings of loneliness, hypersensitivity to signs of rejection, and persistent worries about potentially sabotaging their relationships" (Orr, Ross, and Robert Orr 2012, 742). These findings are especially interesting given the defining characteristics of each of the two factions. Compared to its counterpart, the Horde is distinguished by its reputation as a group of outcasts, including races such as Orcs, the Undead, and Goblins. They fight for freedom and honor, "in a world that questions their unity and strength" ("Getting Started on Your Free Trial" 2021). One could even label them as the 'underdog' between the two factions. With this information in mind, then, it would not be too far fetched to assume that a person who values companionship even to the point of having anxieties about losing their intersocial

relationships would be drawn to the Horde, which values unity even in the face of constant prejudice.

Other studies have found that online personas may actually be an alternate version of the self rather than an accurate reflection of it. For example, Bessière, Seay, and Kiesler investigated identity exploration in *World of Warcraft*, finding that on average, the participants of their survey rated their in-game, virtual character as "more conscientious, extraverted, and less neurotic than they themselves were" (2007, 533). They build on existing theories that online spaces offer people an opportunity to create multiple representations of themselves, oftentimes that representation being an idealized version of self, applying the same logic to MMORPGs such as *World of Warcraft* (Bessière, Seay, and Kiesler 2007, 531). Regardless of whether players identify with their character because it represents who they *are* or who they *want to be*, the literature clearly shows that there is a strong connection between a game avatar and the person actually controlling it.

It is particularly important for MMORPGs, then, to investigate the social interactions between these various avatars, and whether interacting with others as an idealized representation of oneself has an impact on one's offline self. In a study about social interactions in MMORPGs, Cole and Griffiths asked 912 different MMORPG players, 48% of which cited WoW as their favorite game, about their in-game relationships and found compelling evidence that interacting with others in a virtual setting actually may allow players to express themselves in ways that they may not feel comfortable doing so in real life (2007). One of the notable results they found were that two-fifths of the participants said that "they would discuss sensitive issues with their online gaming friends that they would not discuss with their real life friends" (Cole and Griffiths 2007, 582). This sense of freedom in the virtual space even led some to feel "more themselves" while

immersed in the virtual world rather than in the offline world, directly citing the reason to be that "they are not judged by their appearance, gender, age, or other personal information" in the game (Cole and Griffiths 2007, 582). It is also worth noting that 42.8% of participants physically met with their online friends, showing an instance where an aspect from, and created by the online can directly translate to the offline (Cole and Griffiths 2007, 582). The fact that some of the connections made in a virtual space can be just as, if not more, meaningful to the players as those fostered in the physical world supports the fact that the virtual nature of video games do not hamper the creation of strong social sentiments.

Knowing that positive connections can be made in these games, then, we must now turn our attention to the other side of the coin: whether the social nature of MMORPGs can also create possibility for more negative social interactions. As discussed previously, one of the main indicators of nationalism is in-group bias and out-group hostility. Mancini et al conducted an interesting study in 2018 that investigated intergroup hostility and bias in *World of Warcraft* specifically by looking at the impact of 'alts.' Alts are alternate, or non-main avatars that belong to a player—created for a variety of reasons, whether it is to access a bigger variety of content in the game or to gain more chances to roll for daily random events. They cite prior research that shows evidence of "in-group favoritism and out-group negativity" between guilds, and that "the mere categorization of MMORPs' players in opposing factions leads players to assume a negative attitude towards the outgroup faction" (Mancini et al. 2018, 9). Their research found that having alts belonging to the outgroup faction actually decreases intergroup bias, and that the number of alts belonging to the outgroup faction also showed a correlation with a decrease in ingroup faction identification and outgroup faction derogation (Mancini et al. 2018, 12). Existing research specifically about sentiments of belonging to an "us" and prejudice towards a "them"

supports the idea that the nature and social interactions of a virtual world can indeed lead to hostile emotions just as much as it does positive ones.

Argument

So how does it all come together?: Indicators of nationalism in video games

This paper does not aim to 'prove' that nationalism exists in the video game world of *WoW*, but rather to attempt a preliminary step towards bringing these two areas together. The existing research about identity formation and group dynamics in MMORPGs and *World of Warcraft* in particular establish a firm foundation on which to conduct this research project. As people's behavior and sentiments about the game have already shown manifestations that mirror social interactions and associations in the real world, it would be meaningful then to apply parameters of politically powerful sentiments such as nationalism.

Since existing research has already shown that people are heavily immersed in virtual spaces and often form strong bonds and relationships within them, investigating the nuances and sentiments behind those connections is crucial to finding out whether indicators of nationalism manifest in *World of Warcraft*. As mentioned in Blank and Schmidt (2003) and Bonikowski and Dimaggio's (2016) research, a sense of belonging becomes nationalistic when the person (1) has a blind allegiance to the group to the point of idealization and (2) holds a feeling of superiority when compared to those who are not part of the group. Within the game world, then, these feelings would manifest when the player (1) feels little shame towards and highly supports the values of their faction despite having a deep understanding of the lore and (2) considers their faction to be better or more superior than the other. Various portion of the survey addressed these

sentiments in order to gain a deeper understanding of how *World of Warcraft* players feel about the groups they belong to within the game.

Given existing research on identity formation and depth of social interaction in video games, I expect to find indicators of nationalism emerge in World of Warcraft players, especially regarding in/out-group attitudes related to one's guild or faction. I believe having more knowledge about the lore and tensions between the various political groups within the game will have a positive correlation to nationalistic sentiment. I hypothesize that *WoW* players' sentiments and attitudes regarding in-game communities will mirror existing indicators of nationalism, hinting that perhaps nationalistic sentiments could arise in virtual settings just as much as they do offline. Such observations would provide useful insight and depth into existing theories about group psychology, political self-identity, and the virtual world as a newly emerging social space.

Methods and Evidence

Research Design

To test my hypothesis, I designed an online survey modeled on Bonikowski and Dimaggio's (2016) study regarding measures of nationalism along with Blank and Schmidt's (2003) parameters of nationalism to apply previously-studied indicators of nationalism to a video game context. The survey was distributed from July through September of 2021 to *World of Warcraft* players both randomly approached within the game and self-selected on the *World of Warcraft* subreddit. The randomly selected participants were found in densely populated areas within the in-game map and approached via in-game chat to complete the survey. The participants who agreed to complete the survey were informed that they may stop completing the questionnaire at any time and that they were free to skip any questions. Due to time and resource

constraints, the survey was only conducted in North American servers with English-speaking players.
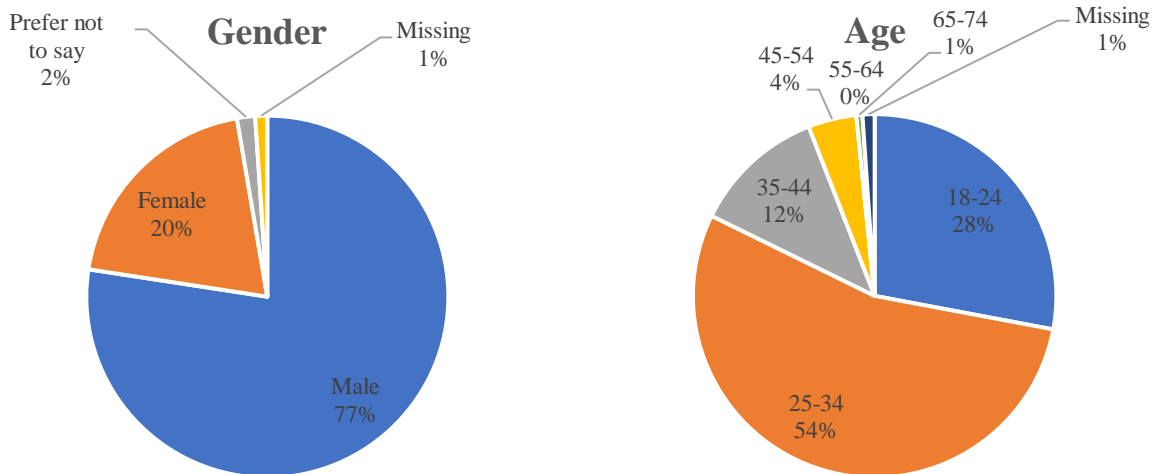
The survey asked for the respondent's demographic information and faction alignment, then branched into three sections that asked various questions asking for Likert scale responses.[1] The first section asked them to rate the level of importance of specific factors when choosing which faction their character would join (Not at all important, Slightly important, Moderately important, Very important, Extremely important). The factors were both lore-related, such as agreement with the faction's values or feeling a sense of connection with the faction, and gameplay-related such as the server population or faction-specific character race options. The second section asked about their level of pride regarding aspects of their faction such as its history or its ability in PvP battles (Not at all proud, Slightly proud, Moderately proud, Very proud, Extremely proud). Lastly, the third section provided a list of statements that the respondent could agree or disagree with (Strongly disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Strongly agree). These statements addressed their attachment to the faction (ex. "I would rather be a part of the Alliance than the Horde on most of my characters.") and their sentiments regarding the faction's values (ex. "Azeroth would be a better place if more people agreed with the Alliance.").

