## INDEX

Augmented reality (AR), 2, 53 Avatar, 19, 22, 29–31, 37–38, 57, 86 avatar-based interactions, 30  Baker, Robert, 65–66, 75–76 Beeple, 54 Bell, Genevieve, 15 Berners-Lee, Tim, 26–27 Bigscreen VR, 69 Bioshock game series, 35 Bitcoin, 51–52, 55–56 Blade Runner, 17 Blockchain, 50, 52, 55–56 Bogost, Ian, 35 Bollmer, Grant, 63, 71 Box VR, 75–76  Cambridge Analytica, 26–27, 82 Capitalism, 42–43 Capitalistic desire, 80–81 Christie's, 51–52, 54 Clinema, 69 Cline Fraget, 15, 17, 20  Computer games, 42–43 Consumers, 44–45 Contiguous identities, 82 Corporate platforms, 45 COVID-19 pandemic, 58 Creed Rise to Glory, 75–76 Cryptocurrency, 50, 52 Crystal Palace, 15–16 Culture of gaming, 33 Cyberpunk, 18 Cyberspaces, 12–13, 18 Data assemblages, 39, 79 Datafication, 64, 77 Dating, 57–58 Dating sphere, 58–59 Debord, Guy, 72 Decentreland, 49–50 Desire, 58, 60–61 Dick Tracy, 17 Digital derivative, 54–55 Digital games, 36–39, 43 Digital items, 49–54
Cambridge Analytica, 26–27, 82 Capitalism, 42–43 Capitalistic desire, 80–81 Christie's, 51–52, 54 Cinema 69  Dick Tracy, 17 Digital billboards, 17 Digital derivative, 54–55 Digital games, 36–39, 43

Digital media, 2–3, 7–8, 58, 68, 85–86 Digital oil, 26–27 Digital self-tracking devices, 78–79 Digital space, 5, 22, 25, 54, 76 Digital technologies, 66, 76 Digital tracking devices, 76 Dislocated, 69	Gaming culture, 40 Gaming microverses, 33–34 Gaming worlds. <i>See also</i> Social worlds, 33, 35, 37 gaming culture, 40 worldhood and emotional attachment in games, 37–39 Gibson, William, 3–4, 16–18, 20 Google, 45
Elder Scrolls Online, The, 35–36 Embodiment, 30, 36, 60, 63 Empathy, 59–60, 71–72 Empathy machine, 63 Engineering research, 17	Granular data, 81, 83 Great Exhibition, 16 Grimes, Sara, 46 GTA Online, 35–36 Guardian System, 75
Entertainment, 66 challenges of immersive entertainment, 71–72 changing face, 66–68	Halcyon days of VR, 5–6 Halliday, James, 20 Hayles, Katherine, 5
VR and immersive entertainment, 69–71 Epic Games, 1–2 Escapism, 66, 72	HCI research, 17 Head-mounted displays (HMD), 29–30 Hologram technology, 17
EVE Online, 35–36 Experiential world, 25 Eye tracking, 27	Horizons, 25, 31–32, 41–42 Households, 67–68 HTC Vive, 6, 31 "Hyperreal" pornography, 60–61
Facebook, 1–2, 6–7, 25–27, 45, 51, 71–72, 78, 82 Facebook Files, 9–10	IKEA Place, 53 Immersion, 5, 15–16, 36, 69
Facebook Papers, 1, 7, 9, 12 Facebook phone, 8 Farman, Jason, 39 Facebook Papers, 1, 7, 9, 12	Immersive entertainment, 69–71 challenges of, 71–72 Immersivity, 69
Feudalism, 27 Financial algorithms, 28 Fit XR, 75–76 Fitbit, 81	Innovative Online Corporation (IOI), 20 Instagram, 1–2, 9 Internet, 87
Fitness, 75 in metaverse, 80–82 self-tracking and quantified self,	Intimacy, 57–58, 60–61 platformisation, 58 Isbister, Katherine, 37–39
77–79 Fortnite, 35–37, 39 Free labour, 27–28, 48, 77–78 Fig. 1, 25–27, 45–47	Jenkins, Henry, 43–45 Kinsley, Sam, 29
Fuchs, Christian, 25–26, 45–46 GamerGate, 33, 40 Games, 33, 37, 43	Lanier, Jaron, 5, 27 League of Legends, 35–36 Leisure, 58, 77–78, 83

