## CONTENTS

Acknowledgments	
Section 1: Introduction to Second Life & the Virtual Society	
1. Second Life, Imagination, and Virtual Community	3
2. Social Networking: Extending Your Circle of Friends, Virtually	
3. Identity In-World: Self and Fantasy in Second Life	41
4. Extending Consumer Culture: Work and Economy in the Virtual World	61
5. Safe Spaces: Home Sweet Home in Another World	
Section 2: Media Makers of a Virtual World	
6. The Image Makers: Selling Fantasy and Reality in Second Life	105
7. Flying to Learn: Exploring Real Life through the Virtual Campus	129
8. Tuned into Second Life:	
Avatar Groupies, Beer Gardens, and Soundscapes	141
9. My Avatar Is Watching Television: Media Makers and Audiences	161
10. News Media across the Metaverse:	
Reporting Live from a Virtual World Near You	185
Section 3: The Good and Bad of a Virtual Society	
11. The Fringe of Second Life: Sex, Violence and Crime	205
12. Diversity in Second Life: Virtual Expression through Color and Gender	221
13. Religion in Second Life: Virtual Gods, Spirituality, and Fellowship	
14. Conclusion: A Second Look at Virtual Worlds: Is the Future Now?	
Epilogue: The Rebaking of Second Life:	209
Creating Virtual Worlds That People Inhabit	271
Secondary References	
Index	

