Entropia Universe

The First Virtual Universe with a Real Cash Economy

Organizations in Entropia Universe
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Abstract

Over 17 million people\(^1\) world-wide are playing *Massive Multiple Online Role-Playing Games*\(^2\) (MMORPG) also known as virtual worlds.

In the last 10 years the concept of MMORPG and virtual worlds have slowly progressed and become more and more widely spread, and so has the research within this field. Yet it is still a much-unexplored area of study. Most of the studies that have been carried out, has taken on a psychological and sociologic perspective. In recent years though, virtual worlds have begun to attract much attention from an economical theoretic perspective.

Entropia Universe is one of these virtual worlds and it is the virtual world that this study will be focused on. There are many ways that a gamer can take part in Entropia Universe. One way is to be part of a guild.

This study focuses on the question “How are the organizational forms that exist in the virtual-world-economy known as Entropia Universe constructed?”

The approach to answering this question comprises of qualitative case study of five guilds from Entropia Universe and relating theory that can help to describe what has been observed. The theories used to describe the guilds are organizational behavior, transaction cost economics and Clan theory.

The conclusion from this study is that guilds in the virtual world of Entropia Universe resemble the hierarchal governance structured organizations found in the real world. However, the guilds also shares resembling of another type of governance structure, namely the Clan.

The guilds in Entropia Universe all have objectives, goals and coordinating mechanisms that can be compared to those that real world organizations have, but in terms of socialization process that all the guilds finds extremely important and in regards to informal rules that exist in the guilds when it comes to making transactions inside the guild, those traits are more characteristic for a clan than for a real world hierarchal governance structured organization.

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\(^1\) http://www.mmogchart.com/downloads/

\(^2\)
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1 Introduction

The internet is a tool with which we can communicate with each other, search for information, buy a plane ticket and so forth. However, for over 17 million people the internet is also a means of playing Massive Multiple Online Role-Playing Games (MMORPG) sometimes also called virtual worlds.

“For many people Virtual worlds may be the only hope to escape from the predations of the work system that is imposed on our self in the Industrial Revolution. It is no coincidence that all fantasy worlds falls into the one of two types: medieval worlds that depict the Earth before the Industrial Revolution and post-apocalyptic worlds that depict the Earth after the Industrial Revolution has choked on its own bile.” Castronova (2004, pp 9)

For these gamers this is where they escape and spend many hours a day socializing, winning sword fights, killing futuristic looking monsters and trading with other gamers. Computer games have been played for many years, and many scholars have been preoccupied with analyzing the socio-psychological effects computer games might have on the users. Even so, analysis of the potential economic dynamics of computer games is scarce. But times are changing and so is the concept of computer games. MMORPG now more than ever contain not only interaction between gamers, but also contain trade, content development, consumption and production, all of which are ingredients that we normally find in the real world economy.

If the ingredients of a real world economy are present in the virtual world economy, the virtual world economy is somewhat mimicking the real world. On an intuitive basis therefore, general theories of economy and behavioral finance should be possible to apply. Following this train of thoughts, one could speculate that the boundaries between real and virtual life, could become less clear over time, even though, at the moment, most virtual worlds are game oriented. However, the virtual worlds of the future have the potential to cover the entertainment world, education, and real world item consumption. For these reasons, the virtual world offers an array of fascinating potentials and therefore calls for much more attention and studies than it has been awarded thus far.

1 http://www.mmogchart.com/downloads/
1.1 Research question
Entropia Universe\textsuperscript{2} is one of many virtual worlds. The focus of this paper is on the virtual world of Entropia Universe, as this virtual world diverges from other virtual worlds, by having a real cash economy. There are many ways that you can take part in Entropia Universe. Some gamers are there to meet other gamers, by socializing and chatting, making friends around the world. Some are there to become the best in the game, to gain recognition from other gamers and some are there to make money. What is common to most of them though, is that they will choose to be part of a guild or society, that is,” […] part of an association of people with the same pursuits formed to protect interest and maintain standards”\textsuperscript{3}. Can guilds in a virtual world be compared to an organization in the real world?

A common feature found in real world organizations is that there will be a leader, a hierarchy and rules that members of the organization must follow. Can one assume that these common features found in the real world organization also are present in the guilds in Entropia Universe? In Entropia Universe each gamer has different items in their possession. Some of the items the gamer has a use for and items that the gamer do not have a use for, can be sold or trade for other items or services that the gamer needs. The gamer can sell or buy items in the Virtual market that exist in Entropia Universe or if the gamer is a member of a guild, the gamer can also sell or buy items from another guild member. In organizations in the real world; if one needs an item or service that is available within the organization, one would pursue this option, as it could be the most favorable in terms of price and less time consuming, but if this was not the case, one would have to look for the item or service in the open market. In Entropia Universe, if the gamer were not able to buy or sell items to other guild members, the gamer would most likely be forced to gain these items in the virtual market in order to progress in the game. Excluded from the guild’s distributing system, the only other way to gain items is to buy them in the open market within the virtual world. Can this be compared to what happens in the real world? The market in a virtual world is not very different compared to the market in real world. To offer an example, in the virtual worlds auction house are also found, and they act as efficient markets for trade. Then, if one compares an organization in the real world to a guild

\footnotesize{2} http://www.entropiauniverse.com/
\footnotesize{3} http://www.thefreedictionary.com/guild
in a virtual world, do guilds then represent the alternative to the virtual market? Does this mean that within the guild the gamers can make internal transactions and thereby beat the market price? Can one gather from this that the guilds in Entropia Universe are constructed as organization in the real world?

The question this study seeks to uncover is the following:

How are the organizational forms that exist in the virtual-world-economy known as Entropia Universe constructed?

In order to seek to answer the research question I made an empirical study on the guilds that are formed in Entropia Universe, which will be the foundation of whole study.

1.2 Delimitations
The empirical study has been conducted within a 6 months period and it is possible that changes have been made to Entropia Universe since, which could altogether alter the results of this paper. Many economic theories could be tested in Entropia Universe, and I will not be able to test for all organizational- and transaction cost economic theories. In my research I have been in contact with 30 guilds, interviewing them while they played the game, and through questionnaires. I have used a qualitative research approach in this paper, and due to a shortage of elaborate answers obtained from the interviews, only five guilds have been applied to the qualitative research of the study. I have used the rest of the 30 guilds, for a small quantitative analysis.

1.3 Theoretical approach
1.3.1 Description of authors and theories
This paper is divided into three different parts. The first part discusses the concept of virtual worlds, virtual word economics and relating those concepts to the virtual world of Entropia Universe. In the second part the theories that was found relevant to describe the organizations in Entropia Universe has been explained. In the third part the empirical data combined with the theory is used to make an analysis and discussion of the five guilds that was selected.
First part; In the last 10 years the concept of MMORPG and virtual worlds have slowly progressed and become more and more widely spread, and so has the research within this field. Yet it is still a much-unexplored area of study. Most of the studies that have been carried out, has taken on a psychological and sociologic perspective. In recent years though, virtual worlds have begun to attract much attention from an economical theoretic perspective. In 1999 in the In-game Economics of Ultima Online, Zachary Booth Simpson, argues that virtual worlds could be used as platforms for investigating real world economic phenomena and in 2001, Edward Castronova, wrote A First-Hand Account of Market and Society on the Cyberian Frontier, where he compared the virtual world called EverQuest to a small real world country. Castronova studied the BNP and inflation rate of EverQuest, and compared it to real world countries and found EverQuest to be the 70th wealthiest country in the world. Castronova’s was one of the first attempts to apply real economic theory to a virtual world. Castronova has done subsequent research on the subject, and is one of the pivotal authors within the field of virtual worlds and virtual economies. Another important author is Richard Bartle with his book Designing Virtual Worlds from 2004, and his working paper Pitfalls of Virtual Property from 2004. In these works, Bartle endeavors to investigate and explain the concepts of virtual worlds. Some master theses have been written on the subject, such as Vili Lehdonvirta on Economic Integration Strategies for Virtual World Operators (2005) and Tuukka Lehtiniemi’s Macroeconomic Indicators in a Virtual Economy (2008). The amount of work done on this subject is very limited, and no study has been carried out on applied organization— and transaction cost theory within a virtual world economy.

Second part; The theories used for describing the organizations in Entropia Universe are organizational theory and transaction cost theory. In field of organizational theory, Mintzberg (1980) structures in 5’s, which takes offset in the essential parts of an organization and its members has been used. Mintzberg gives refined and brief interpretation of different coordinating mechanisms, the distribution of power and structural issues.

Williamson discusses the two different governance structure modes that can be chosen when a transaction is to be carried out, namely the market or the hierarchy. Furthermore, Javier Salazar “Complex System Theory, Virtual worlds & MMORPG’s: Complexities Embodied” (2005) has been used when discussing complexity in Entropia Universe.

William Ouchi; Markets, Bureaucracies and Clans (1980) and Alvesson and Lindkvist; “Transaction Cost, Clans and Corporate Culture”(1993) have been used to explain the guilds in Entropia Universe behavior in regards to organizational structure and transaction cost economics.

Third part; in part three the empirical data that have been collected through an inductive and qualitative approach has been used in combination with the theory from part two to describe how the organizational forms that exist in the virtual-world-economy known as Entropia Universe are constructed.

1.3.2 Structure of the thesis

Chapter 2: In this chapter I have defined what a virtual world and its economy is by discussing Richard Bartle, Edward Castronova and other pioneers within this field. After defining what is understood by a virtual economy, chapter two ends by giving a brief introduction to the virtual world known as Entropia Universe.

Chapter 3: In chapter three the methodological approach and inductive reasoning to the empirical research has been discussed.

Chapter 4: In chapter four the different theories of Mintzberg, Williamson and Ouchi is discussed and related to the guilds in Entropia Universe.

Chapter 5: In chapter five I have discussed the data from my empirical study and I have examined how these data relate to theory.

Chapter 6: Conclusion

2 The Virtual Worlds and the case of Entropia Universe

In order to answer the primary question of this study other questions will have to be addressed first. These are questions that relate to the nature of a virtual world and a virtual economy. What are they, and what kind of economic activities can be found in these worlds, and what is the virtual-world-economy; Entropia Universe.
2.1 What is a Virtual world

There are many ways to describe what a virtual world is, but there is a somewhat common agreement amongst the research within this field. One way to describe it is “virtual worlds are computer moderated persistent environments through and with which multiple individuals may interact simultaneously”. (Bartle 2004 pp. 1) Richard Bartle, one of the pioneers within the research field of virtual worlds and virtual economies furthermore defines a “virtual world as a non-real space implemented by a computer or in a network of computers where the following condition is met.

1. There must be some automated rules that dictate what the players are able to do in it. These rules should somehow correspond to the physical rules of the real world.

2. The player must have a distinct entity that represents him as a player and with which the player strongly identifies with; this is what is known as an avatar. The avatar is used to interact with other players.

3. When you are interacting with other avatars or interacting with the virtual world it must be in real time.

4. The virtual world is shared, so that multiple users are using it and so that the players may interact with each other.

5. The world must be persistent, which means that the world do not shut down when a player goes away. It exists independently of any single player.

” (Bartle 2004, pp 1)

Edward Castronova another pioneer with in the field agrees somewhat with the definition of Bartle.

Castronova “defines a virtual world by saying that it is a computer program with four defining features.

1. Interactivity: it exists on one computer but can be accessed remotely and simultaneously by a large number of people with the command inputs of one person affecting the commands results of other people.

2. Physicality: people access the program through an interface that simulates a first person physical environment on their computer screen, where the environment is generally ruled by the natural laws of the real world and it is characterized by scarcity of resources.

3. Persistence: the program continues to run whether anyone is using it or not. It
remembers the location of people and things as well as it remember 
ownerships of objects”. (Castronova 2001, pp. 6)

These rules are very similar to Bartles, but Castronova (2001) ads a 4th rule that also 
requires that there should be a graphical representation of the virtual world.

Betsy Book (2004) also agrees with the virtual world definition of Castronova and 
Bartle, but she also adds another requirement. In her definition there need to be a 
“socialization/community part also. That is the world allows and encourages the 
formation of in-world social groups like guilds, clubs, cliques etc.” (Book 2004, pp 2)

I concur with the definition of virtual worlds by all of them. I especially believe that 
Castronovas need for there to be physical space is of great importance, it adds to the 
feeling of belonging to another world whether it’s medieval or a sci-fi post- 
apocalyptic world. This means that a web-based chat room is not a virtual world; that 
is, Facebook is not a virtual world. Thus, in this paper when speaking of a virtual 
world, this will be a world that lives up to the definition from Bartle, Castronova and 
Book and is defined as a computer program, in which persistency, graphical 
representation, real time oriented, can be accessed by multiple users, encourage guild 
forming and have scarcity of resources.

Entropia Universe meets the combination of the 3 different above-mentioned 
definitions by Castronova, Bartle and Book.
In Entropia Universe the avatar has the same physical rules when it comes to movement as is found in the real world. The avatar is capable of walking, running and jumping. The game begins by creating an avatar that can be personalized in various ways, such as eye color and body shape etc. Entropia Universe runs on what is called MindArk time which is GMT+2. It is a shared world where there are often over 100,000 gamers online at the same time. All gamers are located on the same server and the game runs non-stop. When the gamer is no longer playing, the game continues, and the avatar appears to be asleep. Entropia Universe remembers where the gamer logs off, so that when the gamer go online again, the avatar appears the same place as when logged off. It also remembers all the objects and items that the avatar had when the gamer logged off. Entropia Universe has a graphical representation. The game takes place on a planet called Calypso. See picture 1.

It is very easy to form a guild in the game, their needs to be minimum two people and then all it takes is a registration in the guild database. If the gamer is looking for a not so permanent social arrangement the gamer can just join up as a team immediately. There are 6 different chat channels, and as I have described later, many of these guilds have a social objective. So the last criteria from Book also fit with Entropia Universe.

Virtual worlds can be very different even though they all live up to the above definitions; it’s the virtual world operators that finally determine what the rule of the virtual world is. The two most common virtual worlds are either a social world such as Habbo hotel and Second life or massively subscribed online role-playing games, such as World of Warcraft. In the social online worlds the users are mostly in them to...
socialize and interact like they would in the real world. They chat and meet new people, go to different events and many of them seek to gain fame and fortune. In the MMORPG there are quests that gamers try to complete, and by completing these quests gain reputation by gaining experience in combat, potion making or production capability and thereby gaining fame and fortune. Even though the gamers cannot really win in the game the gamers try to fulfill these quests. Entropia Universe is a combination of both these types of worlds.

2.2 What is a Virtual economy
Most of the virtual worlds that fall within the definition stated earlier have (to a certain degree) an economic system integrated within them. These systems are mostly made to mimic the real world economy and are based on supply and demand concepts. The users have to some degree virtual property rights, which means that if the gamer have a virtual object the gamer own it and can sell it, and gain the virtual currency in return or trade them for another object. Studies done by Simpson (1999) show that the ultimate criteria for the virtual worlds are that the gamers think that it is fun. Simpson argues that the real world economic simulates of the virtual world is one of the ways in which the users believes the game to be fun, because it adds a more realistic experience to the game.

According to Simpson “a virtual economy must meet the 5 following objectives:

- Ration power: it should be a well-functioning economy with limit access to powerful items. Scarcity is key
- Support specialization: encourage players to find a niche and thereby it will support trade
- Encourage interaction: the economy should encourage users to meet with other to trade and work
- Provide goals: the default goal of the game should be to acquire wealth thereby being able to easier to reach other goals.
- Support economic role-playing: a well functioned economy should support users to take on different roles”. (Simpson 1999, pp 8)
The Virtual world operator of Entropia Universe, MindArk are in control of how many of each item or material are available in the game. There is an abundance of the most essential items, but there are also some rare items that are less readily available. There are many different professions that the gamer can pursue. The gamer can either produce something that can be sold or buy something to increase the skill level within a given profession. It is very easy to make trades; there different ways for to do it, and you can trade at all times. Many of the gamers do not play to profit, but in order for the gamer to progress in the game one need to acquire some wealth, in order to make the advancement to the next level.

Based on this I have deduced that Entropia Universe can be looked upon as a Virtual world and a Virtual economy according to the different theories that exists within this area.

### 2.3 The case of Entropia Universe

Entropia Universe is a MMORPG, which is designed by a Swedish company called MindArk. It was originally called Project Entropia and was created in 2003. Entropia Universe is a different MMORPG compared to other games, because it does not charge a subscription fee. Once the free game has been downloaded, one is ready to play. Instead of using the familiar subscription model MindArk uses a variant of the micro payment economic model. The variant that MindArk has created is based on gamers buying in World currency for real world money. “The in world currency is called PED- Project Entropia Dollars. Real world money can be exchanged for PED and vice versa at a fixed exchange rate of 10 PED = $1 USD. Entropia Universe functions like a real market economy, with prices set by supply and demand”\(^5\).

When one for example purchases a sword or amour in Entropia Universe it has a real cash value. The purchase can then be sold to someone and the money earned on this transaction can then be withdrawn and spent here in the real world. “At the moment Entropia Universe has over 800.000 registered users and around 80.000-100.000 active players”\(^6\).

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What makes Entropia Universe so unique is that it takes MMORPG to a whole new
level, it combines online entertainment, social networking, e-commerce, but most
importantly it brings a real cash economy.

2.3.1 The Virtual economy in Entropia Universe
Creating a real economy in Entropia universe has been one of the key issues from the
virtual world operator MindArk. There are different types of virtual items that can be
purchased and sold in Entropia Universe. Such as realty, currency, Avatar skills,
personal property such as armor, weapons, new hairstyle and so forth. In order for the
gamer to be able to purchase or sell anything all avatars are equipped with a PED
card.

There are different ways to obtain the personal properties, the gamer can purchase
them, craft them or gain them by looting. If the gamer is to craft them, this of course
needs raw materials. These can also be purchased, but the gamer can also gain them
by mining for example. Items that call for the use of raw materials can be worn down,
which means that one either has to repair them with new raw materials or destroy
them. When an item is destroyed the raw material that has been used to create them,
returns to Calypso so that others can grab it, and thereby create a closed economy.

There are three different ways in which trades can be made in Entropia Universe

1. You can trade avatar to NPC (Non Personal Control)
2. You trade at an auction house
3. You can trade avatar to avatar.
I have described the different trading opportunities in more detail in section 5.2

The game begins by the avatar appearing in a sci-fi looking changing room. Here the
gamer get to create the avatar. One can choose gender, hairstyle, color of the eyes, the
shape of the body and so forth. The avatar is dressed in an orange jump suit so that
when entering the world the avatar will stand out and so that it is recognized as a
newbie (a new arrival). That can seem a bit harsh to highlight that one is new to the
game in that way. However, this is actually really helpful as the city called Port
Atlantis, (where the avatar enters in the beginning of the game), is where very
experienced gamers wait for newbie’s, so they can help them get started. Some of
them will approach and offer to be a mentor, and thus one becomes an apprentice.
Others will try and convince the gamer to join their society. What is known in Entropia Universe as a society is in many other MMORPG known as a guild. In order to avoid confusion with the word society, I have throughout the paper when describing and discussing the societies of Entropia Universe, referred to them as guilds.

The forming of guilds can be traced back to the middle ages. In many towns people had all sorts of different job, such as crafting, buying and selling goods. People who did the same job, often joined up in guilds. Being a member of a guild also had a social side to it, members of guilds would organize events such weddings and feasts. Guilds in games are not much different from those of the middle ages.

“*The definition of a guild in a computer and video gaming is a group of players who regularly play together in a particular (or various different) multiplayer games. These games range from groups of a few friends to 1000-person, with a broad range of structures, goals and members*”

A guild in Entropia Universe is sometimes focused on one specific profession such as hunting, trading and mining, etc. A list of guilds can be found in the Society Terminal, and applications to join a guild are also made via the terminal.

### 2.4 Summation of Virtual worlds and the case of Entropia Universe

In this chapter the definitions of a Virtual world and a Virtual world economy was discussed, and a definition was found based on Castronova, Bartle, Books and Simpsons definitions. The case of Entropia Universe was described and Entropia Universe was found to live up to the definition for a Virtual world and a Virtual world economy.

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3 Research methods

3.1 Inductive research
I have used the inductive and interpretive approach for the research that I have conducted. Using an inductive and interpretive approach have given a deeper insight into “the complex world of lived experience from the point of view of those who live it” Schwandt (1994, pp 118) namely the gamers of Entropia Universe.

In order for to succeed with the research I had to become part of the world that I was observing, that is I have made it so that there was interaction between the game participants and I as a researcher.

“Inductive reasoning is sometimes called the bottom up approach. Making inductive reasoning, begins with some specific observation, and then one look at these observations to see if one can observe some kind of patterns, and if one can observe some patterns and regularities, it is then hopefully possible at this point to make a tentative hypothesis. Once this hypothesis is made and explored you can then come up with a conclusion and maybe even theories.”

I began the research because of my interest in the guild phenomena I knew existed in the virtual worlds. I tried to find information about these virtual guilds, but was unsuccessful. Because of the lack of research on this subject I thought it would be interesting to speak members of different guilds to try and understand how they function. To begin with I asked them if there was a leader within their guild, and what that meant. I quickly began to see a consistency in the answers I received. From that point on I have interviewed and conducted questionnaires. I have asked most of them over 30 question each. Some I have used in this paper and others I have not used but they still gave me an insight. The questions that I asked the different members of the guilds began to form patterns about specific things.

“Inductive research goes hand in hand with the qualitative research approach which in general refers to a research process where a problem is investigated by the researcher in its natural settings and builds a whole and sometimes complex description on what is being observed and explains it as well”. (Miles and Huberman 1994, pp 6-7)

3.2 Qualitative research approach
I have used a qualitative method when conducting the research. I chose qualitative methods due to Marshall and Rossman’s recommendation when deciding whether or

http://www.socialresearchmethods.net/kb/dedind.php
not to choose to make a qualitative research design, “they recommend that if you can say yes to more than one of their recommendations then the a qualitative design is the best choice.” I said yes to the following questions.

Marshall and Rossman’s recommendations:

1. “Is it important for the researcher to understand the in-depth processes that operate within the organization or industry?” Marshall and Rossman (1995, pp 41-43)

An in depth knowledge for this research has been extremely important since as mentioned above there is not really any previous study done on this subject and furthermore even though I am very fond of computer games, I am not a very experienced gamer in these virtual worlds and I did not know anything about Entropia Universe before I began my research. In order for me to have success with this research a very in depth knowledge had to be obtained.


This recommendations also fitted my research quite well, since there is no prior knowledge of this subject, but furthermore Marshall and Rossman’s also states that if you have said yes to the second question, and if the purpose of the study is to be descriptive then they would recommend to make a case or a field study. A case study was what I found to be the optimal way to understand as many of the different organizational forms that I could possible find in Entropia Universe. Therefore it was an easy decision for me to take; the qualitative research design was the best approach that I could take to this research.

I have throughout the research used Marshall and Rossmann’s design “According to Marshall and Rossman (1995, pp. 2-3) qualitative research can be dived into 10 major domains, which are divide into different philosophical orientations, I have followed “The neutral domain” I have applied the holistic ethnographers strategy which argues that the research takes the participant observer role.” Marshall and Rossman (1995, pp. 2-3).

I have deliberately been seeking specific types of gamers. I chose the gamers that I have spoken to, by checking if they were part of a guild. This is revealed with a sign above the avatars where their name and name of guild is stated.

I have not participate in any of the guilds that exist in Entropia Universe, I believe that if I had chosen to join one of the guilds, other guilds would be more reluctant to
talk to me, and tell me how there guild worked, so in a way I will argue that I have been a neutral observer, but I believed that this approach even though it does not fully follow the rules of Marshall and Rossmann, that this way was better suited for the purpose of the study. While being the neutral observer I did find some guilds that I would had like to follow on a more participant observe way, but my goal with this research was not understand one specific guild, but get a full picture of the different organizational forms that exist in Entropia Universe.

I have conducted both interviews and questionnaire. The interviews have been

“semi-constructed interviews meaning that my interviews have an overarching topic, general themes and specific questions with a predetermined sequence for their occurrence. The questionnaires were open-ended, meaning that there were no answers to choose.” Lee (1999, pp. 62)

When I conducted the interviews I interviewed the user of Entropia Universe in the game itself, thereby I have applied the natural settings, which is required when you make a qualitative research. When I sent out questionnaires I first talked to gamers in Entropia universe who said they were busy at the moment but that I could send them the questions to their forum accounts. Furthermore I have written to many gamers who have forum accounts and asked if they would participate in my research, so I believe that for the questionnaires I have also found gamers in their natural settings, since this forum is where all out of game activities are handled and most of the gamers have a profile there.

My empirical data is based on the participant’s experiences, but I have also used my own interpretations of the data obtained.

Regarding the flexibility of that the qualitative research design allows you to practice, this research has instigate a process of reflection which led me to redefine what I thought was common knowledge and I therefore made some adjustment to my questions that was either asked when interviewing in Entropia Universe or in the questionnaires. I have added some questions and I decided especially regarding one particular questioned not to use the participants’ answer, but made my own interpretations. The question that involves my own interpretation to the answer rather than using the answer given is the following question: what structure does your guild have? I did debate whether or not after a few interviews to take out the question, since the answerers reflected, that the interviewees didn’t fully understand it, but decided
that many of them did reveal a lot about their structure and that based on that it would be possible to categorize them myself. I have here given an example to why I have to use my own interpretation to the answer. “I would say more of a peer group than anything else, but we also have a hierarchy purely for decision making and organizational purpose.”

Here it is clear that the member being interviewed does not fully understand the concept of a peer group, as it is not possible to have a peer group with a hierarchical structure. On this basis I have decided that the guild in question should be placed in the multi stage hierarchical category and not in the peer group category.

I have organized all my data in an excel sheet where I have narrowed down the answers, so that to provide an overview over all the interviews and questionnaires. When formulating the questions that I wanted the participants to answer, I have divided the questions up into different themes.

3.2.1 The Questions asked
1. What is the name of your society?
2. How many members are there in the society?
3. What structure does your society have?
4. What type of hierarchical system do you use?
5. What is your position within the society?
6. What incentives are there for you to rise in rank in the soc?
7. What is the objective of the society?
8. Is the leadership style of the soc centralized or decentralized?
9. What decision-making mechanisms do you have with in the society?
10. Do you think that there are free riders within the society- that is members who gain by being a member, but who does not contribute? If yes, what do you do about it? If no how do you avoid it
11. What type of looting distribution system do you have?
12. Do you think that it is a fair system?
13. Does your society expect you to use real money?
14. Have you ever spend money to approve your skills so that you can rise in rank in the soc?

10 Interview with Calypso settlers
15. What is your profession?
16. Do you have a specific profession that others in you society do not have?
17. Do you in the society try to have diversified professions?
18. Do you have specific criteria’s when a new member is selected- if yes what?
19. Do you have a unique skill, that almost no of others have in Entropia Universe
20. How often do you make transaction with members of the society
21. How often do you make transaction with others outside the society?
22. When selling an item to a member of your society, do you charges a transaction cost- do you charge mark up?
23. Do you charge a transaction cost when you sell to others outside of the society?- do you charge mark up And is it different when it is avatar to avatar, than if you are selling to an auction house?
24. When buying a new item, do you think that there is uncertainty regarding how effective or useful the item will be?
25. If yes, is there a greater uncertainty when you buy it from outside of the society?
26. Are there some items that you will always have to buy from someone out side the society-if yes what?
27. Do you have a common goal congruency with in the society? Please explain
28. Do you have common values with in the society? Please explain
29. Do you have a common belief with in the society? Please explain
30. Why are you in a society?
31. Why do you cooperate within the society?
32. Do you in your soc cooperate to produce items
33. Does you societies success come before your own?
34. Were you an apprentice to one of them members of your society before joining?
35. Do you compete amongst each other in the society?
36. Do you compete with other societies?
37. Is there anything else you would like to add?

3.2.2 Themes of questions
The questions that the guild members has been asked, provides the insight as how organizations in Entropia Universe are constructed. The questions relates to different
theories that will be discussed in the next chapter and the answers to the questions will be discussed in chapter 5.

3.2.2.1 Theme 1
The beginning of the questions deals with how the guild functions, how it is structured. This theme is called organizations.

3.2.2.2 Theme 2
The second themes the understanding on how trades are made in Entropia Universe are conducted in general and how trades are conducted inside and outside the guild. This theme is called transaction cost economics.

3.2.2.3 Theme 3
The third theme looks at the common behavior that the members of a guild shares. This theme is called Ouchi clan theory.

Table 1; Themes and Questions

<table>
<thead>
<tr>
<th>Themes</th>
<th>Questions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organizations</td>
<td>2-10</td>
</tr>
<tr>
<td>Transaction Cost</td>
<td>15-26</td>
</tr>
<tr>
<td>Economics</td>
<td></td>
</tr>
<tr>
<td>Ouchi Clan theory</td>
<td>27-36</td>
</tr>
</tbody>
</table>

3.2.3 The Case study
I have interviewed 30 different guilds, which makes this a multiple case study design. It proved to be somewhat of a challenge to find individuals that would like to be included in the research; I believe that the fact that I was not a member of a guild did make things easier. In order for me to get access to the type information that I was seeking I usually had to talk to the person in charge. This was not expected, conducting the interviews as planned, would provide me with answers from both common guild members and leaders. I quickly realized though, that most of the time this was not the case. I needed individuals that could provide me with appropriate data and interviewees who, like Morse (1994, pp228) describes the good interviewee as “one who has the knowledge and experience the researcher requires, has the ability to reflect, is articulate, has the time to be interviewed and is willing to participate in the
While I conducted the interviews I was not at all time completely sure what it was I was looking for. This only became clear after the interviews where finished. I have therefore interviewed some people that did not provide me with enough material for them to be use fully in my research. I have however, used their non-complex answers to, make a small quantitative study.
4 Theoretical insight

Three questions are central to the theory of the firm, Foss (1996). Why do firms exist, how do they differ from each other, and how are they organized? “Why do firms exist has been answered by transaction cost theory” (Coase, 1937, Williamson, 1975, 1985, Ouchi, 1980) Stoelhorst (2000, pp. 1). How they are organized has in this paper been answered by using Mintzbergs structures in 5’s (1980).

This chapter begins with discussing how organizations in general are structured. Then it continues to transaction cost theory and it ends with discussion of Ouchi’s clan theory to transaction cost economics.

4.1 Organizations

What decides if a group of people is an organization or if it just a social group one could argue was the reason or the objective to why those people are together? The deciding condition to why a group of people is called an organization is that if the people have a joint objectives, tasks and goals that are connecting them and if there is some sort of mechanism that coordinates them or give them guidelines as to how they are to reach there objective. Jacobsen and Thorsvik (2007, pp.13).

In the following section Mintzbergs structures in 5’s will be used to describe the guilds and to show that the guilds do indeed have the traits that Jacobsen and Thorsvik (2007) stated that is need for a group of people to be called an organization.

4.1.1 Mintzberg structure in 5’s

Mintzbergs Structures in 5’ (1980) is one of the most used frameworks, when it comes to making analysis about real world organizations, and therefore it was an obvious choice to use Mintzberg when an analysis of the structure of the guilds in Entropia Universe was to be explained.

Not all of the components of Mintzbergs structures in 5’s have been used. I selected the ones that I have found most relevant in the attempt to analysis the guilds.

“Mintzberg have made five different groupings, that are used when making an analysis of an organization. Four of them have been used.

1. The basic part of the organization
2. The Coordinating Mechanisms
3. The Design Parameters
4. The Organizational Structure” Mintzberg (1980, pp 323-327)
Each of these four different groupings can be divided into five basic parts. In the
following section the five basic parts have been introduced and how they have been
used in relation to the guilds.

4.1.1.1 The basic part of the organization

- The operating core; this part includes all those workers who produces the
basic products and services of the organization.
- The strategic apex; this part consists of the top-level managers of the
organization.
- The middle line; in this part you have the managers that are the link between
the strategic apex and the operating core.
- The technostructure; consists of the analyst who apply analytic techniques to
the design and maintenance of the structure and to the adaptation of the
organization to its environment.
- The support staff; in this part are the part of the organization that provides
indirect support to the test of the organization.” Mintzberg (1980 pp, 323-324)

Looking at the empirical data that has been collected three of the basic parts of an
organization can be related to the guilds in Entropia Universe.
In many of the guilds, the operating core, the strategic apex and the middle line can be found.
Some of the guilds have all three components; others only have two or one. This all depends on how the guild is structured. This will be discussed below in the section of the organizational structure.

4.1.1.2 The coordinating Mechanism
When an organization is to achieve an objective or a goal, then there are a number of
different task that the organization must perform. “It is the coordination of all these
task that makes the organization accomplish is mission” Mintzberg (1980, pp 324).
“For this Mintzberg suggest that there are five basic ways:
• Direct supervision; one individual gives specific orders to others and thereby coordinates their work.

• Standardization of work processes; the work is coordinated by the imposition of standards to guide the doing of the work itself - work orders, rules and regulation.

• Standardization of outputs; the work is coordinated by the imposition of standard performance measures or specification concerning the outputs of the work.

• Standardization of skills: the work is coordinated by the internalization by individuals of standard skills and knowledge, usually before they begin to do the work.

• Mutual adjustment; individuals coordinate their own work, by communicating informally with each other. Mintzberg (1980, pp 324)

The guilds found in Entropia Universe, are not as highly developed as most of the organizations that Mintzberg has in mind when he has described all of the different components that can be used to make an analysis of coordinating mechanisms. However most of the coordinating mechanisms can to a certain degree be found in the guilds, how the coordinating mechanisms are used will be discussed in chapter 5.

Mintzbergs states that these mechanisms are necessary for an organization in order to achieve their objectives and goal. Below are listed the different objectives that the guilds in Entropia Universe have.

In the interviews and through the questionnaires all the members of the guilds have been asked what the objective of the guild was. With the collected data four different objectives was found.

1. Economic objective; If a guild falls into this objective group, this means that main objective for the guild is to conduct business and making money in Entropia Universe.

2. Networking/ social objective; if a guild has this objective it is because that main purpose for the guild is to meet new people and making friends, and then to “hang out” with them in the game. So other than talking to each other when online at same time, this guild do not have any other purpose as a whole.

3. Altruistic objective; If a guild has this as an objective this means that the main purpose of this guild is to help other. Some guilds help all the new people that
come to the game, to show them around so that they will have an easier learning experience. Other helps by rescue people who are lost and cannot find there way back… the world is very big.

4. Personal development objective; If a guild has this as an objective, it means that the main purpose for this guild is to become really good in something. It can be that they strive to become the best miners, hunters or another profession in Entropia Universe.

Decision-making in the guilds.

Who decides in the guilds what the standardization of work process should be and what the objective should be. Three different ways that decisions are made in Entropia Universe have been located.

- Voting/ discussing; When a decision is to be made for the whole guild there is a discussion and all the guild members reaches a conclusion that they can all agree to.
- Leader; direct supervision, the leader of the guild makes all the decisions.
- Top level ranks; decision are made by high ranking members of the guilds that.

4.1.1.3 The Design Parameters

The design parameters focus on a number of different mechanisms that can be use to design the structure of the organization, Minztberg identifies nine different ones, not all nine mechanism have been listed, only those that was relevant for the guilds.

- “Behavior formalization; here work process are standardized through rules, procedures, policy manuals, job descriptions and work instructions.
- Training and indoctrination; here skills and knowledge are standardized, through extensive educational programs.
- Unit size-span of control; this deals with number of positions or subunits that are grouped into a single unit.
- Decentralization; this deals with the extend to which power over the decision making in the organizations is dispersed among its members.” Mintzberg (1980, pp 325-326)
The training and the indoctrination is a big part of the selection of new members that are to join the guilds. Many of the guilds have different requirements that potential members must meet in order to join. Some of the guilds also have a probation time that a new member must go through before being accepted as a full member. There is a socialization process that new members must go through. This is very important if not the most important process that new members must go through before joining. The well functioning of the guild is for many of the guilds the most important aspect, and therefore they must reassure that a new member will be good fit for the guild, and that the member can relate to the guilds values, beliefs and goals as if it was their own.

**Unit size**

The objective and the structure of an organization whether in the real world or in a virtual world goes hand in hand and should of course be chosen so that it will support the objective best. But when it comes to the size and structure of an organization there are just some structures that suits and organization better, once an organization becomes a certain size. It is hard to define what size an organization should have in order for it to be deemed small, medium or large.

I have in chapter 5 looked at the different size and structures of the guilds to see if there is a connection.

**Decentralization**

When Mintzberg discusses the concept of decentralization he looks into five different kinds of decentralization and also two forms of centralization. For the guilds of Entropia Universe, only two options will be discussed:

1. Centralized
2. Decentralized

“The term centralization refers to the degree to which decision-making is concentrating at single point in the organization. The concept includes only formal authority, that is the rights is inherent in ones position. Typically if the top management makes most of the important decisions, the organizations are centralized. In contrast to centralized leadership style is decentralized leadership style, where the more lower level members are allowed input or are actually given the rights to make decisions, the more decentralized the organization is.” Robbins and Judge (1984, pp. 235)
4.1.1.4 Structure of the organization

“Here Mintzberg again have found five different structures that shapes and organization.

- The Simple Structure; “The simple structure most often only consists of the strategic apex and the operating core. Organizations that have the simple structure have little formalization and standardization. The coordinating mechanism or the decision-making mechanism, is direct supervision of the apex and the apex often only consisting of one person. Organizations with this type of structure are often relatively small and they are highly centralized, which makes them very flexible and adaptive.” Mintzberg (1980, pp 331)

- The Machine Bureaucracy; The Machine Bureaucracy, this structure consist of all the five organization part and “is classified by being highly specialized, routine tasks and it is a very formalized organization. It often consists of large size units of the operating core. The coordination is standardized and the middle line is highly developed and its main purpose is to control the operating core, acts as liaison for the technostructure. The apex has all the power and it has a highly centralized structure.” Mintzberg (1980, pp 332)

- The Professional Bureaucracy; The Professional Bureaucracy, this structure also consists of all five components, but here the technostructure is very small. “The coordinating mechanism is the standardization of skills. The organization consist of highly trained specialist also known as professionals in it operating core, which gives them considerable autonomy in their work Due to this, this type of structure is decentralized.” Mintzberg (1980, pp 333).

- The Divisionalized Form; The Divisionalized Form, this structure also consists of all five-organization parts. “The structure is described as a market based one; with a central headquarter overseeing a set of divisions. Each division has a good deal of autonomy. This structure has a vertical decentralization, with the middle line as the key part of the organization.” Mintzberg (1980, pp 335).

- The Adhocracy; this is consisting of an organic structure, with little formalization of behavior, based on formal training and there is a tendency to group the professionals in functional units. Mutual adjustment is the key
coordinating mechanism and there is decentralization between these different units. Mintzberg (1980, pp 337)

Some similarities between Mintzberg different structures and the structure forms that are found in Entropia Universe exist. None of the guilds that have been looked at in Entropia Universe fits completely to any of the Mintzberg forms. Below the different structure forms that have been found has been discussed and then tried to relate them to Mintzbergs.