The survey was conducted from July 20 to September 3, and approximately 10% of the responses were randomly selected while 90% of the responses were self-selected through the World of Warcraft subreddit. The survey was distributed with an anonymous link that led to a Qualtrics online web survey. There were 34 questions in total if the respondent answered 'yes' to

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[1] See appendix for full survey.

being part of a guild, and 17 questions in total if they only answered the faction portion of the survey.

There are several potential sources of error in the survey. There may have been some measurement error according to how the respondent interpreted the survey questions. For example, one of the respondents from the subreddit noted that the phrase "not at all proud" as one of the choices could be interpreted in a negative way instead of neutral as initially intended. Furthermore, the self-selected nature of the survey and limitations of assuming every respondent only has alignment to one faction is a source for coverage error. *WoW* players who do not frequent the subreddit and play the game more casually, for example, would not have been well-represented in the survey results.
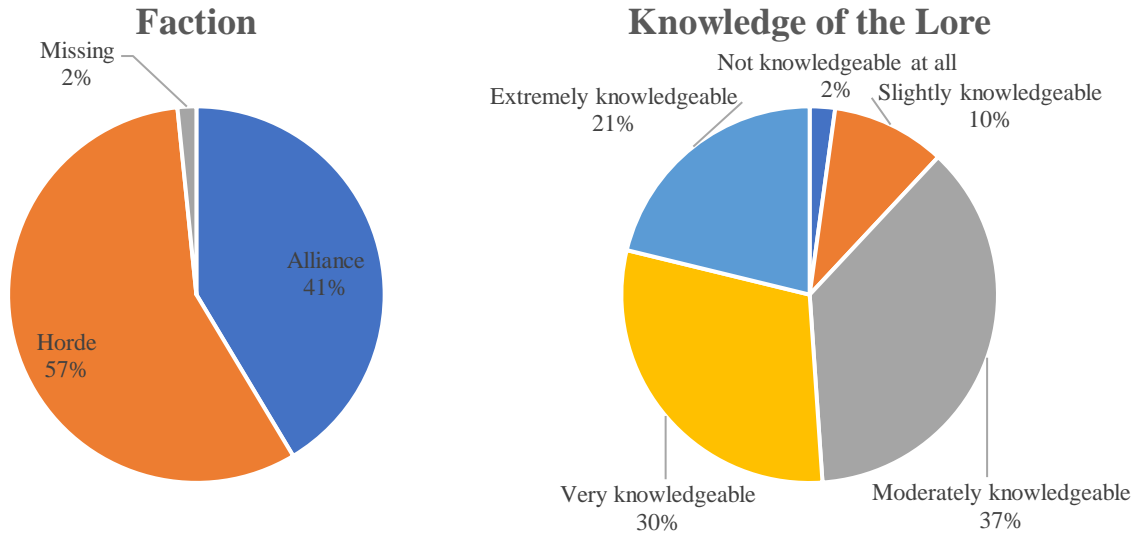

Gender: Prefer not to say 2%, Missing 1%, Female 20%, Male 77%

Age: 45-54 4%, 55-64 0%, 65-74 1%, Missing 1%, 35-44 12%, 18-24 28%, 25-34 54%

Figure 1. Pie charts of survey respondent demographics.

Participant demographics

The survey sample consisted of 200 participants, some of which were self-selected while others were randomly approached within the game (see figure 1). Around 49 of the participants also filled out the guild portion of the survey. Among the participants, 77% were male ($n = 144$), 20% were female ($n = 37$), and 2% did not give their gender ($n = 5$). Their ages ranged from 18 to 74, with more than half of the participants being in the 25-34 age range. The second most common age range among the participants was 18-24. Two participants did not reveal their age. Furthermore, 42% of the participants were part of the Alliance while 58% were part of the Horde. About half of the respondents self-reported to be either very or extremely knowledgeable about the lore of *World of Warcraft*, implying that they have a relatively good awareness of the lore and reputation of their respective faction within the game's universe.

It is worth noting that the size of the sample, along with its partially self-selected nature, may not be fully representative of the entire population of *WoW* players. Furthermore, as pointed out to me by one of the respondents, some players actively play on both factions, meaning that

those players may not be properly represented in the survey which assumes the respondent to align with only one of the two. The guild portion of the survey may not be representative of the diverse types of guilds that exist within the game. For example, one respondent noted that Cutting Edge (CE) guilds are not structured and do not function the same way as family guilds or semi-hardcore guilds. As a result, comparing in- and out-group sentiments between guilds may require a curated sample population and with more specific questions.

Faction: Factors[2]

The server's faction population seemed to be the most important factor for choosing one's faction, with the biggest number of respondents labelling it as 'extremely important' (see figure 2). These observations reflect the general response that the questionnaire received from the subreddit. One user noted that they used to play on Alliance, but ended up switching all of their characters to the Horde simply because it "became unbearable to get groups" for multiplayer activities (gnomebestrace 2021). Another user agreed, stating that while some PvP players may have loyalty to their faction, "most people play [H]orde because of faction imbalance" (gnomebestrace 2021). Most players seemed to agree on the fact that the Horde has a larger population of players. While collecting responses for the survey, I noted that the Horde had more players in the main city area within my server as well. As shown in figure 1, demographics of the population represented in this survey slightly reflect these observations, as there was approximately 15% difference in the population between Alliance and Horde respondents. The results from this survey also reflect a significantly greater proportion of Horde

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[2] See appendix for full frequency and percentage charts of responses.

players choosing their respective faction due to the server population, implying that those who

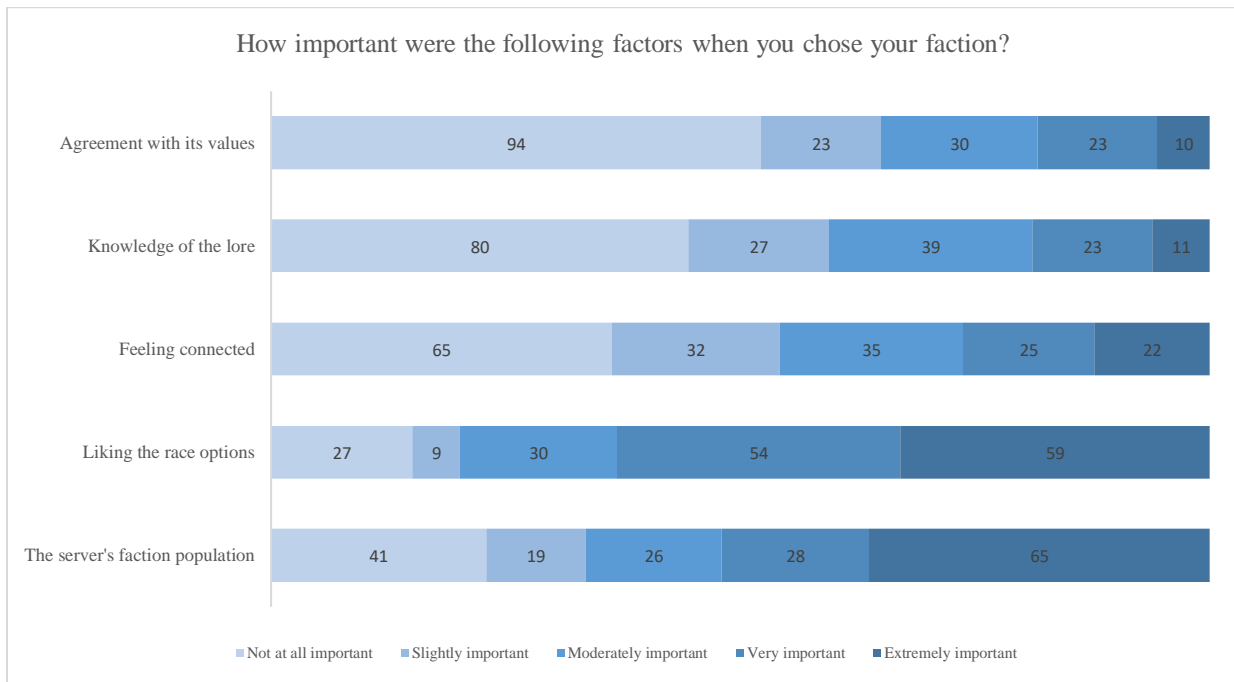are part of the Alliance chose to join the less-populated faction for a different reason.

