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VIRTUAL WORLDS, REAL LIVES; CROSSOVERS INTO DIGITAL BORDERLANDS



Shakeel Siddiqui
**Virtual Worlds, Real Lives;
 Crossovers into Digital
 Borderlands**

The Role of Computer Mediated Environment
 and Simulations in Mediating Consumers'
 Personal and Domestic Life-worlds



LAP Lambert Acad. Publ. Nov 2009, 2009. Taschenbuch. Book Condition: Neu. 220x150x19 mm. Neuware - In this monograph Shakeel examines the impacts of consumption of media products and simulations on creation of lived-experiences. Using ethnographic methods, he explores how consumers use simulated products in lieu of the real and tangible, and how consumption of these simulations impacts upon their lifeworlds. Drawing heavily upon Jean Baudrillard's conceptions of simulacra and hyperreality, he argues that consumers adapt to the differences between...

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