

# Review of: "Beyond the Physical Self: Understanding the Perversion of Reality and the Desire for Digital Transcendence via Digital Avatars in the Context of Baudrillard's Theory"

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The article demonstrates an adept incorporation of Jean Baudrillard's theory of hyperreality to elucidate the multifaceted impact of advanced technologies—namely, artificial intelligence, virtual reality, and augmented reality—on human perception and relationships. Freund's argumentation exhibits an exemplary marriage of theory and contemporary sociotechnological analysis, ultimately illuminating the ethical implications of an increasingly hyperreal condition. However, there is an exigent necessity to interrogate the concept of 'genuine human interaction' further. Freund tends to invoke this term as if its definition were universally agreed upon; yet, the nature of human interaction has proven itself to be a mutable construct, shifting with sociocultural norms and technological advancements. Indeed, this issue is reminiscent of historical apprehensions surrounding newly introduced communication technologies—be they the telegraph, telephone, or Internet. Moreover, the literature abounds with empirical studies on the role of digital platforms in fostering human connection, from social networking sites to teleconferencing applications. Consequently, Freund might consider augmenting the argument with a nuanced discourse that contextualizes the dystopian tones within the broader evolutionary trajectory of technology and human relational dynamics. This addition would not only fortify the integrity of the overarching argument but also serve to complicate our understanding of what constitutes 'reality' in an era marked by rapid technological change.