Figure 2. Stacked frequency bar chart for total respondents regarding the importance of various factors when choosing one's faction alignment.

A majority of respondents also expressed that the race options provided for each faction

was important as well, with more than half labelling this factor as either 'very' or 'extremely'

important' (see figure 2). This choice is understandable because one's race drastically impacts

gameplay—not only does it decide the character's starting area but also their passive abilities and

weaknesses for the entire game. For more competitive players, it is important to select a race that

is better suited for the position or specialization they want to pursue later. On the other hand, less

competitive players may value their character's race as being one that they can resonate with, as

the point of the game is to role-play as one's given character. Additionally, the only way to

change the race of one's character is to pay money. Interestingly, both the Alliance and Horde

scored very similarly on this factor although the Alliance is the one between the two that

includes humans as a race option for the player's character. Overall, game-related factors such as

the race customization options and server population seemed to be more important to players

than lore-related factors such as agreement with the faction's values, knowledge of the lore, and

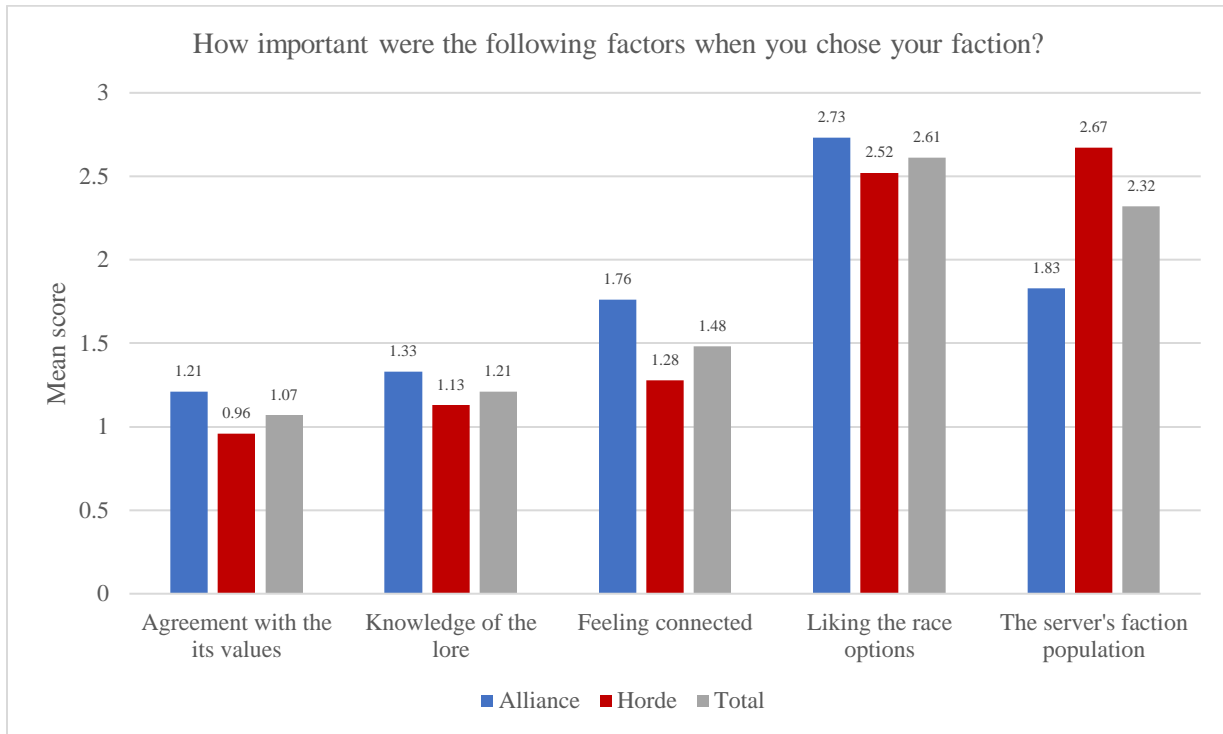feeling a connection towards the faction.

How important were the following factors when you chose your faction?

Figure 3. Mean scores for Alliance, Horde, and total respondents regarding the importance of various factors when choosing one's faction alignment *(0 = Not at all important, 1 = Slightly important, 2 = Moderately important, 3 = Very important, 4= Extremely important)*

However, these observations do not completely rule out the possibility that lore-related

factors may have some significance when choosing one's faction. As shown in figure 3, Alliance

players scored consistently higher than Horde players on lore-related factors, where the most

significant difference was feeling connected to the faction. At the same time, they scored the

significance of the faction population as noticeably lower than Horde respondents. These

observations may imply that a majority of Alliance players chose to join their faction despite the

imbalance in faction populations because they were more drawn to lore-related aspects of the

Alliance.

Faction: Pride

Overall, most players were either not proud or only moderately proud of their faction's history, reputation, and PvP abilities. Interestingly, the ability in PvP battles had both the largest number of 'not at all proud' and 'extremely proud' responses among the three prompts, implying that people had polarizing opinions regarding this category.
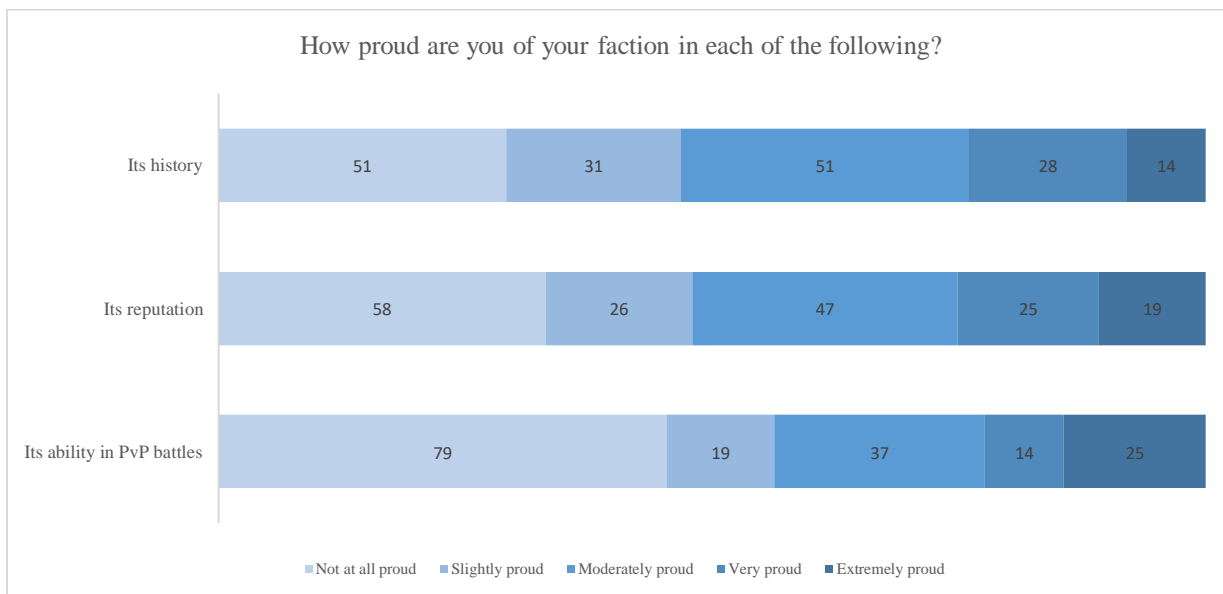
Figure 4. Stacked frequency bar chart of total respondents regarding their level of pride for their faction

