

Topic: Is avatar truly re-identify one's identity and creates a new utopia

Concept:

Self-identification
Reflection of society
Digital Infrastructure
Racists
Neoliberal
Social normative
Racial minorities
Internet authority
crypto anarchy
Technology Colonialism

Case study:

As the appearances of virtual community, people are allowing to communicate over the world use the unique identity to represent one-self to enter a new community and new culture. Cyberspace is the community cross the physical boundary of culture, and social operational system which lead to the independent of cyberspace and crypto anarchy. Base on this new state crypto anarchy, it is reasonable situation to create the new world that disconnect the real life social standard and identity which lead to early computer development to engage on the larger and numerous ad print of and dream of creating new utopia world and new goal of no race and no gender. However, analysis base on Nakamura, 2010 have shown that the new virtual environment still struggled with contrasting new self. The cyberspace is still reflecting the real world social normative and bring more social injustice condition that limited from the real world such as more and more racist situation, disrespect of racial minorities and gender inequality. Also, the authority of internet also constructing the different cyber culture that affect the interaction of different identity. With more race, can be interact and race gender-free self, internet scene lead to reflection of neoliberal ideology which engage on the concept that success or failure depend on personal failure but not social prejudices. Thus, virtual identity for example avatar in online game does not need to take responsibly for injustice behavior. In the opposite consequence, recreating new one self in the virtual reality become an illusion of freedom that constrained on the power of the web manger, game manger, interface designer, data control party. Therefore, the research will be focusing on the identity of avatar in game or social media. Through study on the topic of how one identify their identity on the virtual environment that affect the race and gender representation as a media user in order to criticize the social injustice situation and to Argue on the question that is avatar truly re-identify one's identity.

Methods and approaches:

-Focusing on finding second-hand research and case study of avatar in game and profile on social media in race and gender perspective.

- Base on the research article to find out the example to prove the situation and finding first hand example in order to define the current virtual environment situation.
- Comparing the virtual culture in old time (10 years ago, the beginning stage of widely used virtual life) and currently period.
- finding the virtual condition in the region and how user treat their identity in cyber world because of different cyberspace control (E.g. China internet and western crypto anarchy)

Tentative bibliography:

- >Powell. L. - Race and Rights in the Digital Age
- >Nakamura. L. – race and identity in-digital age
- >Nakamura. L. - Gender and Race Online
- >Terlecki. M.S. & Newcombe. N.S. -How Important Is the Digital Divide? The Relation of Computer and Videogame Usage to Gender Differences in Mental Rotation Ability