

**PRESENCE 2008**

**Proceedings of the 11th Annual International Workshop on Presence  
Padova, 16-18 October 2008**

Printed by  
CLEUP Cooperativa Libreria Universitaria Padova  
Padova 2008

Edited by Anna Spagnolli, Luciano Gamberini

ISBN: 978-88-6129-287-1

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## Virtual Reality as a Universal Language for Behavioral Interventions

John Urry

Lancaster University, UK  
{j.urry@lancaster.ac.uk}

John will reflect upon 2 of his recent books, *Mobilities, Networks, Geographies* (2006) and *Mobilities* (2007). In particular he will examine the significance, nature and implications of co-presence in accounting for patterns of corporeal travel. Reference will be made to various research projects concerned with the how and why of travel for work, family and friendship.

**Bio.** Distinguished Professor of Sociology, Lancaster University; Fellow of the Royal Society of Arts; Founding Academician, UK Academy of Social Sciences; Chair Sociology RAE Panel (1996, 2001); Honorary Doctorate, Roskilde University. He is currently Director of the Centre for Mobilities Research where research funding has been obtained from EPSRC, ESRC, Forestry Commission, Department for Transport, and Department of Trade and Industry (Foresight). He has published c40 books and special issues of journals, c100 refereed articles and c80 chapters. Recent books include *Sociology beyond Societies* (2000), *The Tourist Gaze. Second Edition* (2002), *Global Complexity* (2003), *Performing Tourist Places* (2004), *Mobilities, Networks, Geographies* (2006), *Mobilities* (2007), *After the Car* (2009). He is currently writing *Mobile Lives*, co-editing a journal special issue on Global Heating and co-editing a book on Mobile Methods.