Taking a look at responses according to faction shows some more context for this observation. The Horde has a significantly higher amount of pride regarding their PvP abilities compared to the Alliance, meaning that although the PvP category had the most 'not at all proud' responses, most of those responses were from the Alliance. This imbalance may be due to the Horde being more well-known among the *WoW* community as a PvP faction. According to pvpleaderboard.com, 72.4% of the Top 5000 PvP players are from the Horde, while only 27.6% are from the Alliance (Frost 2021). If the Horde outnumbers the Alliance by such a noticeable

amount in the professional and top-ranking PvP scene, then it makes sense that Horde players

would feel more pride regarding their faction's PvP skills.
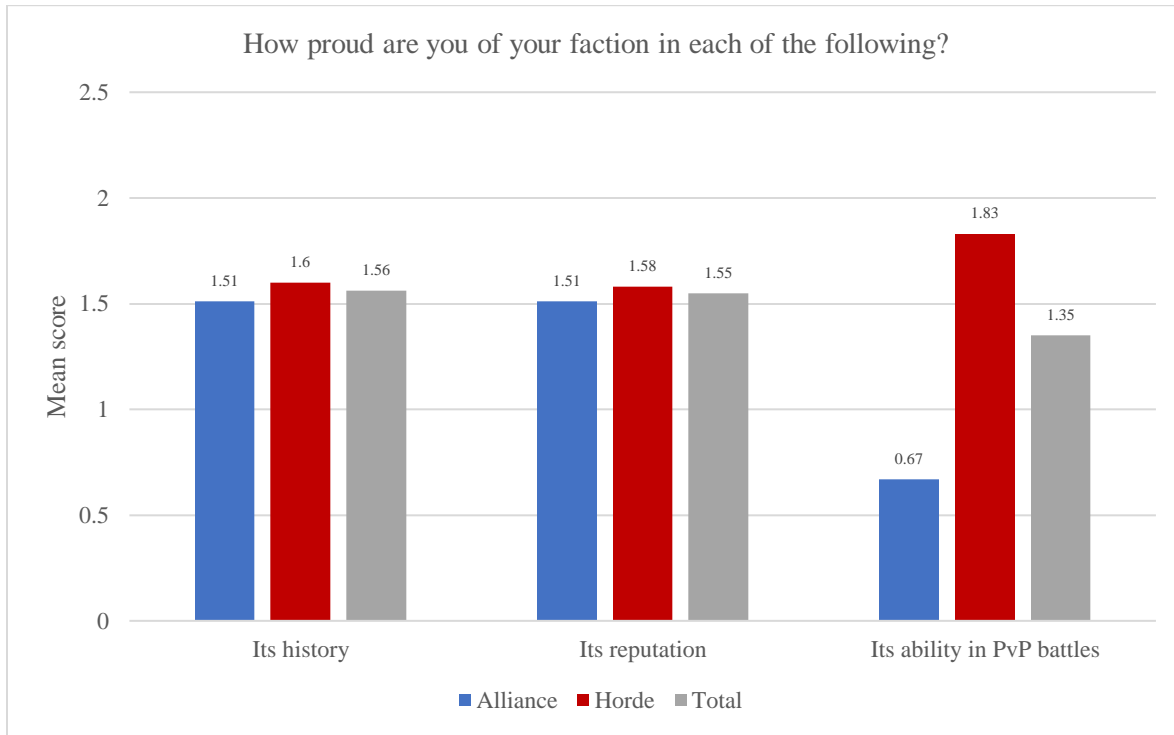
Figure 5. Mean scores of Alliance, Horde, and total respondents regarding their level of pride for their faction *(0 = Not at all proud, 1 = Slightly proud, 2 = Moderately proud, 3 = Very proud, 4 = Extremely proud)*

Faction: Statements

The most polarizing statements in this portion of the survey were "I would rather be a

part of my faction than the other on most of my characters" and "People should support their

faction even if the faction is in the wrong" (see figure 6). While a majority of respondents

strongly agreed on preferring to remain as part of their faction on other characters, they generally

disagreed with the fact that people should support their faction even if it is in the wrong. These

sentiments reflect what Blank and Schmidt label as patriotism, which is distinct from nationalism

because it is characterized by a constructive and critical analytic perception of the nation—compared to a nationalistic and idealized view of the nation (Blank and Schmidt 2003, 293).
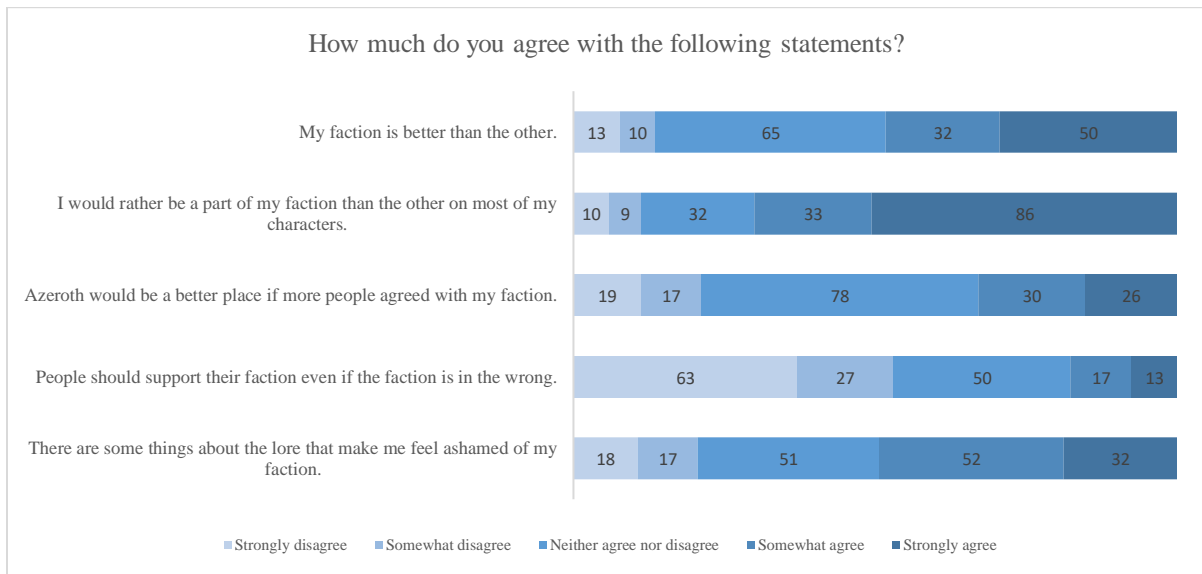
Figure 6. Stacked frequency bar chart of respondents regarding their level of agreement with various statements

