Digital environments situate subjects as assemblages of surfaces, networks, archives, nodes, and avatars, blurring the boundaries of individual lives and at times “remixing” aspects of multiple persons. Key concepts in the contents, coordinates, and categories of self-presentation—such as archives, memory, identity, authenticity, branding, and quantification—indicate that what formerly was called the individual “self” is now a distributed subjectivity across shifting relationships and ideological investments. What issues do these virtual “I”s raise?

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