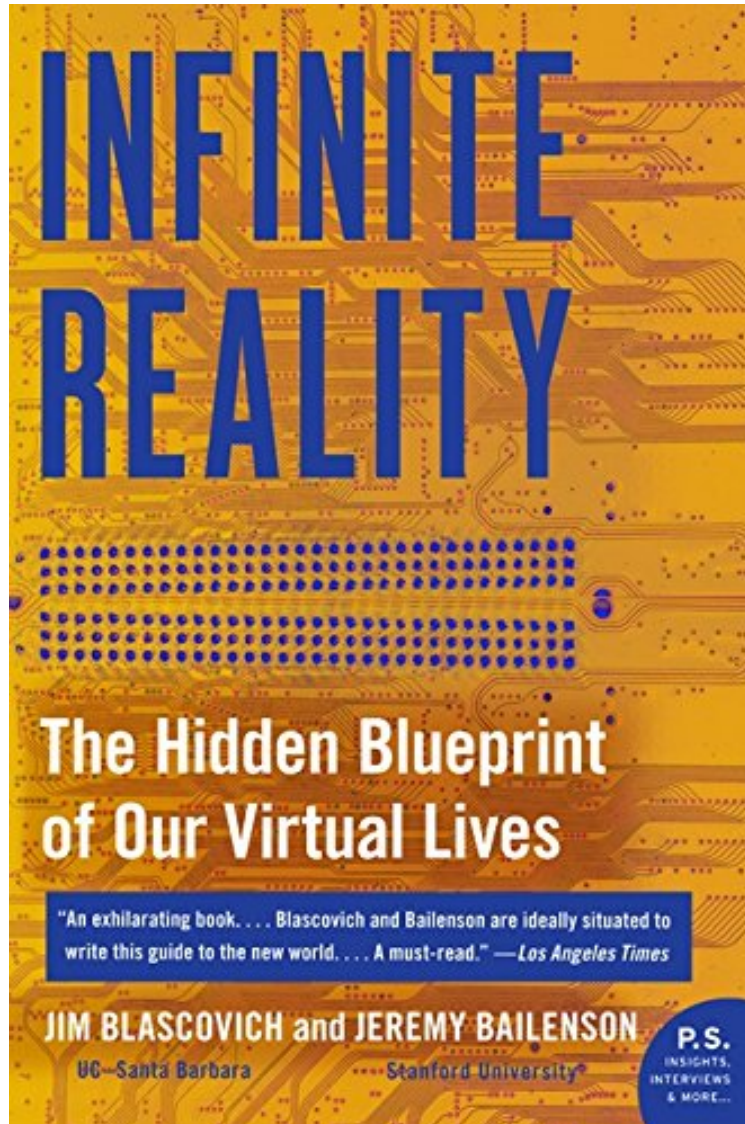


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Infinite Reality: The Hidden Blueprint of Our Virtual Lives

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#577213 in Books Blascovich Jim 2012-02-14 2012-02-14Original language:EnglishPDF # 1 8.00 x .72 x 5.311, .52 #File Name: 0061809519320 pagesInfinite Reality Avatars Eternal Life Universal Consciousness and the Dawn of the Virtual Age | File size: 27.Mb

Jim Blascovich, Jeremy Bailenson : Infinite Reality: The Hidden Blueprint of Our Virtual Lives before purchasing it in order to gage whether or not it would be worth my time, and all praised Infinite Reality: The Hidden Blueprint of Our Virtual Lives:

7 of 7 people found the following review helpful. Provocative findings from experiments in digital identityBy N. YeeThe authors do a great job of synthesizing over a decade of fascinating experimental findings in virtual reality (VR). VR isn't just a lab artifact anymore. Millions of people interact via avatars in online games every day. In this

