

Infinite Reality: Avatars, Eternal Life, New Worlds, and the Dawn of the Virtual Revolution

By Jim Blascovich, Jeremy Bailenson

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“Enough with speculation about our digital future. *Infinite Reality* is the straight dope on what is and isn’t happening to us right now, from two of the only scientists working on the boundaries between real life and its virtual extensions.” —Douglas Rushkoff, author of *Program or Be Programmed*

How achievable are the virtual experiences seen in *The Matrix*, *Tron*, and James Cameron’s *Avatar*? Do our brains know where “reality” ends and “virtual” begins? In *Infinite Reality*, Jim Blascovich and Jeremy Bailenson, two pioneering experts in the field of virtual reality, reveal how the human brain behaves in virtual environments and examine where radical new developments in digital technology will lead us in five, fifty, and five hundred years.

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Editorial Review

Review
“Read this book if you want to understand the future.”

From the Back Cover

Can our brains recognize where "reality" ends and "virtual" begins? Where will technology lead us in five, fifty, or five hundred years? An unrivaled guide to our digital future that has been cited by the Supreme Court, Infinite Reality is a mind-bending "journey through the virtual universe" (Wall Street Journal). Jim Blascovich and Jeremy Bailenson, two pioneering authorities, explore the profound potential of emerging technologies and reveal how our brains behave in digital worlds.

About the Author

Jim Blascovich is the director and co-founder of the Research Center for Virtual Environments at the University of California, Santa Barbara, where he is Distinguished Professor of Psychology. Professor Blascovich has served as the president of international scientific societies, including the Society for Personality and Social Psychology and the Society for Experimental Social Psychology, and he has been invited to lecture on social neuroscience and virtual reality topics worldwide.

Jeremy Bailenson is the founding director of Stanford University's Virtual Human Interaction Lab. Professor Bailenson has been featured on *Frontline*, *All Things Considered*, and *Today*, and in *Time*, *Discover*, *The Chronicle of Higher Education*, and the Science, Health, World, and Style sections of the *New York Times*, as well as in the *New York Times Magazine*.

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