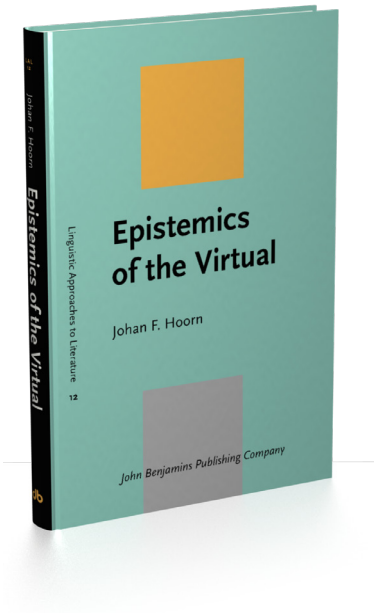

Cognition and language / Philosophy / Theoretical literature & literary studies

Epistemics of the Virtual

Johan F. Hoorn
VU University Amsterdam

Proposing a new theory of fiction, this work reviews the confusion about perceived realism, metaphor, virtual worlds and the seemingly obvious distinction between what is true and what is false. The rise of new media, new technology, and creative products and services requires a new examination of what 'real' friends are, to what extent scientific novelty is 'true', and whether online content is merely 'figurative'. In this transdisciplinary theory the author evaluates cognitive theories, philosophical discussion, and topics in biology and physics, and places these in the frameworks of computer science and literary theory. The interest of the reader is continuously challenged on matters of truth, fiction, and the shakiness of our belief systems.

[Linguistic Approaches to Literature, 12] 2012. x, 231 pp.

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"Dr. dr. Hoorn is not just broadly educated, he is deeply educated in these areas, and his scholarly work synthesizes these otherwise-disparate areas in a seamless and compelling manner. Epistemics of the Virtual brings together principles and findings from anthropology, zoology, psychology, arts, archeology, and other areas, recognizing the disciplinary origins of the work, but showing their commonality and complementarity. I have rarely if ever met an individual with as deep and unified a knowledge base as Johan Hoorn, and I consider it a privilege to have been given glimpses of his intellectual prowess."

Joseph B. Walther, *Michigan State University*

"*Epistemics of the Virtual* is marked by extensive scholarship communicated in an engaging style. In addition to synthesizing and applying studies done by other researchers, Hoorn presents valuable empirical research of his own. This book is sure to be received with enthusiasm by many readers interested in the cognitive study of culture."

Patrick Colm Hogan, *University of Connecticut*

"Johan Hoorn's *Epistemics of the Virtual* presents a challenging novel conceptualization of fiction as "apparent" reality in a media landscape increasingly laden with iconic virtualities. Hoorn supports his intriguing proposals with a wealth of fascinating exemplars drawn from a variety of scientific disciplines and the humanities."

Dolf Zillmann, *Distinguished Professor Emeritus of Communication Sciences and Psychology*

"As technology increasingly mediates our connection to the world and each other, the resulting blurring between what is real and what is virtual will have profound and unexpected consequences for all human endeavors. Here, Johan Hoorn struggles to with signposts to guide us in this strange new space. *Epistemics of the Virtual* is sure to provoke your mind."

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