Jonas Linderoth has a background as an artist and art teacher. His research is focused upon learning, cognition and perception with interactive representations. He works with questions surrounding games and learning, role play and socio-dramatic interaction and how users perceive cultural meanings in image based virtual worlds.

How Does It Feel To Be One Of The Beautiful People?
- Identities in Virtual Worlds

This presentation is about on-tine role-playing games as a social arena and the "bodiless" communication in virtual worlds. Taking departure from the works of the early Goffman where social interaction is seen as an on-going construction of identity, field ethnography in the game World of warcraft was conducted. The results show that players in these types of online games gain access to subject positions and communication patterns that are not available to them outside the game due to stigmatizations of different kinds.