

## **Who's afraid of the metaverse?**

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### **Abstract**

Immersive technologies seem destined to promise us a different reality than the one we currently inhabit. Whether in advertising, at tech conferences, or in individual creators' descriptions of their work, the allure of a metaverse, a digital twin reality, or a new horizon seems everpresent. Augmented (AR), Virtual (VR), Extended (XR), or Mixed (MR): these reality media technologies intertwine mediations and representations in a manner that seem to call for intermedial reflections. Based in a series of examples from designers, artists and filmmakers, I will talk about the complexities of immersive media, and how intermedial perspectives can be part of a critical understanding of these media forms and their place in the contemporary media landscape

### **Bio**

**Maria Engberg** is an Associate Professor (docent) of Media Technology at Malmö University. Her research interests lie in emerging technologies and their impact on cultural expressions and phenomena. She has published on digital reading, the role of embodiment and the senses for our understanding of media, and about immersive technologies. Recent publications include *The Digital Reading Condition* (2023 Routledge, with Iben Have and Birgitte Stougaard Pedersen) and *Reality Media: Augmented and Virtual Reality* (2021 MIT Press, with Jay David Bolter and Blair MacIntyre). She is part of the research environment *Digital Work Futures* (Swedish Research Council 2024-2029). Engberg holds a Ph.D. in English from Uppsala University (2007).