Hello Avatar

Cameron, James) in games, 44, 58-63, 70-71, 92, 97-98, 128, 169-175 gender, 74, 76 identity, 72-76, 82-84, 101-102, 105, 118 race, 72-73, 74-75 77-79 realism, 128-133 in rhetoric, 44 mythological (Hindu) 44, 165-167 in Sanskrit, 44 science fiction (see also Snow Crash), 44-46

# в

Bailenson, Jeremy, 124-127, 130-131 Bandura, Albert, 39-40, 39n1, 39n2, 134n1.186 Barabási, Albert-László, 11, 24, 146 Bartle, Richard, 58-59 Baudrillard, Jean, 42-43, 116-117 Bell, Genevieve, 37 Benkler, Yochai, 25, 36-38 Big Games, 145, 149 Blascovich, James, 127 Blast Theory, 143, 145-150. See also ARG or Mixed reality Bondage/discipline sadism/masochism (BDSM), 92-93, 95-99, See also Virtual cannibal Borges, Jorge Luis, 115-116 Boyd, danah, 103n1 Brashears, Matthew E., 99 Broadbent, Stefana, 31 Bullying (cyber), 102-103 Burt is Evil, 103n1

# С

Cadigan, Pat, 45, 178 Cameron, James, 4, 159-161, 185 Carr. Nicholas, 32 Cassell, Justine, 29-30 Castells, Manuel, 2n1, 107-110 Certeau, Michel de, 19-20, 51 Chatbot, 28, 42, 67, 70 Club Penguin, 60, 132 Cognitive perception, 54, 69-70, 134, 140 Colossal Cave, 58 Communication community and

### Δ

Abelson, Hal, 58-59 Abject, 117 (see also Agency and Networked subject) Actual. See X-reality Affordance, 123, 134-135, 137-138, 146-147, 152, 155, 158-161, 186. See also Platform, technical aspects of Agency, 1-2, 4, 33, 38-41, 41n3, 42-44, 65-66, 70, 83, 100-101. 104, 107-109, 116-118, 121, 123, 134-135, 137-138, 146-147, 152, 155, 158-161, 186 Alberti, Leon Battista, 53 Alternate reality, 143, 147-150, 186 Alternate reality game (ARG), 143, 148. See also Big Games The Beast, 148 I Love Bees, 148 Lee, Elan, 148 The Truth about Marika, 147 Weisman, Jordan, 147 Why So Serious, 147 Animation, 1, 34-35, 35n1, 44, 55-57, 64, 67, 94, 96-98, 127-129 Annenberg Center for the Digital Future, 99 Anthropomorphic, 70 Artificial intelligence (AI), 70, 137-138, 146-147.152 low-level, 70 ASCII code, 55, 64 Asynchronous, 95, 101-103 Augmentation, 3, 20, 25, 39-42, 61 Augmented reality, 160, 175-180, 190, 198 browser, 152 design principle, 146-148 Hellig, Morton, 147, 167 Kato, Hirokazu, 147 Maes, Pattie, 155 Sutherland, Ivan, 147, 176 visualization, 53-54, 152-153 Automation, 24-25, 44, 49, 64 Avatar 4-5, 4n1, 12, 18, 25, 42, 70, 72–73 (see also Persona) computer-generated 21-23, 44, 58-62, 64, 68 experimental use, 118, 124-127, 134-137 film, 48, 159–161 (see also

#### 190

## Index

collaboration (C3), 23-24, 64, See also Networked media Community, 22, 25, 25n1, 50, 74, 77-79, 83, 97, 100, 103, 107, 109, 112 Constant, 113 Copresence, 4, 25, 116-118, 119-124, 130–135, 137–138. See also Presence Chun, Wendy H.K., 38 Cramer, Florian, 55 Crisis mapping. See Pachube in Japan, 156 Cross-Dresser (MMOG), 76 Cybernetics, 23-24 Cyberspace, 20, 44-46, 71, 82, 86-87, 98 Cyborg, 41 Cyworld, 59

# D

Day of the Figurines, 140–142, 145. See also Blast Theory Debord, Guy, 117 Desert Rain, 145 Dibbell, Julian, 86–87 Disneyland, 117 Doctorow, Cory, 27, 51–52 Dotsch, R., 74 Dourish, Paul, 37 Dolcett play, 95–99

## Е

El-P, 99 Elegba, 45 ELIZA program, 69n2 Embodied, 28–31, 42, 54, 94–95, 121, 155, 159 agent, 8, 28–31, 64. See also Software agent Intelligent agent or Chatbot Emoticon, 54–55, 64 Engagement, 2–3, 5–7, 12, 19–21, 24, 27, 30–43, 46, 57, 61–72, 74, 81–89, 93–95, 99–101, 107–109, 116–127, 146–150, 158–161 Everything/nothing (E/N), 101–102

