The Second Life Phenomenon

http://secondlife.com/whatis/economy-graphs.php

A (mostly) economic phenomenon

QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.

http://secondlife.com/whatis/economy-graphs.php
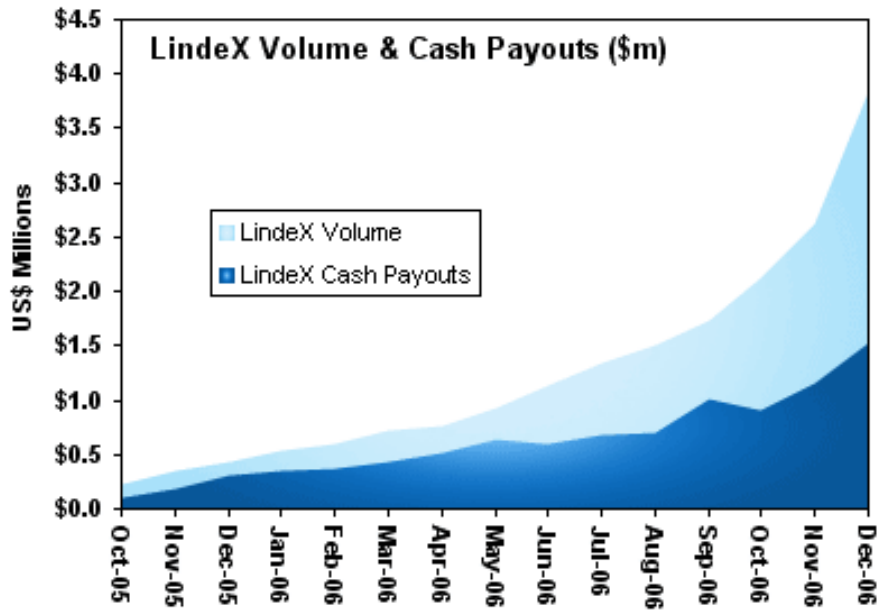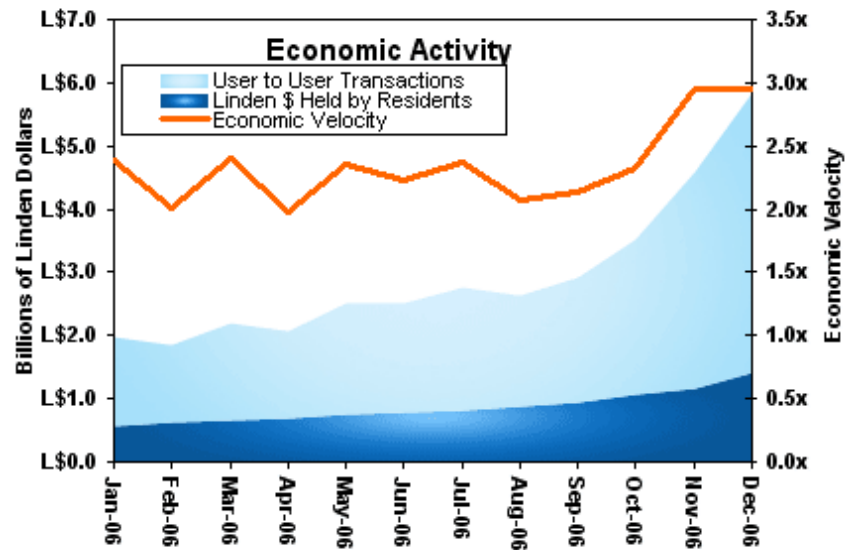
80 percent of active internet users will have a 'second life' by 2011???
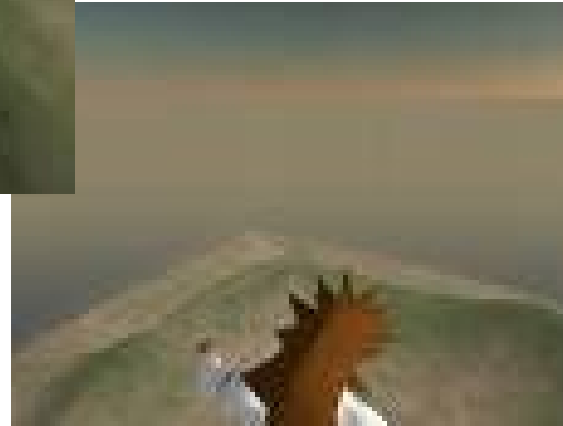
That's what Gartner says…

Of course they are sponsoring a symposium on this…

http://home.businesswire.com/portal/site/google/index.jsp?ndmViewId=news_view&newsId=20070424006287&newsLang=en

