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players an alternate option to standard “out of the box” game mechanics (like fighting and grinding), and worked instead to assist players (such as widows, orphans and those who lost loved ones to the in-game factionalised war). The /hug collective worked subversively in *World of Warcraft* to establish the humanitarian principles of a stereotypical non-governmental organization. NGOA members - both from the Third Faction group and volunteer players - were encouraged to perform in-game actions that satirically highlighted the competitive structure that underlies the game. “/hug” was exhibited during the [WoW: Emergent Media Phenomenon](#) show sponsored by Blizzard Entertainment at Laguna Art Museum in Laguna Beach, California from 14 June to 4 October 2009. At this exhibition, “/hug” promoted audience participation through in-game missions. These operations attempt to reorient *World of Warcraft* game conventions towards more humanitarian concerns. Examples of these missions include: flooding the neutral Auction House with inexpensive health items, donations of expensive health items (such as bandages) to resource-poor characters, and providing cross-factional assistance to low level characters in hostile environments. The aim of the project was to encourage players to participate in harmless game subversion while reflecting on issues such as real-world conflict resolution using NGOs as a model.