# F

Face-to-face, 6, 9, 23-24, 28-31,

35, 39, 42, 46, 84, 99–100, 116, 119–121. See also Presence Facebook, 36, 62–63, 84, 102, 112–113 FaceTime, 123 Final Fantasy, 128n1 Flickr, 62 4chan /b/ board, 101 Friedberg, Anne, 53–54 Fox, Jesse, 134

## G

Game design, 40 computer, 40 Gibson, William, 44, 178 Gitelman, Lisa, 19 Goffman, Erving, 119 Google Earth, 151 Gray, Mary, 38

#### Н

Habbo Hotel, 5, 60, 132, 173, 180 Halo II, 148. See also ARG Halting State, 152 Harvard Business Review, 72 Haque Associates. See Internet of Things, Pachube Hemp, Paul, 72 Heudin, J.C., 62 Hillis, Ken, 86n1 Human-computer interaction (HCI), 8, 29–31, 34–35, 37, 42, 65–69, 124–128 Hyperreal, 116 Hypertext mark-up language (HTML), 63

## I

Instant messaging (IM), 12, 61, 70, 98, 124n1, 120, 123–124 Intelligent agent, 28, 31 Internet, 2, 4–6, 12, 20–21, 24, 35–37, 44–47, 54, 59, 61–63, 83–84, 96, 99–101, 106, 116, 161 Internet of Things, 34–35, 155–158 Thackara, John, 158 Arnall, Timo, 158 Bleeker, Julian, 34n2, 158 Ishii, Hiroshi, 158

#### 191

#### Hello Avatar

### 192

Pachube, 155–158 Ito, Joi, 120–124 Ito, Mizuko, 123–124

# J

Jenkins, Henry, 32-33, 39

## Κ

Kay, Alan, 46 Kevin Kelly, 41 Koster, Raph, 100 Krishna see Vishnu

# L

Lanier, Jaron, 39, 127–128, 137, 139–140 Lessig, Lawrence, 13–18, 21, 21n1, 23, 27, 50 Lentczner, Mark, 77–79 Lewis, C.S., 57 Licoppe, Christian, 123–124 Linden Lab see Second Life Ling, Richard, 31

#### М

MacArthur Foundation, 33, 99 Massachusetts Institute of Technology (MIT). 58 Computer Science and Artificial Intelligence Lab (CSAIL), 58 Media Lab, 89, 93, 155 Second Life island, 47 Massively multiplayer online game (MMO or MMOG), 56, 62-64 Everguest, 63 Ultima Online, 63 The Matrix, 41 McGonigal, Jane, 150 McLuhan, Marshall, 36, 49, 64 McPherson, Miller, 99 Media, , 7-9, 11-13, 18-25, 28-32, 34-42, 43-50, 53-54, 57-61, 147-149 design, 64, 101-102, 104 practices, 4-9, 19-21, 28, 32-33. 39-40, 46-47, 103-107, 116-118, 123-124, 137-138, 152-158 Media equation, 66-69. See also Nass, Clifford and Reeves, Byron

Mediation 3, 23–25, 28–31, 35, 39–43, 46, 64–66, 69–72, 94, 98–99, 110, 116–120, 127, 159–160, 164. *See also* Simulation. Merget, Dan, 130–131 Mirror neurons, 49, 49n1 Mirror world, 150–152 Mixed reality, 145 Laboratory, University of Nottingham, 145 Multi-user dungeon (MUD), 56, 59 MUD1, 58–59

#### Ν

Nakamura, Lisa, 72n1 Nardi, Bonnie, 123-124 Nass, Clifford, 65-71, 132 Network theory, 2n1, 12, 146. See also Barabási, Albert-László and Castells, Manuel Networked, 2-9, 11-12, 18-21, 23-24, 28, 32-44, 54, 57-59, 66, 83-84, 98, 149-155, 158-161, 163-164 experience, 66-67, 76, 94, 146 media, 63, 71, 86, 102-103, 105–106, 120–124 (see also Pervasive Media) Networked subject, 2, 4, 7-9, 33-35, 38-43, 107, 115 Neuromancer, 44 Nissenbaum, Helen, 103n1

# 0

Okabe, Daisuke, 123 On Exactitude in Science, 115 Online (*see also* Community and Privacy) exhibitionism (*also* exposure), 101–103 role-playing, 105–106 subculture, 105 thrill-seeking, 105–106 Oshun, 45 Oxford Internet Institute, 119

# Ρ

Pandora, 161. See also Avatar, film Persona, 110 Pervasive media, 19, 32, 35–41, 43, 46–

## Index

47, 55, 61-63, 66, 69-70, 71, 83, 100.104.106-107.110.115-118. 120, 134, 137, 143, 147, 153 design, 89, 118, 158-161 Perspective, 53 Pew Research Center, 99 Pew Internet and American Life Project, 99-100 Phantom pain, 49 Platform, 1, 4n2, 5-6 Practice, 118 Presence, 115-118, 119-124 ambient networked, 120-124 Privacy online, 84, 102-103, 148-152 Protection see Privacy online Putnum, Robert, 99

