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**Digital Dimension of  
Extended Self (\*)**

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***Self******Possessions***

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***Dematerialization***

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- "Attachment to" & Singularization
- "Almost, but not quite the same"

***Re-Embodiment***

- Avatars affect offline self;
- Multiplicity of selves

- Attachment to avatars

***Sharing***

- Self Revelation;
- Loss of control

- Aggregate possessions
- Sense of shared place online

***Co-Construction of  
self***

- Affirmation of self;
- Building aggregate extended self

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***Distributed  
memory***

- Narratives of self

- Digital clutter;
  - Digital Cues to sense of past
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(\*) Fonte: Belk R.W. (*forthcoming*), "Extended Self in a Digital World", in *Journal of Consumer Research*, DOI:10.1086/671052