Types of structure:
1. Simple hierarchical/ Team
2. Multi stage hierarchical
3. Peer group

Simple Hierarchical/ Team
“A group of people working under a boss is called a simple hierarchical or a team. Here the boss has the right to tell people what to do, the boss has the right to determine the individuals outcome or salary.” Douma and Schreuder (1991, pp 175). In Entropia Universe it is much the same, the leader of a guild with this structure, can determine who can join the guild, who can be promoted and who should be kicked out.

Multi stage Hierarchical
“Oppose to a simple hierarchical where there is only one manager is the multi stage hierarchical. In a multi stage hierarchical there are several layers of managers.” Douma and Schreuder (1991, pp 177). Many of guilds found in Entropia Universe is of a large scale and most of them take the form of the multi stage hierarchy. Here the decisions to promote, demote, joining and being kicked out of the guild, can most of the time only be permitted by members who are in the top level of the hierarchy or if it is the leader who takes that decision, those decisions are very often based on recommendations from some of the top level members in the guild.
**Peer group**

“A peer group is simply a group of people working together without hierarchy. In peer group’s mutual adjustment is the most important co-ordinating mechanism.”


Some of the guilds that are found in Entropia Universe take this structure form. In these guilds, all the members take part in the decision making process.

**The simple hierarchy/Team**

The simple Hierarchical/Team that was found in Entropia Universe can be compared to the structure type that Mintzberg (1980) calls the Simple Structure.

A mixture between the Machine and the Professional bureaucracy can be recognized in the guilds that have the multi stage hierarchical structure form.

A guild that had the Divisional form structure was also found. In this guild, the sub units all have a Simple structure.

The peer group structure that was found in Entropia Universe can for some of the guilds that have this type of structure have some similarities to the Adhocracy

Table 2 gives an overview of the different types of guilds that I have found in Entropia Universe, which I have used for my discussion and analysis, in regards to their organizational structure and their objective.

**Table 2; overview of the guilds structure and objective**

<table>
<thead>
<tr>
<th></th>
<th>Simple hierarchical/Team</th>
<th>Multi stage Hierarchy</th>
<th>Peer group</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Networking/social</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Altruistic</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Personal Development</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

With the help from Mintzbergs framework the structures of the five guilds will be discussed, analyzed and described in chapter 5.


4.2 Transaction cost theory

In 1937 Ronald Coase wrote the article, *The Nature of the Firm*. Coase argued in the article that the market and the firm represented two alternative ways to making a transaction. Making transaction in the market and using the price mechanism, did not operate with out cost, it came with a cost, and he identified these cost as transaction cost.

Oliver Williamson with his books *Markets and Hierarchies: Analysis and Antitrust Implications*, 1975 and *The Economic Institutions of Capitalism*, 1985 followed up on this train of thoughts.

Williamson (1975) most important contribution to transaction cost economics lies in specifying the variables that can determine whether a hierarchy or the market will have the lowest transaction cost in different circumstances. A transaction cost can be various things but

>“in basic terms transaction cost are those cost associated with an economic exchange that vary independent of the competitive market price of the goods or services exchanged. They included all search and information costs, as well as the cost of monitoring and enforcing contractual performances” Robins (1987, pp. 68).

Williamson (1975, 1985) attempts to explain why there are some transactions that take place within an organization and some are carried out in the market. This is done with Williamsons main argument; it is because of the fact that making a transaction cost. Transactions costs, not only because of bound rationality and opportunism but more because making transactions has some distinct features. Whether a transaction for a particular item is costly or not depends on the critical dimension of that transaction. Williamson (1981)

Transaction action cost economics as developed by Williamson (1981, pp. 548) is built on two assumptions about human beings.

- Bound rationality
- Opportunism

Bound rationality is according to Herbert Simon (1961), quoted by Williamson, is the degree to which “human agents behavior is intendedly rational, but only limited so” Williamson (2002, pp. 174)

Williamson argues that when it comes to information collecting and processing, one is incapable to shape a complete and exact imagine of all possibilities of choices.
A common example of human beings bound rationality is to use the example of playing chess. A chess player has all the information needed to make a move, that is that the player knows the position of the white and black pieces, which before making a move is all the information that is necessary. However before making the move, the player needs to think of all the possible moves that the opponent can make and then think of all the possible move that can be made to counter the opponents move. The problem here lies in the vast numbers of alternative moves. So when the player chooses a move, it is not because the player do not want to make a move that is fully rational, but more that the players capacity to evaluate all the possible moves is limited. The player is rational bound. (Douma and Schreuder, 1991)

The second assumption that Williamson (1975, 1985) makes about human beings is that they sometimes display opportunistic behavior. Opportunism refers to the “self-interest seeking with guile”, to the “incomplete or distorted disclosure of information, especially to calculated efforts to mislead, distort, disguise, obfuscate or otherwise confuse” Williamson (1985, pp.47)

Williamson does not assume that everybody displays opportunistic behavior, but that it is hard to know before making a transaction if people are honest or dishonest. Combining these two assumptions when making a transaction means that there are a number of things that needs to be considered, but which are all most impossible. To eliminate some of these many things that needs to be considered before making a transaction, Williamson (1975, 1985) invented the critical dimension of transaction that could help to determine whether a transaction should be made in the market of in the hierarchy.

According to Williamson (1981) some transactions are easy to facilitate others are more complicated, but what factors identifies whether a transactions is one or the other.

“Markets requires the sharing of complexity about the competition and prices, the bureaucracy requires the sharing of certain social knowledge, the understanding of legitimate authority, norm of reciprocity. ” Wilkins and Ouchi (1983, pp. 470)

In Entropia Universe, these two alternatives when making a transaction also exist. There is the market, (which offers two different modes of making a transaction. The auction house or making a transaction avatar-to-avatar) and then there are the guilds.
The different means of making transactions in Entropia Universe and the different transaction cost that exist in Entropia Universe have been discussed in chapter 5.2

**4.2.1 The critical dimensions of transaction**

The critical dimensions of transactions are as (Williamson 1975, 1985) stated, asset specificity, uncertainty and frequency of which the transaction reoccurs. The critical dimensions have been my main focus when I have discussed transaction cost within the guilds of Entropia Universe.

1. Uncertainty/complexity
2. Frequency of transaction
3. Asset specificity

**4.2.1.1 Uncertainty/complexity**

Bound rationality only becomes a problem if the environment in which the transaction takes place exist uncertainty and complexity.

Whether an environment is complex is according to Boccara (2004) quoted by Salazar (2005) depending on three factors.

“Complex systems consist of three factors:

- Large number of interacting agents,
- They exhibit emergence; that is, a self organizing collective difficult to anticipate from the knowledge of the agents behavior
- Their emergent behavior does not result from the existence of a central controller. “Salazar (2005, pp. 4-5)

Entropia Universe indeed shows all three of these characteristics. In Entropia Universe there exist a large number of interacting agents: The agents of Entropia Universe are the thousands of gamers avatars that inhabit the world of Entropia Universe.

Furthermore Entropia Universe also consists of non-player characters, which are basically artificial intelligence based characters or creatures with which the gamers avatar also interacts with.

Self-organizing emergent behavior; this comes in forms of all the guilds that exist in Entropia Universe that are self created and controlled by different gamers and therefore the emergent behavior does not result from the central controller of Entropia
Universe- MindArk. Based on these assumption I have induced that Entropia Universe can be looked upon as having a high degree of complexity.

“Uncertainty deals with the concept of information asymmetry. The price of an item cannot reflect all the dimension of it. When that happens, there is uncertainty present and then information asymmetry exists”. Douma and Schreuder (1991, pp. 171) The used car industry is often used as an example of such information asymmetry. The seller of a used car holds valuable information about the car, and the buyer of the used car lack there of. The information that the seller posses can be about what condition the car is in. The seller’s information about the car compared to the buyer’s information about the car is what is called information asymmetry. Whether the seller chooses to share the information about the cars real condition depend on how honest or dishonest the seller is, that is does the seller display opportunistic behavior.

In the highly complex world of Entropia Universe there are many different items that can be purchased. Many of these items require that the gamer have the needed knowledge and information about the item in order to use it efficient. The degree of uncertainty that lies when a transaction is to be made depends on the gamer’s capability to obtain the knowledge about the desired item. In section 5.2 discussed this further.

4.2.1.2 Asset Specificity

“An asset is transaction specific if it cannot be redeployed to an alternative use without with out significant reduction of value. Asset specificity exists in five principal ways.

1. Site specificity, as where successive stations are located in a cheek-by-jowl relation to each other so as to economize on inventory and transportation expenses.
2. Physical asset specificity, such as specialized dies that are required to produce a component.
3. Human asset specificity, that arises in a learning-by-doing fashion.
4. Dedicated assets, which are discrete investment in general purpose plant that are made at the behest of a particular customer.
5. Brand name capital.” Williamson (1985 pp. 143)
Two of the five-asset specificity has been selected to be of the most importance when discussing asset specificity in Entropia Universe. Those two are human asset specificity and physical asset specificity.

“Human asset specificity can be describe in terms of the degree to which they are organizational and the ease with which the productivity can be metered,” Williamson (1981, pp.564).

For the guilds in Entropia Universe two types of human asset specificity have been discovered. There is the human asset specificity that is related to the guild members knowledge of the guild, and then there is the human asset specificity that is related to the profession that the individual gamer have chosen to pursue.

Physical asset specificity, this type of asset specificity came closest to the other asset specificity that has been located in Entropia Universe. However it did not fully cover the type of asset specificity that was found interesting to discuss. Therefore another type of asset specificity has been created. This has been name “Item asset specificity”.

In Entropia Universe, items exist that can only be used by a gamer, if the gamer is at a specific level. Example, there is gun that can only be used if the gamer has a high leveled skill in hunting. Other items functionality depends on the gamer possessing another item. Example, the gamer can purchase a device that can give telekinetic power. But in order to used this device, the gamer needs something that is called mind essence. If the gamer do not posse the mind essence, the device for telekinetic power does not function. An item such as the telekinetic power is deemed to have high item asset specificity.

According to Williamson (1985) there is a governance structure, market or hierarchy, which is better suited, depending on the degree of uncertainty and asset specificity.

See table 3

**Table 3: Governance structure choice as a function of asset specificity and degree of uncertainty.** (Hendrikse, 2003, pp. 214)

<table>
<thead>
<tr>
<th>Degree of uncertainty</th>
<th>Asset specificity</th>
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<tbody>
<tr>
<td></td>
<td>Low</td>
</tr>
<tr>
<td></td>
<td>High</td>
</tr>
<tr>
<td>Market</td>
<td>Low</td>
</tr>
<tr>
<td></td>
<td>Market</td>
</tr>
<tr>
<td>High</td>
<td>Long-term contract</td>
</tr>
</tbody>
</table>
In section 5.2 the relation between item asset specificity and the degree of uncertainty has been discussed and compared to the recommend governance structure of choice according to theory.

### 4.2.1.3 Frequency of transaction
The frequency of transaction is the dimension that deal with how often transactions are carried out. Depending on how often a transaction occurs, the degree of asset specificity and uncertainty, there are different recommendations to the governance-structure choice. Table 4 illustrates the recommendations of governance-structure choice according to Williamson (1985).

**Table 4: Governance structure choice as a function of asset specificity, degree of uncertainty and frequency.** Williamson (1985)

<table>
<thead>
<tr>
<th>Asset specificity</th>
<th>Degree of uncertainty</th>
<th>Low</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Low</td>
<td>Market</td>
<td>Long-term Contract</td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>Market</td>
<td>Long-term Contract</td>
</tr>
</tbody>
</table>

For the guilds in Entropia Universe the frequency of transaction that takes place within the guild and transaction that takes place outside the guilds have been looked into. Furthermore the relationship between the frequency of transaction and the choice of governance structure has been compared with Williamson recommendations in chapter 5.2.

### 4.3 Ouchi’s Clan theory
According to Williamson (1975, 1985) when making a transaction there exist two choices. Either the transaction is carried out in the market or in the hierarchy. Long-term relationships between suppliers and buyers, joint ventures and network organization are often seen in the real world. All these are examples of hybrid organizational forms, meaning that these hybrids falls in between the markets and hierarchies. (Douma and Schreuder, 1991)
In 1980 William Ouchi wrote “Markets, Bureaucracy and Clans, where he argued that there existed a third structure, namely the clan.

Ouchi’s addition of the clan as a co-ordinating mechanism was based on the socializations of the individual organization member, so that each member to a degree shared common objectives, goals, beliefs and values. Ouchi (1980) “From the perspective of Mayo (1945) and Barnard (1968) the core problem of corporation arises from the fact that individuals have only partially overlapping goals.” Ouchi (1980, pp. 130).

The guilds in Entropia Universe have similar traits to the clans that Ouchi describes. In the discussion and analysis chapter those similarities are discussed and the question of having a common goal, values and beliefs was asked when the interviews with the guilds was conducted.

Mayo furthermore states that organizations were easier to make efficient in the pre-industrial times. In the pre-industrial time members of an organization would typically have served as an apprentice and thereby been socialized into accepting the values and belief of the organization. Ouchi (1980) When a new gamer enters Entropia Universe, the gamer is quickly approach by other gamers, and asked if the gamer wants to become his apprentice. If the gamer chooses to become an apprentice and have the more experienced gamers as a mentor, the mentor will explain the new comer about the game. In the discussion and analysis chapter the relationship between joining a guild and having served as an apprentice is discussed.

According to Durkheims “clans conforms to a kin network but may not include blood relation.” Durkheims (1933, 175) Under these circumstances it is not necessary for the organization to measure performance, in order to control their members since due to the socialization them members seeks only to do what is best for the clan. It will also not be necessary to make explicit reward systems in terms of value added since the rewards will distributed to according to non performance measure, but will more likely be distributed determined on length of services or other such measures. Ouchi (1980) The resembles between clans and the guilds in Entropia Universe, in regards to the reward system in terms of rising in rank that exist in the guilds in Entropia Universe will also be discussed in chapter 5.
Alvesson and Lindkvist (1993) have discussed the clan concept developed by Ouchi, and Alvesson and Lindkvist (1993) expanded the clan concept to include three different kinds of clans.

“Three different types of clans:

- The Economic-co-operative Clan
- The Social-integrative Clan
- The Blood-kinship Clan” Alvesson and Lindkvist (1993, pp. 427)

In short the 3 different clans are;

“The economic clan, which is mend to motivate the clan members to accomplish more, get a higher and in the eyes of those involved a more justly distribution outcome. The social clan is more related to work satisfaction, the need for communion and to belong, and then the last one is blood kinship, which is the more traditional clan, where consanguinity and biological imperatives are essential” - Alvesson and Lindkvist (1993, pp. 428).

These different types of clans that Alvesson and Lindkvist defined can be compared to the different types of objectives that the guilds in Entropia Universe have. At first glance the first two objectives that the guilds have, the economic and the social/networking can easily be related to the economic clan and the social clan that Alvesson and Lindkvist defined. As for the other two objectives; the altruistic and personal development, specific knowledge about the guilds that have these objectives is needed, before determining if those guilds also to a certain degree be described by the Alvesson and Lindkvist clans. This will be discussed in the next chapter. As for the blood-kinship clan, this type of clan has not been found in any of the guilds. However, a guild that bears the resembling to blood-kinship clan has been located and arguments to why it could be perceived as being an almost blood-kinship clan will be discussed later.

4.4 Summation of theoretical insight

Mintzberg’s structure in 5’s gives a framework as to how an organization is structured. Mintzberg describes: various structure types, how an organization is directed and what options that there is for an organization for influencing the organizational behavior. Parts of Mintzberg’s framework were located in the guilds of Entropia Universe. Williamson’s transaction cost economics looks at the different modes of
which a transaction can be carried out in. The resembling of theories markets and hierarchies were identified in Entropia Universe; as the market (containing of the auction house and the avatar-to-avatar) and the guilds.

The critical dimensions of transactions provide knowledge for which mode to choose when making a transaction under different circumstances. Entropia Universe was found to be complex and that uncertainty existed under different circumstances. Two types of asset specificity were discussed in relation to Entropia Universe, namely human asset specificity and item asset specificity. Ouchies clan theory provides another alternative to the traditional governance structures of the market and hierarchies, the clan. The clan most important feature is its socialization of the individual member of an organization. The different ways of making such socialization process was related to the guilds of Entropia Universe.

With the help from the theory of this chapter, the research question; how are organizations in Entropia Universe constructed, seem approachable.

In the next chapter the empirical data combined with the theory of this chapter will be discussed and a description of the guilds will be provided.
5 Discussion and Analysis
In this chapter I have used the theory that was explained in the previous chapter to describe the data that I have collected. I have first given a brief introduction to the five guilds that I have used for the discussion and analysis. I have then looked at the guilds organizational structure, that describes how the guilds are shaped and directed and then I have discussed the different trade opportunities that exist in Entropia Universe. Based on that I have analyzed these different modes of transactions with the transaction cost economic theory. The clan theory is applied to both of the themes, since the clan theory relates to both of them.

The five guilds

5.1.1 Guild A
Guild A was formed in 2006 and it currently has 178 members. Guild A has an altruistic objective. The goal for Guild A is to become the best learning center in Entropia Universe, for newcomers to the game. The guild’s leader is Thaddeuss\textsuperscript{11}, which is the one who I have been in contact with.

Guild A has a multi stage hierarchical structure

5.1.2 Guild B
Guild B was formed in 2005 and currently has 30 members. Guild B has an economic objective. The guild’s goal is to become successful business people in Entropia Universe. Mastermesh\textsuperscript{12} is the vice president in the guild, and it is she that I have been in contact with. Guild B has a simple hierarchical structure.

\textsuperscript{11} http://www.entropiaforum.com/forums/members/thaddeuss.html
\textsuperscript{12} http://www.entropiaforum.com/forums/members/mastermesh.html
5.1.3 **Guild C**
Guild C was formed in 2008 and it currently has 77 members. Guild C has personal development as an objective. The guild’s goal is to help each other to become better gamers. Guild C has a multi stage hierarchical structure. I have been in contact with Lilac who holds the position of colonel.

5.1.4 **Guild D**
![Sledge](http://www.entropiaforum.com/forums/private.php?do=showpm&pmid=1233636)
Guild D was formed in 2007 and it currently has 48 members. Guild D has a social/networking objective. The guild’s goal is to have fun. Guild D has a multi stage hierarchical structure. I have been in contact with Sledge.¹³

5.1.5 **Guild E**
![Mice](http://www.entropiaforum.com/forums/members/mice.html)
Guild E was formed in 2006 and it currently has 20 members. Guild E has personal development as objective. The guild’s goal is to be the best skilled guild in Entropia Universe. At the moment, guild E ranks 3¹⁴th amongst the over 1000 guilds that exist. Guild E has a peer group structure. I been in contact with the leader of the guild named Mice.¹⁴

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5.2 Organizational structure of the Guilds

I have used the framework created by Mintzberg, as described in the theory chapter, to make my analysis of the previously described guilds. I have looked into what types of structures the guilds have. What coordinating mechanisms do the guilds have, and do the guilds have traits that resemble those of the clans that Ouchi described.

5.2.1 Structure of the guilds

I have begun my analysis of the guilds by first looking at the structure- and the basic part of the organization, according to Mintzberg’s *Structures of 5’s*.

I asked the different guilds what type of structure they have.

“Our guild is a massive group of friends that enjoys each others company and can feel equal among every other member. (Thaddeus, guild A) The description that Thaddeus first gives seems to fit the structure of a peer group well, although later Thaddeus states that, “We use a hybrid hierarchical system of military mixed with democracy. I as a general and leader has a strong say in what happens, but I have also developed a council of high ranked members to make any big decisions. (Thaddeus, guild A) On the basis of this answer, it can be said that guild A has a multi-stage hierarchical structure. The same is true for guild C and D. According to Mintzberg an organization is divided into some basic parts. For guild A, C and D, I have identified three of these basic parts. The strategic apex of the guild is the top two layer consisting of the general and the colonels. The middle line is the captains and the sergeants. The operating core is the privates and the recruits. See picture 7.

![Picture 7; multi-stage hierarchical structure](image)

Guild B, “*one person is the president and everyone else is vice president.* (Mastermesh, guild B) Guild B consists of two of the basic parts of the organization. The strategic apex is the President and the operation
core is all of the vice presidents. Guild B has, what I have called a simple hierarchical structure. See picture 8

“We are basically a group of friends and everyone has a vote in all questions.”
(Mice, guild E) Guild E has a peer group structure and therefore it only consists of the Operating core. See picture 9

According to Mintzberg, there is a link between the basic parts of the organization and structure of the organization. Mintzberg’s the Simple Structure consists of the Strategic Apex and the Operating core. Guild B is then, according to Mintzberg, an organization, that has a simple structure. Guild A, C and D are best described by Mintzberg’s The Machine Bureaucracy. The Operating core takes up the largest part of the The Machine Bureaucracy, and the strategic apex has all the power. The Machine Bureaucracy normally also includes the Technostructure and The Support Staff. I have not identified the latter two parts in any of the guilds that I have encountered in Entropia Universe.

Guild E that adheres to the peer group structure comes closest to resembling the Adhocracy structure, since it only consists of the Operating core.

I have also found the Divisional Form. Guild B belongs to this form and is therefore also part of a larger organization. According to Mintzberg the Divisional Form also consists of all five of the basic parts of the organization. The guild that takes the Divisional Form only consists of the Strategic Apex, the Middle Line and the operating core. Guild B is part of the Middle Line. See picture 10
Looking at the structure of the all the guilds in Entropia Universe, it is clear that the majority of the guilds follow a hierarchical structure, and most of the guilds are actually multi stage hierarchical. See pie chart 1.\textsuperscript{15}

That the majority of the guilds have a multi stage hierarchical structure, one could argue, could indicate that the guilds are very organized and therefore, that the guilds are conscious about structure. That the majority of the guilds adhere to a multi-stage structure could signify that many of the leaders, or founders, of the guilds understand some of the basic organizational ideas. It seems that the leaders recognize the necessity for a member of the guild to feel the reward of their hard work. That is, that there is a possibility for the guild members to rise in rank, and maybe gain more influential power.

I have in the next section looked at if the different structure types are related to the size of the guild

\textbf{5.2.1.1 Unit-size}

In real world organization, the structure and the size of an organization are often closely related. Organizations that are large could have a tendency to have a more strict hierarchal structure, than small entrepreneur organizations. It is hard to define what size a large, medium and small organization has. It depends on a number of things; one of them is specific to the country as to where the organization is located. An organization that is considered medium to large in Denmark could in the U.S.A be regarded as a small sized organization. For the guild sizes of Entropia Universe I have not had any other virtual world to benchmark the guild sizes to. Therefore deciding whether or not a guild had a small, medium or large size is solely based on the guilds that are in Entropia Universe. The guilds that I have been in contact with have a range of members from 5 to 200. The average member number of the 30 guilds is 43. Using 43 as the average amount of members in a guild, I have made a margin around 43 members and determined that guilds that fall within this margin can be classified as

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\textsuperscript{15} Based on answers from interviews with 30 guilds.
medium sized guilds. Naturally guilds that are below this margin are then classified as small and the above are the lager guilds.

Table 5 below shows the sizes that I have determined to represent the different categories. The pie chart shows the distribution of the different sizes of guilds in the 30 guilds that I have looked at. See pie chart 2

Table 5; guild sizes

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Small guild</td>
<td>0-24</td>
</tr>
<tr>
<td>Medium guild</td>
<td>25-59</td>
</tr>
<tr>
<td>Large guild</td>
<td>60-</td>
</tr>
</tbody>
</table>

To see if there is an indication on the structures of the guilds and their size are correlated, I have divided the guilds into the three different structures and then according to their size. See the three charts below.

As depicted in pie chart 5 the majority of the guilds that have the multi-stage hierarchal structure are guilds that have a medium to large size. This relates well with what is seen in the real world organizations. A guild of medium and large size needs more structure to make sure that the objectives and a goal of the guilds is achieved. Therefore when finding that the guilds of these sizes often

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16 Based on answers from interviews with 30 guilds
17 Based on answers from interviews with 30 guilds
chooses to structure their guild in the multi-stage hierarchal structure, could indicate that the leaders of the guilds understands this as well.

For the simple hierarchal and peer group structure there is also a strong indication as to the understanding of the correlation between size of a guild and the best-suited structure. See pie chart 3 and 4\textsuperscript{18}.

In the next section I have looked at the different coordinating mechanisms that can be found in the different guilds, those mechanism are also closely related to the structure type of the guilds.

### 5.2.2 Coordinating mechanisms

The coordinating mechanisms are different tools that an organization can use to direct the organization in the desired direction and how decisions in and organization is made. For guilds A and C, (both having the multi-stage hierarchical structure) different mechanisms can be found in their decision making process. The direct supervision and standardization of the work process can, to a degree, be recognized in guild A and C.

“Once you reach the rank of Private, you can then begin your “career path” in the guild. Reaching the rank of Sergeant you are allowed to send recruitment invitations. You can promote people to rise to the rank of private, when you are at the level of Captain. The rank of Colonel makes you a member of the high council that is leading the guild in cooperation with general. (Thaddeus Guild A)

Major decisions such as promotions, demotions, dismissals, final warnings, guild rules, procedure making as well as allocating guild owned funds are made only by the high council.

“When these decisions are to be taking they are done so by making a open voting poll in the high council section on the guild forum. For instance the general could post a promoting poll suggesting a specific member to be promoted to sergeant. Then the council votes, and the council votes with in 7 days or any other time frame and the majority then decides whether they should grant the promotion or not.” (Thaddeus, guild A)

In guild C, the members wanted to create an impersonal and non-political way of making change in the leadership, so they decided that the position of the general should change every six months, and that is should rotate between the founding colonels, which consist of 3 members.

\textsuperscript{18} Based on answers from interviews with 30 guilds
Since the members of guild C have created this rotation schedule, guild C has actually not changed general due to the contentment of the current general. The general has had the position for 16 months.

“the guild leadership is centralized amongst the top two ranks in the guild. that is General and Colonel. These two ranks are the only ranks who can admit and kick people in or out of the guild. In the guild there are 9 Colonels, all of who are welcome to admit people or autonomously promote them up to sergeant, if they are at a given skill level. Whenever a decision must be made that affects the guild as a whole, it is usually discussed between the Colonels and Captains; then brought to the General for the final say. Promotions to Colonel are an example to this, as a Colonel has a lot of power to manage the membership rooster. For smaller decisions such as promotions to Captain, the approval of three Colonels is all that is required. All members are welcome to invite anyone who they feel would be a good fit, though we strongly encourage that people don’t invite new players who have just started. (Lilac, guild C)

The decision making in both guild A and C is very specific. The direct supervision is represented by the different high councils that the guilds have. The standardization of work process consists of the rules that apply; what are the different responsibilities of the ranks and, what rules and regulations must the members of the guild follow. These rules are discussed below when the design parameters of the guilds are addressed.

Guild D shares the direct supervision and the standardization of work processes, but the decision-making is not set as specific as it is for the other two guilds. The members of guild D have a voting process when decisions are to be made, but it is only the top level/strategic apex that is allowed to vote. These coordinating mechanisms that the three guilds have are similar to those of many of the other guilds in Entropia Universe. That is, the top level/strategic apex is making the most important decisions.

Guild B, “People are free to do as they wish. Most of the main big decisions that affect the entire society are discussed in-depth in a sub-forum dedicated to our society here on Entropia forum. The guild has the biggest sub-forum on this forum.”

(Mastermesh, guild B) Mutual adjustment is the coordinating mechanism that best suites both guild B and E. The mutual adjustment is what I have called the voting/discussing category.

The coordinating mechanisms are very different from guild to guild. Some of the guilds are really organized and have very strict procedures on how decisions are made. Guild A, C and D have clear rules about how decisions should be made which corresponds well with their organizational structure of a multi-stage hierarchy.
However, Guild E, being a peer group, also fits very well with them having a
democratic decision making mechanism. Guild B, having a simple hierarchical
structure, should, according to theory, have a direct supervision more than having
mutual adjustment. The direct supervision exists to a certain degree in the guild, if
there where to be a tie in a voting process it would be the president that was given the
final say.

The different ways that the guilds make decisions are connected to the leadership
style of the individual guild. This takes us to Mintzberg’s design parameters of the
organization.

5.2.3 Design parameters
The Design parameters are tools that an organization can use to shape the structure
and the members of the organization. I have in this section discussed the different
parameters that I have located in the guilds.

5.2.3.1 Decentralization
Some of the guilds that I have looked at have centralized leadership and others have
decentralized leadership. Because of this I have categorized the guilds into either
centralized or decentralized leadership style.

“We are mainly centralized in the sense that all major decisions are discussed and
made by me and the council of colonel rank members.” (Thaddeus, guild A).

Guild A, B, C, and D all have a hierarchical structure and therefore it is natural to
discover that they all have a centralized leadership style, though guild B have a tendency to be more
decentralized than the others. Guild E has a peer group structure, thus there naturally is a
decentralized leadership style. See pie chart 6\textsuperscript{19}

Centralized leadership style in the guilds is the most common structure in Entropia Universe.

When the most common structure of the guilds is a multi-stage hierarchy, it not such a
big surprise that there are more centralized structures than decentralize.

The majority of the guilds have a multi-stage hierarchical structure and they have a
centralized leadership style. This means, that the leaders of the guilds have a lot of

\textsuperscript{19} Based on answers from interviews with 30 guilds
power, and have a lot of say in how well the guild is performing. One of the most important things for the leaders of the guilds is to try to influence this congruency between the individual member’s goals and the goals of the guild through the other design parameters. One way to do this is through the training and indoctrination of the members.

5.2.3.2 Training and indoctrination
When the guilds are recruiting members, it is important that the potential members have goals and interests that can coexist with the guilds own. There are many ways that a recruit process can be done. For real world organizations the most common ones are through interviews and test. Based on the interviews and the test an organization can see if the person would be a good fit. One problem that often arises is that an organization often has to decide between someone who could be a good fit and someone who is more qualified.

The real worlds recruitment process resembles the recruitment process that most of the guilds have. However they all state how important it is for a new member to be a good fit for the guild.

The most common recruitment requirements that the guilds have is to have the potential member on a trial period of two weeks in order to see how the interaction with the other members goes. In some guilds a new potential member can only become a member if another member refers him to the guild. Some guilds have special criteria’s that the members must live up to. When guild A, recruits a new member “they must seem good hearted and genuine. We do not accept people with bad attitudes or constantly confrontational. Any applicants is accepted upon first applying and are considered in a probation period, from which they can be dismissed by any member of the high council.” (Thaddeus guild A). The objective and goal of becoming the best guild a new gamer can join that guild A has, sets a limited to the amount of requirements that they can have to a potential member. In order for guild A to achieve their objectives and goal it is very important that the new potential member seem good hearted and genuine as they require, so that the altruistic spirit that guild A has continues.

“We generally know if someone will be a good fit for the guild, and new recruits will too after being with us for a while, other than that there are no specific criteria.”
(Lilac, guild C) Guild C’s only requirement is for the new member to be a good fit in the guild.

Guild B, D and E all have some more specific requirements that the potential members must live up to.

If you want to join guild B, you must own a shop or a stand, somewhere in Entropia Universe. Furthermore the Divisional form guild, of which guild B is a part of, has for some of the guilds a skill requirement when recruiting. This means, if you want to join the Elite guild you must have 80-150 in Kill skills, but if you want to join the elite miners guild you need to be at minimum level 30 in mining.

“German speaking, above 0 skills, I mean newcomer yes but someone started yesterday will need support from members (friend, family,...), clean record, adult behavior and we take our time in the 2 month watching period to see if a new member fits in.” (Sledge, guild D). The requirement of being able to speak a specific language is not an uncommon requirement. Many other guilds in Entropia Universe are based only of gamers from a specific country. The objective and goal of being a social guild where members can have fun with each other while playing that guild D has also corresponds well with there requirements.

“We only go by invitation; you cannot apply to our societies. We invite people we know or after watching think would fit in. Then there is a three weeks trial period, then a vote where all members can veto out the new member, so its kind of tricky to get in. There are also minimal skill criteria’s to be even considered, since we strive to get to number 1. New member must be close to have equal to average total skill of members”. (Mice, guild E)

The requirements that guild E has, are very specific and as Mice states, it is very hard to get in. Guild E also has a skill requirement that the new members must live up. But again here the objectives and goal of the guild corresponds well with the recruitment requirements that they have.

Most of the guilds have formal and informal rules that need to be followed and taught to new members. The control of the guilds is not as strict as you would find in a real world organization, but many of the guilds have written codes of conducts.

**Rules of conduct**

Some of the most common codes are integrity, loyalty, honesty and good behavior.

In most of the guilds there is created some formal and some informal rules and guidelines that state what is accepted and what is not accepted procedure and behavior in the organization.
Guild A, has created a code of conduct, “No member shall beg for free stuff, scam, Spam or harrass any other player of Entropia, as this reflects not just you but the society as a whole. The guild attendance policy must be abided by all members regardless of rank with the exception of recruits. Foul language is to be kept to a minimum on guild channel. Any personal disputes between members is to be discussed via private message to avoid disrupting the entertainment of others. You must be 16 or older to join the guild. No Skill requirements, new players are more then welcome!”

Guild B, lives under the philosophy and code of conduct dictated by the divisional formed guild, which is the following:

“We believe that a player should not be held back by others, they should be free to progress as their skills, equipment, and abilities permit them to. The other members in their society who aren't able to keep the same pace with them should not hold them back but at the same time the people who are ready to move on should not have a reason to feel bad about doing so. They shouldn't feel as if they are leaving everyone else behind. A member of a society should be just that... a member. The society should not revolve around any one member; the society itself should be bigger than any one person, this way the society's future is not dependent upon the success or failure of that one person.”

The above-mentioned requirements and rules of conduct resemble those of the other guilds that I have been in contact with. All of the guilds seem to have understood the importance of a new potential member being a good fit to the guild and that the requirements that they have selected will help the guilds in reaching their objectives and goals.

After the recruitment process is completed, the next thing that the guilds can do, to make sure that their new members adapt to the norms and values of the guild so the new member begins to establish an identification and loyalty towards the guild. This socializing process is important so that the guilds culture becomes internalized to the individual member and so that they more or less make the guilds objective and goals there own. The stronger the socializing process is the less the need for the guild to control its members. Because members who have adapted the culture of the guild will most like automatically behave in the best interest of the guild.

The structure in an organization helps to establish some guidelines and sets the boundaries on how members of an organization should behave. The same goes for the guilds. It is all about creating a balance between the organization and the individuals.

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21 http://www.the-nbk.com/philosophy.php
needs and goals. This is even truer when it comes to look at this for the guilds. The
gamers of Entropia Universe have two games at one time. There is there game and
goal with the guild and then there is there game and goal as an individual player.
I have asked the members of the guilds, if the success of the guild comes before there
own success.
“Most definitely, being the founder and leader of the guild for three years, all the
hard work I have put into it, it is understandable. I’d like to think my success is based
on my guilds success, so it’s more or less intertwined. My reputation affects the guilds
success and vice verse.” (Thaddeus, guild A)
I’d say they are equal. I try to spend as much time on the guild as I do on my own
gaming. (Lilac, guild C) guild B and E answered the same, where, as guild D said No.
Guild D not having the guilds success coming before his own, makes perfect sense,
objective of the guild was to have fun.
Most of the time these goals are not conflicting with one and the other. A reasonable
amount of the guild members that I have interviewed says that there own game and
there guild gets same level of important and some say that the guild always comes
first. Therefore it is very important that the leaders of the guild recognize this. They
should make sure that the there guild members can and have the opportunity to
exercise both games.

Promotion
In the guilds as in the real world organization there are the opportunity to rise in rank.
The promise of promotion or demotion is also a way for the leaders of the guild to
discipline their members. The guilds all have there different ways of justifying a
promotion, some of them is connected to level of skill you are at, and others have to
do with how well that you doing in the guild, how much you are contributing.
“We have little incentive for rising in rank. The only benefit is the recognition. The
higher ranked the more you are trusted and respected by others. Members gain the
basic guild system abilities as they are promoted.” (Thaddeus, guild A). Guild A, as
does many of the other guilds, promotes according to how long and active you have
been in the guild. This goes well with the theory according to Ouchi. For many of the
guilds it is not necessary to measure the performance to control. Furthermore rewards
are often distributed by nonperformance related criteria’s.
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5.2.3.3 Behavior formalization

Behavior formalization is the parameter that helps to shape the Objectives, goals and common beliefs of an organization. I have in my research as described earlier found four different types of objectives that the guilds have. See pie chart 7.

- Economic
- Networking/Social
- Personal development
- Altruistic

“To be the #1 learning centre in Entropia Universe. We strive to teach new players the game, making the game easier and more appealing to first timers. But also to have fun day in day out in a comfortable group of people with the same interest.” (Thaddeus, guild A). Guild A has an Altruistic objective.

“We are entrepreneurs. Our objective is to be successful business people in our virtual Universe”, (Mastermesh, guild B). Guild B has an Economic objective

“The objective is to be a comfortable place for lower/mid level skill players to hang out and skill… We want enough people to find a team hunt with or chat with at most time during the day, but not so many that it gets hard to get to know each other.”, (Lilac, guild C). Guild C has a Personal development objective.

“Just to have fun”, (Sledge, guild D). Guild D has a Networking/Social objective

“To be the number one skilled society in Entropia Universe trough all members only being very active people with high skills”, (Mice, guild E). Guild E also has a Personal development objective.

The five guilds represent the four different objectives combined with three different organizational structures that I have found in Entropia Universe. Guild B’s objective being economic goes well with the theory of Alvesson and Lindkvist when they identified three different types of clans. One of the clans from Alvesson and Lindkvist was the Economic clan. Only 7% of the guilds in Entropia Universe have this type of objective. See pie chart 7. Many of the gamers state that they are not in the game to profit. Many actually become slightly agitated if you ask if they are in the game to

22 Based on answers from interviews with 30 guilds
profit. This is very interesting because later on when I discuss transaction cost and the trading procedures in Entropia Universe, most of the games charge a markup-profit when they are selling an item to another gamer. So even though they are not in the game to make a profit, they all act as though.

Guild D fits to the social clan described by Alvesson and Lindkvist. 36% of the guilds in Entropia Universe fall into this category. The gamers that are part of a guild with this type of objective, mostly just wants other gamers to play with when they are online. By joining a guild with this objective, the gamer can to some extend be certain that he will always find a guild member online at the same time as him, that he can either talk with, join with to go on a hunting expedition or get help with something.

