

Chapter 6

The Digital Cultural Identity on the Space Drawed in Virtual Games and Representative

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ABSTRACT

The digital culture created in the virtual space provides a more liberal and open environment for the people, with fewer restrictions from real life. The current research on virtual reality self-expression has mainly been discovered as an independent aspect of the real self. The chapter also analyzes the use and perceptions of virtual users in the virtual world by focusing on the construct that creates different virtual cultural experiences. For this purpose, the “Second Life” game, which provides a three-dimensional and online virtual environment modeled by the real world, is taken as an example. In the survey, we interviewed 10 people from Second Life to find answers to our questions. As a result of their work, Second Life plays a vital digital life in a dynamic digital culture that is different from their real lives in response to the question of how they build a world with communication, culture, identity and lifestyles.

INTRODUCTION

With the internet, emotions, thoughts and behaviors have changed and virtual space, virtual culture and virtual identities have emerged. The reality and the identity has been formed in virtual spaces that allow the creation of different identities on the internet.

When the computer comes to life everyday and it forms the virtual places in the graphic form that are used since the 1980s, in many fields including communication, health education and so on (Ventrella, 2011, p. 17). Virtual spaces are computer-generated environments where participants use an avatar to interact with each other and around the environment. The term “avatar” in this sense means “a user can be graphically identified and displayed in the virtual environment.” Avatar means, in root terms, that a

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high soul in Sanskrit falls into the world by embracing a body and nowadays, (Allbeck & Badler, 2002) the avatar, in short, represents the body we are in the digital world (Allbeck & Badler, 2002).

Virtual is one of the most used concepts among communication possibilities offered by technology developments. The meaning of the word virtual in Turkish dictionary; as a concept that is not actually located and designed solely in the mind. Baudrillard regards the virtual reality as a false statement of reality created by this century as a posture designed with signs and models (Baudrillard, 2012, p. 122). While philosophers and sociologists define the concept of virtuality in different ways, the interface designers accept it as a simulation of a virtual, computer-generated three-dimensional world. Instead of reality, there is a world of anticipation where images are important.

Virtual spaces allow the user to change the world they are in and give them the opportunity to relate to real life in economic, social and cultural spheres. Virtual space is shaped by human intelligence. Virtual spaces are cyber spaces that are located on a network where people are most popular via their computer games. Some virtual venues have created their own culture with the number of users exceeding many countries' population. The popularization of virtual spaces and the accompanying cultural developments have opened the doors of a new world for people who want to be institutionalized or personally globalized.

In this article, the presentation of the identities tried to explain the implications of the concept of virtuality, the experiences produced by the technology and the experience of carrying the person out of physical reality. Virtual identities reconstructed in the virtual space have been tried to be informed about the formation of the fictionalized identities and the process of conversion to different identities by starting from the popular culture conception. In addition, role-playing and identity formation processes have been tried to be explained in the virtual environment. The research is going to try to analyze the usage and understanding of game in the virtual world by the virtual identities of the individuals. The case study is the first sample of the Second Life game research. The second sample contains the users of the Second Life game. For this purpose, a virtual ethnography method was applied to the characters by taking as an example the Second Life game, which provides a three dimensional and online virtual environment modeled by the real world. It is based on "online conversation" techniques, a method of virtual ethnography. For this purpose, data were collected by interviewing Second Life users with the general characteristics of the Second Life virtual life world and the idea of determining the virtual life style of the users. Virtual space and identity transformation are explained and virtual space is compared with real world through identity transformations. The causes of virtual life directions from real life have been investigated and the main reason for the representation of virtual life by cultures has been researched.

DIGITAL CULTURE IN VIRTUAL SPACE

A virtual one is a reflection or break that is not directly needed for a real object (Burnett, 2007, p. 125). It is seen as a technology that allows you to enter the interactions we actually perceive with different users in virtual reality. At this point, virtuality is addressed in two categories, game-oriented and social-focused (Nagy and Koles, 2014).

Do not imitate sanity means to fulfill the functions of something that does not really exist. Virtuality is not a concrete aspect, but it captures the nature of objects and actions (Shields, 2003, p. 2). In virtual spaces, Plato's ideas are similar to the ideological world. Reflections or imitations of things that exist as objects as images.

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