# R

Radio frequency identification (RFID), 46 Rainbows End, 154 Real-time, 12-13, 19, 23-25, 31, 54-57, 93-95, 100, 130, 153n2, 156-158, 164 Processes, 24, 31, 49 Reality hacking, 152. See also Halting State Reeves, Byron, 65-71, 132 Renaissance perspective, 53-54 (see also Visualization) emblems, 55 Rheingold, Howard, 50, 100n1 Rosedale, Philip, 11, 13, 17, 18

## S

Sade, Marquis de, 95
Salen, Katie, 89
A Scanner Darkly, 40
Schroeder, Ralph, 119–120, 127, 130–131
Second Life, 1, 5, 11–23, 26–27, 47–48, 59, 81
Sensory perception, 21, 56, 120. See also Cognitive perception, Media equation; Virtual modeling
Shirky, Clay, 46
Short message service (SMS) 12, 25, 61, 70–71, 118–120, 124, 149–150
Siberian City II, 77

The Sims Online, 97 Simulacra, 116 Simulation, 70, 85, 93-95, 107, 115-118 flight, 168 war, 164n1, 172, 177-179 SirBruce, 76 Situated action, 41-43, 71 (see also Suchman, Lucy) agency 117 (see also Agency or Bandura, Albert) context. 153. 158 Six Million Dollar Man. 41 Skype, 121–124, 132, See also Voice over Internet Protocol (VoIP) Sleeping Beauty, 96 Smith-Lovin, Lynn, 99 Social Isolation in America, 99 Social media, 61-62, 83, 88, 103n2, 147 Society of the Spectacle, 117 Software agent, 28, 31 Spectacle, 41,93, 93n2, 101, 105, 117 Stallman, Richard, 58 Star Trek. 45, 128 Star Wars, 45 Stephenson, Neal, 46, 179 The Strength of Internet Ties (Pew), 99 Stross, Charles, 152-153, 184 Synchronous, 8, 13, 20-21, 24-25, 50, 100, 123, See also Real-time Synthetic, 66-67, 69-70, 92, 98, 129 Snow Crash, 46 Suchman, Lucy, 41-42 Swords, John, 112-113

## т

Technological sublime, 43, 117 Telephone, 8, 8n1, 9, 24, 28, 38, 57, 119, 153, 155, 161 Telepresence, 31, 127 Text messaging. *See* Short message service (SMS) Three-dimensional (3D), 4–5, 13, 21–23, 47, 53, 61–64, 93–94, 97, 118, 124–128, 132–135, 146, 153n1, 159 (*see also* Sensory perception) 3D web, 4, 4n1, 61–62 Trubshaw, Roy, 58 Turkle, Sherry, 38–39, 82–84, 105 Two-dimensional (2D), 53, 59, 127, 145, 170

#### 193

Hello Avatar

44–45, 54–57, 59–63, 101–103, 179, 182

## x

X-Men, 20 X-reality, 3–5, 19–21, 28, 34, 47, 65–66, 76, 84, 121, 143–161, 176–185 Xerox PARC, 29n1, 34, 55

# Y

Yee, Nick, 130-131

## Ζ

Zimmerman, Eric, 89 Zork, 58 Zuckerman, Ethan, 37, 38n1

Ubiquitous computing, 34–35, 37, 155. See also Weiser, Mark Uncanny valley, 128–129. See αlso Avatar realism

## V

Vinge, Vernor, 25, 154 Violence real, 70, 118 Simulated, 70, 118 Virtual cannibal, 81-82, 85-92, 104-109, 111 Virtual modeling, 134-135 reality (VR), 118, 124-128 mark-up language (VRML), 62, 63 race, 74-75 Virtual world, 117. See also Baudrillard and Simulation AlphaWorld, 61 Community (Blaxxun Interactive), 61 Community Place (Sony), 61, 62 Deuxiéme Monde, 62 Habbo Hotel, 60 Hello Kitty, 60 Home (Sony PlayStation), 61 Immersive (IVE), 120 the Palace, 61 Onlive!, 61 Vishnu, 44, 165, 166 Visualization, 13, 20-21, 24, 30-31, 44-46, 49, 53-57, 62-67, 82 93-94, 103, 105, 118, 128-129, 139, 152-153, 152n1 Voice over Internet Protocol (VoIP), 12, 25, 31, 61, 70, 76n1, 100, 120-124, 132, 137

### W

Walled garden, 57–58 Wark, McKenzie, 36 Weiser, Mark, 34 Wiener, Norbert, 23–25, 49, 64 Wigboldus, D. H. J., 74 Williams, Dmitri, 123 World of Warcraft, 58 World Wide Web (also web), 4, 36,

#### **194**

# U