Guild D has a multi stage hierarchical structure. One could argue that this was somewhat unexpected, since the objective of guild is to have fun and socialize. Such objective should not call for many formalized procedures. A Peer group structure seems a more obvious choice for this objective. In the recruitment requirements for Guild D, they state that a guild member must speak German. Alvesson and Lindkvist has a clan structure as they blood-kinship clan. I have not found any guilds that have this structure, but if look at Durkheims “clans conforms to a kin network but may not include blood relation”, Durkheims (1933, 175). One could argue that instead of calling it a blood-kinship, it could be looked upon as a National-kinship clan. Many of the clans in Entropia will fit into this type.

Both Guild C and E have Personal Development as their objective. 30% of the guilds in Entropia Universe have this type of objective. But in Guild C, all of the members of the guild have different professions. Therefore this guild appeals to gamers who like to diversify their skills or to gamers who like to be part of a guild where all types of professions can be found. One could therefore argue that guild C also could be seen as a social clan as defined by Alvesson and Lindkvist. In Guild E on the other hand all the members are hunters. Guild E being closes to the Adhocracy structure defined by Mintzberg actually states that organizations that takes this structure form, have a tendency to group into professional units, which is exactly what guild E has done.

Guild E could be classified as being in the economic clan defined be Alvesson and Lindkvist, thus being the best hunting guild in Entropia Universe has an economic value.
Guild A has the altruistic objective; this goes for 27% of the guilds. The objective and their structure type seem well suited. Based on the same arguments as for guild C, one could argue that guild A also can be classified as a social clan according Alvesson and Lindkvist.

According to Ouchi, the clan as a co-ordinating mechanism was based on the socializations of individual, in which they had common beliefs and values, and if they were socialized as such, members of the clan would also have a common behavior.

**Goals, values and beliefs**

I have looked into if common goals, beliefs and values can be located in the guilds. I have asked them if there was common, goal, values and beliefs in their guilds.

"Common goal is to learn the game play more efficiently, skill, have fun and teach the new players. Values: “Be genuine and kind to new players, play fair and help one another to succeed.” beliefs: Newbie’s are the life blood of Entropia Universe.” (Thaddeus, guild A). The goal of guild A is a goal that is common for all the members of the guild, where as if you look at the goal of guild B; “We all want to do well as business people and work with one another to help meet our individual goals”, (Mastermesh, guild B), their goal is to help each other with their individual goals. Have fun and help each other advance. It is assumed that as the average skill level grows with its members, we will talk more about future goals."

Values: “I’d like to think so. People, who are vocally racist, homophobic or sexist, would not last long in this guild.”(Lilac, guild C). Guild C has not defined any specific goal that they want to accomplished, but as Lilac says, that once the guild has progress, she assumes that a common goal would be laid down for the guild. The values that guild C has, are values that most gamers can agree with, but yet some very important values.

“Yes to be the best.” (Mice, guild E)

The objective of guild E is to become the best hunter guild in Entropia Universe, in
order for that to happen, guild E needs all the members to work to be the best.

For the guilds having a common goal, have been the most important of concept of the three. Many state that people are free to belief as they wish, and I have not found a guild that is based on a common belief. The values that the members of the different guilds must have could be argued that they where all ready defined in the rules of conduct that many of the guilds have. These goal, values and beliefs that the guilds have, might not be as strong as what Ouchi described when he created the theory of the clans, but I think its fair to induce that these guilds, have some of the similar traits that Ouchi has described.

**Apprenticeship**

Mayo stated, that it was easier in the pre-industrial time to make organizations efficient. He argues that the reason for this is that in the pre-industrial times, one had served as an apprentice, and thereby has learned the values and beliefs of the organization through socializing.

When one begins the game of Entropia Universe one is quickly approached by experienced gamers. They offer their help by becoming a mentor for you, and thereby making you their apprentice. I have asked the different members of the guilds, if before joining their current guild they were an apprentice to a member of their guild.

“*Being the founder of the guild, then no I have not been an apprentice to a member of the guild. When I began the game, my mentor was next-door neighbor in real life.*” (Thaddeus, guild A) being a guild with an altruistic objective, that helps new gamers to understand the game, can in itself be looked upon as a sort of mentor.

“*Before joining a guild I had a mentor that recruited me in to another guild, which later was divided and some spilt off to create Guild C. The leader of Guild C, was both mine and another Colonels mentor, but at the time we founded Guild C, it was not an apprentice situation any longer.*” (Lilac, guild C)

Many of the gamers have been an apprentice to someone when they first began the game, but very few of them have actually joined the guild in which their mentor was a part of. Lilac from guild C is the only one that I have met, that followed her mentor to a guild. The reason for this could be that, when one first begins the game, one does not know what to expect of the game. One does not know any of the guilds that are present. If one agrees to have a mentor who has a profession of crafting, and one realizes that one is more interested in becoming a hunter, then the mentor only end up
having the function of showing the basic movements and features of the game and once they are learned the apprenticed period is finished. The gamer then goes and search for a guild that has hunting as an objective so that the desired profession can be learned. Furthermore one could argue that the trial period that many of the guilds have, before admitting someone in to their guild could be looked upon as an apprentice period, where the guild tries to teach the potential member the goals, values and beliefs of the guild. If one were admitted into the guild, this would indicate that the socialization period has been a success and that the potential member can reconcile with the goals, values and beliefs of the guild. This corresponds well with the theory of Ouchi.

According to Ouchi common values and beliefs provide the harmony of interests that erase the possibility of opportunistic behavior. If members of an organization have been exposed to an apprenticeship or other socialization-period, then they will share personal goals that are compatible with the goals of the organization.

To sum up, this section has given a description of the structure of the guilds in Entropia Universe. The guilds in Entropia Universe had similar traits of structures as organizations from the real world. All the guilds had an objective, coordinating mechanisms and goals. Which was according Jacobsen and Thorsvik what characterized a group of people to be an organization. Though the resembling between the guilds and a hierarchal governance structure was strong, the guilds also had many of the traits that a clan according to Ouchi has. The guilds all had common goals and the socialization process of a new member of the guild was the most important feature when a new member was to be selected.

In the next section the different ways of making trades in Entropia Universe will be discussed.

5.3 **Guilds and transaction cost theory**

In this section I have discussed, the different ways that you can make transactions in Entropia Universe, and then I have applied the critical dimensions of transactions.

5.3.1 **Trading in Entropia Universe**

There are three different ways in which you can trade in Entropia Universe

1. You can trade avatar to NPC (Non Personal Control)
2. You trade at an auction house
3. You can trade avatar to avatar.

5.3.1.1 Trading Terminal
The NPC are called trading terminals (TT), and they are more or less like a vending machine, where you can buy and sell items. When selling or buying to a TT, one will get or pay the lowest price for an item. See picture 10

These prices are what determine what the real value of the item is, and it is called the TT price.

Picture no 11, shows the screen that meets one when one wants to make a trade, using the TT. The information that one can find about the items is limited. Information available is about the specific item, how it works, and what it can do. But there is no information about the price other than how much it cost, or how much this machine is willing to pay for it.

When trading anywhere else than to a TT, the price that one is given, is the TT price with a mark up on. This means that when selling or buying at a store or at a auction house, one will see the TT price and then there will be some kind of mark up on the item, it could say TT + 10 or +10%, which means that it cost PED 10 more or 10% higher than in the trading terminal. The items that are found in the trading terminal are limited. The trading terminal only contains items that satisfies the basic needs that one have in the game. That is, only the basic weapons and amours can be purchased in the trading terminal, however all most all items can be sold to the TT. But they will

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23 Picture taken in Entropia Universe
24 Picture taken in Entropia Universe
then be purchased at the TT value of the item, which most often will be a lot less as to what one have paid for the item.

If one is looking for more sophisticated items, such as higher-level weapons and amours, gold, mining equipment, leather jacket etc. the two other trading options are available.

### 5.3.1.2 Trading with an Auctioneer

To trade with an auctioneer, one first has to locate an auctioneer. They are stationed all over the world at strategically selected places. See picture 12\(^{25}\). When you click on the auctioneer, you will get picture 13, at your screen.

As you can see on picture 13\(^{26}\), if you compare it to the one from the TT, this actually contains a lot of information. It shows you how many

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Value</th>
<th>Bid</th>
<th>Markup</th>
<th>Buyout</th>
<th>Bids</th>
<th>Time left</th>
<th>Created</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scramtac Grin Guard (F,L)</td>
<td>1</td>
<td>51.82</td>
<td>(70.00)</td>
<td>135.07%</td>
<td>192.94%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Extosour Tooth</td>
<td>12</td>
<td>1.44</td>
<td>(7.00)</td>
<td>60.11%</td>
<td>555.55%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calcite Ingot</td>
<td>121</td>
<td>163.91</td>
<td>(183.00)</td>
<td>111.78%</td>
<td>114.84%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EnNebulon PA-104 (L)</td>
<td>1</td>
<td>156.00</td>
<td>(170.00)</td>
<td>117.33%</td>
<td>114.67%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EnNebulon PA-104 (L)</td>
<td>1</td>
<td>156.00</td>
<td>(170.00)</td>
<td>117.33%</td>
<td>114.67%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Missile Damage Assault Sh.</td>
<td>1</td>
<td>14.27</td>
<td>(45.00)</td>
<td>1015.66%</td>
<td>1015.66%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Helios Ingot</td>
<td>1490</td>
<td>89.40</td>
<td>(107.00)</td>
<td>116.95%</td>
<td>120.81%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Combit Ingot</td>
<td>264</td>
<td>116.00</td>
<td>(134.00)</td>
<td>112.79%</td>
<td>117.00%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic Sensor</td>
<td>1000</td>
<td>34.00</td>
<td>(37.00)</td>
<td>154.17%</td>
<td>154.17%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EnNebulon PA-104 (L)</td>
<td>1</td>
<td>156.00</td>
<td>(170.00)</td>
<td>117.33%</td>
<td>114.67%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Banknotes Skill Implant (L)</td>
<td>1</td>
<td>10.50</td>
<td>(12.00)</td>
<td>1207.48%</td>
<td>1207.48%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Geomike H2 Mole (L)</td>
<td>1</td>
<td>0.01</td>
<td>(3.30)</td>
<td>1.99%</td>
<td>+2.09%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic Academy Socket</td>
<td>5732</td>
<td>71.15</td>
<td>(78.00)</td>
<td>109.02%</td>
<td>109.02%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manuscrip Skill Implant (L)</td>
<td>1</td>
<td>22.16</td>
<td>(30.00)</td>
<td>121.19%</td>
<td>121.19%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kometan Ingot</td>
<td>3</td>
<td>22.50</td>
<td>(40.00)</td>
<td>177.78%</td>
<td>177.78%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\(^{25}\) Picture taken in Entropia Universe

\(^{26}\) Picture taken in Entropia Universe
As you can see in picture 14, it shows what condition the item is in, and then you can see the different prices that the item has had in different time periods. Those are listed under the Markup heading. Sales, informs you on how much money/ PED’s that has been spend on this specific item in the given period. If one wants to know more about the fluctuations of the prices of the item in this month, then this is also available.

Picture 14

Picture 15 illustrates this. Here you can see the Markup, Sales, Markup trend and the Sales trend in the last month for this item. Picture 16, shows you some more specific information about the item, and on the last line you find something called Transport Cost.

Picture 15

Picture 16

The Transport cost is for transporting items to remotely located auctions, that is, if one is bidding on an item that is located at a very remote place it will cost you PED to transport the item from the sellers location to the bidder. If the auction winner wishes, they may move to where the auction was located to avoid the fee. So this fee is added to the actual price of the item.

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27 Picture taken in Entropia Universe
28 Picture taken in Entropia Universe
29 Picture taken in Entropia Universe
The Transport Cost is one of the transactions cost that exist in Entropia Universe. Selling to an Auctioneer, gives the following options as displayed in picture 17. Here you can see the item value, which is the TT value, and then there is added an Auction fee. This also one of the transaction costs that can be found in Entropia Universe. The Auction fee, increases with the price of the item.

![Picture 17](image)

The price of an item can be set higher price than the TT price thereby hopefully creating a profit. Increasing the price of the item, automatically lead to an increase in the auction fee. The opening bid can be set and there is the possibility to decide whether or not there should be the option of a Buyout. The buyout feature can be used if one accepts the maximum price set by the seller and thereby obtaining the item immediately without following bids.

The advantages of the auction system are that all offers are centralized and displayed on categories. Offers can be evaluated and anybody can bid on the items. The markup on self-crafted items is always smaller than equally valued items that are looted. This is because crafted items are usually of lower quality or durability than looted items (which are always created by the game operator-Mindark).

### 5.3.1.3 Trading Avatar to Avatar

If one wants to eliminate the auction fee and the transportation fee, the option of trading in an avatar owned store or avatar-to-avatar. Some gamers have created stores that sell a huge variety of items. Purchasing your own store can quit costly to create an average store you can easily pay between PED 2000-5000. When selling or buying items via the avatar-to-avatar method, one does so by writing in a chat window. There are different chat windows available for this. There is a trading chat that is only used.

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30 Picture taken in Entropia Universe
for trading, a local chat that reaches out to the avatars that are within closed range, a
global chat that will reach everyone that are online at the given moment and then
there is the guild chat, that only the members of ones guild can see. When writing in
the chat windows it acts as one is screaming at the avatars that walk past you, like a
fruit vendor on a street. Using the avatar-to-avatar option can be very time
consuming. The time it takes to locate a gamer outside of the guild that is wiling to
sell or buy at the price that one wants, can be a major task. On any given day there
can be op to 100.000 gamers online at the same time, making trading in Entropia
Universe a complex task. The possibility of information asymmetry, opportunism and
moral hazard are of plenty. When buying from another gamer one will have to rely on
the seller’s price. The necessity to rely on the sellers price gives room for uncertainty
and it can be “dangerous” especially when you are a newbie, and do not know what
items in general cost. Furthermore bound rationality makes it all most impossible to
go through the many options that exist on the price of a specific item. If one does find
someone that is selling or buying that suits ones price range, this gamer can be located
at a remote place, and one would have to travel to that destination so that the actual
transaction can take place. It can easily take a couple of hours to reach a remote
destination. I have looked at this uncertainty that exist when buying from another
gamer in the section on the 3 critical dimensions of transaction.

5.3.2 Transactions in Entropia Universe
According to theory, all organizations will to a certain degree be depending on
outside raw materials, as well as they almost with certainty will depend on other
organizations to either provide them with items or to have a use for the items or
service that the organization creates or provides. This also fits very well to guilds that
I have encountered. I wanted to find out if there were some specific items that almost
always would have to obtain outside the guild.

Guild A is according to definitions that I made a large guild, and there members do
not specialize in one specific profession, so they should have a fair chance to become
self-sufficient, but they say that they depend on other gamers outside the guild to
supply them with raw material.

“It is nearly impossible to keep all transaction within the guild. Having hunters and
miners feed material to crafters who in turn feed the hunters and miners with
equipment is simple circle of life in game, but it is a lot harder then it sounds.
Weapons and mining equipment will always need to be purchased outside of the
guild, as we really do not have any high skilled crafters to build these items.”
(Thaddeus, guild A)
This answer resembles most that I have seen, all the guilds says that there are some
items that they always would have to purchase outside the guild. ” Depending on
online time of let's say crafters the basic needs can be filled internally but some high
level stuff will always come from outside. We have good connections to shop owners
and crafters for that.” (Sledge, guild D)
There is a tendency in the replies that I have been given, indicating that an item that
needs to be crafted based on raw materials that are available in Entropia Universe ex.
High-level weapons, often is an item that will have to be obtained outside the guild.
The profession of crafting is the hardest and most time consuming to become good at.
Therefore very few guilds actually have a member who is a well skilled crafter, which
then creates the need for obtaining items that have to be crafted from someone outside
the guild.
Guild B being a guild that contains of shop owners, naturally depend on others to
create items that they can sell in there shops, as well as they depend on others outside
the guild buying there items.
They all agree that there are some materials or items that they cannot get a hold of
with in the guild and that they therefore has to purchase them from someone outside
the guild. The guilds also all need other guilds or other players to purchase their
created items or have use for their service. Guild A, provides a service for new
gamers, where they help them get started in the game. They need others to provide
them with items, so that they can fight of monsters or other such things while they a
protecting the newbie’s, and they highly depend on new gamers to keep arriving,
other wise there objective or there goal is no longer necessary. Other guilds are very
small with only 5 members of the guild. The smaller the guilds are the more do the
guild depend on resources from the market.
This means that there are some transactions that the guild members can make inside
the guild and some needs to be made outside the guild. I have now exam the price
differences that are when trading inside and outside the guild.
There are four different transaction costs that you can find in Entropia Universe.
1. Time
2. Markup
3. Auction fee
4. Transport Cost

In have begun with discussing the trades that goes on avatar to avatar, and therefore here number three of the transaction cost has no importance at the moment, since they only occur when you are selling or buying from an Auctioneer.

Guild members trades items item with each other at all time. I have looked into the difference that there is between the trade that the guild members makes with each other, that is when they sell or buy from another member of the guild, and when a member of a guild sell or buy from someone out side the guild. I asked them if when they sold or bought an item to a member from the guild of thy then would charge a transaction cost fee or if they would sell it with a mark up.

“Within the guild you would never charge another member more than what an items is worth, it is looked down upon. Most offer each other discounted rates to sell items in the guild.” (Thaddeus, guild A)

“When I make trades with a guild member I usually just charge the set TT value, or below the average mark up if it’s a rare item.”(Lilac, guild C)

Guild B, D and E had similar answers. That is there exist an informal rule in most of the guilds, that when you are selling to a guild member, you will sell at the TT price or to a lot less than the mark up price that you could find in the Auction House or from another gamer. Furthermore, all the gamers that I have been in contact with states the same, when it comes to selling to a member of there guild, that they would not charge any transaction cost fee- that is that when you are selling or buying to a member of the guild you will not charge, Transport fee, Markup or charge for the time it took to find item to begin with.

All of them would sell at TT trade terminal value, lower or they would simple just give it to the guild member. I have yet not found that this is a rule that is written down anywhere in any of guilds rules of conduct, so this is one of them informal rules or guide lines that there is within the guild, and that is common for all the guilds. However when it comes to selling to a gamer that is not in the guild, there is also a clear tendency, to what the standard procedure for all the guilds that I have talked to.

“I normally sell at a market value or slightly lower. I am not playing to profit.”(Thaddeus, guild A)

“Outside I try to get the best offers” (Sledge, guild D)

“I try to make a living in trading; so do need to sell things at a higher price than I bought the items in question for. However, I also do special discounts to those outside
of the guild that deal with me multiple times. I basically treat folks outside of the guild that deal with me regularly as well as folks inside of the guild. I don't usually sell via the auction. I usually sell via person-to-person trading or through my booth or shopkeepers in my apartment” (Mastermesh, guild B)

They all state the same, that when the sell to a gamer outside their guild, they will charge a markup on their items. Mastermesh (guild B) stated that she would also sell to a favorable price to someone out side the guild, if they were a friend or someone that she often did business with. That is, she treats some of the members outside of her guild as long-term business associates. The agreement that she has with some of her long-term business associated, is what in traditional transaction cost economics theory is called the hybrid structure form that exist in between the market and hierarchies.

Most of the guilds state that they would charge a higher price when selling outside the guild, but many of them also say at the same time that they are not in the game for the profit.

It is clearly cheaper to purchase an item inside the guild, but not all items can be found inside the guild, as I have discussed in the previous section.

When item cannot be found inside the guild, they of course would have to be purchase outside guild. The cheapest way to purchase items outside the guild is to buy them at the trading terminal. Since the trading terminal only holds very simple and basic items, which once you have been playing for a while, due not live up to your needs, most often this is not an option. Therefore one would have to purchase the item from either another gamer via avatar-to-avatar trade or through the auction house. When purchasing an item through auction house or avatar-to-avatar, transaction cost of; time, Markup, auction fee and transportation fee is present. When outside of the guild, time has the most influence on the markup price. If you are purchasing gold from another gamer, the price of the gold would reflect the time it took the gamer to gain the gold and it could also included the tools that the gamer had to purchase in order to dig for the gold. Time is also of value, when considering the amount of time that is used for finding a seller of gold, which fits your needs. Making the purchase at the auction house can shorten this searching time. At the auction house as explained earlier, there are the auction fee and the transportation fee that are added to the mark up price.
To sum up; just as is seen in real world organization most of the guilds depends on items and materials from outside of the organization. If the item can be found in the guild this item has the best/cheapest price. However if the item is to be bought in the market, the price reflects this. The price found in the market, when purchased at the auction house is set according to supply and demand, and also based on the fact that the gamer will not have spent time searching for the item, since the auction houses are at easy access.

5.3.3 The critical dimensions of transactions in Entropia Universe
I have in this section looked into the three critical dimensions of transactions that need to be considered when a transaction is to be carried out. According to Williamson those three dimensions are the following:

- Uncertainty/Complexity
- Asset specificity
- Frequency

5.3.3.1 Uncertainty and complexity
In transaction cost theory, the term uncertainty and complexity when addressing the 3 critical dimensions is very important. I have in the chapter 4.2 argued for Entropia Universe being in a complex environment, so I have not discussed this again in this section.

I have looked into the uncertainty part of this dimension. I have tried to see if uncertainty when purchasing an item also existed in the trades that goes on in Entropia Universe, and if so, if the gamers believed it to be different from when they would purchase something from a member of there guild and from someone outside the guild.

When buying an item in Entropia Universe, there is as previous discussed a lot of information available about the item that can be gathered before one makes such a purchase. Clicking on the item of interest will make a picture appear, that informs about the item, as I described earlier. It is also possible to search information about items on the internet or on the forum web page that exists parallel to the game. The big question that could lead to uncertainty when one is to make a purchase is, do one as a buyer actually understand the information that is available. If one does not understand all the information that is available or do not have sufficient knowledge
within this field, the likelihood for purchasing something at overprice or something that one can not use or have no use for is greater. Furthermore just as well as you can purchase used things in the real world, used items can also be purchased in Entropia Universe. Many of the items that are for sale, whether new or used, is affected to damage and use. That is, buying a shield, and bringing it to battle, if attacked, this shield will take some damage point, which leads to it not being so effective the next time, and it will in the end result in it not working anymore. Some items can be repaired, others cannot.

Some items only work if one is on a specific level, or if one has another item that it fits with and so on. So there is actually a lot of information/knowledge that one needs to gain, obtain and search for before purchasing an item in order for one to eliminate that uncertainty.

I have talked to a lot of high-leveled guild members, which most often, makes them more experienced gamers. Therefore many of them have stated that they do not believe that there exist any uncertainty for them when the purchase a new item, because they know most of the things out there, and if they did not they would simply just do the research on the item before purchasing it, and thereby most likely remove the uncertainty.

"No uncertainty, it is pretty easy to read the stats and know how effective the item will be based on similar items. (Lilac, guild C), is there exist a greater uncertainty, when purchasing out side the guild, “the item will be the same no matter who/where I get it from. There are no ways to hide flaws in an item. There are people who try to scam you, but I have been around long enough so I wont be taken under most scams.” (Lilac, guild C)

However, some of them do believe that uncertainty exists.

" I am fairly versed in anything that I buy, but when it comes to something beyond my understanding, I normally impulse buy and just dive in whether I know what I am doing or not.” So yes I believe that uncertainty exists when you purchase a new item.” (Thaddeus, guild A) and for the uncertainty being greater when you purchased from someone outside of the guild. “Most defiantly, when buying from a member of my guild, you expect the other member to look out for you and your best interest, if this item does not benefit you, the other guild members will not offer it for you.” (Thaddeus, guild A)
Other players stated that in the beginning, when you are new to the game, there are a lot of other gamers just waiting around to try to trick/scam you to purchasing something you do not need at that level or something that is completely useless, to a price that is a lot higher than the market price. Being new in Entropia Universe and maybe even new to the whole concept of virtual worlds, one do not know nor understand the complexity that actually exist in these games, regarding the items that you can purchase, the market mechanism and prices that all these items are subject to. Some of the guild members also states that, if one were to purchased an item from another guild member, and found out that one had could not use it, then the item could either be sold back to the guild member or one could simply sell it to one of the trade terminal, without loosing money on it. Because of the informal rules of the guilds, that dictates that items are only sold at the trade terminal TT price to another member. This takes of the uncertainty of trading inside the guild. This of course would not be possible if the item is purchased from someone out side the guild. One could sell it to trading terminal, but the likelihood of loosing a great deal of money on that is high.

Based on this I have induced that there exists different combination of the uncertainty factor. See table 6 and 7. The factor is based on whether one is an experienced gamer or not, and whether the transaction is made with the guild or the market. In both cases the complexity of the transaction is high.

Table 6:

<table>
<thead>
<tr>
<th>Experienced player</th>
<th>Guild</th>
<th>Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uncertainty exist</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Uncertainty doesn’t exist</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

Table 7:

<table>
<thead>
<tr>
<th>New Player</th>
<th>Guild</th>
<th>Market</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uncertainty exist</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Uncertainty doesn’t exist</td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

If uncertainty exists, then there will for some items be a higher uncertainty than to others. The degree of uncertainty has to with asset specificity. In the next section I
have discussed the two different asset specificity that I have found interesting to investigate in Entropia Universe.

5.3.3.2 Asset specificity
When addressing asset specificity I have found that human and what I have called item specificity are the most important of the 5 types of asset specificities that exist. I have begun by discussing human asset specificity.

Human asset specificity
Human asset specificity is properly the most valuable asset that is to find in Entropia Universe. In order not to create confusion between the two different human asset specificities that I have discussed, I have renamed them. There is the profession asset specificity and the guild asset specificity.

Profession asset specificity
Beginning with the profession asset specificity. There are different things that a gamer can specialize within, whether it is to become a hunter, a trader, a miner, a craftsman or something completely different, one thing they all have in common is the enormous amount of time it takes, to become a skilled one. When beginning the game of Entropia Universe, one owns nothing, and therefore any items that is needed in order to progress in the game, will either have to be purchased with a deposit of money or one will have to earn money by working at one of the very low paid “jobs” that can be found in the game. If one takes the easy way and deposit money, one still needs the skills to use a certain item. Lets say that hunting is the desired profession to pursue. One can purchased one of the most expensive guns to begin with, one would still die very fast, since one have no experience in combat and will run very slowly, so one can not out run the “monsters”. All of this can almost only been gained by playing, that is spending a lot of time on doing various different activities. These are all thing that all gamers goes through once they begin the game, unless one is only there to socialize, but the game would quickly become boring if one did not begin to pursuit some kind of profession.
I have asked the different guilds about their profession asset specificity.
“Hunting is my main profession, next to mentoring and running the guild. I also try to dabble a little bit in crafting and mining simply for the knowledge to teach new players.” (Thaddeus, guild A)

In Guild A, since this is guild has an altruistic objective, they do not in terms of profession need there members to have any specific profession, but they do try to have diversified professions, so that they can teach a wide range of knowledge to the new members of there guild.

“Hunting is my main profession, more specific laser pistoleer. The guild does not intentionally recruit anyone to diversify the skills. Most people naturally like to try to out different things, so there is usually all professions accounted in the guild.”(Lilac, guild C)

In this guild having the objective of personal development, there is no specific profession that the members need to have.

In guild A, C and D there guild do not set any requirements to the level they have within there profession, so in terms of that they have a low profession asset specificity.

“Main skill is contractual negotiation relations, we do try to have diversified skills and profession in the guild.”(Mastermesh, guild B)

In guild B, having an economic objective and all own stores, they have some very specific knowledge that not a lot of other gamers has.

“ My profession is fulltime hunter. In terms of having diversified skills we try to work on those areas we are weak in.”(Mice, guild E)

In guild E, their objective was personal development, and they want to achieve to be the best hunting skilled guild in the game. They are all high-leveled hunters, and in order to join the guild, you must have very high skills in hunting. So for guild B and E the human asset specificity is very high. The members of these guilds all have some very specific and very qualified knowledge about shop keeping and hunting.
**Guild asset specificity**

Then there are the guild asset specificity one gains by joining a guild. The time that the gamer that joins a guild put in to the guild to learn its ways and conducts, in order to become socialize so that the member becomes valuable for the guild. This resembles the time and effort a real life organization puts into a new staff member in training and so forth.

Once the gamer becomes a member of the guild, that gamer contains some very specific knowledge, values and goals, and can therefore be considered as guild asset specificity. The guild that specialize in the heroic altruistic objective of helping new gamers, all the members needs to have a great deal of knowledge that makes them capable of helping the new players in the game. They spend a good deal of time showing them around the world, and they show them the different professions that the gamers can pursuit. Once the member is part of the guild, the training of the new member continues, so that the new member can also gain the same level of knowledge and skills so that the new member in the future will be able to help someone else.

Once a gamer is fully committed to guild, then that is not something that is easily transferred to another guild.

The level of the guild asset specificity is connected to the objective and how specific the behavior formalization and design parameters of the guild are. See table 8

**Table 8; Human asset specificity in the guilds**

<table>
<thead>
<tr>
<th>Guild</th>
<th>Profession asset specificity</th>
<th>Guild asset specificity</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Low X</td>
<td>High X</td>
</tr>
<tr>
<td>B</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>C</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>D</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>E</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

As one can see in table 8, I have not found all the guilds to have high level of human asset specificity within both of the self made categories. Even so I have based on the prior description of the two human asset specificities that the guilds have, found that in terms of Williamsons the four-way classification of internal organizational structure the relational team is the description of human asset specificity that I find best suits the guilds that I have studiet. According to Williamson then the human
assets in organizations that is described by the relational team, are specific to the organization and very difficult to meter. The organization will in this case focus on engaging in social condition to help ensure that members understands and are dedicated to the purpose of the organization. The relational team relates well with the clan form of organization that Ouchi has described.

**Physical asset specificity**

The second type of asset specificity that I have found important to discuss is the physical asset specificity. According to Williamson’s theory physical asset specificity is an asset that is design in such a way that it only can have one purpose. Most of the items in Entropia Universe have high physical asset specificity according to this definition. Therefore I did not find it so interesting to look at in the items in terms of the physical asset specificity. However, I thought that if the concept of the physical asset specificity was slightly changed it could be very interesting to look at. I have instead of physical looked at the item asset specificity in terms of how specific the item is when one is to use it. Some of the items found in Entropia Universe are very common items, that a gamer can use at any given time or level in the game. This type of item would have low items asset specificity. When one no longer desire to have an item with low asset specificity, or have no use for the item once it is purchased, it will not be difficult to sell it to another gamer.

Other items are more specialized, if one is to be able to use the item it requires that you either have some other items that they can work with or that one have a given skill level for which the item is suited to. These items are classified to having high item specificity. If the gamer for some reason cannot use the item or no longer have use for it, these kinds of items can be hard to resell due to their specific requirements. Furthermore the items that have high item asset specificity can often only be purchased outside the guild, due to lack of qualified crafters as have been discussed earlier. See table 9

**Table 9; Item asset specificity**

<table>
<thead>
<tr>
<th>Items</th>
<th>Low</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Common</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Specialized</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
When I discussed uncertainty in the previous section I found that whether or not uncertainty existed was based on the gamers experience or the lack of. Then there is according to theory a structure type that suits the different degrees of uncertainty and asset specificity best.

**Table 10**

<table>
<thead>
<tr>
<th>Item asset specificity</th>
<th>Experienced gamers</th>
<th>Inexperienced gamers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td></td>
<td>Market/Guild</td>
<td>Market/Guild</td>
</tr>
<tr>
<td>High</td>
<td>Market</td>
<td>Long-term contract</td>
</tr>
<tr>
<td></td>
<td>Long-term contract</td>
<td>Guild/ Long-term contract</td>
</tr>
</tbody>
</table>

For the experienced gamers; then the only thing that they have to look at when they are buying low item asset specificity items is the price. So in that case it is not important where they buy the item. For items that has high item specificity, but low uncertainty should be purchased in the market. If both the item and the uncertainty is high, then it would be best if the gamer made a long-term contract, just as guild E, have stated that they have created. Making the long-term contract could help to insure that if the gamer no longer had a use for such an item, that it could easier be resold to the producer of the item, since the likelihood is that the producer of such items have other contacts that might have use for such an item.

For the inexperienced gamer; when both the item and the uncertainty is low, it is here also only the price of the item that is of most importance. If the item asset specificity is low and the uncertainty is high, such an item should preferably be obtained through the guild. When the item asset specificity is high and the uncertainty is either low or high, then a long-term agreement is best for such a purchase for the same reason as stated for the experienced gamer.

Table 10 is different from what theory recommends. This is based on two things. The first being that if an item have high item asset specificity, then the likelihood for it to be obtained in the guild is low, and therefore a long-term contract is more suitable. The other reason is due to the guilds informal rules regarding the price of items when trading from member to member with in the guild.
In the next section I have discussed the frequency of transaction and I have in the next section also looked at the link between the frequency of transaction and the item asset specificity.

5.3.3.3 Frequency

The last dimension is frequency. As discussed earlier, two different modes of making transactions have been looked at. The transaction that takes place inside the guild and transactions that are made outside the guild, in the market.

It varies from gamer to gamer on how often a transaction is made. One could argue that it also depends on the type of guild and that’s guild objective that the gamer is a member of. Guild B that had the economic objective makes a living by trading with other gamers outside of the guild. A member of the guild with the economic objective has a high frequency of transaction both inside and outside the guild. Guild D strives to become the number one hunting guild in Entropia Universe, and in order for them to progress in the game, and thereby achieving their goal, they have to buy weapons all the time, so that their hunting equipment is always up-to-date. In guild D only the hunting profession is represented, so each time they need a new weapon they are forced to make that transaction outside of the guild. Members of guild D, will therefore have a low frequency of transaction inside the guild and a higher frequency outside the guild. The guild members have been asked about their frequency of transaction inside and outside the guild.

Inside the guild,

“Not too often as I am not much for buying or selling these days, but I’d say once a month or so, now a days.” (Thaddeus, guild A)

And for transactions outside the guild, “about the same, maybe a little more.”

(Thaddeus, guild A)

*Often in trade windows, PMs, chats in game, shopkeepers booth.*” (Mastermesh, guild B)

And for transactions outside the guild, “Many times. Most of my business contacts and regularly suppliers and buyers are outside of my guild.”(Mastermesh, guild B)

“When ever the need arises. Sometimes I need crafting materials, or have crafting materials for others. Sometimes I loot guns or armor that guild members need.”(Lilac, guild C), and for outside the guild: “Not nearly as often as with guild members. Most of the time I buy stuff from auction.”(Lilac, guild C)
Guild D and E, had similar answers as guild B.

![Pie chart 11](image)

![Pie chart 12](image)

Depicted in the pie charts 11 and 12 are overviews of the frequency of transaction inside the guild and outside the guild/ the market. As can be seen in the pie charts the frequency of transaction inside the guild is higher than the frequency of transaction outside the guild. According to transaction cost theory there is a link between the frequency of transaction, uncertainty and the asset specificity. See table 11.

For the experienced guild member, the recommendations are not very different from when only item asset specificity and uncertainty was discussed. However when item asset specificity, uncertainty and the frequency are high, then the guild or making a long-term contract is recommended. It has previous been discuss that items with high asset specificity cannot easily be obtained with in the guild, so the recommendation of the guild is to be understood as if the guild trained a member of the guild to become a crafter so that the items of high asset specificity would also be possible to gain within the guild. If the training of a member is not possible then a long-term contract is recommended instead.

For the inexperience guild member the scenario is also not much different from when only item asset specificity and uncertainty was discussed. The same recommendations hold when there is high item asset specificity, uncertainty and frequency. The market is only recommended when the item asset specificity, uncertainty and frequency is low. For all the different scenarios the guild structure type is to be preferred do to informal rules of the guilds, stating that a profit should not be made when trades are conducted with other guild members. However not all items can be obtained within the guild. When item cannot be obtained within the guild, then depending on the item
asset specificity, uncertainty and the frequency of transaction either the market or the making of a long-term contract is to be chosen.

Table 11

<table>
<thead>
<tr>
<th>Item specificity</th>
<th>Experienced gamer</th>
<th>Inexperienced gamer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>Market/guild</td>
<td>Market/guild</td>
</tr>
<tr>
<td>High</td>
<td>Market/guild</td>
<td>Guild/long-term</td>
</tr>
<tr>
<td></td>
<td>Long-term contract</td>
<td>contract</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Market/guild</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Guild/long-term</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Long-term contract</td>
</tr>
<tr>
<td>High</td>
<td>Guild/long-term</td>
<td>Market/long-term</td>
</tr>
<tr>
<td></td>
<td>contract</td>
<td>Contract</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Guild/long-term</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Long-term contract</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Guild/long-term</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Long-term contract</td>
</tr>
<tr>
<td>Rare</td>
<td>Often</td>
<td>Rare</td>
</tr>
<tr>
<td></td>
<td>Often</td>
<td>Often</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rare</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Often</td>
</tr>
</tbody>
</table>

5.4 Summation Discussion and Analysis

This chapter has used the theoretical insight gained in chapter four and combined it with the empirical data that was gathered. The construction of the guilds of Entropia Universe was described.

The five guilds structures were discussed, and similarities between Mintzbergs structures in 5’s were located. The guilds all had objectives, decision-making mechanism and all were very focused on the behavior formalization and the training and indoctrination parts of Mintzbergs structure. The most common structure type was the multi-stage hierarchy, which resembles Mintzbergs Machine bureaucracy. A link between the guild size and the choice of structure were present. The most common was the social objective which could be compared the to the social clan that Alvesson and Lindkvist defined. Other similarities between the guild and the clan were located. The guild and the clan showed similar traits in terms of the importance of the socialization process. The guilds all had a degree of common goals, values and beliefs. In terms of the reward system, the guilds did not practice promotion based on
performance, but they were based on the longevity and activity level of the guild member. All in all the guilds seemed to be organized more or less in the same way that organizations in the real world are.

In the guild and transaction cost theory section of chapter five, the different ways of making transactions in Entropia Universe has been discussed. Three different ways where found. The trading terminal, which offered the lowest prices for items, but at the same time, only had a limited selection of items available. The auction house, that offered over 1000s of items at once, where all information regarding the item asset specificity and the price were available with easy access. The last option was the avatar-to-avatar.

Different transactions cost were identified. When trading with the trading terminal no cost of transactions was added to the price. A transaction that was carried out through the auction house had, an auction fee, mark up and transportation cost as cost of transaction. The avatar-to-avatar mode of transaction, time and mark up were the transaction cost that influenced the price.

The critical dimensions of transactions were applied to the transactions in Entropia Universe. The dimension of uncertainty was divided into two scenarios. One scenario for the experienced gamer and another for the inexperienced gamer. Two types of asset specificity were located, namely human asset specificity (guild and profession) and physical asset specificity (item asset specificity). The frequency of transaction was discussed and recommendations towards governance structure choice were related to uncertainty, asset specificity and frequency. Similarities between the guild and the clan were discussed through out the whole section. According to Ouchi the clan were a third governance structure, which existed beside the traditional market and hierarchal structure. In Entropia Universe only two governance structure types have been located, the market and the guild. The guild is best described as an organization that bears the resembling of a traditional hierarchal organization and a clan.
6 Conclusion

The purpose of the paper was to answer the research question: How are the organizational forms that exist in the virtual-world-economy known as Entropia Universe constructed?