LGBTQ+ community, 30	Neuromancer (Gibson), 16-18
Live performance, 6–7, 13, 69–70	NHL 2003, 38–39
Ludification, 34–35	Non-fungible tokens (NFTs), 42,
Ludology, 83	48, 50, 52
Lupton, Deborah, 39, 76–78	Nonspace, 42–43
Massiva Multiplayer Online Pole	Nvidia, 1–2
Massive Multiplayer Online Role-	Opulus 1 2 ( 20
Playing Games	Oculus, 1–2, 6, 20
(MMORPGs), 33, 35–36	Oculus Kickstarter campaign, 6
Memory, 29	Oculus Rift, 6
Meta, 1–2, 26–27, 45–46, 49, 57,	Off-platform, 32
64–66, 71–72, 87–88	Online advertising, 27–28
business model, 8	Panorama, 65–66
metaverse, 4–7	Participatory culture, 43–46
platforms, 7, 27–28	Peloton, 76, 79
Meta Quest, 65–66	Personal data, 8, 76
Metaverse, 1, 15, 26–27, 76, 88	Phenomenology of VR, 49, 65–66
aspect, 41–42	Physical health, 75–76, 78–79
commerce in, 52–55	Physical intimacy, 57
fitness in, 80–82	
hype, 7–12	Platform capitalism, 28 Playbour, 40
influences and visions of future,	
21–24	Playfulness, 34–35
moment, 3–4	Pornography, 60–61 Pornopticon, 64
oasis of Ready Player One,	Presence, 26, 30, 36–37, 69
20–21	Procedural rhetoric, 35
plans, 2	Troccuurar metoric, 33
in public discourse, 2	Quantified self, 76-77, 79
science fiction and technological	Quest headsets, 75, 80
visions, 17	QuiVr, 31
Snow Crash, 18–19	D   D
Microsoft, 1–2	Ready Player One (Cline), 12–13,
Microsoft Teams, 31–32	15–17, 86
Microverses, 3, 6–7, 13, 39, 58,	oasis of, 20–21
85–86, 88	Rec Room, 29–30
Milk, Chris, 59–60, 69–70	Roblox, 13, 41–42, 46, 48
Minecraft, 41–42, 46, 48	Samsung, 17
Mobile gaming, 33–34	Science fiction, 3–4, 17, 21
Motorola mobile phone, 17	Second Life, 4-5, 59-60
Multiplayer online battle arena	Second screens, 68–70
(MOBA), 35–36	Self-tracking, 77–79
Neelikeral melities 77	Shah, Vishal, 52–53
Neoliberal politics, 77	Shining, The, 20
Neoliberalism, 42–43	Shirky, Clay, 43–44
Neos, 29–30	ominy, oray, 10 mm
Netflix VR, 69	

Snow Crash (1992 novel), 3, 12–13, 15–19 Sociability, 31–32, 66, 68 Social business model, 27–29 Social co-presence, 30 Social media, 25–26, 28, 41–42 Social networks, 25 Social television, 68 Social VR, 29–31 Social worlds. See also Gaming worlds, 25, 31–32 current social microverse worlds, 29–32 meta and metaverse, 26–27 social business model, 27–29 Society of the Spectacle, The (Debord), 72 Sony PSVR, 6 2001: A Space Odyssey, 17 Spatiality, 36 Sporting companies, 79 Spreadable media, 44–45 Star Trek, 17 Star Wars: The Old Republic, 35–36 Stephenson, Neal, 15–17, 21–22 Sudnow, David, 33–34 Superhot VR, 75 Supernatural VR, 75–76 Surplus value, 79 Surveillance capitalism, 3, 12, 25–26, 87 Swipe logic, 58–59 Techno profit, 19 Technological visions, 17 Teledildonic technology, 57, 61–63 Television, 66–68 producers, 68 Terms of Service (TOS), 47–48 The First 5000 Days, 51–52 The Matrix, 18, 20 The Theill of the Eight, 75, 76	Till, Christopher, 76–78, 81 Tinder, 57 To-and-fro of play, 34–35 Trawl, 26–27 Twitter, 4  Uber, 7–8 Under Presents, The, 70–71 User generated content (UGC), 41–42 commodification, 42 context, 43 participatory culture and, 43–46 User generated worlds, 41–42, 46, 48 participatory culture and UGC, 43–46  Videogames, 33–34, 36 Viking of the Metaverse, 4 Virtual embodiment, 36 Virtual reality (VR), 2, 5, 15–16, 18, 25, 65, 71–72, 75 affordances, 30 cyber-utopian discourse, 59–60 embodiment, 60 fortunes, 6 immersion, 61 and immersive entertainment, 69–71 microverses, 24 phenomenology, 49, 65–66 pornography, 60–61 positive argument, 61 public imagination, 16 re-emergence, 50 social interaction in, 26 users, 27 Virtual sex, 60–61, 63 Virtual strip clubs, 31 Virtual world, 25 VRChat, 25, 29–31
The Thrill of the Fight, 75–76 Third screen, 69, 73	Weaponisation of metaverse, 28 Web 2.0, 42

Web 3.0, 42 Whatsapp, 1–2 Winkelmann, Mike, 51–52 World of Warcraft, 35–39 World Wide Web, 85, 87 World's Fairs, 85

X-Box Live, 18

XCheck programme, 9

Zoom, 31–32 Zuboff, Shoshana, 25–26, 87 Zuckerberg, Mark, 1–2, 5, 9, 11, 16–17, 22–23, 41–42, 49–50, 65–66, 75–76, 85–86