There were also a lot of respondents who strongly agreed with the statement that their faction is better than the other, which is the statement that most strongly represents in-outgroup sentiment. Interestingly, Horde respondents agreed much more strongly to this statement than the Alliance even though less of them believed Azeroth would be a better place if more people agreed with them (see figure 7 and frequency tables in appendix). Similar to the previous observation about patriotism, believing that one's group is better than others even though one is critical of the group's beliefs and values could reflect patriotic sentiment rather than nationalistic sentiment. Finally, about half of the respondents within which a majority were part of the Horde felt ashamed about aspects of the lore concerning their faction.
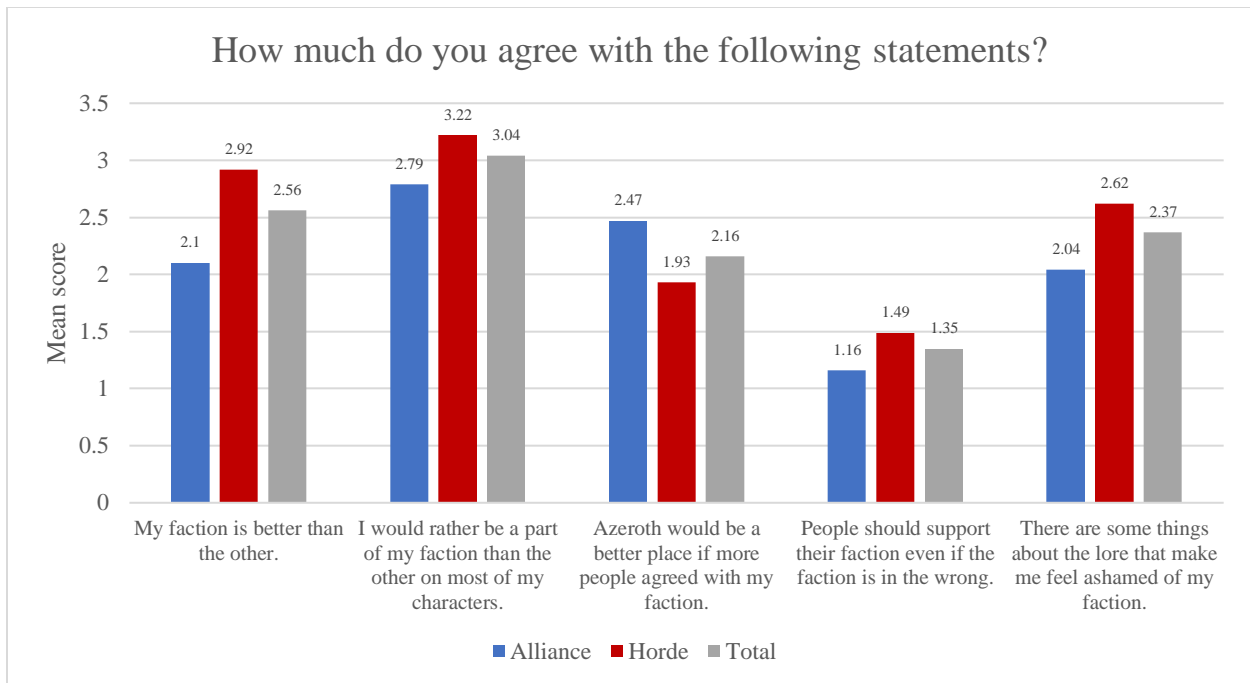
Figure 7. Mean scores of Alliance, Horde, and total respondents regarding their level of agreement with various statements *(0 = Strongly disagree, 1 = Somewhat disagree, 2 = Neither agree nor disagree, 3 = Somewhat agree, 4 = Strongly agree)*

Guild: Membership

Although the sample size for the guild portion of the survey was much smaller, there are still some valuable observations that can be made from the results. Respondents considered timely participation in guild raids to be the most important, along with helping fellow members improve their gameplay. According to Katie Rogers, a player who shared with me her experience being part of a 'hard core' raiding guild, one's attendance and performance in scheduled raids was a central aspect of membership within the group.[3] Members were rotated into a fixed raiding schedule, and even if one were not scheduled for that day they were expected to be online in case someone got disconnected. Repeated failure to attend scheduled raids would move the member into "non-raider status." She noted that performance was never a reason to kick out a member,

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[3] Katie Rogers, email message to author, August 4, 2021.

and that instead if someone were not pulling their weight in a raid, they were spoken to by their "role leader" in order to figure out how to improve. The importance that Katie's guild placed on timely attendance and improving one's performance reflects the answers that the respondents gave in the survey. Her guild had two designated recruitment officers who took charge in finding new members and raiders for the group by accepting applications through the official *WoW* forums and the guild's own website. Perhaps respondents of the survey placed less significance on recruitment as that aspect of the guild is only delegated to specific members. Contributing resources and gold to the guild were also not considered as important, possibly due to a greater importance being placed on contributing one's time and game skills.
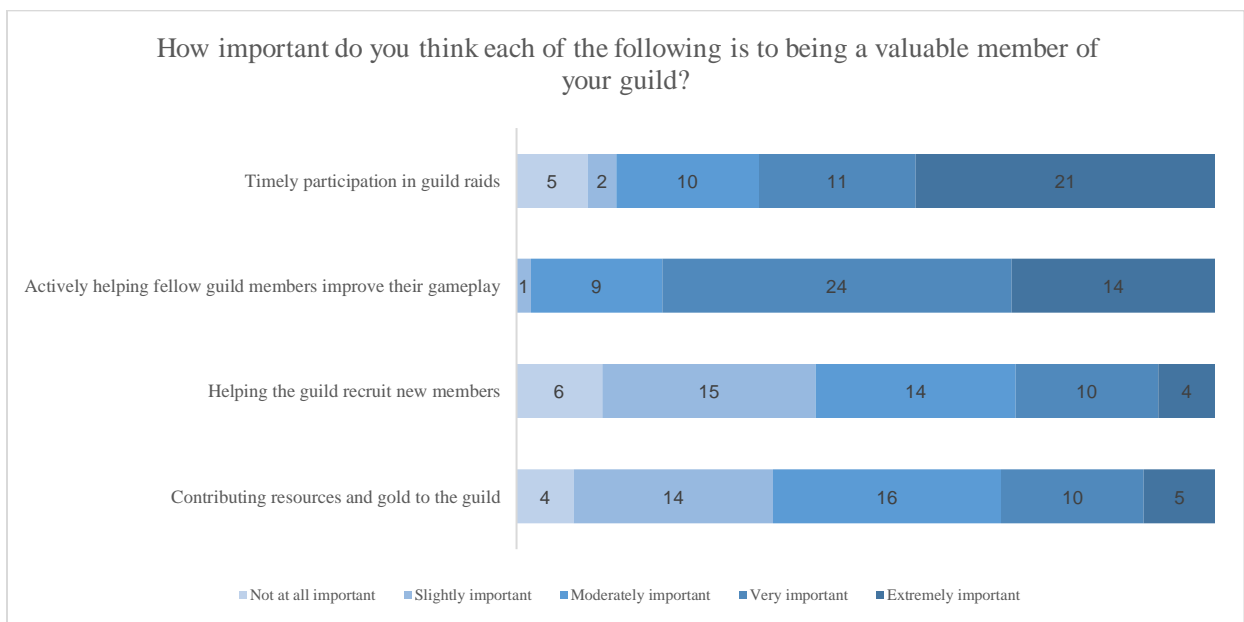
Figure 8. Stacked frequency bar chart of respondents' answers regarding the importance of various factors that earn one's membership in the guild
Guild: Pride

The members and sense of community of the guild was the category with the most respondents who felt extremely proud. The other three criteria had relatively similar responses, but more than half of the respondents consistently felt at least moderately proud of all of these characteristics. Due to the social nature of MMORPGs, it comes without surprise that the bond