Many different virtual worlds exist, but studying the organizations in Entropia Universe was found to be of interest since Entropia Universe was said to have a real cash virtual economy. In chapter two the definitions of a virtual world and a virtual economy were given. I concluded that Entropia Universe lived up to those two definitions.

Based on that the research of how organizations in the virtual-world-economy known as Entropia Universe constructed could begin. 30 guilds were investigate through interviews and questionnaires, however only five guilds were selected for the discussion and analysis of the guilds. I found that the best way to describe how these organizations were constructed were to look into three different aspect of an organization. How the organizations were structured, how transactions were conducted in Entropia Universe and how they were conducted in the guilds. The last aspect was the clan as governance structure. I concluded that the guilds were very organized and that the way that decision making, training and the general structure of the guilds resemble the structure of real world organizations. Traits of the clans described by Ouchi were also present in the guilds. Based on the level of importances that the guilds found the socialization process to have, in terms of shared goals, values and belief, I conclude that the guilds have strong resembling of both the traditional organization and of the clan. In regards to transactions in Entropia universe, I conclude that there only exist two types of governance choices of structure, the market and the guilds. No guilds were found that only had the traits of a real world hierarchy and no guilds were found that only had the traits of a clan, therefore I conclude that the guilds are a hybrid between the hierarchies and the clans.

I conclude that the different between theories recommendation for governance structure choice under various form of asset specificity, uncertainty and frequency of transaction is not very different from the recommendations for the guilds in Entropia Universe. However compared to the theory where the hierarchy structure is only recommended under high degree of uncertainty, then the guild is more often
recommended, due to the informal rules of the guilds, stating that profit is not be made when transactions are conducted between guild members.

All in all I conclude that both in the structure of the organization and in the ways of which transactions are conducted has a strong resembling to real world organization and blended with traits from the clan theory is how the organizational forms in the virtual-world-economy know as Entropia Universe are constructed.
7 References


8 Appendix A

8.1 Interviews with the five guilds

8.1.1 Guild A: The Knights of Calypso

1. What is the name of your society?
The Knights of Calypso (TKoC)

2. How many members are there in the society?
Currently 154 Members

3. What structure do your society have.
Our society is a massive group of friends that enjoy each others company and banter and can feel equal among every other member. It is a team production in the way of all working towards the goal of learning the game and becoming more efficient in your gameplay. As well as working together to teach newer players the basics of Entropia and make their transition into entropia more comfortable.

4. What type of hierarchy system do you use?
We use a hybrid hierarchy system of military mixed with democracy. We have a structured ranking system of recruit private sergeant captain colonel general but it is not dictatorship. i as General and leader have a strong say in what happened but I have also developed a council of high ranked members to make any big decision regarding the soc on behalf of the society as a whole.

5. What is your position within the society?
I am founder and General of TKoC

6. What incentives are there for you to rise in rank in the soc
We have little incentive for rising in rank. The only benefit in my eyes is of recognition the higher ranked the more your trusted and respected by others as a game savy players. Members gain the basic society system abilities as they are promoted. We allow members to being sending recruitment invites at sergeant, accept recruit applications and do promotion to private at Captain rank and Colonel Rank are my Council members or honorary colonels that have stepped down from the Counsil.

7. What is the objective of the society?
To be the #1 new learning centre in EU. We strive to be teach new players the game making the game easier and more appealing to first timers. But also to have fun day in day out in a comfortable group of people with the same interests.
8. Is the leadership style of the soc centralized or decentralized?
Im not sure what this means. googles it and still dont quite understand but anyway. i think we are mainly centralized in the sense that all major decisions are discussed and made by me and my counsel of colonel ranked members. but we do allow our lower ranks members responsibility in decision making and society event organization if they show interest.

9. What decision-making mechanisms do you have with in the society?
All major decisions such as promotions, demotions, dismissals, final warnings, society rule and procedure making, as well as alligating society owned funds, are decided by way of a open voting poll in the council section of our society forums. ie i post a promotion poll suggesting a specific member be promoted to sergeant rank. my Council members then vote on the decision most votes with in 7 days or 51% of votes at any time pass a poll and granting the promotion.

10. Dou you think that there are free riders within the society- that is members who gain by being a member, but who does not contribute? If yes, what do you do about it? If no how do you avoid it?
I would say most definitely, as a well known established society within entropia we are one of the most popular societies when it comes to suggesting a good soc for new players to join. This is because of our kind nature and willingness to help out newer players wherever we can.
This unfortunately gives many the false assumptions that we will give them free stuff if they ask for it and allow them to live off others.
We do our best to remove these false beliefs as soon as possible, making sure new members know that they can accept a gift if it is offered but begging or asking for hand outs is forbidden and will result in dismissal. Now we are also known for tp running new players and their are a few diciple farmers in the game that suggest their new diciples join us to teach them the game rather then the mentor himself having to do it. getting him free mentor gifts when we are the ones teaching his diciples how to play.
This is annoying but even though he uses us we are using him as a pipeline for new players constantly funneling into TKoC. We help new players because we enjoy it and he these mentor farmers send us a lot of new members so we both come out ahead.
Therefore its something we just ignore and allow continuing.
11. What type of looting distribution system do you have?
We have a basic and simple looting system of rules set up for our players to abide by. when 2 or more members team up a team hunt the loot is set to damage determines. This means all loot distribution is determined by the amount of damage inflicted on a animal. member 1 hits 80% of damage he gets 80% of loot. Now if someones globals (50 ped and up) or hofs or loots a non stackable item worth 50 ped or more with mark up is split 50/50 between all members of the team.
Now this does lend an advantage to newer players team hunting with higher ranked players to get globals, but all knights have the right to refuse a team hunt if they dont think their partner can pull their own wait or if they are simply unwilling to share their globals.

12. Do you think that it is a fair system?
Yes as fair as it can be. We cater to our newer players and the higher ranked players know this and do it more then willingly.

13. Does your society expect you to use real money?
No we have many members that survive ingame by sweating and living off the land or simply hanging out to just chat. No one is required to spend money. tho we do many events that are free and paid for by the society funds many events do cost atleast gun repair and ammo. or some sort of weapon decay.

14. Have you ever spend money to approve your skills so that you can rise in rank in the soc
i personally have never had to do this as i am the founder. i think many do it to earn alittle more recognition and be able to hunt with the big boys . but it is well known to our members that rank is not based by skills. it is based on longevity in the soc, activeness online and with in the soc chat, as well as helpfulness to our newbie recruits that our learning the game.

15. What is your profession?
Hunting is my main proffession next to mentoring and running the society.

16. Do you have a specific skill that others in you society do not have?
I have over 2k skill in Club which is a rather uncommon weapon for people to skill.. but other then that not really.

17. Do you in the society try to have diversified skills?
Yes i focus on my combat skills speading out and diversifying my fighting abilitys to
all aspects of combat. I have to this day skilled 4k pts of pistol, rifle and longsword each, and 2k of knife, knuckle, and club. I also try to dabble a little bit in crafting and mining simply for the knowledge to teach new players.

18. Do you have specific criteria’s when a new member is selected- if yes what? They must seem good hearted and genuine. We do not accept people with bad attitudes or constantly confrontational. Any applicant is accepted upon first applying and are considered in a probation period from which they can be dismissed by any Counsel member at any time if they are deemed unknighthly.

19. Do you have a unique skill, that almost no of others have in Entropia Universe I do some filming on the side making short story machinima movies using Entropai universe for my actors props and backgrounds.

20. How often do you make transaction with members of the society not too often as im not much for buying or selling these days but id say once a month or so now a days.

21. How often do you make transaction with others outside the society? about the same maybe alittle more twice a month

22. When selling an item to a member of your society, do you charges a transaction cost- do you charge a higher price than the items “real value”? With in the society you would never charge another knight more then what an item is worth it is looked down upon. Most offer each other discounted rates to sell items in soc.

23. Do you charge a transaction cost when you sell to others outside of the society? And is it different when it is avatar to avatar, than if you are selling to an auction house?

i normally sell at market value or slightly lower. im not playing to profit.

24. When buying a new item, do you think that there is uncertainty regarding how effective or useful the item will be?

i am fairly versed in anything i buy but when it comes to something beyond my understanding i normally impulse buy and just dive in whether i know what im doing or not. So yes.

25. If yes, is there a greater uncertainty when you buy it from outside of the society? Most definetly. When buying with in TKoC you expect other knights to look out for you and your best interests. If buying an item from someone is not going to benefit you they will not offer it.

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26. Are there some items that you will always have to buy from someone outside the society-if yes what?
Yes it is nearly impossible to keep all transactions with a society. Having hunters and miners feed material to crafter who in turn feed the hunters and miners with equipment is a simple circle of life in-game but is a lot harder than it sounds. For that to truly be maintained you need a many tier society with hundreds of members and real organization. Weapons and mining equipment will always need to be purchased outside of the soc as we really don't have any high skilled crafters to build these items.

27. Do you have a common goal congruency with in the society?
Common goal is to learn the game play more efficiently, skill have fun and teach the new guys.

28. Do you have common values with in the society?
Be genuine and kind to new players.
Play fair and fun and help one another succeed.

29. Do you have a common belief with in the society?
Newbies are the life blood of entropia.

30. Why do you cooperate within the society?
To achieve our goal for the greater good and my belief in karma. Help others and they will help you.

31. Do you in your soc cooperate to produce items
There are person to person trade deals setup for certain people to supply certain people with crafting materials or vice a versa to supply someone with crafted equipment.

32. Does your societies success come before your own?
Most definitely, but being the founder and leader with 3 years hard work put into it it is understandable I would think too much work to throw away now.
I like to think my success is based on my society's success. So it is more or less intertwined. My rep affects my society's and vice versa.
I find like the Japanese their personal success is based on their company's success. If the employee's or society member's aren't doing good the company or society suffers. If the company is not doing good it will in turn make the employee's unhappy and not doing good.
But long story short for me yes my society's success and happiness is more important.
then my personal avatars success and happiness.

30. Were you an apprentice to one of them members of your society before joining?
   Being the founder of TKoC no i was not. My Mentor was my next door neighbour in
   real life. heres the story how thek nights began from that... How TKoC Began..

31. Do you compete amongst each other in the society?
   It depends what you mean here. These questions are a bit vag for me..
   We are a newb helping society. so we have alot of new players with low skills come
   in to contact with mid to high lvl player that answer their questions and tp run them.
   with the newp layers i find their not really competeing against each other but rather
   racing to skill up as quickly as possible to get closer in skill with the mid high lvl
   guys so they can feal equal and beable to hunt with them and hang out etc.. on a
   player to player bases rather then mentor to diciple bases.
   Now to take the question another way we do hold events in which it is almost always
   knight vs knight to compete and win prizes.. we do pvp ring knuckle events where
   everyone uses tt knuckles last player standing wins a prize donated from our society
   funds.
   or pvp events where theirs a team of high skilled nights that defend a base against all
   other members. first person to succesfully capture the item they are protecting wins a
   prize.. theirs also team vs team hunts team with most loot wins...
   so we do compete against each other on the fun game lvl to entertain our selves but
   not on a day to day bases of you got more skills then me your more uber then me type
   of thing..

32. Do you compete with other societies?
   We have talked about hold events in conjunction with other societys.. ie team vs team
   hunting events most loot wins or highest single loot. pvp ring events ...
   nothing has ever actually been formalized and done but their has been talk...
   When it comes to us compete with other societys being the newb teaching soc we are
   we compete for recruits.. who can draw the recruits in to keep their numbers and
   activeness up..
   If you look at alot of the newb high member count socs it is 90% dorment dead
   accounts. I do a monthly attendence in TKoC to keep our activity and member count
   100% true.
   So the only compete we do outside of fun events with other societys would be
   compete for new members..
33. Is there anything else you would like to add?
I find your thesis topic very interesting and i think you will find quite a diverse selection of answers back as each society values, morale and gameplay are based solely on the leadership's way of thinking....
Some society's are so very lenient about everything member conduct, activity, dormant accounts, recruitments etc while others have very strict rules and procedures set in place for every instance and move the society makes..some socs are based solely on the goal of being the highest skilled or highest member count , compared to others that want to be the best known soc or the most prestigious soc.then you have others that stay in the dark dont look for any kind of popularity and are simply to play the game and converse with each other or just help new players when they start...
very interesting over my years in EU i have seen many societys and conversed with many generals over diversity to the society life available in EU.

oh yes and i posted your questions in the public section of my society forum so that you can see replies from other members.. not being a Knight you will not be able to register to our member section or reply in the public section but you will be able to see their answers just give it a day or 2 from now..

8.1.2 **Guild B: NBK Entrepreneurs**

1. NBK Entrepreneurs (stands for Natural Born Killers - Entrepreneurs Branch)
2. I have not done a headcount lately. It varies a lot since there are several NBK societies, and folks are somewhat free to switch societies within the NBK when they feel it's appropriate. We typically have about 15-30 people in NBK E.
3. Originally, the intention was to be a team production, creating a sort of factory like supply/distribution line to sell stuff. Most of the time there is a hierarchy, but people are somewhat free to do what they want... and disagree with the higher ups if they like on various ideas and goals, etc.
4. One person is the President, and everyone else is vice president. Basically, the original creator of the society is the president, and he's actually the leader of the entire community of NBK societies. He typically stays in the NBK E. since he is not so much in to skilling any more, and wants to focus on the business side of EU.
5. We are entrepreneurs. Our goal is to be successful business people in our virtual universe.

6. It is pretty centralized.

7. People are free to do as they wish. Most of the main big decisions that affect the entire society is discussed in-depth in a sub-forum dedicated to our society here on entropiaforum. The NBK has the biggest subforum on this forum, and each society in the community of societies that makes up the NBK has their own individual sub-forum too.

8. I don't know about free riders, but yes, there are some in the society that do get more out of the society than contribute back to it. However, most of those that do contribute back in their own special way. The NBK E. is the only NBK society that focuses on business instead of skilling. Because of that, some other NBK groups see NBK E. itself as a free rider sometimes, even though we do contribute back a lot with our TT shop, discounted items that we sell to other folks in the NBK, etc.

9. When there's group hunts, we usually split the loot at the end of a hunt. A lot of times, NBK E. members don't hunt though since we are business oriented. Also, on occasion, we do sell things to one another at very discounted prices or at TT prices because we like to spread the wealth.

10. Yes

11. Yes

12. Vice president

13. I'm mainly a voice of reason to those that get irrational on occasion. I also am a community oriented individual and spend a lot of time making contacts on the forum via PMs like this that others don't mess with since they don't want to take the time.

14. I guess my main skill is contractual negotiation relations.

15. Yes

16. Yes

17. No, unless you count patience.

18. Often trade windows, PMs, chats in game, shopkeeepers, booth.

19. Many times. Most of my business contacts and regularly suppliers and buyers are outside of my society
20. No. Typically, if someone in society wants an item that I have, I give it to them at the price that I paid, or maybe a few pecs more, but not a lot more.

21. Yes. I try to make a living in trading, so do need to sell things at a higher price than I bought the items in question for. However, I also do special discounts to those outside of the society that deal with me multiple times. I basically treat folks outside of the society that deal with me regularly as well as folks inside of the society. I don't usually sell via the auction. I usually sell via person to person trading or through my booth or shopkeepers in my apartment.

22. Yes, there are some things I've purchased in the past that did not have much use to me personally. However, most of the time when I have made such purchases, I never paid more than TT price for the item so that I can sell the item to the TT and get 100% of my money back if I need to.

23. Yes

24. Yes

25. Yes. We all want to do well as business people and work with one another to help meet our individual goals.

26. Yes

27. Yes

28. Most of the folks in the society are pretty easy going, and we all work well together.

29. No. They are about on equal levels.

30. No

31. yes

32. Yes, sometimes there are friendly rivalries going on with other societies. I was in several societies before I joined this one. For a variety of reasons, the other societies did not meet my needs. However, some of the folks from the other societies are still some of my best friends in the game.

33. With the NBK, there is enough people involved in the community that my personal needs for companionship in the game, as well as my need to have friends that drive me to work towards the next level of doing things is always there. There is also enough shared knowledge in the NBK community that we willingly share with one another through the forums that being in my society keeps me out of trouble that folks in other societies or freelancers run in to.
Knowledge is power. It's very useful to have friends that have "been there and done that"... The President of our society actually owned the very first in game shop that ever existed. Lots of other friends in my society own shops that cater to the needs of a variety of clients, or trade in person to person deals with enough of the main EU community that we practically know as much about the entire community as is possible. It's very good to have a bunch of friends that work together as a family type unit and establish a good level of communication with one another and the entire virtual universe as well.

8.1.3  **Guild C: Rapture of Rebellion**

What is the name of your society?
The name of the society is "Rapture of Rebellion"

2. How many members are there in the society?
the numbers fluxuate between 70 to 80... about 30 are active at least a few times a week, and another 30 are occasional players... we're always open to new members... and eventually trim inactives from the roster

3. What structure do your society have?
I think right now it is mostly a peer group... back when we actively sought out new players there was a bit more of a heirarchical element... naturally there are some of us who take on more of a leadership role, but I think it's acknowledged that among players who have been here for a while, noone really has authority over another...

4. What type of hierarchy system do you use?
the heirarchy template we use is military, which was chosen because some of the founders felt the rank names in the other templates were "tacky"
the "general" position is understood to rotate between founding colonels (currently three people) in six month intervals... we came from a soc where the general had become less active and one of the colonels who was his good friend wasn't getting along with the others... we wanted an impersonal and nonpolitical way to make changes in leadership...
we've switched leaders once in the past 16 months... I've declined my turn as soc leader for this round because Zyloc, our current general, is so quietly focussed on being the best hunter in soc that he inspires tranquility and respect in others... No need to rock the boat
5. What is the objective of the society?
Right now, I think the objective is to be a comfortable place for lower mid/ mid level skill players to hang out and skill... we want enough people to find a team hunt with or chat with at most times during the day, but not so many that it gets hard to get to know each other.
we used to be focussed on new player development more, as our founder was a very successful mentor, but as players developed, it got a bit too much to have our soc chat consisting of a constant barage of new player questions...
we also used to focus more on building a soc treasury and opening a shop or buying land... but that can be dangerous as there are no mechanisms in EU to recognize communal ownership. We've had some members who joined from another soc in which 2 leaders walked away with 8000 ped...

6. Is the leadership style of the soc centralized or decentralized?
due to game mechanics, I'd say that soc leadership is centralized amongst the top two ranks in any society (general and colonel in our case). these 2 ranks are the only ranks who can admit and kick... In our soc there are about 10 colonels, all of whom are welcome to admit people or autonomously promote them up to sargeant if they are at a given skill level...
all players are welcome to invite anyone who they feel would be a good fit, though we strongly encourage that people don't invite new players who have just started...
Zyloc is the general, and the only one physically capable of promoting, demoting, or kicking colonels... he is a decent guy who absolutely doesn't worry about small stuff, and is highly unlikely to do anything unless a number of other soc members insist on it...
Lilac (me) and mofu, the other founding colonels, tend to be the de facto leaders who initiate day to day decisions... there are about 1.5 k ped worth of soc assets which we split down the middle, but Lilac has been holding it all as mofu is on break...
Veronica, alex, and twisted are colonels who are longtime members and also keep an eye on soc chemistry as a whole. They would probably be the first ones consulted if there were any big dicisions to be made, and nothing would be done without their consent.
Malice is the soc armourer who stores a supply of donated gear for new players... he's a nice, quietly helpful, loaner type guy who appears to loathe soc politics, so we
wanted to give him a role where he was acknowledged without having to detract too much from his fun.

Jane and Quint were chosen to be colonels by the members of their former Soc when about 15 members form "phoenix omega" merged with RoR in June... Quint would definitely be consulted if there were any decisions, and Jane (though she hasn't been so active) is probably Lilac's closest friend on a personal level in game.

7. What decision-making mechanisms do you have with in the society?
Whenever a decision must be made that affects the society as a whole, it is usually discussed between the Colonels, and Captains; then brought to the General for the final say. Promotions to colonel are an example to this, as a colonel has a lot of power to manage the membership roster.

Also, when we merged with another Soc, we wanted to make sure everyone was comfortable with it before going forward.

Mostly we can find a way for a consensus, through many conversations to get a feel for what each party needs to be comfortable, and some compromise. Occasionally with more controversial decisions (when an active member was kicked), we've had a meeting and voted.

For smaller decisions such as promotions to captain, the approval of 3 Colonels is all that is required.

8. Do you think that there are free riders within the society- that is members who gain by being a member, but who does not contribute?
Not really. Although newer players generally need more help, they also tend to keep the conversation going... Since everyone is generally helpful, we see a lot of members who once they can help, really want to and enjoy it. There are some who aren't active in Soc activities, but they aren't a drain on the society.

We have no tolerance for begging. Pretty much a 2 strike system. Do it once, talk to them, make sure they know it's not tolerated, then if they do it again.... kicked.

9. What type of looting distribution system do you have?
No clearcut rules, its left up to the individuals in the team to decide. But usually, we use the standard, split all items 50 PED and above, and use stackshare (the game divides loot based on how much damage we do to the mob on an individual level).

Sometimes with newer players we take it a step further and also divide stackables to make their global experiences happier.
When there are members of the soc who need mediation, people step in to help the situation along.

10. Do you think that it is a fair system?
Fair enough. There is always room for people to misuse any system, but with trustworthy people most systems will be fair in the end.

11. Does your society expect you to use real money?
Well... people are expected to fund their own gaming, and since this is a game with a Real Cash Economy, to an extent that means people are expected to use real money. All the currency in the game is worth real money.
Whether they deposit money, or get lucky... it's all real money.
There are no items people must buy, or activities, or contributions. People could log on, never spend a PED, and still be in the soc. Most people don't want to use EU as a pretty chat room though, and if they are constantly without PED, they will quit eventually.

12. What is your position within the society?
I'm a founding member, my rank is Colonel. I declined my turn as General. Also the soc treasurer, and have the deed for the society condo. Use to be the soc armorer, before Malice took over the responsibility.

13. What is your skill?
Nub Different from noob in so far as I don't think I'm a noob, and a bit of a know it all. My primary profession is laser pistoleer, and I'm almost level 43. That's lower mid level. Compared to people who have been in game the same time as me I'm about average with my skill level. I know some who are far more skilled, and some that are far less

4. Do you have a specific skill that others in you society do not have?
Well, Lilac is composed of two people. So we're able to put more time into the game and not get too burnt out. It's also easier for conflict resolution because if one person can't mediate a situation, chances are the other can.

15. Do you in the society try to have diversified skills?
For the society, or for myself? The society doesn't intentionally recruit anyone to diversify the skills. Most people naturally like to try out different things, so there is usually all professions accounted for in our society. Except the beauty skill, almost forgot about that... ehhh...
I myself like to try everything.
16. Do you have specific criteria’s when a new member is selected?
We generally know if someone will be a good fit for RoR, and a new recruit will too after being with us for a while. That sorts itself out. I.E. No specific criteria... besides, we shall not suffer a douche.

17. Do you have a unique skill, that almost no of others have in Entropia Universe?
Nope.

18. How often do you make transactions with members of the society?
Whenever the needs arises. Sometimes I need crafting materials, or have crafting materials for others. Sometimes I loot guns or armor soc mates need. Right now I have some arm guards that I'll be selling to a soc mate.

19. How often do you make transaction with others outside the society?
Not nearly as often as soc mates, if auction is not included. Most of the time I buy stuff from auction. Also, when I mine, I will use a trader from one of the popular areas they gather to unload my enmatter and ores.

20. When selling an item to a member of your society, do you charges a transaction cost- do you charge a higher price than the items “real value”?
There are no transaction costs for person to person transactions... Most would consider it a scam. There is Markup, which is average price added to the set value of the item.

When I make trades with society members I usually just charge the set TT (amount given if sold to the trade terminal) value, or below the average markup if it's a rarer item.

21. Do you charge a transaction cost when you sell to others outside of the society?
And is it different when it is avatar to avatar, than if you are selling to an auction house?

I'm more inclined to charge more to people I don't know. Not entirely based on if they are in my society or not.

Also, when selling on auction, you are charged a fee to list your items. And even still higher MU because it requires less work for them to find the items they need, and people want to makeup for the auction fee.

22. When buying a new item, do you think that there is uncertainty regarding how effective or useful the item will be?
No, it's pretty easy to read the stats and know how effective it will be based on similiar items.
23. If yes, is there a greater uncertainty when you buy it from outside of the society? The item will be the same no matter who/where I get it from. There are no ways to hide flaws in an item. There are people who try to scam you, but I've been around long enough so I won't be taken under by most scams.

24. Are there some items that you will always have to buy from someone outside the society? Mostly gear. Sometimes a soc member will loot/have the skill to craft what I need, but for the most part I buy guns and armor on auction.

25. Do you have a common goal congruency with in the society? Have fun, help each other advance. It is assumed that as the average skill level grows with its members we will talk about future goals.

26. Do you have common values with in the society? I'd like to think so. While I have had personal conversations with a lot of the members, and I feel I have a good sense of their values... Always some surprises around the corner. Gamewise, most of us play to have fun rather than for monetary gain. Politically, some are more conservative than others. I don't think everyone needs to have the same opinion of Roe vs. Wade to game together, but people who are vocally racist, homophobic, or sexist, would not last long in RoR.

27. Do you have a common belief with in the society? Woot woot GRAVITY, Weeeeeee!

28. Why do you cooperate within the society? I respect the members of RoR, and appreciate that we created something awesome together.

29. Does your societies success come before your own? More so than in other MMORPGs where you need to gather a group of different classes together to finish quests, or instances, this game is more focused on the individual. You CAN focus all your energy on helping others one day, then the next close society chat and act as if you aren't in a society. You aren't locked down as a mage, so you don't need to team with a cleric to be more effective.

On a personal level, I'd say they are equal. I try to spend as much time on the society as I do on my own gaming. Sometimes I'm just cranky though.

30. Were you an apprentice to one of them members of your society before joining?
Before I joined a society I had a mentor that recruited me into Legion of Calypso, which was divided and some split off into RoR. MoFu was both Zyloc's and my mentor, but by the time we founded RoR it wasn't an apprentice situation any longer.

31. Do you compete amongst each other in the society?
Casual competition mostly. Never any prizes, or hard feelings on my part if I don't win. Things like I'll get such and such health points before you, or agility, or a new unlock. Mostly trash talk that is ignored until something triggers the thought.
Every once in a while someone will sponsor a PvP event. One senior member will hide in PvP 1 and teams of new players will track them down, and society donations go towards a prize to whoever gets the kill shot.

32. Do you compete with other societies?
Have in the past... LoCi had some PvP events with the society that recently merged with RoR. It was a straight forward PvP contest with beginner weapons, no healing, etc.

33. Is there anything else you would like to add?
Good luck with your research. It's interesting from a sociological perspective to compare in game societies to regular societies. Don't forget to go back to chat rooms if this is what your ultimate goal is. And if you want more detail, party lines, etc. Also, MUDs.

8.1.4 Guild D: Raumschiff Titanic Reloaded
Sledge
1. What is the name of your society?
Raumschiff Titanic reloaded
2. How many members are there in the society?
~80
3. What structure do your society have?
We have a activity based system in action to set the ranks. Other than that we are more a peer group than hierarchy
4. What type of hierarchy system do you use?
Leader is representation and ofc part of leading team ... leading team is First Circle and everybody has an assigned job (soc storage, membercare, supervision,...). We have a watching periode for new members and then we rank them according to
ingame and forum (own) activity.
5. What is your position within the society?
First Circle (Infrastructure)
6. What is the objective of the society?
Fun
7. Is the leadership style of the society centralized or decentralized?
group as described before
8. What decision-making mechanisms do you have with in the society?
Discussion and voting in a subforum (access for Leading group and a view advisors
without voting right). Regular members are ofc free to add ideas and say what they
want - however a decision taken by the leaderboard is fact
9. Do you think that there are free riders within the society- that is members who
gain by being a member, but who does not contribute?
We don't take anybody, we select and access to soc services like our rental shack is
for well known members only. so no i think free riders have a bad time in RTr
10. What type of looting distribution system do you have?
Depends on hunt - communist style equal share when we hunt with aprox same
equipment, item split when hunting damage team
11. Do you think that it is a fair system?
we think so - was a lot of work to bundle the rules
12. Does your society expect you to use real money?
If you manage to survive and have fun without then have fun - we have nondepositers
but depositing players are a majority
13. What is your profession?
Hunter
14. Do you have a specific skill that others in your society do not have?
IT stuff - soc board and the tools we use are coded by me
15. Do you in the society try to have diversified skills?
We have some crafters and some mine but on the more professional lvl we are
hunters.
16. Do you have specific criteria’s when a new member is selected- if yes what?
german speeking, above 0 skills - i mean newcomer yes but someone started
yesterday will need support from members (friend, family,...), clean record, adult
behavior and we take our time in the 2 month watching periode to see if a new
member fits in
17. Do you have a unique skill, that almost no of others have in Entropia Universe
nope
18. How often do you make transaction with members of the society
hard to say - depends on what i'm hunting and what others need
19. How often do you make transaction with others outside the society?
auction often for common stuff, pvp as good as soc only
20. When selling an item to a member of your society, do you charges a transaction
cost- do you charge a higher price than the items “real value”? 
soc price is a bit lower ofc
21. Do you charge a transaction cost when you sell to others outside of the society?
And is it different when it is avatar to avatar, than if you are selling to an auction
house?
outside i try to get best offer
22. When buying a new item, do you think that there is uncertainty regarding how
effective or useful the item will be?
nope i know pretty well what an item will do for me - there are good tools and ppl to
ask
23. If yes, is there a greater uncertainty when you buy it from outside of the society?
nope
24. Are there some items that you will always have to buy from someone out side the
society-if yes what?
Depending on online time of let's say crafters the basic needs can be filled internaly
but some high lvl stuff will always come from outside. We have good connections to
shop owners and crafters for that.
25. Do you have a common goal congruency with in the society?
fun and development
26. Do you have common values with in the society?
common sense adult behavior
27. Do you have a common belief with in the society?
loot sucks sometimes
28. Why do you cooperate within the society?
For fun with friends and more safety when teaming
29. Do you in your soc cooperate to produce items
yes bps often change hands and if someone needs this or that we help each other
30. Does your societies success come before your own?
its cooperation
31. Were you an apprentice to one of them members of your society before joining?
nope
32. Do you compete amongst each other in the society?
anybody competes against anybody within EU but no in RTr we try to help each other
33. Do you compete with other societies?
only if needed
34. Is there anything else you would like to add?
EU is damn hard without the support of a group of ppl you trust and have fun with

8.1.5 Guild E: Art of War
Mice
1. What is the name of your society?
Art of War
2. How many members are there in the society?
Currently 20 people
3. What structure do your society have? – that is do you see your society as a peer
group, is it a team production or is it a simple hierarchy where there is a leader.
We are basically a group of friends and everyone has a vote in all questions.
4. What type of hierarchy system do you use?
All are elevated hunters, one is leader just to handle the soc terminal and speak out
voice to other societies.
5. What is your position within the society?
Im one of the original 5 co-founders, im elevated hunter
6. What is the objective of the society?
To be the number one skilled society in Entropia Universe trough all members only
being very active people with high skills.
7. Is the leadership style of the soc centralized or decentralized?
decentralized
8. What decision-making mechanisms do you have with in the society?
We use our forum and votes on all important decisions
9. Do you think that there are free riders within the society- that is members who gain by being a member, but who does not contribute?
No, those people will be told this is not accepted behaviour and if they dont change they will be kicked out (after a majority vote to do so)

10. What type of looting distribution system do you have?
Depens what kind of event there is. We split all equal between those who takes part.

11. Do you think that it is a fair system?
Yes it is

12. Does your society expect you to use real money?
Well, no one expects anyone to use real money but in order to be "qualified" to join Art of War you would need to do it. We are all around 30-40 years old and have invested alot of time and money prior to forming or being invited to join.

13. What is your profession?
Im a full time hunter

14. Do you have a specific skill that others in you society do not have?
We are all on pretty high levels in all hunting skills. I focus on using melee weapons at the moment, so I guess Im the highest skilled in that in our society at the moment

15. Do you in the society try to have diversified skills?
Yes we try to work on those areas we are weak in.

16. Do you have specific criteria’s when a new member is selected- if yes what?
Yes. We only go by invitation, you cannot apply to our societies. We invite people we know or after watching think would fit in. Then there is a tree weeks trial period, then a vote where all memebers can veto out the new memerber, so its kinda tricky to get in. There are also minimal skill criterias to be even considered since we strive to get to number 1. New memerber must be close to have equal to avarage total skill of memebers.

17. Do you have a unique skill, that almost no of others have in Entropia Universe
No I dont think so.

18. How often do you make transaction with members of the society
Depens, not to offen.

19. How often do you make transaction with others outside the society?
I sell most hunting loot trough auction, Or high end stuff via EF.
20. When selling an item to a member of your society, do you charge a transaction cost- do you charge a higher price than the items “real value”?
I dunno what you mean with real value, if you mean the tt-value then yes I charge extra. We trade by marketprices with some discounts depending if its common stuff or rare items.
21. Do you charge a transaction cost when you sell to others outside of the society?
And is it different when it is avatar to avatar, than if you are selling to an auction house?
Yes, same as above. Sometimes I give friends discount.
22. When buying a new item, do you think that there is uncertainty regarding how effective or useful the item will be?
Not to me, I always examine what I buy prior to buying, otherwise I cannot determine the value.
23. If yes, is there a greater uncertainty when you buy it from outside of the society?
No
24. Are there some items that you will always have to buy from someone out side the society-if yes what?
Depends, at the moment some crafted healing tools I need to buy from outside, since no one in my society crafts them
25. Do you have a common goal congruency with in the society?
Yes, to be the best
26. Do you have common values with in the society?
Yes, all for one
27. Do you have a common belief with in the society?
We belive by hard work we can be the best.
28. Why do you cooperate within the society?
To win events and to have fun. Theres no chance a single person can win events like "Merry Mayhem" or take down a Unique event mob like "The Scylla" solo, our society makes us stronger then each individual. Just look at last landgrab when we forged the great alliance.
29. Do you in your soc cooperate to produce items
If you mean in terms of event prized then yes.
30. Does your societies success come before your own?
They go hand in hand.
31. Were you an apprentice to one of them members of your society before joining?  
No, I was one of the founders. I been friends with many of the members for many years though.
32. Do you compete amongst each other in the society?  
Well on a friendly level, we always compete who has them best skills etc.
33. Do you compete with other societies?  
Yes, there's an ongoing war between two sides in the top-ten societies since many years back.
34. Is there anything else you would like to add?  
Please let me know if you need some more info. Some things about how stuff works within my society I cannot tell though.
Appendix B
The interviews

1.1 Modified Miners Inc

1. What is the name of your society?
Modified Miners Inc.

2. How many members are there in the society?
Around 60 atm!

3. What structure do your society have? – that is do you see your society as a peer group, is it a team production or is it a simple hierarchy where there is a leader.
We have Initiate, 4th Circle, 3rd Circle, 2nd Circle, 1st Circle, Master

4. What type of hierarchy system do you use?
.. I don`t know how is called the hierarchy

5. What is your position within the society?
2nd Circle

6. What incentives are there for you to rise in rank in the soc
We have rules to reach next soc rank....I hope I will reach 1st Circle this year.. that means 4k in prospecting or surveying
7. What is the objective of the society?
I think the motto of the soc is...Making community a better world, well I think this is a perfect answer.
8. Is the leadership style of the soc centralized or decentralized?
I don`t understand this question
9. What decision-making mechanisms do you have with in the society?
I don`t understand this question
10. Do you think that there are free riders within the society that is members who gain by being a member, but who does not contribute? If yes, what do you do about it. If no how do you avoid it
No.
11. What type of looting distribution system do you have?
From 50% to over 100%
12. Do you think that it is a fair system?
Not really
13. Does your society expect you to use real money?
no
14. Have you ever spend money to approve your skills so that you can rise in rank in the soc
no
15. What is your profession?
Mining
16. Do you have a specific professions that others in you society do not have?
no
17. Do you in the society try to have diversified professions?
Yes, hunting.. I don`t even want to try crafting cause there you need lots of bucks.
18. Do you have specific criteria’s when a new member is selected- if yes what?
I think soc is looking for anyone who need to know more about mining and also about this game.
19. Do you have a unique skill, that almost no of others have in Entropia Universe
no
20. How often do you make transaction with members of the society
rare
21. How often do you make transaction with others outside the
society?
often
22. When selling an item to a member of your society, do you charges a transaction cost- do you charge mark up?
No, or below mv a lot
23. Do you charge a transaction cost when you sell to others outside of the society?- do you charge mark up And is it different when it is avatar to avatar, than if you are selling to an auction house?
Yes,
24. When buying a new item, do you think that there is uncertainty regarding how effective or useful the item will be?
yes
25. If yes, is there a greater uncertainty when you buy it from outside of the society?
no
26. Are there some items that you will always have to buy from someone out side the society-if yes what?
no
27. Do you have a common goal congruency with in the society?
To be the tops of mining socs
28. Do you have common values with in the society?
yes
29. Do you have a common belief with in the society?
yes
30. Why do you cooperate within the society?
yes
31. Do you in your soc cooperate to produce items
yes
32. Does you societies success come before your own?
yes
33. Were you an apprentice to one of them members of your society before joining?
no
34. Do you compete amongst each other in the society?
no
35. Do you compete with other societies?
I do
36. Is there anything else you would like to add?
I hope it was helpful the answers.. and pls correct the grammar mistakes, I`m not so good at english grammar.
1.2 Musketeers

1. What is the name of your society? Musketeers

2. How many members are there in the society? 4

3. What structure do your society have? – that is do you see your society as a peer group, is it a team production or is it a simple hierarchy where there is a leader. I see it as a team production group

4. What type of hierarchy system do you use? Well, for now all 4 of us use same titles and have same capabilities within society

5. What is your position within the society? Colonel (same as others)

6. What incentives are there for you to rise in rank in the society? To help socmates that are lower rank than me, with advice and giving them guidelines

7. What is the objective of the society? Objective of society is to have fun, to help newcomers, to create a group of individuals that work as team, to create a team that works for individual

8. Is the leadership style of the soc centralized or decentralized? Decentralized

9. What decision-making mechanisms do you have with in the society? Every major decision is first studied by all four of colonels and then completely taken if it is unanimous

10. Do you think that there are free riders within the society-that is members who gain by being a member, but who does not contribute? If yes, what do you do about it. If no how do you avoid it No, there are not such members. Every member contribute to
society.

