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Nota di contenuto	; 1. Introduction to Digital Virtual Consumption / Janice Denegri-Knott and Mike Molesworth -- ; Part 1: Contexts and Perspectives -- ; 2. A History of the Digitalization of Consumer Culture / Vili Lehdonvirta -- ; 3. Young American Consumers and New Technologies / Alladi Venkatesh and Nivein Behairy -- ; 4. True Values of False Objects: Virtual Commodities in Games / David Myers -- ; 5. First Person Shoppers: Consumer Ways of Seeing in Videogames / Mike Molesworth -- ; 6. Transforming Digital Virtual Goods into Meaningful Possessions / Janice Denegri-Knott, Rebecca Watkins and Joseph Wood -- ; 7. Reflections in Spacetime: Reconsidering Kozinets (1999) Twelve Years Later / Rob Kozinets -- ; 8. What Happens to Materiality in Digital Virtual Consumption? / Paolo Magaudda -- ; Part 2: Places and Practices -- ; 9. Online Investing as Digital Virtual Consumption: The Production of the Neoliberal Subject / Detlev Zwick -- ; 10. Playing the Market and Sharing the Loot: Consumption Limits in a Virtual World / Sandy Ross -- ; 11. Taking One, or three, for the Team: Consumerism as Gameplay in Woot. com /

Melinda Jacobs -- ; 12. Creating Virtual Selves in Second Life / Handan Vicdan and Ebru Ulusoy -- ; 13. Consumption Without Currency: The Role of the Virtual Gift Economy in Second Life / Jennifer Martin -- ; 14. Eve Online as Meaningful Virtual World / Petur Johannes Oskarsson -- ; 15. Conclusions: Trajectories of Digital Virtual Consumption / Mike Molesworth and Janice Denegri-Knott.
pt. I. Contexts and perspectives -- pt. II. Places and practices.

Sommario/riassunto

Digital media present opportunities for new types of consumption including desiring, buying, collecting, making, and even selling digital virtual goods. To these activities we can add those taking place in virtual communities of consumption, online shops, brand websites, and online auction houses that together amount to a vast new landscape of consumption. Digital virtual consumption motivates concatenated practices which produce meaningful experience for their users as well as market opportunities to profit from them. Consumers create and maintain elaborate wish lists, engaging with simula