book, the authors describe the outcomes of subtle and provocative manipulations in lab experiments:- What happens when you put someone in a taller avatar? Do they become more confident?- When you put someone in their own aged avatar, how does it change the way they think about their future?- What happens when you create a doppelganger avatar of someone, and then show them the doppelganger doing something they have never done?The book illustrates how virtual reality isn't simply a replica of physical reality. VR allows us to break the rules of physical reality in productive and transformative ways. These studies provide insight into how we should think about identity and personality.The ideas presented in the book also have broad application. This isn't just about theories in psychology. The empirical findings can be applied to many domains, such as marketing, health games, political campaigning, and social networking sites.If you want a thought-provoking book on what it means to have a digital identity, this is the book for you.2 of 2 people found the following review helpful. Great read!By Leo Y.We are moving toward an age where Facebook interactions outnumber face-to-face chats, video games are controlled by our bodies, and virtual worlds are becoming more and more indistinguishable from real ones. Yet although I cast hundreds of spells in World of Warcraft, see thousands of ads targeted specifically to me on Facebook, and control many avatars online, I never realized what effects my virtual life has on my real one. So after reading reviews of this book, I gave Infinite Reality a try - and I'm glad I did.In Infinite Reality, Blascovich and Bailenson reveal just how much your real life is shaped by your virtual experiences - and it's much more than you think. Feeling confident after walking around as a big strong Warrior on World of Warcraft? Turns out more attractive avatars increase confidence in real life. Think online advertising has no effect on you? Just seeing one's face endorsing a product made participants significantly more likely to endorse that product. And that's just the very tip of the iceberg.What I liked most about this book are how the ideas have extremely practical applications. Infinite Reality reads easily - the studies the authors talk about showed me exactly how my virtual behavior affected my real life behavior. Even subtle manipulations can have huge real life consequences (good and bad). From games to politics, phobia treatment to flight simulators, Infinite Reality was a page-turner all the way to the end. If you are at all interested in digital technologies, psychology, or the future, get this book. I couldn't put it down.0 of 0 people found the following review helpful. an interesting book on the new reality, that will be The Reality by the end of the centuryBy Iveta KazokaTo me the most useful parts of the book were some very interesting psychological experiments in virtual reality, some conducted by the authors themselves - it is those experiments that would merit 5 stars. About the rest of the book, I'm not so sure -it seems a bit uneven content-wise.1) "psychological experiments have shown that people change after spending even small amounts of time wearing an avatar. A taller avatar increases people's confidence, and this boost persists later in the physical world. Similarly, a more attractive avatar makes people act warm and social, an older avatar raises people's concern about saving money, and a physically fit avatar makes people exercise more."2) "In an experiment on avatar race, we worked closely with graduate student Victoria Groom. She thought that racial empathy would be induced when white participants wore black avatars. She reasoned that if white people "walk in the shoes" of a black person, their negative racial stereotypes would break down. She ran about one hundred participants, half of whom approached a virtual mirror in a black avatar and half in a white avatar. Unexpectedly, she found the opposite--wearing a black avatar actually caused people to score higher on standard measures of racism than those who wore a white avatar. In other words, wearing a black avatar primed more racial stereotypes instead of creating empathy. Stunningly, this pattern was true not only for white participants but for black ones as well. Regarding virtual racism, it seems that the story is complicated. Although the research on face-to-face contact with members of out-groups demonstrates that taking a stigmatized other's perspective can reduce racism, this study indicates that an assigned racial identity actually makes the stereotypes more salient"3) "In one study, adults came to our lab and stood watching their virtual doppelgners exercise or stand still. Participants in the exercise condition reported higher "self-efficacy"--the belief that they could exercise successfully--than participants in the still condition. Simply by watching their doppelgners exercise, participants expressed the intention to adopt that behavior. More important, they claimed to have acted on their intentions: when we contacted all participants the next day, the exercise group reported that they had worked out more than participants in the still group."4) "Segovia's study examined whether witnessing a doppelgnger engage in a certain behavior could produce a false memory. She built replica avatars of sixty children, who then watched "themselves" swimming with whales in a virtual aquarium. When interviewed after the study, more than half of the elementary-school children who saw their doppelgners swimming, compared to other children who did not, persisted in the belief that they'd been to SeaWorld and had gone swimming with whales. Apparently, watching a doppelgnger can create false memories."5) "Sometime after the study, participants expressed a preference for the brand, even though they knew their faces had been placed in the advertisement. In other words, even though it was clearly a gimmick, using the digital self to promote a product is effective."

Enough with speculation about our digital future. Infinite Reality is the straight dope on what is and isn't happening to us right now, from two of the only scientists working on the boundaries between real life and its virtual extensions.Douglas Rushkoff, author of Program or Be ProgrammedHow achievable are the virtual experiences seen in The Matrix, Tron, and James Camerons Avatar? Do our brains know where reality ends and virtual begins? In

Infinite Reality, Jim Blascovich and Jeremy Bailenson, two pioneering experts in the field of virtual reality, reveal how the human brain behaves in virtual environments and examine where radical new developments in digital technology will lead us in five, fifty, and five hundred years.

An exhilarating book ... Blascovich and Bailenson are ideally situated to write this guide to the new world ... Infinite Reality a must-read for anyone who wants to prepare for the coming revolution. (Los Angeles Times) Read this book if you want to understand the future. (JARON LANIER, author of You Are Not a Gadget) Brilliant, farsighted, and fascinating, Infinite Reality is an essential guide to our futures. (PHILIP ZIMBARDO, professor emeritus of psychology, Stanford University, and author of The Lucifer Effect) Infinite Reality sends chills down the spine. (MICHAEL S. GAZZANIGA, director of the SAGE Center for the Study of the Mind at the University of California, Santa Barbara) From the Back Cover Can our brains recognize where "reality" ends and "virtual" begins? Where will technology lead us in five, fifty, or five hundred years? An unrivaled guide to our digital future that has been cited by the Supreme Court, Infinite Reality is a mind-bending "journey through the virtual universe" (Wall Street Journal). Jim Blascovich and Jeremy Bailenson, two pioneering authorities, explore the profound potential of emerging technologies and reveal how our brains behave in digital worlds. About the Author Jim Blascovich is the director and co-founder of the Research Center for Virtual Environments at the University of California, Santa Barbara, where he is Distinguished Professor of Psychology. Professor Blascovich has served as the president of international scientific societies, including the Society for Personality and Social Psychology and the Society for Experimental Social Psychology, and he has been invited to lecture on social neuroscience and virtual reality topics worldwide. Jeremy Bailenson is the founding director of Stanford University's Virtual Human Interaction Lab. Professor Bailenson has been featured on Frontline, All Things Considered, and Today, and in Time, Discover, The Chronicle of Higher Education, and the Science, Health, World, and Style sections of the New York Times, as well as in the New York Times Magazine.