11. What type of looting distribution system do you have? Looter takes all, but we go in hunt without any loot, and then looter splits loot equaly

12. Do you think that it is a fair system? Yes, it is fair
13. Does your society expect you to use real money? No, noone expects that

14. Have you ever spend money to approve your skills so that you can rise in rank in the soc No

15. What is your profession? Hunter

16. Do you have a specific professions that others in you society do not have? No

17. Do you in the society try to have diversified professions? Not necessarily

18. Do you have specific criteria’s when a new member is selected- if yes what? We seek that ne meber is hones before anything, because we don't want someone mire our soceity

19. Do you have a unique skill, that almost no of others have in Entropia Universe No

20. How often do you make transaction with members of the society Often

21. How often do you make transaction with others outside the society? Very often

22. When selling an item to a member of your society, do you charges a transaction cost- do you charge mark up?
No- no transaction cost, no MU

23. Do you charge a transaction cost when you sell to others outside of the society? do you charge mark up And is it different when it is avatar to avatar, than if you are selling to an auction house?
Yes, i charge MU and its usually lower than MU if I'm selling on auction

24. When buying a new item, do you think that there is uncertainty regarding how effective or useful the item will be?
no
25. If yes, is there a greater uncertainty when you buy it from outside of the society?

26. Are there some items that you will always have to buy from someone out side the society-if yes what?
Yes, for example i use laser pistol, and noone in soceity manufactures one, so im forced to buy one outside of soceity

27. Do you have a common goal congruency with in the society?
Yes

28. Do you have common values with in the society?
yes

29. Do you have a common belief with in the society?
Yes

30. Why do you cooperate within the society?
It is always nice to know that you are not alone, and that there is someone willing to help

31. Do you in your soc cooperate to produce items
No

32. Does your societies success come before your own?
Yes

33. Were you an apprentice to one of them members of your society before joining?
No
34. Do you compete amongst each other in the society?
No

35. Do you compete with other societies?
Not necessarily
36. Is there anything else you would like to add?

Well Musketeers is a newformed soceity. All of the members were part of another soceity called Expeditors, but not satisfied with totaliristic politic of leader we formed a new one. Leader in old soceity let in players that were never online or they never participated in soceity actions in order not to be removed from position of a leader (because you have to have majority of votes to be removed/vote someone else for a leader, and if there is always 50% of offline people, noone can vote him off) and in the same time he was offline 99% of time, so we couldn’t let in people that could have been a true value to the soceity. For now, we count four members that were old friends in old soc, and we are looking to get some new members soon.

1.3 Lost Renegades
1. What is the name of your society?
Lost Renegades

2. How many members are there in the society?
About 36, but I will be cutting 10 this week who have been absent since the release of VU10 which will make us 26.

3. What structure do your society have? – that is do you see your society as a peer group, is it a team production or is it a simple hierarchy where there is a leader.

It is mostly a hierarchy with a leader, but there are a couple members who have shown leadership potential.

4. What type of hierarchy system do you use?
Military style.

5. What is your position within the society?
I am the General & Leader

6. What incentives are there for you to rise in rank in the soc

Ranks in the society are skill based with a 1 rank bonus to the founders & anyone who shows outstanding leadership within the soc.

7. What is the objective of the society?

To have fun and help each other out in a mature atmosphere.

8. Is the leadership style of the soc centralized or decentralized?

Not sure what you mean, sorry.

9. What decision-making mechanisms do you have within the society?

It is a dictatorship and I use all of the members as advisers.

10. Do you think that there are free riders within the society—that is members who gain by being a member, but who does not contribute? If yes, what do you do about it. If no how do you avoid it.

I consider even friendly chat on the soc channel a contribution to the society. Everyone adds to the atmosphere we have created from the veterans to the beginners. We dont allow begging in our soc and have a 1-2 week probation for all new members during which time they are under the scrutiny of all the current members who decide if they will fit in or not.

11. What type of looting distribution system do you have?

We have discussed this in the past but have not set any firm team looting rules for within the soc. We have done it different ways in the past but for now it is up to the individuals in the team to decide before they hunt how they will divvy up the loot.

12. Do you think that it is a fair system?
Since we have no system i would call it passively neutral.

13. Does your society expect you to use real money?

NO. Our society has no depositing requirements and several of our members including myself from time to time are non-depositors.

14. Have you ever spend money to approve your skills so that you can rise in rank in the soc.

No I have not.

15. What is your profession?

Jack of all trades. I started as a miner, switch to hunting during the 3x event last Christmas, and now have started crafting. I have also colored and textured clothing in the past.

16. Do you have a specific professions that others in your society do not have?

I suppose you could say coloring and texturing, but just because i have the tools, my skill levels for that aren't amazing enough to set me apart from the rest of the soc.

17. Do you in the society try to have diversified professions?

Not really, we encourage members to do what is enjoyable for them and to play within their budget.

18. Do you have specific criteria’s when a new member is selected- if yes what?

They are required to read our society rules and agree with them, demonstrate that they can hold a mature conversation and be over 18 years old.

19. Do you have a unique skill, that almost no of others have in Entropia Universe

No.
20. How often do you make transaction with members of the society?

About once a week to once a day depending on circumstances.

21. How often do you make transaction with others outside the society?

About once a week to once a day depending on circumstances. (slightly less than within the society)

22. When selling an item to a member of your society, do you charges a transaction cost- do you charge mark up?

Yes, I do charge markup, but it is reduced from what I would charge someone outside the society. And there are times when I will make bulk purchases and sell the excess to members for cost without markup.

23. Do you charge a transaction cost when you sell to others outside of the society?- do you charge mark up And is it different when it is avatar to avatar, than if you are selling to an auction house?

Yes I do charge markup to those outside the society. Yes it is a different amount p2p than in auction. I try and figure out what the markup would be minus auction fees and charge that amount or split the difference, depending on the situation and how quickly I want to make the sale.

24. When buying a new item, do you think that there is uncertainty regarding how effective or useful the item will be?

No. I do extensive research before making any purchases.

25. If yes, is there a greater uncertainty when you buy it from outside of the society?

I answered no.

26. Are there some items that you will always have to buy from someone out side the society-if yes what?

Yes, atleast untiill we have grown considerably larger than we
are now. A majority of the crafted and looted weapons and tools need to be purchased outside from outside our society.

27. Do you have a common goal congruency with in the society?

To maximize the enjoyment of our time on calypso.

28. Do you have common values with in the society?

To an extent, since everyone must agree with the society rules there are some standards of morality that must be followed by all.

29. Do you have a common belief with in the society?

Religion and Politics are subjects that are not commonly discussed in society chat(though it is fine in private messages) it leaves too much potential for hard feelings. I am a Christian and would hope that my actions and speech reflect that in some way, but it is not something I push on any of my members.

30. Why do you cooperate within the society?

For camaraderie and friendship and to make the society stronger.

31. Do you in your soc cooperate to produce items.

I have started making low level powerfists and have been buying supplies for crafting from society members whenever possible.

32. Does your societies success come before your own?

As the leader and founder they are very closely related.

33. Were you an apprentice to one of them members of your society before joining?

No, I was a member of another society when i was a disciple.

34. Do you compete amongst each other in the society?
Not really.

35. Do you compete with other societies?

Nope.

36. Is there anything else you would like to add?

Feel free to check out our website at http://lostrenegades.net and poke around at what we have been up to. If you are interested you may register on the site and ask any questions on our soc forum of the members to help with your thesis. Don't expect a lot of responses though, a majority of our members enjoy playing more than forum browsing.

1.4 The forsaken

1. What is the name of your society?
the Forsaken
2. How many members are there in the society?
6
3. What structure do your society have? – that is do you see your society as a peer group, is it a team production or is it a simple hierarchy where there is a leader.
simple hierarchy
4. What type of hierarchy system do you use?
Order
5. What is your position within the society?
Master
6. What incentives are there for you to rise in rank in the soc nothing
7. What is the objective of the society?
personal development, to have fun
8. Is the leadership style of the soc centralized or decentralized?
decentralized i think
9. What decision-making mechanisms do you have with in the society?
important decisions are discussed with the leaderboard.
10. Do you think that there are free riders within the society— that is members who gain by being a member, but who does not contribute? If yes, what do you do about it. If no how do
you avoid it
no there arent,
11. What type of looting distribution system do you have?
share loot when soc-hunting.
12. Do you think that it is a fair system?
yes it is.
13. Does your society expect you to use real money?
every member take his own decision.
14. Have you ever spend money to approve your skills so that
you can rise in rank in the soc
no,
15. What is your profession?
hunting, mining, crafting.
16. Do you have a specific professions that others in you
society do not have?
no
17. Do you in the society try to have diversified professions?
no
18. Do you have specific criteria’s when a new member is
selected- if yes what?
yes, mutual friend of one member or nice ppl or/and have
graduated
19. Do you have a unique skill, that almost no of others have
in Entropia Universe
no.
20. How often do you make transaction with members of the
society
seldom nowadays.
21. How often do you make transaction with others outside the
society?
seldom nowadays.
22. When selling an item to a member of your society, do you
charges a transaction cost- do you charge mark up?
depends on item, usage, markup. mostly far below mu down to
tt value or slightly below.
23. Do you charge a transaction cost when you sell to others
outside of the society?- do you charge mark up And is it
different when it is avatar to avatar, than if you are selling to
an auction house?
no special transaction cost, when selling to others outside
charging the normal markup reduced by auction fee value.
24. When buying a new item, do you think that there is
uncertainty regarding how effective or useful the item will be?
yes, sometimes when using items the first time.
25. If yes, is there a greater uncertainty when you buy it from outside of the society?
   no.
26. Are there some items that you will always have to buy from someone out side the society-if yes what?
   yes , mostly resources.
27. Do you have a common goal congruency with in the society?
   no , not anymore.
28. Do you have common values with in the society?
   no , not anymore.
29. Do you have a common belief with in the society?
   yes
30. Why do you cooperate within the society?
   easy to cooperate with trusted ppl.
31. Do you in your soc cooperate to produce items
   no
32. Does you societies success come before your own?
   no
33. Were you an apprentice to one of them members of your society before joining?
   yes
34. Do you compete amongst each other in the society?
   no
35. Do you compete with other societies?
   no
36. Is there anything else you would like to add?
   yes, some things you must know to understand some answers.
   We are an old soc (founded in early 2005) . The biggest soc activity was before the universe changed to the worse.
   Due to the immense difference in success nowadays we lost alot of mates. The remaining members are playing only a little part
   of the time they have played in old days because of the immense cost.They are still here because they love the universe.
   So we are a starving soc.

1.5 Chi Unit
1. What is the name of your society?

Chi Unit
2. How many members are there in the society?

I'd say about 10 to 20 active members.

3. What structure do your society have? – that is do you see your society as a peer group, is it a team production or is it a simple hierarchy where there is a leader.

I'd say a bit of all of them lol. My ranking officers so to speak. I do see them as peers, in that I'm trying to get to their level of skill and understanding within the game. But we are also very team oriented too.

4. What type of hierarchy system do you use?

Corporate:
CEO
Vice President
Director
Manager
Employee
Trainee

5. What is your position within the society?

Division manager

6. What incentives are there for you to rise in rank in the soc?

As you progress through the ranks you gain more responsibilities. Not sure if that's an incentive. Some may, and can, choose not to progress as they may not want the extra responsibilities and that's fine. But it was an incentive for me, I want to do what I can to help the society and EU in general.

7. What is the objective of the society?

We are a newbie friendly society, so we take on disciples and take on anyone that needs guidance so we can collectively help them. And to help each other gain whatever our own personal goals in-game are.

8. Is the leadership style of the soc centralized or decentralized?
decentralized, everyone can influence our decision-making, instead of just one leader

9. What decision-making mechanisms do you have within the society?

we have a society forum and we usually discuss anything we need to in there, we all have a say.

10. Do you think that there are free riders within the society—that is members who gain by being a member, but who does not contribute? If yes, what do you do about it. If no how do you avoid it

there has been no one like that in our society since i have been a member, we all pay our way and help each other. we avoid it because no one gets a free ride. if you want to come team hunting with us you are going to have to buy your own guns and ammo etc.. people expecting to get a free ride would get bored pretty quick

11. What type of looting distribution system do you have?

when team hunting we use 'stack share' which splits all stackable items equally. and any loot over 50 or sometimes 100PED gets split equally afterwards

12. Do you think that it is a fair system?

yes i think the fairest way. all equal

13. Does your society expect you to use real money?

no if someone that didnt want to deposit joined we would support that too. arrange sweating expeditions and such, heal them whilst they sweat, kill the mobs for them after. etc

14. Have you ever spent money to approve your skills so that you can rise in rank in the soc?

yes to raise to certain ranks you have requirements like be able to kill an atrox dominant. or have a tp chip (so that we can get around and help any of the lower ranks) so to achieve
this i had to skill up and buy equipment. it is not a requirement though, you dont have to raise through the ranks. our leader had a good phrase "we know you by name, not by rank"

15. What is your profession?

id have to say hunting

16. Do you have a specific professions that others in you society do not have?

no but others do

17. Do you in the society try to have diversified professions?

yeah we try to cover every thing so we can be self sufficient. not sure if we've achieved it yet but we are getting there

18. Do you have specific criteria’s when a new member is selected- if yes what?

no our doors are open to anyone, anyone can be kicked though if they break the rules

19. Do you have a unique skill, that almost no of others have in Entropia Universe

no

20. How often do you make transaction with members of the society

i will always deal with my soc mates when possible. we have crafters that make all the guns and faps i need

21. How often do you make transaction with others outside the society?

it does happen but only if none of my soc mates are online and i desperately need the item

22. When selling an item to a member of your society, do you charges a transaction cost- do you charge mark up?
we will help each other out always. we get "soc prices" hehe. the lowest we can charge without making a loss usually. id personally never take an item if they arnt profiting at least some.

23. Do you charge a transaction cost when you sell to others outside of the society?- do you charge mark up And is it different when it is avatar to avatar, than if you are selling to an auction house?

if im selling to avatars i dont know or on the auction house i will always try and get as much as i can.

24. When buying a new item, do you think that there is uncertainty regarding how effective or useful the item will be?

i rarely buy things i dont need, and if i dont know about an item id research it and find out if it would be of use etc.

25. If yes, is there a greater uncertainty when you buy it from outside of the society?
N/A

26. Are there some items that you will always have to buy from someone out side the society-if yes what?

armour sets, although the society does make armour too. just not what i needed on them occasions

27. Do you have a common goal congruency with in the society?

to help each other out

28. Do you have common values with in the society?

yes we dont tolerate rude or offensive behaviour to people inside or outside the society.

29. Do you have a common belief with in the society?

our common believe is friendship and having a good time
30. Why do you cooperate within the society?

we are all a good bunch of people and have become friends over the years if we weren’t going to cooperate there would be no point in being in the soc in my opinion

31. Do you in your soc cooperate to produce items

yeah trading ores etc to the craters, or oils etc

32. Does your society’s success come before your own?

being a part of this society our own success is the common goal of us all. we will help each other out

33. Were you an apprentice to one of them members of your society before joining?

no unfortunately not. i was a week too late to become a disciple to one of them. although they all acted like my mentors

34. Do you compete amongst each other in the society?

it has been known we have our own 'fame game' where we compete for the most globals/hof. you get points for each one solo and if in a team you all get points based on loot size etc.

35. Do you compete with other societies?

no

36. Is there anything else you would like

1.6 Calypso Settlers

1. What is the name of your society?
Calypso Settlers
2. How many members are there in the society?
20
3. What structure do your society have? – that is do you see your society as a peer group, is it a team production or is it a simple hierarchy where there is a leader.
I would say more Peer group but as it is the internet the ages of the peer group is wide spread
4. What type of hierarchy system do you use?
Adventurers
5. What is your position within the society?
Senior Traveler
6. What is the objective of the society?
Have fun and help others
7. Is the leadership style of the soc centralized or decentralized?
Mix of both, we have a leader but any major decisions are put to the Society
8. What decision-making mechanisms do you have within the society?
There is a management team on the forum, for minor things major does as a voting system
9. Do you think that there are free riders within the society- that is members who gain by being a member, but who does not contribute?
No
10. What type of looting distribution system do you have?
When using team stack share. Beacon missions even split on an ammo pool. While no team in EU after VU used to match weapons and then even split of loot at end
11. Do you think that it is a fair system?
It works for us as we all trust each other and have been no reported cases of anyone scamming or lying on loot
12. Does your society expect you to use real money?
No we have both depositors and non depositors in the Soc
13. What is your profession?
I would say a hunter as primary, but I also do all other professions
14. Do you have a specific skill that others in you society do not have?
Power Catalyst
15. Do you in the society try to have diversified skills?
We allow anyone to do what ever they wish so skills are diverse
16. Do you have specific criteria’s when a new member is selected- if yes what?
We will accept applications from most ppl as long as they are within the EULA. The selection process is that the applicant meets as may ppl as possible from Society, interact with the Soc and a vote is cast in the forum between members.
17. Do you have a unique skill, that almost no of others have in Entropia Universe
Not as far as I am aware of
18. How often do you make transaction with members of the society
Alot of the time.
19. How often do you make transaction with others outside the society?
After a mining run mainly
20. When selling an item to a member of your society, do you charges a transaction cost- do you charge a higher price than the items “real value”?
I will make it a better price for the buyer so below Mark up
21. Do you charge a transaction cost when you sell to others outside of the society?
And is it different when it is avatar to avatar, than if you are selling to an auction house?
I sell on auction or to outside of society as near to market price as possible or slightly below
22. When buying a new item, do you think that there is uncertainty regarding how effective or useful the item will be?
If it is very new I will not buy but look at market prices. For them to stabilise
23. If yes, is there a greater uncertainty when you buy it from outside of the society?
24. Are there some items that you will always have to buy from someone out side the society-if yes what?  
**Higher end weapons, equipment and armour**

25. Do you have a common goal congruency with in the society?  
**To enjoy and help**

26. Do you have common values with in the society?  
**To be fair to each other and others**

27. Do you have a common belief with in the society?  
See 26

28. Why do you cooperate within the society?  
**It is easier for all to cooperate and that is the idea of the society structure as a whole**

29. Do you in your soc cooperate to produce items  
**We do help each other for raw materials**

30. Does you societies success come before your own?  
**I do not believe the Society as a whole is looking for success, we are ppl who have fun in game together**

31. Were you an apprentice to one of them members of your society before joining?  
No

32. Do you compete amongst each other in the society?  
**In a fun way only. Small competitions on the forum sometimes or ad hoc in game like group hunting see who gets a global first, things like that**

33. Do you compete with other societies?  
No

34. Is there anything else you would like to add?  
**I was introduced to EU through a real life friend who is married to someone I used to work with. I started EU after playing**

### 1.7 The Disturbed Ones

Safara

1. **What is the name of your society?**  
**The Disturbed Ones**

2. **How many members are there in the society?**  
**About 40**

3. **What structure do your society have? – that is do you see your society as a peer group, is it a team production or is it a simple hierarchy where there is a leader.**  
**Peer Group - no set structure**

4. **What type of hierarchy system do you use?**  
**I am the Boss, but only because someone has to be.**

5. **What is the objective of the society?**  
**Get Drunk, Have fun and kill stuff.**

6. **Is the leadership style of the soc centralized or decentralized?**  
**Tends to rest with myself and my Wife**

7. **What decision-making mechanisms do you have with in the**
society?
I throw things open for debate in our forum, to canvas views, then make a decision.
8. Do you think that there are free riders within the society-they is members who gain by being a member, but who does not contribute?
   Nope
9. What type of looting distribution system do you have?
   If on soc team hunts we split any item worth over 50 peds each for the number of people in the team.
10. Do you think that it is a fair system?
    Yes
11. Does your society expect you to use real money?
    No
12. What is your position within the society?
    Boss
13. What is your skill?
    In what? Highest skill is Level 61 BLP Sniper if that is what you mean.
14. Do you have a specific skill that others in you society do not have?
    Nope - we are a mixed bunch, most with a bit of everything.
15. Do you in the society try to have diversified skills?
    Not really, We all choose our own paths.
16. Do you have specific criteria’s when a new member is selected?
    Yes
17. Do you have a unique skill, that almost no of others have in Entropia Universe
    No
18. How often do you make transaction with members of the society
    Regularly
19. How often do you make transaction with others outside the society?
    The same
20. When selling an item to a member of your society, do you charges a transaction cost- do you charge a higher price than the items “real value”?
    Usually a lower cost.
21. Do you charge a transaction cost when you sell to others outside of the society? And is it different when it is avatar to avatar, than if you are selling to an auction house?
    Depends who I am selling to yes.
22. When buying a new item, do you think that there is uncertainty regarding how effective or useful the item will be? With some items yes, but not for items like ammo etc.
23. If yes, is there a greater uncertainty when you buy it from outside of the society? Not really.
24. Are there some items that you will always have to buy from someone outside the society? Yes.
25. Do you have a common goal congruency with in the society? Not really - we are all just adults having fun playing a game. We do gang up for Society events like the FoF - of which we are the current champions.
26. Do you have common values with in the society? In the main, yes.
27. Do you have a common belief with in the society? Not really, we are a diverse lot from all over the place.
28. Why do you cooperate within the society? Without the social interaction in this game there is nothing else in it that would hold my attention for more than 1 week.
29. Does your society's success come before your own? We don't really measure ourselves that way.
30. Were you an apprentice to one of them members of your society before joining? No. I started the society when only 2 weeks old in game.
31. Do you compete amongst each other in the society? Yes. On occasion.
32. Do you compete with other societies? Definitely - see the aforementioned FoF.
33. Is there anything else you would like to add? For a greater insight into me and my society have a look at this article. http://www.entropiaforum.com/forums/...disturbed.html

1.8 Calypso Rescue Team
Dante

1. What is the name of your society? The full name is "Calypso Rescue Team"

2. How many members are there in the society? We currently have 51 members of which 2 are on trial period.
3. What structure do your society have? – that is do you see your society as a peer group, is it a team production or is it a simple hierarchy where there is a leader.
We all operate as one big team, of course we have a leader but we are highly democratic and try to do everything all together as much as possible.

4. What type of hierarchy system do you use?
We have one person at the leading position (General), he makes the actual decisions most of the time. Below that we have the people that do a lot of managing (so called "Colonels") and pretty much can do as much as the leader does within the society. On the bottom we have the people that are on trial periods, these are to be validated by the rest of the society to see if they fit in with the group. Between trial and the "Colonels" are the normal members.

5. What is your position within the society?
I'm one of the society elders, I'm one of the Colonels.

6. What is the objective of the society?
Our objective is to help people that are new to the game and we rescue these people that get stuck in distant area's far from civilisation, we escort them back home.

7. Is the leadership style of the society centralized or decentralized?
We all have a saying, it never happens that one person only makes a call.

8. What decision-making mechanisms do you have within the society?
Usually the General and the Colonels do the talking and the rest of the members can tell us their opinion. We take all opinions into consideration before we make a call.

9. Do you think that there are free riders within the society—that is members who gain by being a member, but who does not contribute?
We have had some in the past, but we have decided that these persons do not fit in our team and have quit either by themselves or kicked out by one of the Colonels or the General. Currently there are no persons that are using the
team members for personal gain.

10. What type of looting distribution system do you have?
We always used to split everything equally, this was however not fair, better players would get less loot than the smaller players (because the big players spend much more, sometimes over 50x more!) This is the reason why we have switched to a system based on damage/amount of PED spent related to loot. So everyone gets a fair share for what he/she has done.

11. Do you think that it is a fair system?
The current system is as fair as it can be.

12. Does your society expect you to use real money?
We don't expect anyone to use real money, we currently have about 1/3rd of the society that doesn't use real money. We let every player do things the way they want it as long as it fits the society profile.

13. What is your profession?
I'm someone that has been in all professions. I was mainly a miner, about 3-4 years back. Now, I'm more of a hunter and so called Player Killer. Where the player killing is back to pretty much none at the moment. Because the society is supposed to rescue people, not kill them. It was a side venture for me.

14. Do you have a specific skill that others in your society do not have?
The player killing is certainly a skill none of my society members have, this makes me a valuable asset when some of our members want to venture in dangerous PvP area's, where I can come with them as protection.

15. Do you in the society try to have diversified skills?
Well, me being a mentor for new people too, I've learned all skills to make sure I can teach my disciples anything they want to learn in this universe. So yeah, I'm pretty much someone that can do all that's possible.

16. Do you have specific criteria’s when a new member is selected- if yes what?
We don't have much criteria, but personality is a HUGE factor for us. If you don't have the right attitude, you will not make it
through the trial period for sure. Even when it's a friend of someone that's already in the society.

17. Do you have a unique skill, that almost no of others have in Entropia Universe
I think that's a really hard question! As for in game skills there is nothing unique, since there are only 62? options I think. But mixing my real life skills with entropia skills, there certainly is something unique. I like psychology and I can apply that ingame a lot, certainly in PvP (There are only ~50 people that do PvP besides me on a professional level) and many other assets of Entropia.

18. How often do you make transaction with members of the society
Mostly 2/3 times a day, when we go hunting together or do other things with the society.

19. How often do you make transaction with others outside the society?
Well at the moment I'm selling a lot of stuff I have so right now I'm selling maybe 5 things per day to other people. Normally this is quite a bit less, maybe 2 transactions or so.

20. When selling an item to a member of your society, do you charges a transaction cost- do you charge a higher price than the items “real value”?
When selling to my society members, most of the time I charge about 10% below the actual value, so it's like a special friends price.

21. Do you charge a transaction cost when you sell to others outside of the society? And is it different when it is avatar to avatar, than if you are selling to an auction house?
I don't charge anything extra, but I like selling my stuff just a little below the actual value (like 1PED or 1-5%), this improves the cashflow and the sales improve a lot with more gain than selling on the auction (the auction has fee's). I try to avoid the auction as much as possible, things are usually more expensive on the auction due to these fees.

22. When buying a new item, do you think that there is uncertainty regarding how effective or useful the item will be?
Because pretty much every item has been explained on 3rd party websites made by the community we have everythign we need to get into every detail of the item we're buying. So before we get into a deal, we usually know exactly what we are buying. Of course I can only speak for myself, maybe others don't do research and are taking a guess

23. If yes, is there a greater uncertainty when you buy it from outside of the society?
I answered no, but I can imagine that if I were uncertain, it would be much safer for me to buy from society mates, we have a pretty close society and most of them are reputable and trustworthy. Therefore I'd be more comfortable with buying from a society member than an "outsider".

24. Are there some items that you will always have to buy from someone outside the society - if yes what?
Things like high end armors and guns are hard to get. Since I'm one of the highest skilled in my society I am forced to get these items from other people outside the society since nobody within is close to that level.

25. Do you have a common goal congruency with in the society?
We aim to be a group of friends and our goal is to help as many people as we can.

26. Do you have common values with in the society?
One of the biggest value is respect and the status we have within the game. We are a well known and respected society in game, we have to keep our reputation clear.

27. Do you have a common belief with in the society?
As for ingame beliefs, we all think different! And when I think of it, out of the game that pretty much is different too.

28. Why do you cooperate within the society?
When we cooperate within it makes us stronger, we help each other out because that's the least you can do for friends.

29. Do you in your soc cooperate to produce items
Yes, we certainly work together for items. Some of our members are able to craft weaponry. In such case we bring the materials needed to make it, the one that's able to make weaponry then crafts it for us with the supplied
resources/materials.

30. Does your society's success come before your own? That depends on the situation. We won't sacrifice hundreds of dollars for each other, but overall we can skip that thing you are doing to help one another.

31. Were you an apprentice to one of them members of your society before joining? No, I haven't had a mentor myself, I joined this society in 2007 because I always liked their goals. Now I'm one of the elder members.

32. Do you compete amongst each other in the society? We have the occasional "who's best" or "bragging contests" within the society, but it's nothing like a real contest or race to see who's best. It's more of a check of what your position within the society is skillwise for example.

33. Do you compete with other societies? No, we don't do that at all. We are a one of a kind society, still very unique in what we do and how we do it. We have nothing to prove against other societies.

34. Is there anything else you would like to add? Before I joined this society, I was in a completely different set up society. Where the leader took all the resources/materials we found, to make one financial goal come true. So basically we gave everything to our leader, as an investment. He would then later return the materials in a form of items, tools, sometimes money with a bit of interest. This set up within the society had a very strong hierarchy. The leader was someone that really took all the decisions himself and nobody else had anything to say about it. Then below the leader there were 5 people that received most valuable items, another step down there were a few more but they got a bit less. And so on. Although the financial part was very interesting, the social part was not there as much as expected and is in no way to compare with what we have now in my current society.

1.9 Utopia

Hey
sorry for taking a while to answer
here are the answers
1-Utopia
2-About 30
3-our ranks are based on activity since we have full trust in each other. we just have the soc to have friends and develop together.
4-the Circle thing :p
5-Im first circle
6-none, I could even be an Initiated and I wouldn't care
7-Develop togethr a make good friends.
8-decentralized.
9-Organize some team stuff i guess
10-Well if we don't have a trustworthy member here it is not welcome I believe, ofc it depends
11-Stack Share, we share all the items by equal
12-Yes it is, since when someone dies we also share, or if someone is fapping and if it goes ok, usually the fapper gets a good tip
13-as a society together, I don't think so. but we have a soc fundation in-game
14-Never
15-Mostly a hunter, lately turned a bit to mining
16-Nah i really doubt it lol.
17-Yes we do. but we are mostly miners since its the more short-time rentable profession.
18-I want to know the ppl's character
19-Nah, my skills are all reachables
20-Whenever i need to borrow something. Might be once in a week or 10xtimes a day
21-Not really often. I do a bit of a isolated game perhaps 1-3 times a week to buy some gear
22-We have a soc friendly disccunt
23-I rarely sell things higher in private trade more expensive than in auction.
24-Nah, I only do aquisitions when i have 5 times the total sure on it lol
25-NA
26-Ore-Amps, guns, Faps, (L) armors
27-My goal along the soc, is to help ourselves and share knowledge to develop the best we can together.
Our goal, is to get where our skills can take us, with no rushes for getting rly high skilled, ofc some have personal goals
28-Well our main goal is the same for all as a soc, but ofc i
have separate goals, like unlocking skills, getting X of agility, X of hp and so on
29-I do, its an idea we share together, to make this soc one of the most trustworthy socs in-game, with nice ppl only, and friends
30-Not for advantages, but to enjoy a good chat. and 'cause we are all good friends between us
31-To make us develop steadily
32-Not really, we dont have almost any crafters
33-My soc sucess is unfinished and will always remain like that, my sucess can finish in nothing
34-Nop, but some taught me good things
35-Nah, there is no competition here, each one plays to the lvl he is allowed to or that one wants to
36-There was a time i was competing to have over the a societies average, but it was a thing that lasted only while it wasnt fullfilled
37-Well, like you have seen by the answers, my soc doesn't care about skills yet, we are only interested in making a good trustworthy group, where we can share a laugh, share knowledge, share items, and develop together helping each other where possible. Perhaps the skill ambition will come... but for now we are happy

I hope my answers were helpfull somehow
Best Regards and good luck,
Manique

1.10 Brainstomers

1. Brainstormers
2. I'm not totally sure how many there actually are, around 30 maybe.
3. Our society is made up of a core group of online friends who met around 2-3 years ago in Entropia. There is a leader, but he is just another one of the friends.
4/5. Not sure about the hierarchy, but I am a colonel in the society.
6. There really are no incentives in rising in rank in the society, and I wouldn't want to become leader anyways.
7. There really isn't an objective of the society other than chatting, having team hunts, and passing useful information to
8. The leadership isn't totally centralized, as both the general as well as all the colonels (about 7 or 8 of us) help to make the decisions.
9. The general makes the decisions, but asks the colonels for input as well.
10. I don't really think there are "freeloaders" in the society, we try to help out new players with information rather than with PEDs.
11. When I am hunting, loot distribution is always on Stack share (I think its stack share, it's the one where the loot is split according to damage). However we usually split big loots evenly (although we rarely ever get them).
12. It is the fairest system, I don't really want to pay more and loot less.
13. Our society doesn't expect of anything other than having fun. I have rarely deposited, and it hasn't been a problem.
14. I have never spent money to improve my rank in the soc. Actually I sort of "gave" money away to get there. It was all about the whole Imp. Fap Mishap (thats the title, its on EF.com). A random guy accidentally traded his Imp. Fap to me a few months ago, and I traded it back to him (as it obviously was the right thing to do). My general heard of this, and promoted me because of it.
15. I usually hunt, but also mine and craft. I sometimes sweat as well (I'm a jack of all trades).
16. Nope, everyone in the soc does mostly the same professions. I'm not unique.
17. The society doesn't really try to have diversified professions, however we do have crafters, miners as well as hunters. We all seem to do them all.
18. Not much to hiring criteria for the soc. Someone usually has to know the person (so we know they are a morally good person). Other than that, there really are no other criteria.
19. Lol nope, no unique skills here.
20. About once a month at the most maybe. Maybe a bit less than that.
21. Almost every time I'm on EU I make a transaction with someone.
22. I usually don't charge MU to soc mates (or a decreased MU).
23. I need to try and minimize my losses as much as possible, so yes I charge a higher MU to other people I don't know.
24. I do research before buying items, so I know exactly what
I am getting.
25. N/A
26. Yes usually ores/enmatters I have to buy from resellers (to get the bulk quantity that I want to have a long crafting run).
27. No common goals congruency within the society... I just want to have fun, skill up, same with everyone else.
28. Common values would be to be honest, and have good integrity. Everyone in the soc should have those values.
29. Everyone is entitled to their own beliefs.
30. I'm in a society because it's lonely when not in one, and I don't see the point of the game if you aren't talking to anyone else when you are online.
31. Cooperate is the morally right thing to do. Treat others like you want to be treated.
32. Nope, not really.
33. Sort of.... although I wish I could have as much success as some of my socmates...
34. Nope, I was the disciple of a guy who went inactive a week after I became his disciple...
35. Not really, other than soc events where we do try and compete to win against each other.
36. Nope, we aren't uber enough to compete against others for anything...
Hope this helps a little....

1.11 United Talents

1. What is the name of your society?
   .:I United Talents I:
2. How many members are there in the society?
   About 30 active members
3. What structure do your society have? .
   Simple hierarchy: with a leader
4. What type of hierarchy system do you use?
   Leader, leader advisor, professional, worker, learner.....
5. What is your position within the society?
   Society Leader: Neo The-One Baan
6. What is the objective of the society?
   Having fun and helping others out
7. Is the leadership style of the soc centralized or decentralized?
   Decentralized
8. What decision-making mechanisms do you have with in the society?
   Voting. Basic rules: age minimum, no scamming etc
9. Do you think that there are free riders within the society- that is members who gain by being a member, but who does not contribute?
Not really, free riders are not welcome.

10. What type of looting distribution system do you have?
   **In team play: damage decides and items are split.**

11. Do you think that it is a fair system?
   **Yep**

12. Does your society expect you to use real money?
   **No, we don’t expect it, but most do.**

13. What is your profession?
   **Hunter and crafter**

14. Do you have a specific skill that others in your society do not have?
   **Tool crafting skills and I am second most skilled hunter**

15. Do you in the society try to have diversified skills?
   **Not really, everybody is welcome!**

16. Do you have specific criteria’s when a new member is selected- if yes what?
   **Only age >21.**

17. Do you have a unique skill, that almost no of others have in Entropia Universe
   **Nope.**

18. How often do you make transaction with members of the society
   **Few times a week.**

19. How often do you make transaction with others outside the society?
   **Few times a month.**

20. When selling an item to a member of your society, do you charge a transaction cost-do you charge a higher price than the items “real value”?
   **No transaction cost. When it has markup price is mostly a bit lower than TT+markup.**

21. Do you charge a transaction cost when you sell to others outside of the society? And is it different when it is avatar to avatar, than if you are selling to an auction house?
   **No transaction cost, only Markup.**

22. When buying a new item, do you think that there is uncertainty regarding how effective or useful the item will be?
   **Not really, maybe a little bit.**

23. If yes, is there a greater uncertainty when you buy it from outside of the society?
   **Not really. Most of the time I check entropedia.info or ask soc members when I need information about an item.**

24. Are there some items that you will always have to buy from someone outside the society-if yes what?
   **Most things needed for crafting I buy through auction house.**

25. Do you have a common goal congruency with in the society?
   **Just be nice and helpful and skill up.**

26. Do you have common values with in the society?
   **Maybe fairness and honesty.**

27. Do you have a common belief with in the society?
   **Not really**

28. Why do you cooperate within the society?
   **To enable all to become better in game and have a good time.**

29. Do you in your soc cooperate to produce items
   **Only a little bit, not regularly.**

30. Does you societies success come before your own?
   **Yes**
31. Were you an apprentice to one of them members of your society before joining?
   **Nope**
32. Do you compete amongst each other in the society?
   **Some of us do, but most don’t.**
33. Do you compete with other societies?
   **Not really, maybe once or twice a year**
34. Is there anything else you would like to add?
   **GL with your thesis!**

**1.12 Death Unlimited**

1. Death Unlimited
2. 17
3. Our structure is a close-knit group of friends with no hierarchy
4. Basic
5. My rank in the society is Learner, but as far as I know the ranks in my society don't mean anything. As it comes how I see myself in the society is that I'm an allaround person. I join the most soc activities but also do my own things.
6. None really. Rank isn't everything in a society, sure I want to increase in rank but it isn't the most important thing for me
7. To have fun
8. Decentralized
9. Mostly Group decisions, the socleader ask what we in the soc want and think then he decide by the avarage
10. Nope I don't think there are freeriders in the society, atleast not what I've noticed.
11. In team hunts we hunt with equal amount and return is equally split between those who participated in the hunt
12. Yes I do
13. No they don't, I could sweat all my money if I wanted to, it's not a demand to deposit and use real money
14. Nope since ranks is not skillbased in the society
15. I don't have any proffesion, I do little of everything just as I feel like.
16. I doubt it
17. Nope
18. Yeah, they have to 1. Fit into the soc, socially, and 2. Stick around long enough for the socleader to judge them worthy of a chance. That is to prevent that people like scammers will get into the society.
19. I have but that's a secret
20. depends. Sometimes it is to buy things and sometimes it's
to get my part of the loot.
21. Not often. Mostly it is if I'm giving or getting something
from a friend or selling/buying from a friend/stranger
22. Sometimes I give it for free, sometimes I charge tt or less.
and sometimes I get more than I asked for.
23. to strangers I charge MU when it have enough for me to
make some extra pecs/peds. If its friends I sometimes give
stuff for free but usually I want as much as the tt value In
auction I sell at the weekly/dayly MU
24. I usually buy SIB Items, and I buy them for the need I
have for them.
25. Items I usually buys outside the society in the Auction
26. many things, bigger weapons/armors
27. The common goal would be to have fun I guess. I don't
really know that much about the other goals exept a few, and
thats not the same as mine since I'm not gathering back the
PEDs I've spend
28. I have the same value in the soc as in RL. I can't see why
it would be differently
29. I have the same beliefs in the soc as in RL, I might share
some beliefs with the socmates and I might not
30. Because I want to
31. If you don't cooperate with the society there is really no
Idea to be in that soc, thats how I feel. If you don't have
anything against the soc or the socmembers then it's a good
thing to cooperate with the soc and stay in it
32. yes by buying/selling/giving materials for the
manufacturing
33. I would say they are the same.
34. Nope
35. Nope even if we can make it sound like it sometimes.
36. Nope
37. Yeah I hope my answers have been of any help to your
thesis

1.13 Calypsian Uprising
2009-09-23 10:17:09 [TO : Miss Master Thesis] hi
2009-09-23 10:17:09 [FROM: Ben] erm hi?
2009-09-23 10:17:23 [TO : Miss Master Thesis] i am doing research on socs
2009-09-23 10:17:34 [TO : Miss Master Thesis] and i was wondering if i could
interview you
2009-09-23 10:17:43 [FROM: Ben] Sure:)
2009-09-23 10:17:50 [TO : Miss Master Thesis] thank you
What is the name of your SOC?