and connection shared between the members of the guild is valued by the players. Katie also mentioned that despite being from different parts of the country, the guild members had gotten so close over the years that around 20 of them get together once a year for a vacation together. Even if a majority of them are not actively part of the guild anymore, they still keep in touch over Discord and continue to play other games with each other. Compared to the game's factions, whose history and lore revolve around fictional characters, guilds allow players to have a more direct involvement with the group's history and decision-making.
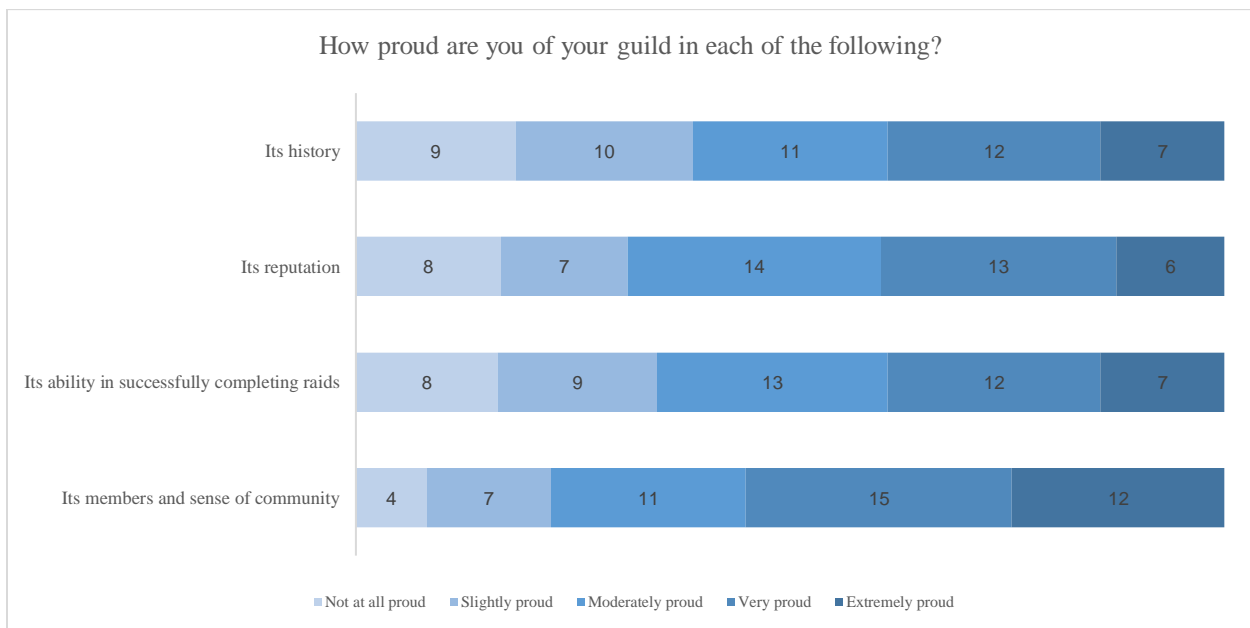
Figure 9. Stacked frequency bar chart of respondents' answers regarding their level of pride for their guild

Guild: Statements

Much like the response to the statements regarding factions, most respondents strongly agreed that they would rather be a part of their guild on their other characters as well, implying a sense of belonging to the group that extends outside of the game character (see figure 10). Very few respondents strongly agreed to blindly supporting one's guild through its wrongdoings or

feeling shame towards it. Furthermore, a large majority of the respondents either felt neutral or agreed with the statement "My guild is better than other guilds." While sporting a much smaller sample size, the responses to the guild-related questions surprisingly mirrored the faction-related questions, raising the question of whether the involvement of fictional characters within the lore of one's group has significance on the connection that one feels with it.
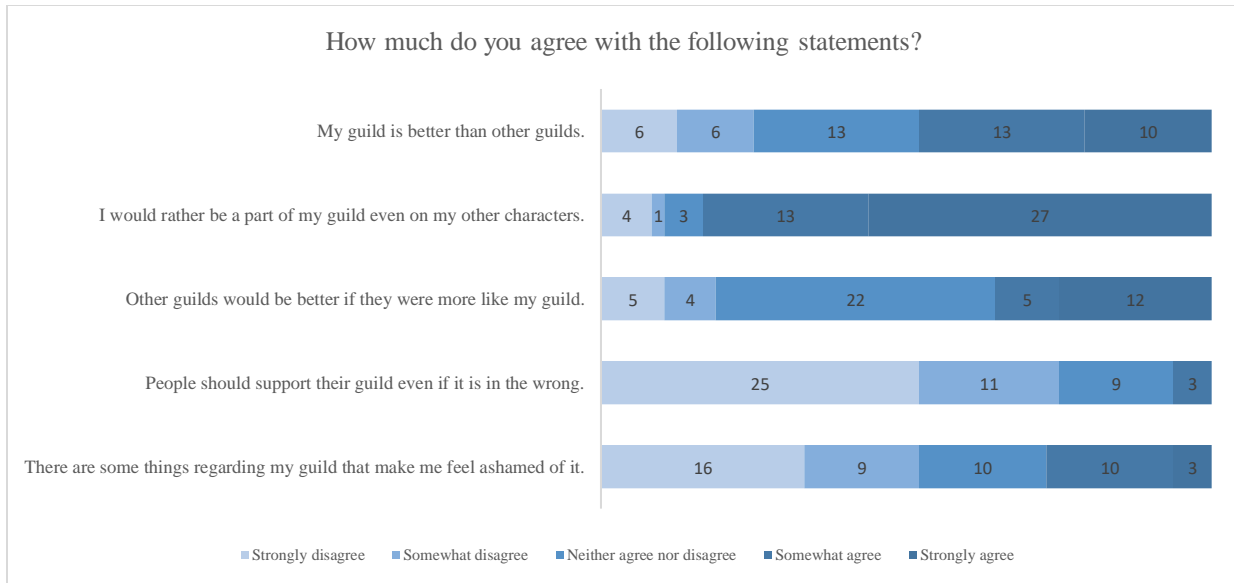
Figure 10. Stacked frequency bar chart of respondents' answers regarding their level of agreement with several statements

The respondents' answers to the survey consistently showed a strong connection and sense of belonging to their in-group communities that reached beyond their main character within the game. While game-related factors such as available race options or server population size seemed to be more important in choosing one's faction, the respondents felt a strong association with their respective faction nonetheless. However, most respondents were open to feeling shame and lending a critical eye to their faction if it was in the wrong. They did not seem to hold a sense of superiority to the extent where they would impose their faction's values on others. As a result, while *World of Warcraft* players' attitudes regarding their factions did mirror the strong sense of loyalty and connection associated with nationalistic sentiment, there was a

willingness to be critical of the group and a lack of blind faith that is present in existing indicators of nationalism.

Conclusions

I correctly hypothesized that *World of Warcraft* players would show some indicators of nationalism, especially regarding in- and out-group sentiments. Many players had a strong attachment and felt loyalty to their faction and guild, preferring to remain as part of this group even on alternate characters and believing that their group was 'better' than others, in whatever way that may mean. Despite these attitudes, however, many respondents showed a notable willingness to evaluate the values and actions of the group from an unbiased perspective. As a result, from the survey results, the sample population only fulfills the second requirement previously laid out in order to show a potential manifestation of nationalistic sentiment within the game: (2) the player considers their faction to be better or more superior than the other. The first requirement, (1) the player feels little shame towards and highly supports the values of their faction despite having a deep understanding of the lore, was not portrayed in the survey results. It would be worthwhile to duplicate this survey to a larger sample size in order to better attribute these observations to the *World of Warcraft* gaming community as a whole.

For next steps, it would be interesting to collect more information about the playing habits of the respondents to see if there is any correlation with how they feel towards their in-game communities. For example, asking how many hours they play per week, what part of the game they play the most, or even when they started playing the game could all be factors that show a correlation. A deeper dive into the different types and structures of guilds within the game would also be worthwhile, as this project's preliminary investigation into in-game guilds

showed that players felt almost just as strong a connection to their guild as they did to their faction. Arguably, guilds are structured more like countries, with a hierarchy of roles and job delegation. With some more background knowledge and a more suitable sample population, people's relationship and attitude towards their guilds could show compelling similarities to that of offline social groups.

The virtual universe remains largely unexplored in the academic community despite its ubiquity in people's lives regardless of gender, generation, or geography. While the gaming industry and community have been steadily building in popularity for several decades, the timing is ripe to properly investigate just how closely one's virtual life can mirror one's life offline. Having more insight about this connection would surely be helpful in not only educating the younger generation about proper cybersecurity but also in translating various aspects of people's lives into a virtual medium that is safe for a pandemic environment. *World of Warcraft* and other MMORPGs would be a great place to start and continue this investigation.

