As a result of the popularization of virtual worlds as an entertainment venue, language is literally brought into new dimensions. One consequence for the English language is that the same person deictic is used to refer to an entity both in front of the computer screen, the player, and inside the screen, the character/avatar. As a direct result, narratives in for example blogs might cause confusion regarding the intended referent, especially as the intended referents may often change within a blog entry. These changes are called deictic shifts.

The primary aim of this thesis is twofold: to evaluate to what degree a first person deictic shift can be signaled in advanced by predetermined indicators in co-text and if metadiscourse in the co-text of a first person deictic induces first person deictic shifts. The data consists of thirty blog entries written by players of the massively multiplayer online roleplaying game *World of Warcraft*. Four shift indicator categories are established and their rate of occurrence have been examined. Concerning the metadiscourse analysis, Hyland's *Interpersonal model of metadiscourse* has been applied to identify metadiscourse.

Examination of the corpus data shows that nearly every first person deictic shift in the corpus is preceded by at least one of the first person deictic shift indicators. Findings also show that introducing a new paragraph is the most frequently occurring indication of a deictic shift in the first person deictic referent, although shifts in time and location also function comparatively often as indicators. The metadiscourse analysis negates any preconception about metadiscourse actively inducing first person deictic shifts. Half of the recorded metadiscourse occurs in non-shifting player discourse while less than one fifth occurs in non-shifting character discourse despite the fact that the player-character discourse discrepancy in the data is near equal.