Calypsian Uprising

How many members are there?

5 We started like last week:)...Will be 6 today got another member coming...All except one have higher than level 18 in.

A profession:D

What structure does your SOC have, that is are you a peer group, a team or simple hierarchy with one leader, or something else?

Well we have a leader but its me and a friend who started this soc...So we kind of make joint decisions on everything:)

What type of hierarchy system do you use?

Hunting

What is the objective of the SOC?

To have fun and progress in your selected profession to the best of your ability

Is the leadership style centralized or decentralized?

What does that mean? lol

What does that mean? Wellis there someone who makes all the decision or can you make decision on your own on behalf of the soc

Ah ok;)...Well on smaller decisions me or Artos(Leader) can make our own decisions...But on the major decisions we discuss.

Do you think that there are free riders in your SOC, that is someone who gains from the soc, but does not contribute?

Its probably too early to know that yet:P But I would hope not

Do you think that there are free riders in your soc, that is someone who gains from the soc, but does not contribute

Sorry the same question

Hehe

What type of looting distribution system do you have?

Stack share...Also we split all globals, hofs and single items of value equally between each person in team even if....

They are afk or at revival having just died etc

Do you think that is a fair system?

Yes I believe so:)

What is your position in the SOC?

Co-/Joint-Leader

Does your SOC expect you to use real money?

Nope...But we do mainly recruit skilled members who have probably used real money to get there anyway.

What is your skill/profession?

Personally? I am a hunter but the soc is mixed professions
2009-09-23 10:33:02 [TO : Miss Master Thesis] do you have a specific skill that other is your soc do not have
2009-09-23 10:34:13 [FROM: Ben] Except knowledge...I don't think so
2009-09-23 10:34:21 [TO : Miss Master Thesis] do you in the soc try to have diversified skills
2009-09-23 10:34:31 [FROM: Ben] Yes we do:)
2009-09-23 10:34:45 [TO : Miss Master Thesis] do you have a unique skill that almost no body in Eu have
2009-09-23 10:36:03 [FROM: Ben] Well we are polite...I am not sure everybody in EU has that hehe
2009-09-23 10:36:09 [TO : Miss Master Thesis] Do you have specific criterias when a new member is recruited
2009-09-23 10:37:09 [FROM: Ben] Not particularly, we just decide if we like somebody then invite them to soc:)
2009-09-23 10:37:17 [TO : Miss Master Thesis] how often do you make transaction with others in the soc
2009-09-23 10:38:12 [FROM: Ben] As much as we can really...I like to hunt argo which loot a lot of stone which I sell to Artos who uses it when craft...
2009-09-23 10:38:23 [FROM: Ben] ing certain weapons
2009-09-23 10:38:29 [TO : Miss Master Thesis] how often do you make transaction with others out side the soc
2009-09-23 10:39:35 [FROM: Ben] I regularly sell my loots to buyers at twin..I also like to buy and sell items I have gathered etc
2009-09-23 10:39:42 [TO : Miss Master Thesis] when selling an item to a member of the soc, do you charge a transaction cost/markup
2009-09-23 10:40:30 [FROM: Ben] Well we tend to sell a little cheaper than current MU to soc members
2009-09-23 10:40:38 [TO : Miss Master Thesis] do you charge transaction cost when selling outside the soc
2009-09-23 10:40:53 [FROM: Ben] Just the usual MU really
2009-09-23 10:41:14 [TO : Miss Master Thesis] is it different when you sell avatar to avatar than to an auction house
2009-09-23 10:42:08 [FROM: Ben] Yes because at the auction house you have to pay fees which can become quite costly if you are putting high value items
2009-09-23 10:42:09 [FROM: Ben] up
2009-09-23 10:42:17 [TO : Miss Master Thesis] when buying a new item from a member of the soc, do you think that there is uncertainty regarding the items effectiveness o
2009-09-23 10:42:30 [TO : Miss Master Thesis] r useful the item will be
2009-09-23 10:43:42 [FROM: Ben] No because we would always offer the most effective gun for their skill level or give them advice on what item would be
2009-09-23 10:43:43 [FROM: Ben] t
2009-09-23 10:43:49 [FROM: Ben] would be best*
2009-09-23 10:43:52 [TO : Miss Master Thesis] is the uncertainty greater when buying from out side the soc
2009-09-23 10:45:15 [FROM: Ben] To a certain degree yes but for the more inexperienced players
2009-09-23 10:45:21 [TO : Miss Master Thesis] are there some items you always have to buy from outside of the soc
2009-09-23 10:46:07 [FROM: Ben] Yes...Items such as armour and higher end weapons that we do not have the skills to craft effectively or the luck to loot them
2009-09-23 10:46:15 [TO : Miss Master Thesis] do you have a common goal congruency in the soc- and if yes what is it
2009-09-23 10:47:25 [FROM: Ben] Its more of a general goal as we are only new...Which is to build up skills and members and become a stronger soc
2009-09-23 10:47:40 [TO : Miss Master Thesis] do you have common values in the soc-if yes what are they
2009-09-23 10:48:43 [FROM: Ben] Common values are...Always be polite, NEVER scam other people, Be active
2009-09-23 10:48:49 [TO : Miss Master Thesis] do you have common beliefs in the soc
2009-09-23 10:50:03 [FROM: Ben] We always believe that this game is to be played for fun and not financial gain
2009-09-23 10:50:11 [TO : Miss Master Thesis] does your soc succes come before your own
2009-09-23 10:50:48 [FROM: Ben] Yes...I would sacrifice time and money to help the soc achieve its goals
2009-09-23 10:50:54 [TO : Miss Master Thesis] do take apprentice, and if yes, do they often become a member of the soc
2009-09-23 10:51:30 [FROM: Ben] We normally invite them in to the soc on the lowest rank which is "Recruit"
2009-09-23 10:51:39 [TO : Miss Master Thesis] do you compete amongst each other in the soc
2009-09-23 10:52:30 [FROM: Ben] Not really but we do like to try and become more skilled than each other
2009-09-23 10:52:37 [TO : Miss Master Thesis] do you compete with other socs
2009-09-23 10:53:07 [FROM: Ben] At this early stage not yet
2009-09-23 10:53:31 [TO : Miss Master Thesis] is there anything else that you would like to add about your soc, such as why you think you will be succesfull or
2009-09-23 10:53:40 [TO : Miss Master Thesis] something like that
2009-09-23 10:54:38 [FROM: Ben] We will become successful as we are active players who are all willing to put time and effort to achieve our goals:D
2009-09-23 10:55:03 [TO : Miss Master Thesis] thank you very much, i really appriciate it
2009-09-23 10:55:24 [FROM: Ben] Wow that was a long interview lol
2009-09-23 10:56:15 [TO : Miss Master Thesis] do you know how i can take pictures in here
2009-09-23 10:57:00 [FROM: Ben] Print Screen?
2009-09-23 10:57:13 [TO : Miss Master Thesis] okay, but whree is it saved
2009-09-23 10:57:25 [FROM: Ben] You then paste it
2009-09-23 10:57:53 [TO : Miss Master Thesis] what do you mean and where do i paset it
2009-09-23 10:58:14 [FROM: Ben] paste it in to a word document or anything u like etc
2009-09-23 10:58:25 [TO : Miss Master Thesis] ahh okay thanks
2009-09-23 11:00:25 [FROM: Ben] Well I better get going now
2009-09-23 11:00:29 [FROM: Ben] Bye:)
2009-09-23 12:07:43 [TO : Miss Master Thesis] it is for my master thesis
2009-09-23 12:08:01 [FROM: mickey mouse] well, what do you expect?
2009-09-23 12:08:15 [FROM: mickey mouse] ah, who is it?
2009-09-23 12:08:27 [TO : Miss Master Thesis] just that you answer my questions as best as possible
2009-09-23 12:08:37 [TO : Miss Master Thesis] what do you mean who is it
2009-09-23 12:09:04 [FROM: mickey mouse] oh, you said for your master thesis
2009-09-23 12:09:09 [TO : Miss Master Thesis] yes
2009-09-23 12:09:42 [FROM: mickey mouse] well, i like my soc, we are 33 memebers
2009-09-23 12:09:57 [FROM: mickey mouse] close, but only 3-4 active
2009-09-23 12:10:07 [TO : Miss Master Thesis] okay, so yu are ok, with me asking you some questions
2009-09-23 12:10:18 [FROM: mickey mouse] yes
2009-09-23 12:10:22 [TO : Miss Master Thesis] okay,
2009-09-23 12:10:32 [TO : Miss Master Thesis] what is the name of your so

1.14 Firestorm Templars

2009-09-23 12:11:22 [TO : Miss Master Thesis] how many member are there
2009-09-23 12:11:36 [FROM: mickey mouse] i told you, 33 i guess
2009-09-23 12:11:59 [TO : Miss Master Thesis] what structure does your soc have-is it a peer group a tema or a simple hierachy with one leader, or something else
2009-09-23 12:12:49 [FROM: mickey mouse] there s no hierarchy, just a leader but it s just the one who created the soc
2009-09-23 12:12:56 [TO : Miss Master Thesis] what type of hierachy system do you have
2009-09-23 12:12:59 [FROM: mickey mouse] rank s not important
2009-09-23 12:13:06 [TO : Miss Master Thesis] ok
2009-09-23 12:13:10 [FROM: mickey mouse] not sure, militair
2009-09-23 12:13:32 [TO : Miss Master Thesis] what is the objective of the soc
2009-09-23 12:14:15 [FROM: mickey mouse] to be close, help each other
2009-09-23 12:14:19 [TO : Miss Master Thesis] what decision making mechanism do you have in the soc
2009-09-23 12:16:07 [FROM: mickey mouse] what do you mean?
2009-09-23 12:17:10 [TO : Miss Master Thesis] when you need to make decisions for the soc, is there one who decides, do you discuss and the majority wins, or how does
2009-09-23 12:17:12 [TO : Miss Master Thesis] work
2009-09-23 12:17:50 [FROM: mickey mouse] ah, no, you do as you want
2009-09-23 12:17:57 [FROM: mickey mouse] that s why there s no hierarchy
2009-09-23 12:18:10 [FROM: mickey mouse] but, we must be trustful
2009-09-23 12:18:10 [TO : Miss Master Thesis] do you think that there are freeriders is the soc, that is some who gain from being a member but not contributing
2009-09-23 12:18:23 [FROM: mickey mouse] no, it s not possible
2009-09-23 12:18:29 [TO : Miss Master Thesis] what type of looting system do you have
2009-09-23 12:19:18 [FROM: mickey mouse] stack share
2009-09-23 12:19:22 [TO : Miss Master Thesis] do you think that is a fair system
2009-09-23 12:19:30 [FROM: mickey mouse] well yes
2009-09-23 12:19:37 [TO : Miss Master Thesis] does your soc expect you to use real money
2009-09-23 12:19:42 [FROM: mickey mouse] sometimes we share if it s worth
2009-09-23 12:20:04 [FROM: mickey mouse] no, my soc doesnt expect anything, just be nice and trustful
2009-09-23 12:20:12 [TO : Miss Master Thesis] what is your position with in the soc
2009-09-23 12:21:13 [FROM: mickey mouse] hm, my position? im a member like others
2009-09-23 12:21:22 [TO : Miss Master Thesis] what is your skill/proffesion
2009-09-23 12:23:06 [TO : Miss Master Thesis] do you have a specific skill that others in your soc do not have
2009-09-23 12:23:18 [FROM: mickey mouse] no..im novice
2009-09-23 12:23:33 [TO : Miss Master Thesis] do you in your soc try to diversify your skills
2009-09-23 12:24:29 [FROM: mickey mouse] no, it s personal
2009-09-23 12:24:34 [TO : Miss Master Thesis] do you have specific criterias when selecting a new member
2009-09-23 12:25:07 [FROM: mickey mouse] no, just nice
2009-09-23 12:25:08 [TO : Miss Master Thesis] how often do you make transactions with memebers in your soc
2009-09-23 12:25:19 [FROM: mickey mouse] rarely since vu
2009-09-23 12:25:42 [TO : Miss Master Thesis] how often do you make transaction out side the soc
2009-09-23 12:27:26 [TO : Miss Master Thesis] do you charge a transaction cost when selling to a member of teh soc
2009-09-23 12:28:18 [FROM: mickey mouse] lol no
2009-09-23 12:28:22 [TO : Miss Master Thesis] do you charge transactioncost when you sell out side of the soc
2009-09-23 12:28:35 [FROM: mickey mouse] your questions are inacurrate
2009-09-23 12:29:24 [TO : Miss Master Thesis] when buying a new item from someone in the soc do you think that there is uncertainty about the efect or useful the item
2009-09-23 12:29:26 [TO : Miss Master Thesis] will be
2009-09-23 12:31:47 [TO : Miss Master Thesis] ? do you not want to answer more questions
2009-09-23 12:32:31 [FROM: mickey mouse] well, i didnt understand your last one
2009-09-23 12:33:16 [TO : Miss Master Thesis] okay, when you buy an item from a memeber, do have trust that the item will be as valuable as they tell you
2009-09-23 12:34:31 [TO : Miss Master Thesis] does that mack sense
2009-09-23 12:34:47 [FROM: mickey mouse] no, i know what i buy
2009-09-23 12:34:55 [TO : Miss Master Thesis] okay
2009-09-23 12:34:55 [FROM: mickey mouse] no scam about that
2009-09-23 12:35:04 [FROM: mickey mouse] info s given on each item
2009-09-23 12:35:30 [TO : Miss Master Thesis] do you have a common goal congruency with in the soc
2009-09-23 12:35:37 [FROM: mickey mouse] no
2009-09-23 12:35:51 [TO : Miss Master Thesis] do you have common values except friendship, but i told you
2009-09-23 12:36:06 [FROM: mickey mouse] that i dont kno
2009-09-23 12:36:17 [TO : Miss Master Thesis] why do you cooperate with in the soc
2009-09-23 12:36:34 [FROM: mickey mouse] cause, people are nice
2009-09-23 12:37:02 [TO : Miss Master Thesis] were you an apprentice to one of the members in the soc before joining
2009-09-23 12:37:59 [FROM: mickey mouse] can i ask you questions too?
2009-09-23 12:38:14 [TO : Miss Master Thesis] yes of course
2009-09-23 12:38:54 [FROM: mickey mouse] are you looking for a soc? or do you want to know what it is exactly?
2009-09-23 12:39:19 [TO : Miss Master Thesis] no, im not. im doing reaserch on soc in EU for my master thesis
2009-09-23 12:40:01 [FROM: mickey mouse] well, yes in my 1st soc
2009-09-23 12:40:19 [FROM: mickey mouse] not really now, im used
2009-09-23 12:40:32 [TO : Miss Master Thesis] okay just 2 more questions
2009-09-23 12:40:42 [FROM: mickey mouse] ok
2009-09-23 12:40:44 [TO : Miss Master Thesis] do you compete with in the soc
2009-09-23 12:40:52 [FROM: mickey mouse] no
2009-09-23 12:41:05 [TO : Miss Master Thesis] okay ,thank you very much
2009-09-23 12:41:56 [FROM: mickey mouse] =)np well see you around
2009-09-23 12:42:07 [TO : Miss Master Thesis] yep have fun
2009-09-25 09:43:33 [TO : Miss Master Thesis] Hi
2009-09-25 09:43:56 [TO : Miss Master Thesis] im a student making research on soc in eu
2009-09-25 09:44:10 [TO : Miss Master Thesis] , and i was wondering if i could interview you
2009-09-25 09:44:35 [TO : Miss Master Thesis] ty
2009-09-25 09:44:42 [TO : Miss Master Thesis] what is the name of your soc
2009-09-25 09:44:47 [FROM: Arko Okta Kot] you can ask anything
2009-09-25 09:45:06 [FROM: Arko Okta Kot] you see it when you mouse on me
2009-09-25 09:45:28 [TO : Miss Master Thesis] i know:) but i need it for documentation

**1.15 Demony Wojny**

2009-09-25 09:46:18 [TO : Miss Master Thesis] how many members are there in the soc
2009-09-25 09:46:46 [TO : Miss Master Thesis] what structure do your soc have. that is is at peer group, a team or is it simple hierarchy with a leader
2009-09-25 09:47:26 [TO : Miss Master Thesis] what type of hierarchy system do you use
2009-09-25 09:47:57 [TO : Miss Master Thesis] what is your position in the soc
2009-09-25 09:48:34 [TO : Miss Master Thesis] what decision making mechanism do you have in the soc
2009-09-25 09:49:33 [TO : Miss Master Thesis] ok
2009-09-25 09:49:41 [TO : Miss Master Thesis] how are decision made in the soc
2009-09-25 09:51:10 [FROM: Arko Okta Kot] leader propose and rest is making OR anybody propose something and the others are discussing
2009-09-25 09:51:42 [TO : Miss Master Thesis] do you think that there are any free riders in the soc, that is someone who gains from being a member but does not contribute to the soc
2009-09-25 09:52:40 [TO : Miss Master Thesis] what type of looting distributing system do ou have
2009-09-25 09:53:19 [FROM: Arko Okta Kot] some freeriders are from others soc and coming to us for some time
2009-09-25 09:54:41 [TO : Miss Master Thesis] what type of looting distribution system do you have
2009-09-25 09:54:59 [FROM: Arko Okta Kot] we always use loter take all and after hunt splitting for everybody making hunt with us but with the person who is low
2009-09-25 09:55:29 [TO : Miss Master Thesis] do you think it s a fair system
2009-09-25 09:55:32 [FROM: Arko Okta Kot] trust we use MDG share
2009-09-25 09:55:46 [TO : Miss Master Thesis] what does that mean
2009-09-25 09:56:17 [TO : Miss Master Thesis] ok do you think that is a fair system
2009-09-25 09:56:27 [FROM: Arko Okta Kot] in hunt with team you have some options you can yse to
2009-09-25 09:57:20 [TO : Miss Master Thesis] does your soc expect you to use real money
2009-09-25 09:57:25 [FROM: Arko Okta Kot] depends from DMG for less trusted avatars and others system for trusted avatars
2009-09-25 09:58:18 [FROM: Arko Okta Kot] in soc we have people with use RLmoney and deposit it and some avatars who dont
2009-09-25 09:58:31 [TO : Miss Master Thesis] what is your proffesion
2009-09-25 09:59:36 [FROM: Arko Okta Kot] before VU 10.0 i was med hunter and med miner but from VU 10.0 it will be questions for me
2009-09-25 09:59:56 [TO : Miss Master Thesis] do you have a specific proffesion that others in the soc do not have
2009-09-25 10:00:05 [TO : Miss Master Thesis] before vu 10.0
2009-09-25 10:00:42 [FROM: Arko Okta Kot] last VU 10.0 was giving us a lot of changes
2009-09-25 10:01:16 [TO : Miss Master Thesis] do you in the soc try to have diversified proffesions
2009-09-25 10:01:23 [FROM: Arko Okta Kot] vu10.0 was made a few weeks ago
2009-09-25 10:02:12 [FROM: Arko Okta Kot] diversifide? dont know this word... you mean others?
2009-09-25 10:02:52 [TO : Miss Master Thesis] i mean like one is a hunter, one is healer and so on, so you have covered all proffesion in the soc
2009-09-25 10:04:04 [FROM: Arko Okta Kot] no. a lot of us are hunters and miners and we help each others in this profession
2009-09-25 10:04:26 [FROM: Arko Okta Kot] i mean if one is hunting other can healing
2009-09-25 10:04:45 [TO : Miss Master Thesis] how oftern do ou make transaction with members of the soc- dayli, weekly, monthsly
2009-09-25 10:05:51 [FROM: Arko Okta Kot] what do you mean: transaction with members?
2009-09-25 10:06:19 [TO : Miss Master Thesis] how often do you purchase something or sell somthing to a member
2009-09-25 10:06:30 [FROM: Arko Okta Kot] all the time
2009-09-25 10:06:46 [FROM: Arko Okta Kot] but in soc are others rules
2009-09-25 10:06:55 [TO : Miss Master Thesis] ok, what about from outside the soc
2009-09-25 10:07:08 [FROM: Arko Okta Kot] every thing in soc is cheaper then on auction
2009-09-25 10:07:31 [TO : Miss Master Thesis] that will be my next questiion:)
2009-09-25 10:08:09 [FROM: Arko Okta Kot] you can trade on auction what you want but with other person out of soc we checking week markup
2009-09-25 10:08:49 [TO : Miss Master Thesis] when selling an item to a member ion the soc, do you add transaction cost or a mark up
2009-09-25 10:09:50 [FROM: Arko Okta Kot] thera are a lot of things tht you check week markup adn some special things that markup is always making with dealing
2009-09-25 10:10:26 [FROM: Arko Okta Kot] thera arent any fee or transaction cost with dealing per to per
2009-09-25 10:10:39 [TO : Miss Master Thesis] when selling an item to a member ion the soc, do you add transaction cost or a mark up
2009-09-25 10:11:04 [FROM: Arko Okta Kot] on auction are fee but per to per there arent any
2009-09-25 10:11:36 [TO : Miss Master Thesis] so when selling to someone you dont know, you do not put a markup?
2009-09-25 10:11:58 [FROM: Arko Okta Kot] markup is adding when trading with anyone in or out soc
2009-09-25 10:12:36 [FROM: Arko Okta Kot] but to members of soc markup are low then to others
2009-09-25 10:12:41 [TO : Miss Master Thesis] when buying a new item, do you think that there is uncertainty regarding how effective or useful the item will be
2009-09-25 10:12:47 [FROM: Arko Okta Kot] for example:
2009-09-25 10:13:35 [FROM: Arko Okta Kot] if you buying new item by 100ped+10 ped markup you only risk 10 ped of markup
2009-09-25 10:14:18 [FROM: Arko Okta Kot] but if you buying item 100ped+10k ped markup it is only you decision and you risk
thera are things that 4 years before cost tt+100ped markup and for now it cost tt+3,5k ped markup

when buying a new item, do you think that there is uncertainty regarding how effective or useful the item will be

and other things was cost tt+ok markup and for now you can buy it by tt+10k markup

tt+ok = tt+50k

tt+ok = tt+50k

when buying a new item, do you think that there is uncertainty regarding how effective or useful the item will be

i'v never get the new items

okay then just when buying an item

i bought a new items for me but it was known for everybody item

but you can try and after 10 min. you can see

do you think the risk is greater when buy from some other side the soc

when you trading out of soc you must always check what you buy/sell

are ther some items yo always have to buy outside the soc

of corse: items from crafters coz in soc we havent high skilled crafter

what is the objective of the soc

hunt on bigest mobs in team, always skewing and of corse have fun with it

do you have common goal congruency- that is is for making money or is social or something else

you mean that have i making money here or not?
do all in your soc have the same goal by being in EU

thas what i mean

the same not

why do you cooperate within the soc

this is much better then be freelancer

ok, do you work together with your different proflesion to äproduce items

i dont produce items... it is for crafters and need a lot of crafting skills

does your socs succes come before your own

realy i dont know coz it isnt important for me
2009-09-25 10:36:32 [TO : Miss Master Thesis] were you an apprentice to one of the members in the soc before joining?
2009-09-25 10:39:27 [FROM: Arko Okta Kot] i was in 4 soc
2009-09-25 10:39:33 [TO : Miss Master Thesis] do you compete amongst each other in the soc?
2009-09-25 10:40:05 [TO : Miss Master Thesis] do you compete with other socs?
2009-09-25 10:41:59 [FROM: Arko Okta Kot] on before last questions: we dont compete in soc ... on last: somtimes yes
2009-09-25 10:44:04 [FROM: Arko Okta Kot] it will be beter if you take your enquiry and go to: www.entopiaforum.com or in my country www.entropiauniverse.pl
2009-09-25 10:46:17 [FROM: Arko Okta Kot] im just firs time loging on after VU10.0 and a lot of thi=ngs was changed then it is new knowlege for now that i dont kn
2009-09-25 10:46:42 [FROM: Arko Okta Kot] but a lot of this you can see in MALL
2009-09-25 10:47:31 [TO : Miss Master Thesis] cool
2009-09-25 15:22:54 [TO : Miss Master Thesis] i M a student doing research on soc
2009-09-25 15:23:03 [FROM: Rasta Neeham] yeah i think i read your post on EF
2009-09-25 15:23:08 [TO : Miss Master Thesis] and i was wondering if i could interview you
2009-09-25 15:24:11 [TO : Miss Master Thesis] ok, them maybe it would be better to wait, it takes 10 mi
2009-09-25 15:24:44 [FROM: Rasta Neeham] or just anyone in a soc?
2009-09-25 15:24:53 [TO : Miss Master Thesis] just any one in a soc
2009-09-25 15:25:00 [FROM: Rasta Neeham] ah ic
2009-09-25 15:25:09 [FROM: Rasta Neeham] you play EU too?
2009-09-25 15:25:18 [FROM: Rasta Neeham] or just this is for your thesis?
2009-09-25 15:25:19 [TO : Miss Master Thesis] not really :)
2009-09-25 15:25:37 [TO : Miss Master Thesis] i think so
2009-09-25 15:26:00 [TO : Miss Master Thesis] can i maybe find you later amn talk to you
2009-09-25 15:26:09 [FROM: Rasta Neeham] yeah im around PA or twins
2009-09-25 15:26:55 [TO : Miss Master Thesis] ok, tahts where are normaly am to
2009-09-25 15:27:16 [FROM: Rasta Neeham] maybe you'll get the EU bug and what was meant to me a project turned into a high level avatar..haha.. or not
2009-09-25 15:27:50 [TO : Miss Master Thesis] ok, tahts where are normaly am to
2009-09-25 15:28:08 [FROM: Rasta Neeham] maybe you'll get the EU bug and what was meant to me a project turned into a high level avatar..haha.. or not
2009-09-25 15:28:15 [TO : Miss Master Thesis] that could be
2009-09-25 15:28:29 [FROM: Rasta Neeham] anyhow, talk to you next time.. gonna log in a min
2009-09-25 15:28:38 [TO : Miss Master Thesis] cool, se you around
2009-09-25 15:28:43 [FROM: Rasta Neeham] ok see ya
2009-09-25 15:35:44 [FROM: FurryFish] ghi there
2009-09-25 15:35:45 [FROM: FurryFish] :
2009-09-25 15:35:48 [TO : Miss Master Thesis] hi
2009-09-25 15:35:58 [TO : Miss Master Thesis] im a student doing research on socs
2009-09-25 15:36:13 [TO : Miss Master Thesis] for my master thesis,,and i was wondering if i could interview you
2009-09-25 15:36:19 [FROM: FurryFish] cool
2009-09-25 15:36:36 [FROM: FurryFish] sure..but i doubt you'd get many soc based answers from me..lol
2009-09-25 15:36:44 [TO : Miss Master Thesis] why
2009-09-25 15:36:49 [FROM: FurryFish] depends really..
2009-09-25 15:36:56 [FROM: FurryFish] coz i'm usually a lone trader
2009-09-25 15:36:57 [FROM: FurryFish] :
2009-09-25 15:37:04 [FROM: FurryFish] i just am the soc's info point.. :P
2009-09-25 15:37:22 [TO : Miss Master Thesis] ok, yea then maybe it wont work
2009-09-25 15:37:35 [TO : Miss Master Thesis] cause you kind of have to being using your soc
2009-09-25 15:37:52 [FROM: FurryFish] you need someone social hunting or swunting or sweating
2009-09-25 15:37:52 [FROM: FurryFish] :
2009-09-25 15:38:12 [TO : Miss Master Thesis] what do you mean if i need?
2009-09-25 15:38:21 [FROM: FurryFish] as in..you need to find someone like that
2009-09-25 15:38:22 [FROM: FurryFish] :
2009-09-25 15:38:34 [TO : Miss Master Thesis] oh, yes that is what im looking
2009-09-25 15:38:35 [FROM: FurryFish] a group of them who soc hunt/mine/sweat
2009-09-25 15:38:39 [FROM: FurryFish] :
2009-09-25 15:38:57 [FROM: FurryFish] a few of mine do..but they're all from australia and new zealand so aren't on at the moment
2009-09-25 15:38:57 [FROM: FurryFish] :
2009-09-25 15:39:26 [TO : Miss Master Thesis] :
2009-09-25 15:39:35 [FROM: FurryFish] good luck either way
2009-09-25 15:40:10 [TO : Miss Master Thesis] hi
2009-09-25 15:40:16 [FROM: Duncan Paradox] hi
2009-09-25 15:40:18 [TO : Miss Master Thesis] im a student doing research on socs
2009-09-25 15:40:36 [TO : Miss Master Thesis] for my master thesis, and i was wondering if i could interview you
2009-09-25 15:40:51 [FROM: Duncan Paradox] if you want :)
2009-09-25 15:40:56 [TO : Miss Master Thesis] ty
2009-09-25 15:40:59 [FROM: Duncan Paradox] I'm sorry I don't speak english very well
2009-09-25 15:41:23 [TO : Miss Master Thesis] ok, we can try or do you think
2009-09-25 15:41:32 [FROM: Duncan Paradox] we can try :) 
2009-09-25 15:42:08 [TO : Miss Master Thesis] what is the name of your soc
1.16 La Faction Beta
2009-09-25 15:43:32 [FROM: Duncan Paradox] La Faction Beta
2009-09-25 15:43:44 [TO : Miss Master Thesis] how many members are there
2009-09-25 15:43:49 [FROM: Duncan Paradox] the first french society
2009-09-25 15:44:24 [FROM: Duncan Paradox] and more than 10 in the other society
2009-09-25 15:44:52 [TO : Miss Master Thesis] what structure do you have in the soc. that is are you a peer group- a team or are you a simple hierarchy with a leader
2009-09-25 15:45:36 [FROM: Duncan Paradox] we're all friend :)
2009-09-25 15:45:44 [TO : Miss Master Thesis] so no leader?
2009-09-25 15:45:49 [FROM: Duncan Paradox] it's me
2009-09-25 15:46:12 [TO : Miss Master Thesis] ok, what type of hierarchy system do you use
2009-09-25 15:47:34 [FROM: Duncan Paradox] army
2009-09-25 15:47:51 [TO : Miss Master Thesis] you are teh general
2009-09-25 15:48:05 [TO : Miss Master Thesis] what is the objective of the soc
2009-09-25 15:48:40 [FROM: Duncan Paradox] the objective for La faction Beta 2 is to get more skill
2009-09-25 15:48:49 [FROM: Duncan Paradox] to go in the la faction beta regular
2009-09-25 15:49:03 [FROM: Duncan Paradox] to have fun and soc hunt
2009-09-25 15:49:45 [FROM: Duncan Paradox] with the active members
2009-09-25 15:50:10 [TO : Miss Master Thesis] do you think that there are free riders in the soc. that is someone who gains from being a member but who does not...
2009-09-25 15:50:18 [TO : Miss Master Thesis] contribute to the soc
2009-09-25 15:52:07 [TO : Miss Master Thesis] what type of looting distribution system do you have
2009-09-25 15:52:28 [FROM: Duncan Paradox] when we hunt in soc team ?
2009-09-25 15:52:39 [TO : Miss Master Thesis] yes
2009-09-25 15:52:49 [FROM: Duncan Paradox] we share the big loot
2009-09-25 15:53:05 [TO : Miss Master Thesis] do you think it is a fair system
2009-09-25 15:53:13 [FROM: Duncan Paradox] but for the moment the team system is not activated
2009-09-25 15:53:22 [TO : Miss Master Thesis] i know:(
2009-09-25 15:53:31 [FROM: Duncan Paradox] yes it's a fair system, when we hunt in team it's for fun
2009-09-25 15:53:42 [FROM: Duncan Paradox] not for money
2009-09-25 15:53:46 [FROM: Duncan Paradox] we share it
2009-09-25 15:53:47 [TO : Miss Master Thesis] does your soc expect you to use real money?
2009-09-25 15:54:28 [FROM: Duncan Paradox] that mean if people deposit?
2009-09-25 15:54:49 [TO : Miss Master Thesis] if you tell them to do so, in order to get more stuff-better skills
2009-09-25 15:55:10 [FROM: Duncan Paradox] I can't tell him so use real money
2009-09-25 15:55:19 [FROM: Duncan Paradox] some player can some other can't
2009-09-25 15:55:37 [TO : Miss Master Thesis] what is your profession
2009-09-25 15:56:01 [FROM: Duncan Paradox] and pk
2009-09-25 15:56:08 [FROM: Duncan Paradox] sometime mining and craft
2009-09-25 15:56:16 [FROM: Duncan Paradox] and ambassador for Mindark :)
2009-09-25 15:56:29 [TO : Miss Master Thesis] do you have a profession that others in the soc do not have?
2009-09-25 15:56:52 [FROM: Duncan Paradox] maybe the trade
2009-09-25 15:56:58 [FROM: Duncan Paradox] we're only 2 in the soc
2009-09-25 15:57:14 [TO : Miss Master Thesis] do you in your soc try to have different skills?
2009-09-25 15:57:59 [FROM: Duncan Paradox] yes I try to have lot of skill to show us it's possible :)”
2009-09-25 15:58:22 [TO : Miss Master Thesis] do you have a unique skill that almost no other in EU have
2009-09-25 15:58:54 [FROM: Duncan Paradox] I don't think so
2009-09-25 15:58:57 [TO : Miss Master Thesis] do you have specific criterias for new members
2009-09-25 15:59:15 [FROM: Duncan Paradox] to respect other player
2009-09-25 15:59:21 [FROM: Duncan Paradox] to speak french
2009-09-25 15:59:34 [FROM: Duncan Paradox] and to be active
2009-09-25 15:59:44 [TO : Miss Master Thesis] how often do you trade with other members of teh soc-dayli, weekly or less
2009-09-25 15:59:54 [FROM: Duncan Paradox] daily
2009-09-25 16:00:13 [TO : Miss Master Thesis] how often do you trade with others outside the soc
2009-09-25 16:00:26 [FROM: Duncan Paradox] daily too
2009-09-25 16:00:45 [TO : Miss Master Thesis] when you sell an item to a member of the soc, do you take an transaction cost
2009-09-25 16:01:18 [FROM: Duncan Paradox] I try to sell it under the markup
2009-09-25 16:01:48 [TO : Miss Master Thesis] ok, when you sell to others out side the soc, do you then take a transaction cost
2009-09-25 16:02:04 [FROM: Duncan Paradox] I sell at markup
2009-09-25 16:02:36 [TO : Miss Master Thesis] when you purchase something to you think that there is an uncertainty about how effective or useful the item, will be
2009-09-25 16:03:09 [TO : Miss Master Thesis] that is when you by from a memerer of the soc
2009-09-25 16:03:20 [FROM: Duncan Paradox] I'm sorry I don't understand this question :D
2009-09-25 16:03:54 [TO : Miss Master Thesis] ok, when you buy something from a member of the soc, do you then always know that is gonna be as good as they tell you
2009-09-25 16:04:19 [FROM: Duncan Paradox] I using some website to see the stats of the weapons
2009-09-25 16:04:50 [TO : Miss Master Thesis] ok, so you trust them when you buy something from them
2009-09-25 16:05:01 [FROM: Duncan Paradox] I'm sorry I have to go in 2 minutes :)
2009-09-25 16:05:10 [FROM: Duncan Paradox] Yes I trust all my society
2009-09-25 16:05:30 [TO : Miss Master Thesis] what about when you buy for someone out side of the soc
2009-09-25 16:05:56 [FROM: Duncan Paradox] it's the same thing
2009-09-25 16:05:58 [TO : Miss Master Thesis] ok
2009-09-25 16:06:02 [FROM: Duncan Paradox] I always buy what I need :)
2009-09-25 16:06:10 [TO : Miss Master Thesis] do you hav a common belife in the soc
2009-09-25 16:06:19 [FROM: Duncan Paradox] not really
2009-09-25 16:06:25 [TO : Miss Master Thesis] common values
2009-09-25 16:06:44 [FROM: Duncan Paradox] respect other ppl
2009-09-25 16:06:46 [FROM: Duncan Paradox] and be fair
2009-09-25 16:06:46 [TO : Miss Master Thesis] does your society succes comes before you own
2009-09-25 16:11:06 [TO : Miss Master Thesis] hi
2009-09-25 16:11:20 [TO : Miss Master Thesis] im a student do ing research on socs in EU
2009-09-25 16:11:39 [TO : Miss Master Thesis] for my master theiss, an d i was wondering if i could interview you
2009-09-25 16:12:03 [FROM: Linda Gullet Svensson] well ok
2009-09-25 16:12:07 [TO : Miss Master Thesis] ok ty
2009-09-25 16:12:44 [TO : Miss Master Thesis] when you have answered please type D for donee, so i know that you have finish typing, before a new question come
2009-09-25 16:12:47 [TO : Miss Master Thesis] ok
2009-09-25 16:13:00 [FROM: Linda Gullet Svensson] k
2009-09-25 16:13:08 [TO : Miss Master Thesis] what is the name of yo soc

