

## ABSTRACT

# My avatar and I

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Until now the rules governing human activities were established on the basis of the ethical values of each society and were mainly applied to territorial criteria relating to the sovereignty of each country. In the era of globalization virtual worlds such as World of Warcraft, Sims and Second Life are very popular and represent the most complicated field of digital activity.

Nevertheless, these simulated worlds without frontiers and classical regulatory patterns are destined to be used by real people, subjects of different laws and ethics. The involvement of human being as the main beneficiary in the virtual context is accompanied by the classical results of the human nature (exploitation, power, violence, creativity, cooperation, discrimination, competition, desire for recognition etc), which make virtual environments fascinated and dangerous at the same time.

Nowadays million of users populate virtual worlds via avatars. Actually, every user across the world can create and operate an avatar (visual representation of the user) in order to socially interact within digital communities. Through this avatar users can express themselves, do business, earn money or gain social status, acquire digital property, develop different personality, capacities and characteristics related to avatar, create art, make war or commit crimes...

From this perspective this paper focuses on the legal and ethical questions of avatar as digital entity but also as personality extension of the user given that technological evolution of information society is once again in front of the legislative gap.