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Appendix

Survey Questions

Demographics
How would you describe your gender?
- Male
- Female
- Non-binary/third gender
- Prefer not to say

What is your age?
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74
- 75 - 84
- 85 or older

How familiar or knowledgeable are you about the lore of World of Warcraft?
- Extremely knowledgeable
- Very knowledgeable
- Moderately knowledgeable
- Slightly knowledgeable
- Not knowledgeable at all

Faction
Which faction does your main character belong to?
- Alliance
- Horde

(Alliance) What is the race of your character?
- Human / Kul Tiran
- Dwarf / Dark Iron Dwarf
- Night Elf / Void Elf
- Gnome / Mechagnome
- Draenei / Lightforged Draenei
- Worgen
- Pandaren

(Horde) What is the race of your character?
- Orc / Mag'har Orc
- Undead

- Tauren / Highmountain Tauren
- Troll / Zandalari Troll
- Blood Elf / Nightborne
- Goblin
- Pandaren
- Vulpera

How important were the following factors when you chose to become part of the Alliance/Horde? (Not at all important, Slightly important, Moderately important, Very important, Extremely important)
- Agreement with the Alliance's values
- Knowledge of the lore regarding the Alliance
- To feel connected to the Alliance
- Liking the race options in the Alliance
- The server's Alliance population

How proud are you of the Alliance/Horde in each of the following? (Not at all proud, Slightly proud, Moderately proud, Very proud, Extremely proud)
- Its history
- Its reputation
- Its ability in PvP battles

How much do you agree with the following statements? (Strongly disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Strongly agree)
- The Alliance/Horde is better than the Horde/Alliance.
- I would rather be a part of the Alliance/Horde than the Horde/Alliance on most of my characters.
- Azeroth would be a better place if more people agreed with the Alliance/Horde.
- People should support their faction even if the faction is in the wrong.
- There are some things about the lore that make me feel ashamed of the Alliance/Horde.

Guild
Are you part of a guild?
- Yes
- No

How important do you think each of the following is to being a valuable member of your guild? (Not at all important, Slightly important, Moderately important, Very important, Extremely important)
- Timely participation in guild raids
- Actively helping fellow guild members improve their gameplay
- Helping the guild recruit new members
- Contributing resources and gold to the guild

How proud are you of your guild in each of the following? (Not at all proud, Slightly proud, Moderately proud, Very proud, Extremely proud)

- Its history
- Its reputation
- Its ability in successfully completing raids
- Its members and sense of community

How much do you agree with the following statements? (Strongly disagree, Somewhat disagree, Neither agree nor disagree, Somewhat agree, Strongly agree)
- My guild is better than other guilds.
- I would rather be a part of my guild even on my other characters.
- Other guilds would be better if they were more like my guild.
- People should support their guild even if it is in the wrong.
- There are some things regarding my guild that make me feel ashamed of it.

Full report of results

Demographics: Race of main character

Alliance			Horde		
Draenei/Lightforged Draenei	10	13.2%	Blood elf/Nightborne	34	32.1%
Dwarf/Dark Iron Dwarf	7	9.2%	Goblin	8	7.5%
Gnome/Mechagnome	2	2.6%	Orc/Mag'har Orc	14	13.2%
Human/Kul Tiran	24	31.6%	Pandaren	2	1.9%
Night Elf/Void Elf	39	39.5%	Tauren/High mountain Tauren	13	12.3%
Pandaren	2	2.6%	Troll/ Zandalari Troll	21	19.8%
Worgen	1	1.3%	Undead	7	6.6%
Missing	1		Vulpera	7	6.6%

How important were the following factors when you chose to become part of the Alliance/Horde?

(0 = Not at all important, 1 = Slightly important, 2 = Moderately important, 3 = Very important, 4 = Extremely important)

Frequency Tables

Agreement with its values

	Alliance	Horde	Total
Not at all important	36 (47.4%)	58 (55.8%)	94 (52.2%)
Slightly important	8 (10.5%)	15 (14.4%)	23 (12.8%)
Moderately important	17 (22.4%)	13 (12.5%)	30 (16.7%)
Very important	10 (13.2%)	13 (12.5%)	23 (12.8%)
Extremely important	5 (6.6%)	5 (4.8%)	10 (5.6%)

Knowledge of the lore

	Alliance	Horde	Total
Not at all important	28 (36.8%)	52 (50.0%)	80 (44.4%)
Slightly important	11 (14.5%)	16 (15.4%)	27 (15.0%)
Moderately important	24 (31.6%)	15 (14.4%)	39 (21.7%)
Very important	10 (13.2%)	13 (12.5%)	23 (12.8%)
Extremely important	3 (3.9%)	8 (7.7%)	11 (6.1%)

Feeling connected

	Alliance	Horde	Total
Not at all important	17 (22.7%)	48 (46.2%)	65 (36.3%)
Slightly important	16 (21.3%)	16 (15.4%)	32 (17.9%)

Moderately important	21 (28.0%)	14 (13.5%)	35 (19.6%)
Very important	10 (13.3%)	15 (14.4%)	25 (14.0%)
Extremely important	11 (14.7%)	11 (10.6%)	22 (12.3%)

Liking the race options

	Alliance	Horde	Total
Not at all important	9 (12.0%)	18 (17.3%)	27 (15.1%)
Slightly important	2 (2.7%)	7 (6.7%)	9 (5.0%)
Moderately important	10 (13.3%)	20 (19.2%)	30 (16.8%)
Very important	33 (44.0%)	21 (20.2%)	54 (30.2%)
Extremely important	21 (28.0%)	38 (36.5%)	59 (33.0%)

The server's faction population

	Alliance	Horde	Total
Not at all important	21 (28.0%)	20 (19.2%)	41 (22.9%)
Slightly important	12 (16.0%)	7 (6.7%)	19 (10.6%)
Moderately important	16 (21.3%)	10 (9.6%)	26 (14.5%)
Very important	11 (14.7%)	17 (16.3%)	28 (15.6%)
Extremely important	15 (20.0%)	50 (48.1%)	65 (36.3%)

Aggregate statistics

	Alliance			Horde			Total		
	Mean	SD	Median	Mean	SD	Median	Mean	SD	Median
Agreement with its values	1.21	1.34	1	0.96	1.28	0	1.07	1.31	0
Knowledge of the lore	1.33	1.22	1	1.13	1.36	0.5	1.21	1.30	1
Feeling connected	1.76	1.34	2	1.28	1.44	1	1.48	1.42	1
Liking the race options	2.73	1.24	3	2.52	1.47	3	2.61	1.38	3
The server's faction population	1.83	1.49	2	2.67	1.58	3	2.32	1.60	3

How proud are you of the Alliance/Horde in each of the following?

(0 = Not at all proud, 1 = Slightly proud, 2 = Moderately proud, 3 = Very proud, 4 = Extremely proud)

Frequency tables

Its history

	Alliance	Horde	Total
Not at all proud	21 (28.8%)	30 (29.4%)	51 (29.1%)
Slightly proud	17 (23.3%)	14 (13.7%)	31 (17.7%)
Moderately proud	15 (20.5%)	36 (35.3%)	51 (29.1%)
Very proud	17 (23.3%)	11 (10.8%)	28 (16.0%)
Extremely proud	3 (4.1%)	11 (10.8%)	14 (8.0%)

Its reputation

	Alliance	Horde	Total
Not at all proud	27 (37.0%)	31 (30.4%)	58 (33.1%)
Slightly proud	11 (15.1%)	15 (14.7%)	26 (14.9%)
Moderately proud	14 (19.2%)	33 (32.4%)	47 (26.9%)
Very proud	13 (17.8%)	12 (11.8%)	25 (14.3%)
Extremely proud	8 (11.0%)	11 (10.8%)	19 (10.9%)

Its ability in PvP battles

	Alliance	Horde	Total
Not at all proud	47 (65.3%)	32 (31.4%)	79 (45.4%)
Slightly proud	8 (11.1%)	11 (10.8%)	19 (10.9%)
Moderately proud	13 (18.1%)	24 (23.5%)	37 (21.3%)
Very proud	2 (2.8%)	12 (11.8%)	14 (8.0%)
Extremely proud	2 (2.8%)	23 (22.5%)	25 (14.4%)

Aggregate statistics

	Alliance			Horde			Total		
	Mean	SD	Median	Mean	SD	Median	Mean	SD	Median
Its history	1.51	1.25	1	1.60	1.31	2	1.56	1.28	2
Its reputation	1.51	1.43	1	1.58	1.32	2	1.55	1.36	2
Its ability in PvP battles	0.67	1.05	0	1.83	1.54	2	1.35	1.47	1

How much do you agree with the following statements?
(0 = Strongly disagree, 1 = Somewhat disagree, 2 = Neither agree nor disagree, 3 = Somewhat agree, 4 = Strongly agree)

<u>Frequency tables</u>

My faction is better than the other.