1.17 Kings & Queen
2009-09-25 16:13:23 [TO : Miss Master Thesis] how many members are there
2009-09-25 16:13:54 [TO : Miss Master Thesis] what is the structure in the soc, are you a peer group a team or a simple hierarchy with a leader
2009-09-25 16:14:38 [TO : Miss Master Thesis] what type of hierarchy system do you use
2009-09-25 16:14:50 [TO : Miss Master Thesis] what is the objective of the soc
2009-09-25 16:15:06 [FROM: Linda Gullet Svensson] non really D
2009-09-25 16:15:10 [TO : Miss Master Thesis] how do you make decisions for the soc
2009-09-25 16:15:38 [TO : Miss Master Thesis] what type of looting system do you use
2009-09-25 16:16:04 [TO : Miss Master Thesis] do you think it's fair
2009-09-25 16:16:11 [TO : Miss Master Thesis] no
2009-09-25 16:16:38 [TO : Miss Master Thesis] does your soc expect you to use real money
2009-09-25 16:17:12 [TO : Miss Master Thesis] what is your profession
2009-09-25 16:17:44 [TO : Miss Master Thesis] do you have a profession that other in the soc do not have
2009-09-25 16:18:20 [TO : Miss Master Thesis] do you in the soc try to have different professions
2009-09-25 16:18:47 [TO : Miss Master Thesis] do you have skill that almost no other have in EU
2009-09-25 16:19:01 [TO : Miss Master Thesis] do you specific criteria for new members
2009-09-25 16:19:22 [TO : Miss Master Thesis] how often do you trade with other members in the soc
2009-09-25 16:19:33 [TO : Miss Master Thesis] daily, weekly or less
2009-09-25 16:19:34 [FROM: Linda Gullet Svensson] all the time D
2009-09-25 16:19:51 [TO : Miss Master Thesis] ok, what about with others outside of the soc
2009-09-25 16:20:23 [FROM: Linda Gullet Svensson] sorry but i need to eat, so can't answer more
2009-09-25 16:20:40 [TO : Miss Master Thesis] ok, ty
2009-09-25 16:21:09 [FROM: Linda Gullet Svensson] and have fun in here :  
2009-09-25 16:21:14 [TO : Miss Master Thesis] you to  
2009-09-25 16:22:50 [TO : Miss Master Thesis] im a student doin resaerch on socs in EU  
2009-09-25 16:23:08 [TO : Miss Master Thesis] for my master thesis, and iw as wondering if i could interview ou  
2009-09-25 16:23:36 [TO : Miss Master Thesis] ty  
2009-09-25 16:24:03 [TO : Miss Master Thesis] when you are done answering a question please type D for done, so i know you aere done typing  
2009-09-25 16:24:16 [TO : Miss Master Thesis] ok  
2009-09-25 16:24:41 [TO : Miss Master Thesis] k  
2009-09-25 16:24:52 [TO : Miss Master Thesis] what is the name of youyr soc  
2009-09-25 16:25:12 [TO : Miss Master Thesis] how many members are there  
2009-09-25 16:26:08 [TO : Miss Master Thesis] what structure do youyu have, are you a peer group, a team or a simple hierachy with a leader  
2009-09-25 16:26:49 [FROM: Arturo] there is a leader  
2009-09-25 16:26:53 [TO : Miss Master Thesis] what is your psoition  
2009-09-25 16:27:27 [FROM: Arturo] low position,i'm in this soc since 1 month,not much, before i was in another soc  
2009-09-25 16:27:37 [TO : Miss Master Thesis] what is the obejctiv of the soc  
2009-09-25 16:28:19 [FROM: Arturo] have fun and talking about the game D  
2009-09-25 16:28:22 [TO : Miss Master Thesis] how are decisions made in the soc  
2009-09-25 16:29:05 [FROM: Arturo] are took by the leader...but anyway not much decision to take D  
2009-09-25 16:29:13 [TO : Miss Master Thesis] do you think that there are free riders in the soc, tah is some who gain by being a memeber but who does not give back  
2009-09-25 16:30:04 [FROM: Arturo] in this soc dont need to give D  
2009-09-25 16:30:10 [TO : Miss Master Thesis] what type of looting distribution system do ou have  
2009-09-25 16:30:51 [FROM: Arturo] when we hunt in team items are splited  
2009-09-25 16:31:10 [FROM: Arturo] D  
2009-09-25 16:31:18 [TO : Miss Master Thesis] does your soc expect you to use real monye

1.18 Miner's Mafia

2009-09-25 16:25:12 [TO : Miss Master Thesis] how many members are there  
2009-09-25 16:26:08 [TO : Miss Master Thesis] what structure do youyu have, are you a peer group, a team or a simple hierachy with a leader  
2009-09-25 16:26:49 [FROM: Arturo] there is a leader  
2009-09-25 16:26:53 [TO : Miss Master Thesis] what is your psoition  
2009-09-25 16:27:27 [FROM: Arturo] low position,i'm in this soc since 1 month,not much, before i was in another soc  
2009-09-25 16:27:37 [TO : Miss Master Thesis] what is the obejctiv of the soc  
2009-09-25 16:28:19 [FROM: Arturo] have fun and talking about the game D  
2009-09-25 16:28:22 [TO : Miss Master Thesis] how are decisions made in the soc  
2009-09-25 16:29:05 [FROM: Arturo] are took by the leader...but anyway not much decision to take D  
2009-09-25 16:29:13 [TO : Miss Master Thesis] do you think that there are free riders in the soc, tah is some who gain by being a memeber but who does not give back  
2009-09-25 16:30:04 [FROM: Arturo] in this soc dont need to give D  
2009-09-25 16:30:10 [TO : Miss Master Thesis] what type of looting distribution system do ou have  
2009-09-25 16:30:51 [FROM: Arturo] when we hunt in team items are splited  
2009-09-25 16:31:10 [FROM: Arturo] D  
2009-09-25 16:31:18 [TO : Miss Master Thesis] does your soc expect you to use real monye
what means?
does the leader expect you to use money so that you can gain skills
everybody here use real mony for themself
ok
what is your proffesion
but soc leader dont ask anything....money is for your personal hunting or mining
hunting and mining
what is your proffesion
but soc leader dont ask anything....money is for your personal hunting or mining
hunting and mining
do you have a proffssion that other in the soc do not have
no
do you have skill that almost no other in EU have
no
do you in the soc try to have different proffesions
no
how oftern do you trade with other in the soc- dayli weekly or less
less, i'm not a trader
how often do you trade with others outside the soc
very rare...i sell/buy stuff by auctioneer
when selling an item to a member of teh soc, do charge a transaction cost
doesnt exist here transiction cost
ok, but do you sell it to less than mark up when selling to other members
yes
when you sell to out side the soc, do you then charge mark up
yes when possible
when you are buing someting from a member of the soc. do you trust them that what they aer selling is good
dont need to trust, you can check it by yourself
always
are there some items that you always have to buy from outside the soc. if yes what?
yes, i buy weapons by auctioneer
do you have a common goal congruency in the soc
i can grow up in the soc as more global and hof i'll get

do you have common values in the soc
what means?
All Great of EU

2009-10-03 10:41:52 [TO : Miss Master Thesis] what is the name of your soc
2009-10-03 10:42:17 [FROM: Zane] All Great of EU -D-
2009-10-03 10:42:20 [TO : Miss Master Thesis] how many members are there
2009-10-03 10:42:38 [FROM: Zane] I believe there are 25? -D-
2009-10-03 10:42:49 [TO : Miss Master Thesis] what structure do you have, are you like a peer group a team a group with a leader or something else
2009-10-03 10:43:27 [FROM: Zane] We have a very strong leader. The ones directly under him are also very strong. We all help each other though. -D-
2009-10-03 10:43:40 [TO : Miss Master Thesis] what type of hierachy system do you have
2009-10-03 10:44:19 [FROM: Zane] Military -D-
2009-10-03 10:44:28 [TO : Miss Master Thesis] what is your position in the soc
2009-10-03 10:44:38 [FROM: Zane] I am a recruit -D-
2009-10-03 10:44:55 [TO : Miss Master Thesis] what incentives are there for you to rise in rank in the soc
2009-10-03 10:45:34 [FROM: Zane] More respect. We sometimes get items too if we gain rank. But mostly it's a respect thing. -D-
2009-10-03 10:45:43 [TO : Miss Master Thesis] what is your position in the soc
2009-10-03 10:46:31 [FROM: Zane] Well, our leader basically has a few other veterans who he trusts enough to lead us. It's kind of in between
2009-10-03 10:46:34 [FROM: Zane] -D-
2009-10-03 10:46:37 [TO : Miss Master Thesis] what decision making mechanism do you have in the soc
2009-10-03 10:47:12 [FROM: Zane] Mostly a group vote. If a leader wants to do something they ask us. -D-
2009-10-03 10:47:23 [TO : Miss Master Thesis] do you think that there are any free riders in the soc, that is someone who gains from being a member but who doesn't give back
2009-10-03 10:47:31 [FROM: Zane] -D-
2009-10-03 10:47:58 [FROM: Zane] Well it's hard to contribute when you first start. But everyone I have seen is either grateful of the help...
2009-10-03 10:48:12 [FROM: Zane] or they are the ones giving the help. So no freeloaders -D-
2009-10-03 10:48:37 [TO : Miss Master Thesis] how do you avoid that do you think
2009-10-03 10:49:11 [FROM: Zane] Only get people in the society who you know are going to stay long term and who are serious about the soc -D-
2009-10-03 10:49:35 [TO : Miss Master Thesis] what is the objective of the soc, is social economic or something else
2009-10-03 10:50:21 [FROM: Zane] Training ourselves to become masters of the game. Eventually we will buy real estate. -D-
2009-10-03 10:50:26 [TO : Miss Master Thesis] what type of looting system do you have
2009-10-03 10:51:08 [FROM: Zane] It's really determined by who you go with. Leaders let you have it mostly but newbies usually get it. Which is fair -D-
2009-10-03 10:51:10 [TO : Miss Master Thesis] do you think it's a fair system
2009-10-03 10:51:19 [FROM: Zane] Yes i do -D-
2009-10-03 10:51:23 [TO : Miss Master Thesis] does your soc expect you to use real money
2009-10-03 10:51:41 [FROM: Zane] No they don't. They advise it. But it's not mandatory at all -D-
2009-10-03 10:51:50 [TO : Miss Master Thesis] have you spend money in order to rise in skill to gain a higher rank in soc
2009-10-03 10:52:22 [FROM: Zane] I'm at the bottom rung of the soc right now. But I have deposited and it WAS to raise my skills. -D-
2009-10-03 10:52:27 [TO : Miss Master Thesis] what is your profession
2009-10-03 10:53:08 [FROM: Zane] I hunt a lot. But I mine also. I enjoy trading -D-
2009-10-03 10:53:11 [TO : Miss Master Thesis] do you have a specific proffesion taht others in the soc dont have
2009-10-03 10:53:27 [FROM: Zane] Not really. Our leaders are diverse. -D-
2009-10-03 10:53:33 [TO : Miss Master Thesis] do you in the soc try to have diversified skills
2009-10-03 10:53:52 [FROM: Zane] I do. I would love to be a mining guru, but it takes time and money -D-
2009-10-03 10:54:02 [TO : Miss Master Thesis] do you have specific criterias when electing a new member
2009-10-03 10:54:38 [FROM: Zane] One of my soc friends stands in PA a lot and scouts. He says he looks for...
2009-10-03 10:54:57 [FROM: Zane] people who are worthy. No begging. A general enthusiasm about the game. -D-
2009-10-03 10:55:00 [TO : Miss Master Thesis] do you have a uniques skill that almost no one in EU have
2009-10-03 10:55:20 [FROM: Zane] As a character in game?
2009-10-03 10:55:48 [TO : Miss Master Thesis] like pk or something that most cant do
2009-10-03 10:56:15 [FROM: Zane] Well I just started five days ago, so not really. I think I can make people laugh though. -D-
2009-10-03 10:56:19 [TO : Miss Master Thesis] how often do you trade with members in the soc
2009-10-03 10:56:41 [FROM: Zane] All the time. Constantly getting hand me downs and passing my old things along to newer members -D-
2009-10-03 10:56:48 [TO : Miss Master Thesis] how often do you trade with others outside the soc
2009-10-03 10:57:17 [FROM: Zane] Somewhat frequently. If I can't find it in the soc I will look elsewhere. -D-
2009-10-03 10:57:21 [TO : Miss Master Thesis] when selling a item to a member of the soc, do you charge a transaction cost
2009-10-03 10:58:02 [FROM: Zane] Even if I sold (rather than gave) it to a member of my soc, it would be cheap. -D-
2009-10-03 10:58:08 [TO : Miss Master Thesis] do you charge transaction cost when selling to someone outside the soc
2009-10-03 10:58:31 [FROM: Zane] I don't believe I do, actually -D-
2009-10-03 10:58:50 [TO : Miss Master Thesis] when buyin a new item do you think that there is unceratity in how useful the object will be for you
2009-10-03 10:59:13 [FROM: Zane] I try really hard to make SURE what I am buying is useful. But there is some uncertainty. -D-
2009-10-03 10:59:26 [TO : Miss Master Thesis] is it greater when buying from someone outside the soc
2009-10-03 10:59:44 [FROM: Zane] Most definitely -D-
2009-10-03 10:59:52 [TO : Miss Master Thesis] are there some items that yo will always have to buy out side teh soc. if yes what
Hmm... maybe clothes? That's all I can think of.

 Caucas. We are all training to be elite. But a couple of us are aspiring real estate brokers.

Somewhat. We are all training to be elite. But a couple of us are aspiring real estate brokers. Yes.

Because I absolutely love the people in it. They have helped me a lot.

It happens but by chance. The aren't assigned jobs.

It goes hand in hand because I am a part of it. And I know that my leaders care about my success and vice versa.

No, I just stumbled upon it.

If we do, it's as a joke.

If we do, it's as a joke. I think we are planning to soon. I think we are planning to soon.

If we do, it's as a joke. It's like my EU family. I trust everyone. I know that they care and that they would move mountains for me.

no problem. it was fun. what's it for exactly?

wow in real life?
2009-10-03 11:07:34 [FROM: Zane] that is awesome. when did you start playing EU?
2009-10-03 11:07:59 [TO : Miss Master Thesis] just this august, unfortunally i dont really have time to play so much
2009-10-03 11:08:06 [TO : Miss Master Thesis] have to interview people
2009-10-03 11:08:18 [TO : Miss Master Thesis] but hopin gto do it when im done
2009-10-03 11:08:36 [FROM: Zane] It's a lot of fun. If you're ever in need of a soc. Holler at me. Can I add you to my friends list?
2009-10-03 11:08:55 [TO : Miss Master Thesis] ty yes that will be nice
2009-10-03 11:09:00 [FROM: Zane] ;]
2009-10-03 11:09:18 [TO : Miss Master Thesis] :) 
2009-10-03 11:09:27 [FROM: Zane] Are you looking for a soc?
2009-10-03 11:09:56 [TO : Miss Master Thesis] no not now at least, i think it will do me best to be neutral when im trying to get insight of other socs
2009-10-03 11:10:24 [FROM: Zane] If you ever are looking for one, give me a shout. I can arrange meetings.
2009-10-03 11:10:27 [TO : Miss Master Thesis] do you know any soc who is just in it for the money
2009-10-03 11:10:48 [FROM: Zane] Hmmm... not that I know of. I don't know too much about other soc's
2009-10-03 11:11:11 [FROM: Zane] You should interview NEVERDIE
2009-10-03 11:11:17 [FROM: Zane] if you could reach him
2009-10-03 11:11:35 [TO : Miss Master Thesis] yes i should find him, i have read about him, but dont know where he is
2009-10-03 11:12:03 [TO : Miss Master Thesis] where is it located
2009-10-03 11:12:26 [FROM: Zane] On the asteroid. I think you have to get someone to fly you there. But I'm not sure from where.
2009-10-03 11:12:42 [TO : Miss Master Thesis] ok cool, ill have to try that some how
2009-10-03 11:13:11 [TO : Miss Master Thesis] yes it seems so, bank everything
2009-10-03 11:13:31 [FROM: Zane] It's insane. Like he is the Warren Buffet of EU
2009-10-03 11:13:37 [TO : Miss Master Thesis] hahah
2009-10-03 11:14:09 [FROM: Zane] That interview was cool. I was i was interviewed more often haha
2009-10-03 11:14:35 [TO : Miss Master Thesis] right i beter go have a job to do, but thank you, well if i have more questiones il come find you:9
2009-10-03 11:14:55 [FROM: Zane] :] Good luck with everything!
2009-10-03 11:15:04 [TO : Miss Master Thesis] thank you have fun
2009-10-03 11:15:14 [FROM: Zane] no problem, you too :]
2009-10-03 11:37:35 [TO : Miss Master Thesis] hi
2009-10-03 11:37:35 [FROM: Dan] hi
2009-10-03 11:37:45 [TO : Miss Master Thesis] im a student how is doing reasearch on socs
2009-10-03 11:38:00 [FROM: Dan] what kind of research?
2009-10-03 11:38:01 [TO : Miss Master Thesis] for my master thesis, and i was wondering if i could interview you
2009-10-03 11:38:09 [FROM: Dan] ok
2009-10-03 11:38:33 [TO : Miss Master Thesis] ty, when done answering pelase type d for done so that i can give you the next quesiton
2009-10-03 11:38:46 [FROM: Dan] ok, will it take long?
2009-10-03 11:39:14 [TO : Miss Master Thesis] is that ok
2009-10-03 11:39:17 [FROM: Dan] you're a new player?
2009-10-03 11:39:21 [TO : Miss Master Thesis] yes
2009-10-03 11:39:26 [FROM: Dan] thought so
2009-10-03 11:39:32 [FROM: Dan] fire away
2009-10-03 11:39:38 [TO : Miss Master Thesis] cool
2009-10-03 11:39:45 [TO : Miss Master Thesis] what is the name of your soc

1.20 WizFox

2009-10-03 11:39:55 [TO : Miss Master Thesis] how many members are there in the soc
2009-10-03 11:40:02 [FROM: Dan] 94
2009-10-03 11:40:11 [FROM: Dan] d
2009-10-03 11:40:27 [TO : Miss Master Thesis] what structure do you have in the soc, is a peer group team a group with a leader or something else
2009-10-03 11:40:36 [FROM: Dan] just casual
2009-10-03 11:40:48 [TO : Miss Master Thesis] what type of hierarchy system do you use
2009-10-03 11:40:55 [FROM: Dan] Basic
2009-10-03 11:41:00 [TO : Miss Master Thesis] what is your position in the soc
2009-10-03 11:41:06 [FROM: Dan] Leader
2009-10-03 11:41:11 [FROM: Dan] and Founder
2009-10-03 11:41:20 [TO : Miss Master Thesis] what incentives are there for you to rise in rank in the soc
2009-10-03 11:41:46 [FROM: Dan] be active and dedicate yourself, the more active and friendly the more you are promoted
2009-10-03 11:41:55 [TO : Miss Master Thesis] what is the objective of the soc, social economic or something else
2009-10-03 11:42:31 [FROM: Dan] Just a friendly community, also we were hoping to raise money for a land area to get every member some sort of income
2009-10-03 11:42:39 [TO : Miss Master Thesis] is the leadership style centralized or decentralized
2009-10-03 11:42:50 [FROM: Dan] how do you mean?
2009-10-03 11:43:10 [FROM: Dan] I run it and have a friend in second command
2009-10-03 11:43:15 [TO : Miss Master Thesis] ok
2009-10-03 11:43:29 [TO : Miss Master Thesis] what type of decision making mechanism do you have in the soc
2009-10-03 11:43:34 [FROM: Dan] but anyone can become second in command if dedicated enough
2009-10-03 11:43:43 [FROM: Dan] group decisions
2009-10-03 11:43:53 [TO : Miss Master Thesis] do you think that there are any free riders in the soc
2009-10-03 11:43:54 [FROM: Dan] but its just generalisation
2009-10-03 11:44:02 [FROM: Dan] probably
2009-10-03 11:44:16 [FROM: Dan] quite a few inactive members but they're returning
2009-10-03 11:44:35 [TO: Miss Master Thesis] wwhat type of looting system do you have
2009-10-03 11:44:55 [FROM: Dan] the looting system is just what comes by :P
2009-10-03 11:45:00 [FROM: Dan] we can't do team hunts again yet
2009-10-03 11:45:08 [FROM: Dan] but thats usually most damage
2009-10-03 11:45:25 [TO: Miss Master Thesis] ok do you think that is a fair system
2009-10-03 11:45:27 [FROM: Dan] or sometimes is distributed in other ways
2009-10-03 11:45:32 [FROM: Dan] yes
2009-10-03 11:45:44 [TO: Miss Master Thesis] do your soc expect your to use real money
2009-10-03 11:45:47 [FROM: Dan] the more you spend then you get the % you deserve
2009-10-03 11:45:51 [FROM: Dan] yes
2009-10-03 11:45:57 [FROM: Dan] everything ingame has an irl value
2009-10-03 11:46:16 [TO: Miss Master Thesis] have you spend money in order to gain skills to rise in rank in a soc
2009-10-03 11:46:40 [FROM: Dan] no, and I founded the society so no need. skills doesn't matter for ranks in my soc
2009-10-03 11:46:48 [TO: Miss Master Thesis] what is your proffsion
2009-10-03 11:46:59 [FROM: Dan] Mainly mining but I occasionally hunt
2009-10-03 11:47:10 [TO: Miss Master Thesis] do you have specific proffsion that other is the soc dont have
2009-10-03 11:47:20 [FROM: Dan] no
2009-10-03 11:47:29 [TO: Miss Master Thesis] do you in the soc try do have diversified skills
2009-10-03 11:47:41 [FROM: Dan] yes
2009-10-03 11:47:48 [FROM: Dan] and we always welcome every skill level
2009-10-03 11:47:50 [TO: Miss Master Thesis] do you have specific criterias when selecting a new member
2009-10-03 11:47:59 [FROM: louluk Mili myg] hi
2009-10-03 11:48:03 [TO: Miss Master Thesis] hi
2009-10-03 11:48:11 [FROM: Dan] only that they follow our basic rules and agree to become a member
2009-10-03 11:48:14 [FROM: louluk Mili myg] you are new player
2009-10-03 11:48:20 [FROM: Dan] and speak english
2009-10-03 11:48:36 [TO: Miss Master Thesis] do you have a uniques kill that almost no other in E
2009-10-03 11:48:42 [TO: Miss Master Thesis] EU have
2009-10-03 11:48:46 [FROM: Dan] no
2009-10-03 11:48:47 [TO: Miss Master Thesis] yes
2009-10-03 11:48:54 [FROM: Dan] I would if I was rich though :P
2009-10-03 11:49:03 [TO: Miss Master Thesis] how often do you trade with otehr members in teh soc
2009-10-03 11:49:04 [FROM: Dan] skilling = money spent
2009-10-03 11:49:11 [FROM: louluk Mili myg] are you looking for friendy soc ??
2009-10-03 11:49:17 [FROM: Dan] not very often, occasionally
2009-10-03 11:49:25 [TO : Miss Master Thesis] i would like to interview you in 10 min
2009-10-03 11:49:27 [FROM: Dan] but I do give a couple of peds to those who need it
2009-10-03 11:49:43 [TO : Miss Master Thesis] how often do you trade with other outside the soc
2009-10-03 11:49:47 [FROM: louluk Mili myg] ok
2009-10-03 11:50:05 [FROM: louluk Mili myg] add me in your favorit list
2009-10-03 11:50:09 [FROM: Dan] more often, normally only when I have mining finds to sell to resellers
2009-10-03 11:50:18 [TO : Miss Master Thesis] do you chage a transaction cost when selling an item to a member of the soc
2009-10-03 11:50:20 [FROM: Dan] although I would trade as much as possible within the soc
2009-10-03 11:50:21 [FROM: louluk Mili myg] or keep chat windows open
2009-10-03 11:50:30 [FROM: Dan] slightly lower
2009-10-03 11:50:59 [TO : Miss Master Thesis] do you charge a transaction cost when selling to amember out sid eth e soc
2009-10-03 11:51:10 [FROM: Dan] no
2009-10-03 11:51:11 [TO : Miss Master Thesis] ok will do that an get back to you in a bit
2009-10-03 11:51:16 [FROM: Dan] but if its auction thats automatic
2009-10-03 11:51:39 [TO : Miss Master Thesis] when buyin an item, dou have uncertainty on how useful the item will be for you
2009-10-03 11:51:54 [FROM: Dan] mostly
2009-10-03 11:52:04 [TO : Miss Master Thesis] is it greater when buying from someone outside the soc
2009-10-03 11:52:06 [FROM: Dan] I always like to buy weapons with a low TT value
2009-10-03 11:52:16 [FROM: Dan] greater?
2009-10-03 11:52:29 [FROM: Dan] how do you mean?
2009-10-03 11:52:35 [FROM: Dan] greater in value?
2009-10-03 11:52:52 [FROM: louluk Mili myg] don't forget angel have no sex xD
2009-10-03 11:52:53 [TO : Miss Master Thesis] greater uncertainty about items that buy when you buy it from someone outside the sco
2009-10-03 11:53:17 [FROM: Dan] none, before buying you can always see an items statistics
2009-10-03 11:53:22 [TO : Miss Master Thesis] ok
2009-10-03 11:53:43 [TO : Miss Master Thesis] is there some items that you alwasy have to buy outside the soc, if yes what
2009-10-03 11:54:16 [FROM: Dan] just normal things such as ammunition and mining probes
2009-10-03 11:54:21 [TO : Miss Master Thesis] do you have a common goal congruency in the soc
2009-10-03 11:54:32 [FROM: Dan] none in particular
2009-10-03 11:54:35 [TO : Miss Master Thesis] do you have common values in the soc
2009-10-03 11:54:55 [FROM: Dan] in what way?
2009-10-03 11:55:06 [FROM: Dan] values as in everyone speaks the same language?
2009-10-03 11:55:13 [FROM: Dan] or has the same amounts of peds?
2009-10-03 11:55:16 [TO : Miss Master Thesis] could be
2009-10-03 11:55:33 [FROM: Dan] no, we are all diverse but we do all speak english
2009-10-03 11:55:37 [TO : Miss Master Thesis] or that everyone thinks that you need to be honet or something liek tha
2009-10-03 11:55:58 [TO : Miss Master Thesis] do you have a common belief
2009-10-03 11:56:04 [FROM: Dan] no
2009-10-03 11:56:06 [TO : Miss Master Thesis] why do you cooperate
2009-10-03 11:56:11 [TO : Miss Master Thesis] in the soc
2009-10-03 11:56:23 [FROM: Dan] help others out
2009-10-03 11:56:29 [FROM: Dan] what goes around comes around
2009-10-03 11:56:35 [FROM: Dan] in one way or another
2009-10-03 11:56:44 [TO : Miss Master Thesis] do you cooperate to produc items in the soc, like one mines and then one craft it
2009-10-03 11:57:18 [FROM: Dan] not usually, I think everyone is running a little low on peds for that kind of thing
2009-10-03 11:57:24 [TO : Miss Master Thesis] does your soc succes comes before your own
2009-10-03 11:57:51 [FROM: Dan] about the same time
2009-10-03 11:57:59 [TO : Miss Master Thesis] do you compete amongst eachother in the soc
2009-10-03 11:58:05 [FROM: Dan] no
2009-10-03 11:58:12 [TO : Miss Master Thesis] do you compete with other socs
2009-10-03 11:58:30 [FROM: Dan] not in particular
2009-10-03 11:58:34 [TO : Miss Master Thesis] is there anything else that you would like to ad about your soc
2009-10-03 11:58:37 [FROM: Dan] we hope to be friendly with most
2009-10-03 11:58:59 [FROM: Dan] we hope to hold events for society members
2009-10-03 11:59:05 [FROM: Dan] such as hunting when team hunting returns
2009-10-03 11:59:24 [FROM: Dan] hopefully things will turn for the better for everyone
2009-10-03 11:59:36 [TO : Miss Master Thesis] ok ty very much
2009-10-03 11:59:39 [FROM: Dan] and we alwyas accept new members :)
2009-10-03 11:59:44 [TO : Miss Master Thesis] :
2009-10-03 11:59:44 [FROM: Dan] you're welcome
2009-10-03 11:59:59 [TO : Miss Master Thesis] have a nice day and have fun
2009-10-03 12:00:02 [FROM: Dan] are you a previous player? seems like you know a lot
2009-10-03 12:00:26 [TO : Miss Master Thesis] no i just interview people and i have done ressearch so that i can make my paper
2009-10-03 12:00:39 [FROM: Dan] ok, gl with your research
2009-10-03 12:00:42 [TO : Miss Master Thesis] ty
2009-10-03 12:08:30 [TO : Miss Master Thesis] hi, do you have time now
2009-10-03 12:20:13 [TO : Miss Master Thesis] hello
2009-10-03 13:36:02 [FROM: Arturo] still making interview or playing ? :)
2009-10-04 07:25:55 [TO : Miss Master Thesis] hi
2009-10-04 07:26:06 [FROM: Aden Jake Colman] hi
2009-10-04 07:26:06 [TO : Miss Master Thesis] im a student who is doing research on socs
2009-10-04 07:26:18 [TO : Miss Master Thesis] For my master thesis and I was wondering if I could interview you
2009-10-04 07:27:00 [FROM: Aden Jake Colman] No thanks but were am I
2009-10-04 07:27:13 [TO : Miss Master Thesis] OK NP
2009-10-04 07:31:19 [TO : Miss Master Thesis] Hi
2009-10-04 07:31:27 [TO : Miss Master Thesis] Im a student doing research on socs for my master thesis and I was wondering if I could interview you
2009-10-04 07:32:07 [FROM: Stalker] Cool tho im new in this SOC
2009-10-04 07:32:25 [TO : Miss Master Thesis] OK, we will try
d for done, so that I can give you a new question
2009-10-04 07:33:18 [TO : Miss Master Thesis] What is the name of your SOC

1.21 NBK

2009-10-04 07:33:46 [FROM: Stalker] NBK (NATURAL BORN KILLERS)
2009-10-04 07:33:54 [FROM: Stalker] d
2009-10-04 07:34:02 [TO : Miss Master Thesis] How many members are there
2009-10-04 07:34:12 [FROM: Stalker] close to 200
2009-10-04 07:34:13 [FROM: Stalker] d
2009-10-04 07:34:37 [TO : Miss Master Thesis] What type of structure do you have in the SOC, is it a peer group, a team or is a simple hierarchy with a leader or something else
2009-10-04 07:34:39 [TO : Miss Master Thesis] else
2009-10-04 07:35:21 [FROM: Stalker] I think it has structure based leadership
2009-10-04 07:35:57 [FROM: Stalker] d
2009-10-04 07:35:58 [TO : Miss Master Thesis] What type of hierarchy system do you have
2009-10-04 07:36:57 [FROM: Stalker] Well mostly a simple one
Recruits/Miner/Traders and ranks in each one
2009-10-04 07:37:06 [TO : Miss Master Thesis] What is your position in the SOC
2009-10-04 07:37:19 [FROM: Stalker] wich ranks dont know exactly
2009-10-04 07:37:31 [FROM: Stalker] Im a Recruit at moment
2009-10-04 07:37:49 [TO : Miss Master Thesis] What incentives are there for you to rise in ranking in the SOC
2009-10-04 07:38:52 [FROM: Stalker] None mostly people help u build skills help u with stuff then u are left to make ur own stuff
2009-10-04 07:39:13 [TO : Miss Master Thesis] What is the objective of the SOC
2009-10-04 07:39:16 [FROM: Stalker] At least as a recruit u get lots of help
2009-10-04 07:40:02 [FROM: Stalker] Well mostly fun but individually people want to get better at their chosen craft
2009-10-04 07:40:04 [FROM: Stalker] d
2009-10-04 07:40:13 [TO : Miss Master Thesis] What decision making mechanism do you have in the SOC
2009-10-04 07:40:43 [FROM: Stalker] Well so far I've seen none but remember im just a recruit
2009-10-04 07:40:59 [FROM: Stalker] I dont really impact the SOC yet

2009-10-04 07:40:59 [FROM: Stalker] I dont really impact the SOC yet
2009-10-04 07:41:01 [FROM: Stalker] do you think that there are free riders in the soc, that is some that are gaining from being a member but don't give back?
2009-10-04 07:41:20 [FROM: Stalker] free riders?
2009-10-04 07:41:58 [TO: Miss Master Thesis] you understande
2009-10-04 07:42:09 [FROM: Stalker] not that I know of I myself have deposited to have a head start
2009-10-04 07:42:58 [FROM: Stalker] I do not beg for stuff I like to earn it or buy it with my money
2009-10-04 07:43:06 [TO: Miss Master Thesis] what type of looting system do you have?
2009-10-04 07:44:23 [FROM: Stalker] Looting system??? don't know as I mostly mine alone and have had little hunting XP and plus there are not group hunting yet
2009-10-04 07:44:26 [FROM: Stalker] does your SOC expect you to use real money
2009-10-04 07:44:29 [TO: Miss Master Thesis] well not them really I do it for myself they do not enforce you to do it but it's your choice really
2009-10-04 07:45:16 [FROM: Stalker] I have spent money so I can improve MY SELF ;)
2009-10-04 07:46:16 [FROM: Stalker] so the answer is no...
2009-10-04 07:46:38 [FROM: Stalker] what is your profession
2009-10-04 07:46:39 [FROM: Stalker] I'm a Miner/Noob Hunter
2009-10-04 07:47:05 [TO: Miss Master Thesis] how often do you trade with others outside the soc
2009-10-04 07:47:27 [FROM: Stalker] wow don't know that Miss
2009-10-04 07:47:48 [TO: Miss Master Thesis] do you in the soc try to have diversified skills?
2009-10-04 07:48:30 [FROM: Stalker] yeah I do some other stuff too at least I learn how to craft and do other stuff
2009-10-04 07:48:45 [TO: Miss Master Thesis] how often do you trade with members of the soc
2009-10-04 07:49:45 [FROM: Stalker] a lot I have one of my SOC friends that's a merchant always try to give the stuff to her better prices plus it's for the SOC
2009-10-04 07:51:26 [FROM: Stalker] usually they pay well for stuff so yeah they give me +TT%
2009-10-04 07:51:47 [TO : Miss Master Thesis] do you charger transaction cost when selling to a memer outside the soc
2009-10-04 07:52:24 [FROM: Stalker] sure u have to make a trade thats why its called trade ;)
2009-10-04 07:52:33 [TO : Miss Master Thesis] when buyin an item do you have uncertainty on how useful the item will be for you
2009-10-04 07:53:09 [FROM: Stalker] sometimes i have to ask a friend in my SOC
2009-10-04 07:53:35 [TO : Miss Master Thesis] do you think that the unceraty is greater whne bouying from someone outside the so
2009-10-04 07:53:57 [TO : Miss Master Thesis] are there some items you always have to buy outside the soc
2009-10-04 07:54:08 [FROM: Stalker] i check the item first
2009-10-04 07:54:34 [TO : Miss Master Thesis] do you have common goal congruency in the soc
2009-10-04 07:55:07 [TO : Miss Master Thesis] do you have common values
2009-10-04 07:55:11 [FROM: Stalker] just have fun and learn more skills
2009-10-04 07:55:47 [TO : Miss Master Thesis] like always be honest or something like that
2009-10-04 07:56:09 [FROM: Stalker] yeah but thats just they way i am Miss ;)
2009-10-04 07:56:29 [TO : Miss Master Thesis] ;) do you have common belief
2009-10-04 07:56:37 [FROM: Stalker] like?
2009-10-04 07:56:59 [FROM: Stalker] i strife to be honest and fair always
2009-10-04 07:57:20 [TO : Miss Master Thesis] are you all christsians or somwthing like or all belive in some motto
2009-10-04 07:58:14 [FROM: Stalker] nope but we have a code of conduct or u get banned
2009-10-04 07:58:36 [FROM: Stalker] basically is to play fair and have fun
2009-10-04 07:58:59 [FROM: Stalker] any miss behavior can get u in trouble
2009-10-04 07:59:01 [FROM: Stalker] d
2009-10-04 07:59:03 [TO : Miss Master Thesis] why do you cooperate in the soc
2009-10-04 07:59:45 [FROM: Stalker] because people usually do the same is a bunch of good people
2009-10-04 08:00:01 [FROM: Stalker] s
2009-10-04 08:00:03 [FROM: Stalker] d
2009-10-04 08:00:05 [TO : Miss Master Thesis] do you cooperate to make items like one mine and the other craft
2009-10-04 08:00:47 [FROM: Stalker] not yet
2009-10-04 08:00:50 [FROM: Stalker] d
2009-10-04 08:00:53 [TO : Miss Master Thesis] does your soc succes come before your own
2009-10-04 08:01:51 [FROM: Stalker] well yes always better good of alot of people than one single person
2009-10-04 08:02:05 [TO : Miss Master Thesis] where you an apprentice to a meber of the soc before joining
2009-10-04 08:02:43 [FROM: Stalker] yeah just recently started playing again
2009-10-04 08:02:50 [TO : Miss Master Thesis] do you compete amongst each other in the soc
2009-10-04 08:03:07 [FROM: Stalker] nope
2009-10-04 08:03:12 [TO : Miss Master Thesis] do you compete with other socs
2009-10-04 08:03:59 [FROM: Stalker] i havent but i wouldnt mind as long as is a friendly competition
2009-10-04 08:04:01 [FROM: Stalker] d
2009-10-04 08:04:04 [TO  : Miss Master Thesis] is there anything else that you would like to add about your soc
2009-10-04 08:04:50 [FROM: Stalker] well i love it so far ;)
2009-10-04 08:04:54 [TO : Miss Master Thesis] can i take a picture of you
2009-10-04 08:05:17 [FROM: Stalker] sure
2009-10-04 08:05:24 [TO : Miss Master Thesis] cool ready
2009-10-04 08:05:25 [FROM: Stalker] want me to pose?
2009-10-04 08:05:27 [FROM: Stalker] hehe
2009-10-04 08:05:29 [TO : Miss Master Thesis] yes
2009-10-04 08:05:49 [FROM: Stalker] hehe
2009-10-04 08:05:49 [TO : Miss Master Thesis] ty
2009-10-04 08:05:56 [TO : Miss Master Thesis] that was great
2009-10-04 08:06:03 [FROM: Stalker] hehe NBP miss
2009-10-04 08:06:03 [TO : Miss Master Thesis] ty so much for helping me
2009-10-04 08:06:14 [FROM: Stalker] it was fun :D
2009-10-04 08:06:18 [TO : Miss Master Thesis] ;)
2009-10-04 08:06:54 [TO : Miss Master Thesis] well i have more intetrview to do so ill go, have fun
2009-10-04 08:07:22 [FROM: Stalker] good luck out there
2009-10-04 08:13:27 [TO : Miss Master Thesis] hi
2009-10-04 08:13:35 [TO : Miss Master Thesis] im a student doing research on socs
2009-10-04 08:13:45 [FROM: Chris Babyface] nice*
2009-10-04 08:13:52 [TO : Miss Master Thesis] for my master thesisi andd i m wonderign if i could interview you
2009-10-04 08:14:00 [FROM: Chris Babyface] sure
2009-10-04 08:14:03 [TO : Miss Master Thesis] cool
2009-10-04 08:14:26 [TO : Miss Master Thesis] when you have answered please type d for done, so i can give yioo a new question ok
2009-10-04 08:14:38 [FROM: Chris Babyface] ok
2009-10-04 08:14:48 [TO : Miss Master Thesis] what is the name of your soc

