

Basically this article is about how technology is embedded not only into almost every aspect of the world but it has socially become embedded in us. This “internet presence” the article talks about is our presence online. We can be two places at once, while waiting in line at a store, or sitting around at the park we can simultaneously project our internet present outward regardless of any connection to what we are doing at the moment. Our online personas are our online brand identities; the look, feel, voice, and message of ourselves. Krystal compares how this form of personal branding has become attainable for anyone, such as: digital artists, business owners, and “public figures.” By using social media as a platform to share their media under the name of their personal brand they are in a way using the same methods as large companies.

Beyond this there is the gaming community which like the name suggests creates online communities of players that can go as far as mirroring our own life. Games such as: the Sims and Second Life, games where you can create human characters that inhabit this online community, you clothe, feed, send to work, even showering, and sex.

Krystal mentions how after decades of playing online video games it has made it harder for her to sit through film and t.v.; she feels as if she is stuck in someone else’s story and is reminded how she doesn’t have complete control. “This desire to have input into the system that came from playing games as a child persists now into my Internet approach.”

There is a performance project piece that Krystal and her friend Krist work on where they are messaging with an unknown individual while at the same time crying. These long shots are of the women crying and chatting with emotions completely opposite to what they are feeling. This perfectly depicts the fact that our internet personas can be wildly inaccurate, we share what we want to share whether it is true or not.