## "You know, are you you?": Being Versus Playing the Second-Person in Digital Fiction

### Alice Bell
### Sheffield Hallam University, UK

In my talk, I explore reader responses to 'you' in digital fiction. Digital fiction is specifically written for and read on a computer of some kind (e.g. desktop, smartphone, tablet) rather than print fiction converted to digital. It includes hypertext fiction, Interactive-Fictions (IF), web-based fiction, narratively-driven videogames, app-fiction, and fiction produced in Virtual Reality. I begin by showing ways in which the second-person has been used in digital fiction. I then present findings from my empirical research into Blast Theory's app-fiction *Karen* by showing the various ways in which reader-players accept and reject the second-person address in that text. I argue that current typologies of 'you' need to be expanded to accommodate the varied reader responses to 'you' and argue for a reception-orientated approach to the second-person in fiction.