



## Hello Avatar: Rise of the Networked Generation (Hardback)

By B. Coleman

MIT Press Ltd, United States, 2011. Hardback. Condition: New. Language: English . Brand New Book. An examination of our many modes of online identity and how we live on the continuum between the virtual and the real. Hello Avatar! Or, {llSay(0, Hello, Avatar! )}; is a tiny piece of user-friendly code that allows us to program our virtual selves. In Hello Avatar, B. Coleman examines a crucial aspect of our cultural shift from analog to digital: the continuum between online and off-, what she calls the x-reality that crosses between the virtual and the real. She looks at the emergence of a world that is neither virtual nor real but encompasses a multiplicity of network combinations. And she argues that it is the role of the avatar to help us express our new agency -- our new power to customize our networked life. By avatar, Coleman means not just the animated figures that populate our screens but the gestalt of images, text, and multimedia that make up our online identities -- in virtual worlds like Second Life and in the form of email, video chat, and other digital artifacts. Exploring such network activities as embodiment, extreme (virtual) violence, and the work in...



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