	Alliance	Horde	Total
Strongly disagree	11 (15.1%)	2 (2.1%)	13 (7.6%)
Somewhat disagree	10 (13.7%)	0 (0%)	10 (5.9%)
Neither agree nor disagree	25 (34.2%)	40 (41.2%)	65 (38.2%)
Somewhat agree	15 (20.5%)	17 (17.5%)	32 (18.8%)
Strongly agree	12 (16.4%)	38 (39.2%)	50 (29.4%)

I would rather be a part of my faction than the other on most of my characters.

	Alliance	Horde	Total
Strongly disagree	6 (8.2%)	4 (4.1%)	10 (5.9%)
Somewhat disagree	7 (9.6%)	2 (2.1%)	9 (5.3%)
Neither agree nor disagree	14 (19.2%)	18 (18.6%)	32 (18.8%)
Somewhat agree	15 (20.5%)	18 (18.6%)	33 (19.4%)
Strongly agree	31 (42.5%)	55 (56.7%)	86 (50.6%)

Azeroth would be a better place if more people agreed with my faction.

	Alliance	Horde	Total
Strongly disagree	6 (8.2%)	13 (13.4%)	19 (11.2%)
Somewhat disagree	5 (6.8%)	12 (12.4%)	17 (10.0%)
Neither agree nor disagree	27 (37.0%)	51 (52.6%)	78 (45.9%)
Somewhat agree	19 (26.0%)	11 (11.3%)	30 (17.6%)
Strongly agree	16 (21.9%)	10 (10.3%)	26 (15.3%)

People should support their faction even if the faction is in the wrong.

	Alliance	Horde	Total
Strongly disagree	31 (42.5%)	32 (33.0%)	63 (37.1%)
Somewhat disagree	14 (19.2%)	13 (13.4%)	27 (15.9%)
Neither agree nor disagree	18 (24.7%)	32 (33.0%)	50 (29.4%)
Somewhat agree	5 (6.8%)	12 (12.4%)	17 (10.0%)

Strongly agree	5 (6.8%)	8 (8.2%)	13 (7.6%)

There are some things about the lore that make me feel ashamed of my faction.

	Alliance	Horde	Total
Strongly disagree	8 (11.0%)	10 (10.3%)	18 (10.6%)
Somewhat disagree	15 (20.5%)	2 (2.1%)	17 (10.0%)
Neither agree nor disagree	23 (31.5%)	28 (28.9%)	51 (30.0%)
Somewhat agree	20 (27.4%)	32 (33.0%)	52 (30.6%)
Strongly agree	7 (9.6%)	25 (25.8%)	32 (18.8%)

Aggregate statistics

	Alliance			Horde			Total		
	Mean	SD	Median	Mean	SD	Median	Mean	SD	Median
My faction is better than the other.	2.10	1.27	2	2.92	1.00	3	2.56	1.19	2
I would rather be a part of my faction than the other on most of my characters.	2.79	1.31	3	3.22	1.08	4	3.04	1.20	4
Azeroth would be a better place if more people agreed with my faction.	2.47	1.16	2	1.93	1.09	2	2.16	1.15	2
People should support their faction even if the faction is in the wrong.	1.16	1.25	1	1.49	1.29	2	1.35	1.28	1
There are some things about the lore that make me feel ashamed of my faction.	2.04	1.15	2	2.62	1.19	3	2.37	1.21	2

How important do you think each of the following is to being a valuable member of your guild?
(0 = Not at all important, 1 = Slightly important, 2 = Moderately important, 3 = Very important, 4 = Extremely important)

Frequency tables

Timely participation in guild raids

Not at all important	5	10.2%
Slightly important	2	4.1%
Moderately important	10	20.4%
Very important	11	22.4%
Extremely important	21	42.9%

Actively helping fellow guild members improve their gameplay

Not at all important	0	0.0%
Slightly important	1	2.1%
Moderately important	9	18.8%
Very important	24	50.0%
Extremely important	14	29.2%

Helping the guild recruit new members

Not at all important	6	12.2%
Slightly important	15	30.6%
Moderately important	14	28.6%
Very important	10	20.4%
Extremely important	4	8.2%

Contributing resources and gold to the guild

Not at all important	4	8.2%
Slightly important	14	28.6%
Moderately important	16	32.7%
Very important	10	20.4%
Extremely important	5	10.2%

Aggregate statistics

	Mean	SD	Median
Timely participation in guild raids	2.84	1.31	3
Actively helping fellow guild members improve their gameplay	3.06	0.76	3
Helping the guild recruit new members	1.82	1.15	2
Contributing resources and gold to the guild	1.96	1.12	2

How proud are you of your guild in each of the following?

(0 = Not at all proud, 1 = Slightly proud, 2 = Moderately proud, 3 = Very proud, 4 = Extremely proud)

Frequency tables

Its history

Not at all proud	9	18.4%
Slightly proud	10	20.4%
Moderately proud	11	22.4%
Very proud	12	24.5%
Extremely proud	7	14.3%

Its reputation

Not at all proud	8	16.7%
Slightly proud	7	14.6%
Moderately proud	14	29.2%
Very proud	13	27.1%
Extremely proud	6	12.5%

Its ability in successfully completing raids

Not at all proud	8	16.3%
Slightly proud	9	18.4%
Moderately proud	13	26.5%
Very proud	12	24.5%
Extremely proud	7	14.3%

Its members and sense of community

Not at all proud	4	8.2%
Slightly proud	7	14.3%
Moderately proud	11	22.4%
Very proud	15	30.6%
Extremely proud	12	24.5%

Aggregate statistics

	Mean	SD	Median
Its history	1.96	1.34	2
Its reputation	2.04	1.27	2
Its ability in successfully completing raids	2.02	1.30	2
Its members and sense of community	2.49	1.24	3

How much do you agree with the following statements?
(0 = Strongly disagree, 1 = Somewhat disagree, 2 = Neither agree nor disagree, 3 = Somewhat agree, 4 = Strongly agree)

Frequency tables

My guild is better than other guilds.

Strongly disagree	6	12.5%
Somewhat disagree	6	12.5%
Neither agree nor disagree	13	27.1%
Somewhat agree	13	27.1%
Strongly agree	10	20.8%

I would rather be a part of my guild even on my other characters.

Strongly disagree	4	8.3%
Somewhat disagree	1	2.1%
Neither agree nor disagree	3	6.3%
Somewhat agree	13	27.1%
Strongly agree	27	56.3%

Other guilds would be better if they were more like my guild.

Strongly disagree	5	10.4%
Somewhat disagree	4	8.3%
Neither agree nor disagree	22	46.8%
Somewhat agree	5	10.4%
Strongly agree	12	25.0%

People should support their guild even if it is in the wrong.

Strongly disagree	25	52.1%
Somewhat disagree	11	22.9%
Neither agree nor disagree	9	18.8%
Somewhat agree	3	6.3%
Strongly agree	0	0.0%

There are some things regarding my guild that make me feel ashamed of it.

Strongly disagree	16	33.3%
Somewhat disagree	9	18.8%
Neither agree nor disagree	10	20.8%
Somewhat agree	10	20.8%
Strongly agree	3	6.3%

Aggregate statistics

	Mean	SD	Median
My guild is better than other guilds.	2.31	1.29	2
I would rather be a part of my guild even on my other characters.	3.21	1.20	4
Other guilds would be better if they were more like my guild.	2.31	1.24	2
People should support their guild even if it is in the wrong.	0.79	0.97	0
There are some things regarding my guild that make me feel ashamed of it.	1.48	1.32	1