1.22 All Great
2009-10-04 08:15:10 [FROM: Chris Babyface] All Great of EU d
2009-10-04 08:15:11 [TO : Miss Master Thesis] how many member are there
2009-10-04 08:15:23 [FROM: Chris Babyface] we're small d
2009-10-04 08:15:42 [TO : Miss Master Thesis] what structure do you in the soc, is a peer group an team or a simple hierachy wiht a leader or something else
2009-10-04 08:16:18 [FROM: Chris Babyface] simple hierarchy d
2009-10-04 08:16:31 [TO : Miss Master Thesis] what type of hierarchy system do you use
2009-10-04 08:16:40 [FROM: Chris Babyface] military d
2009-10-04 08:16:41 [TO : Miss Master Thesis] what is your posistion in the soc
2009-10-04 08:16:49 [FROM: Chris Babyface] Sergeant d
2009-10-04 08:17:00 [TO : Miss Master Thesis] what incentives are there for you to rise in ranking in teh soc
2009-10-04 08:17:20 [FROM: Chris Babyface] to help my friends and soc d
2009-10-04 08:17:28 [TO : Miss Master Thesis] what is the obejctive of the soc, economical social something lese
2009-10-04 08:17:39 [FROM: Chris Babyface] to have fun d
2009-10-04 08:17:51 [TO : Miss Master Thesis] what decision making mechanism do you have in the soc
2009-10-04 08:18:18 [FROM: Chris Babyface] they always listen to me d
2009-10-04 08:18:23 [TO : Miss Master Thesis] do you think that there are free riders in the soc, some takes but dont give back
2009-10-04 08:18:32 [FROM: Chris Babyface] no d
2009-10-04 08:18:37 [TO : Miss Master Thesis] what type of looting system do you
2009-10-04 08:18:46 [FROM: Chris Babyface] random d
2009-10-04 08:19:02 [TO : Miss Master Thesis] do you think its fair way to distributre loot
2009-10-04 08:19:52 [FROM: Chris Babyface] yes for newcomers d
2009-10-04 08:19:56 [TO : Miss Master Thesis] does you soc expect you to use real money
2009-10-04 08:20:02 [FROM: Chris Babyface] yes d
2009-10-04 08:20:16 [TO : Miss Master Thesis] have you spend money in order to gain skills so that you can rise in rank in the soc
2009-10-04 08:20:24 [FROM: Chris Babyface] yes d
2009-10-04 08:20:27 [TO : Miss Master Thesis] what is your proffession
2009-10-04 08:20:41 [FROM: Chris Babyface] solo music artist d
2009-10-04 08:20:47 [TO : Miss Master Thesis] do you have specific skills that other in the soc dont have
2009-10-04 08:21:00 [FROM: Chris Babyface] yes d
2009-10-04 08:21:11 [TO : Miss Master Thesis] do you in the soc try to have diversified skills
2009-10-04 08:21:19 [FROM: Chris Babyface] yes d
2009-10-04 08:21:32 [TO : Miss Master Thesis] so you have speicfic criterias when selceting a new member
2009-10-04 08:21:40 [FROM: Chris Babyface] yes d
2009-10-04 08:21:45 [TO : Miss Master Thesis] do you have an unique skill that almost no other in EU have
2009-10-04 08:21:56 [FROM: Chris Babyface] yes d
2009-10-04 08:22:17 [FROM: Chris Babyface] I'm a born leader and businessman d
2009-10-04 08:22:24 [TO : Miss Master Thesis] how often do you trade with members of the soc
2009-10-04 08:22:39 [TO : Miss Master Thesis] how oftern do you trade with others outsid ethe soc
2009-10-04 08:23:34 [FROM: Chris Babyface] everyday d
2009-10-04 08:23:38 [TO : Miss Master Thesis] do you charge a transaction cost when selling to a member of the soc
2009-10-04 08:23:56 [FROM: Chris Babyface] no d
2009-10-04 08:24:01 [TO: Miss Master Thesis] do you charge transaction cost when selling to someone outside the soc
2009-10-04 08:25:08 [FROM: Chris Babyface] not with friends and business partners d
2009-10-04 08:25:15 [TO: Miss Master Thesis] when buying an item do you think that there is uncertainty on how useful the item will be for you
2009-10-04 08:25:40 [FROM: Chris Babyface] yes d
2009-10-04 08:26:06 [TO: Miss Master Thesis] is it greater when you are buying from someone outside the soc
2009-10-04 08:26:13 [FROM: Chris Babyface] yes d
2009-10-04 08:26:22 [TO: Miss Master Thesis] are there some items you always have to buy outside the soc
2009-10-04 08:26:31 [FROM: Chris Babyface] yes d
2009-10-04 08:26:36 [TO: Miss Master Thesis] what
2009-10-04 08:26:57 [FROM: Chris Babyface] ammo mostly d
2009-10-04 08:26:59 [TO: Miss Master Thesis] do you have a common goal congruency in the soc
2009-10-04 08:27:08 [FROM: Chris Babyface] yes d
2009-10-04 08:27:17 [TO: Miss Master Thesis] do you have common values
2009-10-04 08:27:22 [FROM: Chris Babyface] yes d
2009-10-04 08:27:29 [TO: Miss Master Thesis] do you have common beliefs
2009-10-04 08:27:34 [FROM: Chris Babyface] yes d
2009-10-04 08:27:45 [TO: Miss Master Thesis] why do you cooperate in the soc
2009-10-04 08:28:09 [FROM: Chris Babyface] I love my friends and I would do almost anything for them d
2009-10-04 08:28:12 [TO: Miss Master Thesis] do you in the soc cooperate to make items like one mine and another one craft
2009-10-04 08:28:20 [FROM: Chris Babyface] yes d
2009-10-04 08:28:26 [TO: Miss Master Thesis] does your soc success come before your own
2009-10-04 08:28:36 [FROM: Chris Babyface] yes d
2009-10-04 08:28:44 [TO: Miss Master Thesis] where you an apprentices to a member before joining
2009-10-04 08:28:54 [FROM: Chris Babyface] yes d
2009-10-04 08:28:57 [TO: Miss Master Thesis] do you compete amongst each other in the soc
2009-10-04 08:29:03 [FROM: Chris Babyface] yes d
2009-10-04 08:29:06 [TO: Miss Master Thesis] do you compete with other socs
2009-10-04 08:29:14 [FROM: Chris Babyface] yes d
2009-10-04 08:29:22 [TO: Miss Master Thesis] is there anything else that you would like to add about your soc
2009-10-04 08:29:54 [FROM: Chris Babyface] they're the best people I've ever met always looking to help those in need d
2009-10-04 08:29:59 [TO: Miss Master Thesis] can i take a picture of you
2009-10-04 08:30:06 [FROM: Chris Babyface] yes
2009-10-04 08:30:10 [TO: Miss Master Thesis] cool
2009-10-04 08:30:32 [TO: Miss Master Thesis] ready
2009-10-04 08:30:49 [TO: Miss Master Thesis] ty
2009-10-04 08:30:56 [FROM: Chris Babyface] it was a pleasure
2009-10-04 08:31:00 [TO : Miss Master Thesis] thank you for helping me
2009-10-04 08:31:16 [TO : Miss Master Thesis] have fun:)
2009-10-04 08:31:20 [FROM: Chris Babyface] you're most welcome if you need anything else just ask
2009-10-04 08:31:28 [FROM: Chris Babyface] you too
2009-10-04 08:31:31 [TO : Miss Master Thesis] ty, can i add you as a friend
2009-10-04 08:31:41 [FROM: Chris Babyface] please do
2009-10-04 08:31:52 [TO : Miss Master Thesis] :) 
2009-10-04 08:36:36 [TO : Miss Master Thesis] hi 
2009-10-04 08:36:41 [FROM: Connie Pigen Gurly] hi there 
2009-10-04 08:36:45 [TO : Miss Master Thesis] im a stuedent who is doing reaaserach on socs
2009-10-04 08:36:57 [FROM: Connie Pigen Gurly] Tax Collectors
2009-10-04 08:38:06 [FROM: Connie Pigen Gurly] Tax Collectors
2009-10-04 08:38:07 [FROM: Connie Pigen Gurly] d 
2009-10-04 08:38:09 [TO : Miss Master Thesis] how many member are there 
2009-10-04 08:38:16 [FROM: Connie Pigen Gurly] 52 
2009-10-04 08:38:18 [FROM: Connie Pigen Gurly] d 
2009-10-04 08:38:33 [TO : Miss Master Thesis] wht is the structure of the soc, is it a peer group a team or a simple hiearrachy with a leader, somethin else 
2009-10-04 08:39:18 [FROM: Connie Pigen Gurly] /s one bit team all have somthing to say and pvp/hunt/mineing soc 
2009-10-04 08:39:20 [FROM: Connie Pigen Gurly] d 
2009-10-04 08:39:25 [TO : Miss Master Thesis] what type of hierachy system do yo use 
2009-10-04 08:39:35 [FROM: Connie Pigen Gurly] milliter 
2009-10-04 08:39:37 [TO : Miss Master Thesis] what is you r postion in the soc 
2009-10-04 08:39:50 [FROM: Connie Pigen Gurly] d 
2009-10-04 08:39:55 [TO : Miss Master Thesis] what incentives are there for you to rise in rank in the soc 
2009-10-04 08:40:34 [FROM: Connie Pigen Gurly] Ranks do not count in soc but captian is for pvpers 
2009-10-04 08:41:32 [FROM: Connie Pigen Gurly] d 
2009-10-04 08:41:33 [TO : Miss Master Thesis] what is the obejctive of the soc 
2009-10-04 08:41:57 [FROM: Connie Pigen Gurly] Have fun and Kill Green dots 
2009-10-04 08:42:37 [FROM: Connie Pigen Gurly] d 
2009-10-04 08:42:38 [TO : Miss Master Thesis] what desion making mechanism do yo u have in the soc 

1.23 Tax Collectors
2009-10-04 08:38:06 [FROM: Connie Pigen Gurly] Tax Collectors
2009-10-04 08:38:07 [FROM: Connie Pigen Gurly] d 
2009-10-04 08:38:09 [TO : Miss Master Thesis] how many member are there 
2009-10-04 08:38:16 [FROM: Connie Pigen Gurly] 52 
2009-10-04 08:38:18 [FROM: Connie Pigen Gurly] d 
2009-10-04 08:38:33 [TO : Miss Master Thesis] wht is the structure of the soc, is it a peer group a team or a simple hiearrachy with a leader, somethin else 
2009-10-04 08:39:18 [FROM: Connie Pigen Gurly] /s one bit team all have somthing to say and pvp/hunt/mineing soc 
2009-10-04 08:39:20 [FROM: Connie Pigen Gurly] d 
2009-10-04 08:39:25 [TO : Miss Master Thesis] what type of hierachy system do yo use 
2009-10-04 08:39:35 [FROM: Connie Pigen Gurly] milliter 
2009-10-04 08:39:37 [TO : Miss Master Thesis] what is you r postion in the soc 
2009-10-04 08:39:50 [FROM: Connie Pigen Gurly] d 
2009-10-04 08:39:55 [TO : Miss Master Thesis] what incentives are there for you to rise in rank in the soc 
2009-10-04 08:40:34 [FROM: Connie Pigen Gurly] Ranks do not count in soc but captian is for pvpers 
2009-10-04 08:41:32 [FROM: Connie Pigen Gurly] d 
2009-10-04 08:41:33 [TO : Miss Master Thesis] what is the obejctive of the soc 
2009-10-04 08:41:57 [FROM: Connie Pigen Gurly] Have fun and Kill Green dots 
2009-10-04 08:42:37 [FROM: Connie Pigen Gurly] d 
2009-10-04 08:42:38 [TO : Miss Master Thesis] what desion making mechanism do yo u have in the soc
2009-10-04 08:43:28 [FROM: Connie Pigen Gurly] i deecide who gets in
2009-10-04 08:43:40 [TO : Miss Master Thesis] do you think there are any free riders in the soc, like some who gain by being a member but who does not give back
2009-10-04 08:43:48 [FROM: Connie Pigen Gurly] togetter with socies ofc
2009-10-04 08:43:50 [FROM: Connie Pigen Gurly] d
2009-10-04 08:44:05 [FROM: Connie Pigen Gurly] Nope i dont think
2009-10-04 08:44:10 [FROM: Connie Pigen Gurly] :d
2009-10-04 08:44:12 [TO : Miss Master Thesis] what type of looting distribution system do you have
2009-10-04 08:45:00 [FROM: Connie Pigen Gurly] stack share
2009-10-04 08:45:26 [FROM: Connie Pigen Gurly] item´s in grp are shared 50/50 ofc
2009-10-04 08:45:32 [FROM: Connie Pigen Gurly] d
2009-10-04 08:45:34 [TO : Miss Master Thesis] do you think its a fair system
2009-10-04 08:45:39 [FROM: Connie Pigen Gurly] yes
2009-10-04 08:45:41 [FROM: Connie Pigen Gurly] d
2009-10-04 08:45:47 [TO : Miss Master Thesis] does your soc expect you to use real money
2009-10-04 08:46:00 [FROM: Connie Pigen Gurly] Not at all
2009-10-04 08:46:04 [FROM: Connie Pigen Gurly] d
2009-10-04 08:46:08 [TO : Miss Master Thesis] have you spend money to approve you skill to rise in rank in soc
2009-10-04 08:46:27 [FROM: Connie Pigen Gurly] d
2009-10-04 08:46:27 [TO : Miss Master Thesis] what is your profession
2009-10-04 08:46:43 [FROM: Connie Pigen Gurly] d
2009-10-04 08:46:44 [TO : Miss Master Thesis] do you have specific skills that others in soc do not have
2009-10-04 08:47:02 [FROM: Connie Pigen Gurly] No
2009-10-04 08:47:04 [FROM: Connie Pigen Gurly] d
2009-10-04 08:47:05 [TO : Miss Master Thesis] does your soc try to have diversifed proffesions
2009-10-04 08:47:45 [FROM: Connie Pigen Gurly] d
2009-10-04 08:47:46 [TO : Miss Master Thesis] do you have specific criterias when a new member is elected
2009-10-04 08:47:54 [FROM: Connie Pigen Gurly] But we love riffel skil
2009-10-04 08:48:20 [FROM: Connie Pigen Gurly] 30+ laser or blp hit preff
2009-10-04 08:48:26 [TO : Miss Master Thesis] do you have unique skill that almost no other in EU have
2009-10-04 08:48:34 [FROM: Connie Pigen Gurly] No
2009-10-04 08:48:36 [FROM: Connie Pigen Gurly] d
2009-10-04 08:48:39 [TO : Miss Master Thesis] how oftern do you trade with members of the soc
2009-10-04 08:48:57 [FROM: Connie Pigen Gurly] d
2009-10-04 08:48:58 [TO : Miss Master Thesis] how often do you trade with others outside the soc
2009-10-04 08:49:24 [TO : Miss Master Thesis] do you charge a transaction cost or markup when selling to a member of the soc
2009-10-04 08:49:41 [FROM: Connie Pigen Gurly] Ye ofc its lower for socies
2009-10-04 08:49:45 [FROM: Connie Pigen Gurly] d
2009-10-04 08:49:49 [TO : Miss Master Thesis] do you charge a transaction cost or markup when selling to someone outside the soc
2009-10-04 08:50:05 [FROM: Connie Pigen Gurly] ofc
2009-10-04 08:50:08 [FROM: Connie Pigen Gurly] d
2009-10-04 08:50:11 [TO : Miss Master Thesis] when buyin a item do you have uncerainty on how useful the item will be for you
2009-10-04 08:50:28 [FROM: Connie Pigen Gurly] no
2009-10-04 08:50:32 [FROM: Connie Pigen Gurly] d
2009-10-04 08:50:42 [TO : Miss Master Thesis] are there some tiems you alwyas have to buy outside the soc
2009-10-04 08:51:05 [FROM: Connie Pigen Gurly] ye some from crafters
2009-10-04 08:51:06 [FROM: Connie Pigen Gurly] d
2009-10-04 08:51:19 [TO : Miss Master Thesis] do you have acoomon goal congruency i the soc
2009-10-04 08:52:02 [FROM: Connie Pigen Gurly] soc goal is to have fun most important
2009-10-04 08:52:06 [FROM: Connie Pigen Gurly] d
2009-10-04 08:52:06 [TO : Miss Master Thesis] do you have common values
2009-10-04 08:52:26 [FROM: Connie Pigen Gurly] d
2009-10-04 08:52:29 [TO : Miss Master Thesis] do you have common beliefs
2009-10-04 08:52:57 [FROM: Connie Pigen Gurly] that 2 i would say why sweat when u can steal in pvp
2009-10-04 08:53:00 [FROM: Connie Pigen Gurly] d
2009-10-04 08:53:11 [TO : Miss Master Thesis] why do cooperat in the soc
2009-10-04 08:53:24 [FROM: Connie Pigen Gurly] ?
2009-10-04 08:53:29 [FROM: Connie Pigen Gurly] refrese plz
2009-10-04 08:53:50 [TO : Miss Master Thesis] ok why do you work togerther in the soc
2009-10-04 08:54:11 [FROM: Connie Pigen Gurly] cause teamwork is the way
2009-10-04 08:54:23 [FROM: Connie Pigen Gurly] d
2009-10-04 08:54:24 [TO : Miss Master Thesis] do you produce items in the soc, like one mine and one cfrat
2009-10-04 08:54:34 [FROM: Connie Pigen Gurly] ye
2009-10-04 08:54:35 [FROM: Connie Pigen Gurly] d
2009-10-04 08:54:37 [TO : Miss Master Thesis] does your soc succes come before your own
2009-10-04 08:54:55 [FROM: Connie Pigen Gurly] i hope for the best for all in soc ofc
2009-10-04 08:54:57 [FROM: Connie Pigen Gurly] d
2009-10-04 08:55:03 [TO : Miss Master Thesis] where you an apprenctice to a member of the soc before joining
yes i was
d
do you compete amongst each other in the soc
compete in what way
do make challenges or try to out beat each other in something pvp
but i hope to be most skilled
compete in what way
do make challenges or try to out beat each other in something pvp
but i do it for the fun and chance of lootin GD
is there anything else that you would like to add about your soc
Ye we are fun crowded of kind people
can i take a picture of you
is it for forum
no its for my paper
ready
ye sure whynot go ahead
cool
ty
yw
for helping me i really appreciat it
np hopes it helps u
does
have fun
u2
buy
hi
hi
do you need beginner armor pixie?
could be
u have some peds?
i do
have bought also weapon, because weapon is more important than armor
if i buy some of you can i then interview you
im doing research on soc for my master thesis
what kind of interview it will be?
regarding game?
ill aske you some questions about the socs and how it works
2009-10-04 18:00:01 [TO : Miss Master Thesis] yes about hte game
2009-10-04 18:00:10 [FROM: Mandela] ok, sure i will answer :)
2009-10-04 18:00:13 [TO : Miss Master Thesis] cool
2009-10-04 18:01:23 [TO : Miss Master Thesis] what do ido
2009-10-04 18:02:07 [FROM: Mandela] u need to take out of your card in inventory money
2009-10-04 18:02:15 [FROM: Mandela] and then put in upper window
2009-10-04 18:02:28 [FROM: Mandela] summ is 8.50 PED
2009-10-04 18:02:35 [TO : Miss Master Thesis] ok
2009-10-04 18:02:40 [FROM: Mandela] 4,45 tt + 4 PED MU
2009-10-04 18:02:53 [TO : Miss Master Thesis] i try to put hte card there but it goes back
2009-10-04 18:03:01 [FROM: Mandela] no not card
2009-10-04 18:03:08 [FROM: Mandela] double click on card
2009-10-04 18:03:26 [FROM: Mandela] lower right corner is button that show to withdraw peds
2009-10-04 18:03:30 [FROM: Mandela] click it
2009-10-04 18:03:42 [TO : Miss Master Thesis] ok tryin
2009-10-04 18:03:42 [FROM: Mandela] and count summ un wanna wiothdraw
2009-10-04 18:03:56 [FROM: Mandela] u will get money piles in inventory
2009-10-04 18:04:02 [TO : Miss Master Thesis] yes got them
2009-10-04 18:04:06 [FROM: Mandela] and these piles u can put in upper window
2009-10-04 18:04:17 [TO : Miss Master Thesis] they go back
2009-10-04 18:04:54 [FROM: Mandela] in 1 window is armor parts u need to put these piels in other window
2009-10-04 18:04:58 [FROM: Mandela] yes, correct
2009-10-04 18:05:09 [TO : Miss Master Thesis] ok what do i do now
2009-10-04 18:05:12 [FROM: Mandela] now accept
2009-10-04 18:05:38 [FROM: Mandela] ok, that is the way deals are done
2009-10-04 18:05:38 [TO : Miss Master Thesis] ahhh
2009-10-04 18:05:45 [TO : Miss Master Thesis] cool
2009-10-04 18:05:47 [FROM: Mandela] now u have in inventory armor parts
2009-10-04 18:06:10 [TO : Miss Master Thesis] yes, and i can just take it on by dragging
2009-10-04 18:06:13 [FROM: Mandela] u can add me also to freinds if u have any further questions
2009-10-04 18:06:28 [FROM: Mandela] click on it and choose equip
2009-10-04 18:07:02 [FROM: Mandela] yes, correct :)
2009-10-04 18:07:56 [TO : Miss Master Thesis] i cant find the rest
2009-10-04 18:08:23 [FROM: Mandela] press bnutton to compact - maybe they are lower
2009-10-04 18:08:39 [TO : Miss Master Thesis] ahh
2009-10-04 18:09:01 [FROM: Mandela] u also need to unequip items before put these new ones
2009-10-04 18:09:33 [TO : Miss Master Thesis] there are no pants
2009-10-04 18:09:46 [FROM: Mandela] yes, pants are rare and expensive parts
2009-10-04 18:09:55 [FROM: Mandela] havent those
2009-10-04 18:09:57 [TO : Miss Master Thesis] ahh ok
2009-10-04 18:09:59 [TO : Miss Master Thesis] np
2009-10-04 18:10:05 [FROM: Mandela] so, what is your interview?
2009-10-04 18:10:31 [FROM: Mandela] u also decrease armor condition by putting them on/off often
2009-10-04 18:10:43 [FROM: Mandela] so wear them all the time
2009-10-04 18:11:11 [TO : Miss Master Thesis] when you have answered please type d for done so i know that you are done and i can give you a new question ok
2009-10-04 18:11:29 [FROM: Mandela] ok
2009-10-04 18:11:39 [TO : Miss Master Thesis] what is the name of the soc

1.24 The Children of Calypso

2009-10-04 18:12:01 [FROM: Mandela] The Children OF Calypso
2009-10-04 18:12:03 [FROM: Mandela] d
2009-10-04 18:12:05 [TO : Miss Master Thesis] how many member are thre in the soc
2009-10-04 18:12:17 [FROM: Mandela] d
2009-10-04 18:12:31 [TO : Miss Master Thesis] what struture is the soc, is it peer group a team or a simple hierachy with a leader or something else
2009-10-04 18:13:27 [FROM: Mandela] ppl get skills by doing activities and your rank depends on these skills, higher they are higher rank u have in soc
2009-10-04 18:13:36 [TO : Miss Master Thesis] what type of hierachy system do you use
2009-10-04 18:13:59 [FROM: Mandela] leader is electable by all other members
2009-10-04 18:14:00 [FROM: Mandela] d
2009-10-04 18:14:08 [TO : Miss Master Thesis] what is your postion in the soc
2009-10-04 18:14:24 [FROM: Mandela] department manager
2009-10-04 18:14:26 [FROM: Mandela] d
2009-10-04 18:14:28 [TO : Miss Master Thesis] what incentiver are ther for you to rise in rank in the soc
2009-10-04 18:15:03 [FROM: Mandela] get more skills and u get higher rank
2009-10-04 18:15:04 [FROM: Mandela] d
2009-10-04 18:15:08 [TO : Miss Master Thesis] what is the objective of the soc
2009-10-04 18:15:36 [FROM: Mandela] im not sure, but to do game tohether, help new members, help each otehr, share information and game knowledge
2009-10-04 18:15:37 [FROM: Mandela] d
2009-10-04 18:15:42 [TO : Miss Master Thesis] what descion making mechanism are ther in the soc
2009-10-04 18:16:17 [FROM: Mandela] leader makes soc decisions, elected by others
2009-10-04 18:16:19 [FROM: Mandela] d
2009-10-04 18:16:21 [TO : Miss Master Thesis] do you think that there are free riders in the soc, that si some who gains by being a member but who doesnt give back
2009-10-04 18:16:55 [FROM: Mandela] as in real life, everywhere is such ppl
2009-10-04 18:16:57 [FROM: Mandela] yes
2009-10-04 18:16:58 [FROM: Mandela] d
2009-10-04 18:16:59 [TO : Miss Master Thesis] what type of looting sytem doyou have for group hunt, when it is there
2009-10-04 18:17:37 [FROM: Mandela] it depends how we agree, now team hunt is disabled - but usually depending on done damage to moob
2009-10-04 18:17:38 [FROM: Mandela] d
2009-10-04 18:17:42 [TO : Miss Master Thesis] do you think its a fair system
2009-10-04 18:18:29 [FROM: Mandela] for 90% moments yes, but of course there is always 10% in which this systems dont work
2009-10-04 18:18:30 [FROM: Mandela] d
2009-10-04 18:18:34 [TO : Miss Master Thesis] does your soc expect you to user real money
2009-10-04 18:19:27 [FROM: Mandela] i will leave soc immediately if they start show interest about my ped balance, soc is for free and shoudnt be any fee
2009-10-04 18:19:34 [TO : Miss Master Thesis] have you spend money in orde to gain skill so that you can rise in rank in the soc
2009-10-04 18:19:56 [FROM: Mandela] no, ranks are not so impoertant for me
2009-10-04 18:19:58 [TO : Miss Master Thesis] what is your profssion
2009-10-04 18:20:10 [FROM: Mandela] hunter, miner
2009-10-04 18:20:11 [FROM: Mandela] d
2009-10-04 18:20:16 [TO : Miss Master Thesis] do you have a specific proffesstion taht others in soc dont have
2009-10-04 18:20:23 [FROM: Mandela] no
2009-10-04 18:20:24 [FROM: Mandela] d
2009-10-04 18:20:34 [TO : Miss Master Thesis] do you in the soc try to have diversified skills
2009-10-04 18:21:03 [TO : Miss Master Thesis] do you have unique proffesion that almost no other in EU have
2009-10-04 18:21:10 [FROM: Mandela] no :)
2009-10-04 18:21:20 [TO : Miss Master Thesis] how often do you trade with oter members of teh soc
2009-10-04 18:21:34 [FROM: Mandela] 1 in week
2009-10-04 18:21:37 [TO : Miss Master Thesis] ghow oftern do you trade with member soutsid ethe soc
2009-10-04 18:22:06 [TO : Miss Master Thesis] do you charge a transaction cost or mark up when sellin gto a member in the soc
2009-10-04 18:22:34 [TO : Miss Master Thesis] do you charge a transaction cost or marek up when selling to someone outside the soc
2009-10-04 18:23:06 [TO : Miss Master Thesis] when buyin a new item do you think that there is unceratity in how useful the itemm will be fore you
2009-10-04 18:23:44 [FROM: Mandela] i try to be 100% sure that item suits me
2009-10-04 18:23:54 [TO : Miss Master Thesis] is the uncertainty greter when buying from someone out side the soc
2009-10-04 18:24:30 [FROM: Mandela] it doesnt matter where to buy item, itemsd are same
2009-10-04 18:24:31 [FROM: Mandela] no
2009-10-04 18:24:40 [TO : Miss Master Thesis] are the some items you always have to buy from someone out side soc
2009-10-04 18:24:50 [FROM: Mandela] yes
2009-10-04 18:24:50 [FROM: Mandela] d
2009-10-04 18:25:05 [TO : Miss Master Thesis] what
2009-10-04 18:25:23 [TO : Miss Master Thesis] do you have a common goal congruency in the soc
2009-10-04 18:25:40 [FROM: Mandela] yes
2009-10-04 18:25:40 [FROM: Mandela] d
2009-10-04 18:25:43 [TO : Miss Master Thesis] do you have common values in the soc
2009-10-04 18:25:50 [TO : Miss Master Thesis] do you have common beliefs
2009-10-04 18:25:56 [FROM: Mandela] d
2009-10-04 18:26:00 [TO : Miss Master Thesis] why do you cooperat in the soc
2009-10-04 18:26:11 [FROM: Mandela] i can share my game knowledge to new players
2009-10-04 18:26:22 [FROM: Mandela] d
2009-10-04 18:26:39 [TO : Miss Master Thesis] do you in the soc cooperate to make items, like one mine and another craft it
2009-10-04 18:26:50 [FROM: Mandela] no
2009-10-04 18:26:51 [FROM: Mandela] d
2009-10-04 18:26:53 [TO : Miss Master Thesis] does your soc succes come before your own
2009-10-04 18:27:10 [FROM: Mandela] d
2009-10-04 18:27:11 [TO : Miss Master Thesis] when you an apprentice to a member of the soc before joining
2009-10-04 18:27:57 [FROM: Mandela] dont understand qurstion
2009-10-04 18:28:20 [TO : Miss Master Thesis] where a member of the soc a tutor to you before joining the soc
2009-10-04 18:28:49 [TO : Miss Master Thesis] do you comepte with eachother in the soc
2009-10-04 18:28:58 [FROM: Mandela] i think no
2009-10-04 18:29:00 [TO : Miss Master Thesis] do yo compete with other socs
2009-10-04 18:29:17 [FROM: Mandela] there is soc rank list, so yes - automatically
2009-10-04 18:29:18 [FROM: Mandela] d
2009-10-04 18:29:25 [TO : Miss Master Thesis] is there anything else you would like to add about you soc
2009-10-04 18:29:42 [FROM: Mandela] no, ty :) 
2009-10-04 18:29:54 [TO : Miss Master Thesis] cool, ty very mcuh i really appreciatet it
2009-10-04 18:30:01 [FROM: Mandela] u welcome ;)
2009-10-04 18:30:08 [TO : Miss Master Thesis] have fun:)
2009-10-04 18:30:14 [FROM: Mandela] gl and if u have any questions feel free to aks me ;)
2009-10-04 18:30:16 [FROM: Mandela] bb
2009-10-04 18:38:33 [TO : Miss Master Thesis] ty buy
2009-10-04 18:38:40 [FROM: Ohshit Its CG-63] Hi there!!
2009-10-04 18:38:42 [TO : Miss Master Thesis] im a student doing research on socs
2009-10-04 18:38:54 [FROM: Ohshit Its CG-63] oh ok :D
2009-10-04 18:38:59 [TO : Miss Master Thesis] for m
2009-10-04 18:41:04 [FROM: Ohshit Its CG-63] how many members are there
2009-10-04 18:41:22 [FROM: Ohshit Its CG-63] think we are 7 now
2009-10-04 18:41:31 [TO : Miss Master Thesis] what strucute is your soc, is it a peer group a team a simple hierachy with a leader or something else
2009-10-04 18:42:39 [FROM: Ohshit Its CG-63] To have fun in entropia and meet people :) 
2009-10-04 18:42:45 [TO : Miss Master Thesis] what type pf hierachy system do you have
2009-10-04 18:43:33 [FROM: Ohshit Its CG-63] what is the name of your soc
2009-10-04 18:43:34 [FROM: Ohshit Its CG-63] dont know the name of that sorry !
2009-10-04 18:43:36 [TO : Miss Master Thesis] what is your postion in the soc
2009-10-04 18:43:48 [FROM: Ohshit Its CG-63] To have fun in entropia and meet people :)
2009-10-04 18:43:51 [FROM: Ohshit Its CG-63] what is your postion in the soc
2009-10-04 18:43:53 [TO : Miss Master Thesis] what desicon makein g mechanism do you have in the soc
2009-10-04 18:45:11 [FROM: Ohshit Its CG-63] PVP, last man standing gets his way!
2009-10-04 18:45:14 [FROM: Ohshit Its CG-63] :) 
2009-10-04 18:45:15 [FROM: Ohshit Its CG-63] d

1.25 Freelancers United

2009-10-04 18:41:04 [FROM: Ohshit Its CG-63] d
2009-10-04 18:41:06 [TO : Miss Master Thesis] how many members are there
2009-10-04 18:41:22 [FROM: Ohshit Its CG-63] think we are 7 now
2009-10-04 18:41:31 [TO : Miss Master Thesis] what strucute is your soc, is it a peer group a team a simple hierachy with a leader or something else
2009-10-04 18:42:39 [FROM: Ohshit Its CG-63] Simple hierachy! but noone is realy in command in our caos! :)
2009-10-04 18:42:45 [TO : Miss Master Thesis] what type pf hierachy system do you have
2009-10-04 18:43:33 [FROM: Ohshit Its CG-63] dont know the name of that sorry !
2009-10-04 18:43:36 [TO : Miss Master Thesis] what is your postion in the soc
2009-10-04 18:43:53 [TO : Miss Master Thesis] what is the obejctive of teh soc
2009-10-04 18:44:30 [FROM: Ohshit Its CG-63] To have fun in entropia and meet people :) 
2009-10-04 18:44:33 [TO : Miss Master Thesis] what desicon makein g mechanism do you have in the soc
2009-10-04 18:45:11 [FROM: Ohshit Its CG-63] PVP, last man standing gets his way!
2009-10-04 18:45:14 [FROM: Ohshit Its CG-63] :) 
2009-10-04 18:45:15 [FROM: Ohshit Its CG-63] d
2009-10-04 18:45:16 [TO : Miss Master Thesis] do you think that there is free riders in the soc, that is some who gain for being a member but doesn give back
2009-10-04 18:46:20 [FROM: Ohshit Its CG-63] Were IRL friends in our soc so we always take care of eachother
2009-10-04 18:46:24 [TO : Miss Master Thesis] what type of looting distribution system do you have... when group hunt is on
2009-10-04 18:46:55 [TO : Miss Master Thesis] do you think its a fairs system
2009-10-04 18:47:20 [FROM: Ohshit Its CG-63] yes as fair as it can be
2009-10-04 18:47:24 [TO : Miss Master Thesis] doe syour soc expect you to use real money
2009-10-04 18:47:40 [FROM: Ohshit Its CG-63] nope but i do :)
2009-10-04 18:47:44 [TO : Miss Master Thesis] have you spend money in order to gain skills so that you can rise in rank in soc
2009-10-04 18:48:21 [FROM: Ohshit Its CG-63] Not just because of that no, But it cost $ to have fun in entropia ;)
2009-10-04 18:48:26 [TO : Miss Master Thesis] what is your proffesion
2009-10-04 18:48:49 [FROM: Ohshit Its CG-63] or you could say unlucky hunter/miner
2009-10-04 18:48:52 [TO : Miss Master Thesis] do you have a specific proffesion that other in the soc dont have
2009-10-04 18:49:13 [TO : Miss Master Thesis] do you have sepcific criterias when a new member i elected
2009-10-04 18:50:03 [FROM: Ohshit Its CG-63] No, its just if its the right personality.
2009-10-04 18:50:14 [FROM: Ohshit Its CG-63] Were not a to serious soc*
2009-10-04 18:50:16 [FROM: Ohshit Its CG-63] d
2009-10-04 18:50:17 [TO : Miss Master Thesis] do you in the soc try to have diversified skills
2009-10-04 18:50:30 [FROM: Ohshit Its CG-63] no mam*
2009-10-04 18:50:35 [TO : Miss Master Thesis] how often do you trade with other members in the soc
2009-10-04 18:50:44 [FROM: Ohshit Its CG-63] all the time!
2009-10-04 18:50:46 [FROM: Ohshit Its CG-63] d
2009-10-04 18:50:49 [TO : Miss Master Thesis] how often do you trade with others outside ethe soc
2009-10-04 18:50:58 [FROM: Ohshit Its CG-63] all the time!
2009-10-04 18:51:08 [TO : Miss Master Thesis] do you charge a transaction cost or markup when selling to a member of the soc
2009-10-04 18:51:36 [FROM: Ohshit Its CG-63] not if its a low markup item then its just TT
2009-10-04 18:51:40 [FROM: Ohshit Its CG-63] d
2009-10-04 18:51:42 [TO : Miss Master Thesis] do you charge a transaction cost or markup when selling to someone outside the soc
2009-10-04 18:52:22 [FROM: Ohshit Its CG-63] Yes as much I can get if they arnt my friends :)
2009-10-04 18:52:26 [TO : Miss Master Thesis] when buying anew item do you have uncertainty about how useful the item will be for you
2009-10-04 18:52:56 [FROM: Ohshit Its CG-63] No I ususaly read alot on the forums and entropedia
2009-10-04 18:53:17 [TO : Miss Master Thesis] is there some items you always have to buy fromsomeone outside the soc
2009-10-04 18:53:40 [FROM: Ohshit Its CG-63] d
2009-10-04 18:53:55 [TO : Miss Master Thesis] do you have a common goal congruency in the soc
2009-10-04 18:54:42 [FROM: Ohshit Its CG-63] No its just to have fun and help eachother out
2009-10-04 18:54:44 [TO : Miss Master Thesis] do you have common values in the soc
2009-10-04 18:55:52 [TO : Miss Master Thesis] do you have common beliefs
2009-10-04 18:56:57 [FROM: Ohshit Its CG-63] Yes Lootius is the only true God :) 
2009-10-04 18:57:00 [TO : Miss Master Thesis] why do you cooperate in the soc 
2009-10-04 18:57:27 [FROM: Ohshit Its CG-63] one word, Pals!! 
2009-10-04 18:57:37 [TO : Miss Master Thesis] do you in soc cooperatet to produce items like one mine the other craft
2009-10-04 18:57:54 [TO : Miss Master Thesis] does you r soc succes come berfore you r own
2009-10-04 18:58:22 [FROM: Ohshit Its CG-63] No I havent enought peds for that ;)
2009-10-04 18:58:26 [TO : Miss Master Thesis] where yo an apprentice to a member of the soc before joining
2009-10-04 18:58:44 [FROM: Ohshit Its CG-63] d
2009-10-04 18:58:45 [TO : Miss Master Thesis] do yo compete amongst each other in the soc
2009-10-04 18:59:00 [FROM: Ohshit Its CG-63] No mam!
2009-10-04 18:59:01 [FROM: Ohshit Its CG-63] d
2009-10-04 18:59:01 [TO : Miss Master Thesis] do yo compete with other socs
2009-10-04 19:00:17 [FROM: Ohshit Its CG-63] Only Warrants and M2S :) haha no we dont do that ;)
2009-10-04 19:00:17 [FROM: Ohshit Its CG-63] d
2009-10-04 19:00:21 [TO : Miss Master Thesis] is there anything else yo like to add about your soc
2009-10-04 19:01:46 [FROM: Ohshit Its CG-63] yes were always looking for new pals :) And remember to have fun out there !!
2009-10-04 19:01:49 [FROM: Ohshit Its CG-63] d
2009-10-04 19:01:50 [TO : Miss Master Thesis] can i take a picture of you
2009-10-04 19:02:17 [FROM: Ohshit Its CG-63] ok
2009-10-04 19:02:26 [TO : Miss Master Thesis] cool ready
2009-10-04 19:02:38 [FROM: Ohshit Its CG-63] :D
2009-10-04 19:02:55 [TO : Miss Master Thesis] ty so much i really apprecaitaet the help
2009-10-04 19:03:17 [FROM: Ohshit Its CG-63] ok :D my pleasure
2009-10-04 19:03:29 [TO : Miss Master Thesis] have fun
2009-10-04 19:03:34 [FROM: Ohshit Its CG-63] you to !!