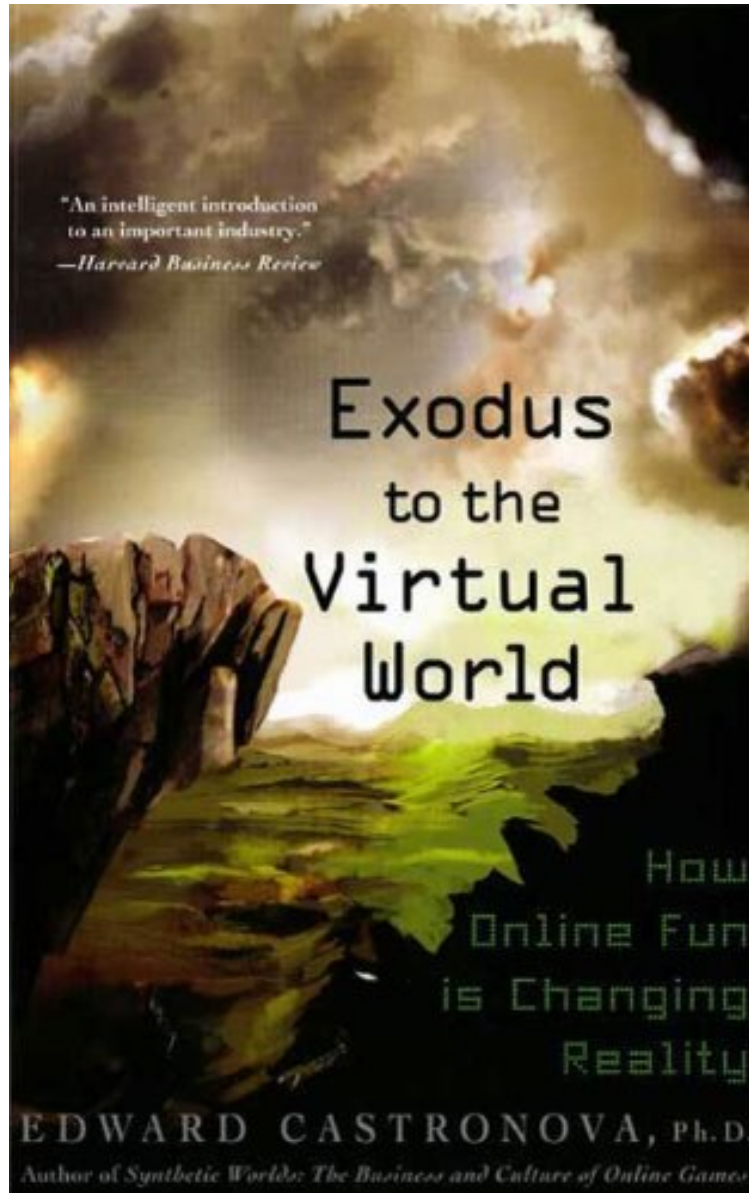


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Exodus to the Virtual World: How Online Fun Is Changing Reality

Edward Castronova

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Edward Castronova : Exodus to the Virtual World: How Online Fun Is Changing Reality before purchasing it in order to gage whether or not it would be worth my time, and all praised Exodus to the Virtual World: How Online Fun Is Changing Reality:

1 of 1 people found the following review helpful. Mind openingBy K. NguyenFor any who wish to understand the virtual world, this is a major insight. From a gamer perspective, despite the first hand experience, this book highlighted

many details that I had not realized. The digital world/internet has its own culture, whether or not the participant actively realizes this. From this book, I also decided to purchase Castronova's other book: *Synthetic Worlds: The Business and Culture of Online Games*. It was then did I realize part of what is in this book is the same as its predecessor. Overall, very insightful. 2 of 2 people found the following review helpful. Attention migration

By MarkusG
The central theme of *Exodus* is the concept of "attention migration". That is: that more and more people choose to immerse themselves in synthetic worlds (Castronova's word instead of "virtual worlds") - MMOGs (Massively Multiplayer Online Games), like *Second Life* and *World of Warcraft*. Today they have at least 16 million registered users, and the number is increasing quickly. Also, some of these synthetic worlds function like alternate societies with their own norms of conduct, citizenships, economies, codes and policies and so on. In a information society where attention is central, the increasing attention spent on synthetic worlds will (according to Castronova) create a "atmospheric event"...Castronova writes well and he discusses this social phenomenon and it's probable future impact in an interesting way. Though at times I think the discussion becomes a little repetitive, and I can't totally agree that "real" societies will have to become more "fun" and gamelike to compete with the synthetic counterparts. But it is a fascinating thought.

0 of 5 people found the following review helpful. NOT TWHAT I EXPECTED

By A. Costas
THIS BOOK, EXODUS TO THE VIRTUAL WORLD, IS A GREAT INTRODUCTION TO THOSE WHO WISH TO STUDY THE ASPECTS OF LIFE IN THE VIRTUAL, OR, SYTHETIC WORLD. THE FASCINATION THAT PEOPLE HAVE WITH GETTING AWAY FROM REALITY BECAUSE IT IS BORING AND NO LONGER "FUN" IS A RATHER DANGEROUS ROAD TO TAKE. MOST WORKING ADULTS HAVE JUST ENOUGH TIME TO JUGGLE WORK, FAMILY LIFE, AND THE MANY CHORES COMMON TO MOST FAMILIES. IMMERSING YOURSELF FOR 10 OR 20 HOURS A WEEK IN THE SYNTHETIC WORLD BECAUSE IT IS "FUN" AND LETTING GO OF REAL LIFE AND ONE'S RESPONSIBILITIES IS A LIDICROUS ACT OF SELF-CENTERED SELFISHNESS. IN MY OPINION IT IS AN IRRESPONSIBLE COP-OUT. THE AUTHOR PAYS ALMOST NO ATTENTION TO THE NEGATIVE ASPECTS OF LIFE IN THE SYNTHETIC WORLD, BUT, I SUPPOSE THAT WAS NOT HIS INTENT IN WRITING THE BOOK. I WOULD CERTAINLY NOT ALLOW MY CHILDREN TO TAKE THIS DANGEROUS ROAD. ALSO, MAKING MONEY IN THE SYNTHETIC WORLD IS LAUGHABLE: WHY WOULD ANYONE PAY \$2000 FOR SOMETHING THAT DOESN'T EXIST IN REAL LIFE? WHY ARE SO MANY PEOPLE BLIND TO THIS CORRUPT IDEA? INDEED, I WAS BORN IN A DIFFERENT WORLD.

Virtual worlds have exploded out of online game culture and now capture the attention of millions of ordinary people: husbands, wives, fathers, mothers, workers, retirees. Devoting dozens of hours each week to massively multiplayer virtual reality environments (like *World of Warcraft* and *Second Life*), these millions are the start of an exodus into the refuge of fantasy, where they experience life under a new social, political, and economic order built around fun. Given the choice between a fantasy world and the real world, how many of us would choose reality? *Exodus to the Virtual World* explains the growing migration into virtual reality, and how it will change the way we live--both in fantasy worlds and in the real one.

"Edward Castronova has again charted new waters to the virtual worlds emerging as the next frontier. He has proven himself as the oracle of the virtual world revolution."--Christian Renaud, *Networked Virtual Environments*, Cisco