Some Edu Initiatives…

"Schome will NOT be another 'virtual learning space', it will involve physical spaces for learners"
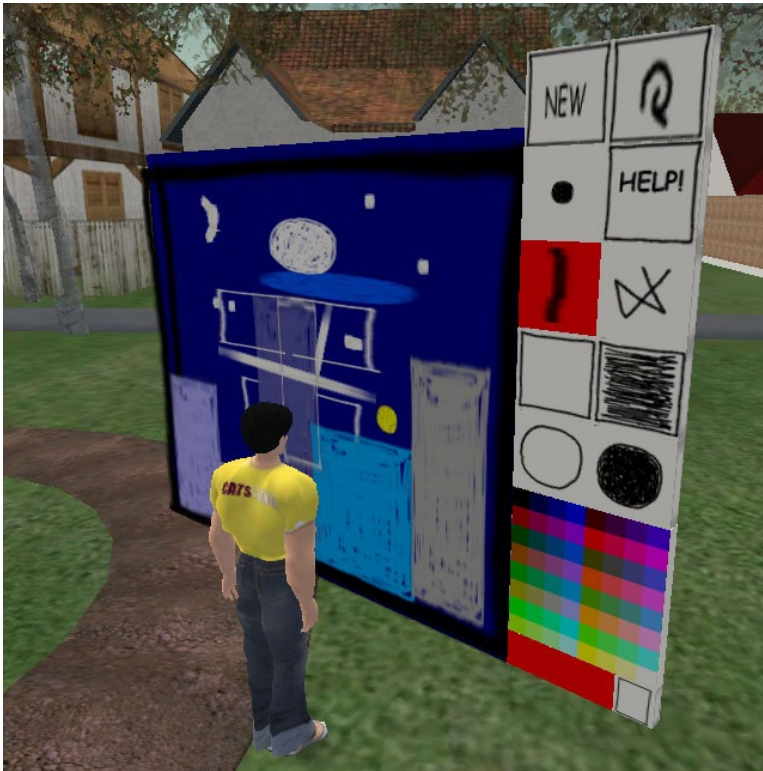
Schome

(Not school, not home…)

Teen Library in Second Life

Through special permission from Linden Lab, the creators of Second Life, a select group of librarians and other adult educators have been given access…

It's all so *familiar*…

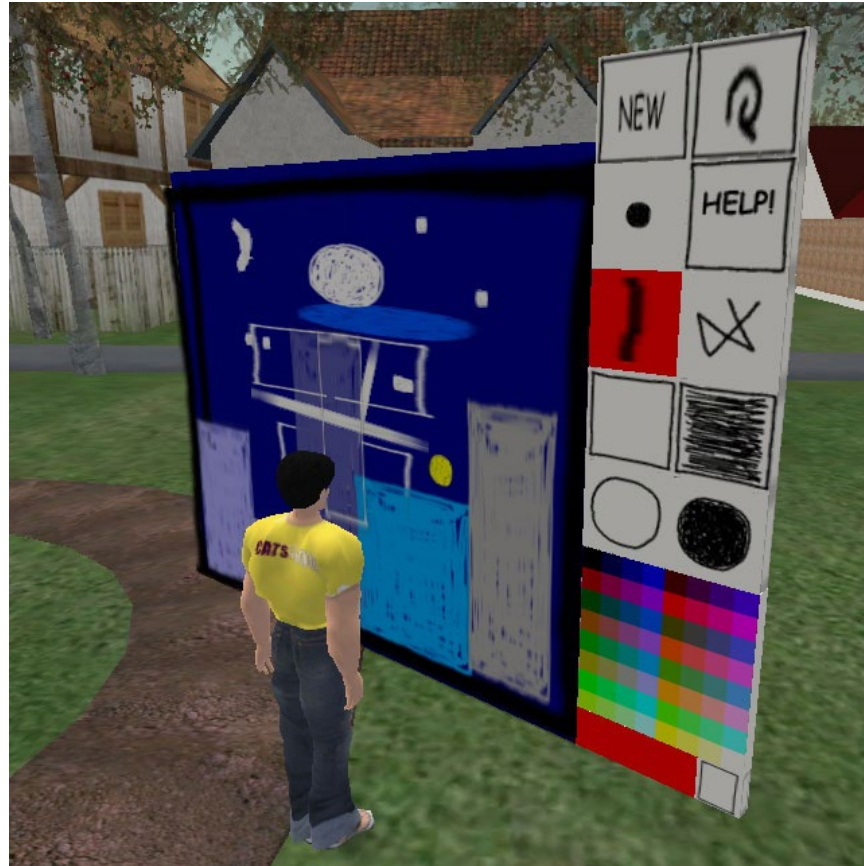http://plcmc.org/teens/secondlife.asp

- Research

- grad students

- accessibility

- LMS-2L mash-ups

- cool tools

- 2L in healthcare

Etc…

[SLED] Second Life Educators

http://www.simteach.com/forum/index.php

CAVE

**Center for
Advanced Virtual
Education**



But…

But…

It's all so *derivative*, isn't it?

Now! The ridiculousness of this does not escape me. I'm in my presentation, pointing my audience to the online wiki handouts, via a presentation slide. It points to a web URL that will link SL users to teleport to my office. There you can click the drawer for the current presentation, which links you back out to your browser. Dave Warlick http://davidwarlick.com/2cents/2007/05/09/what-im-doing-in-the-cave

Discovery Educator Network…
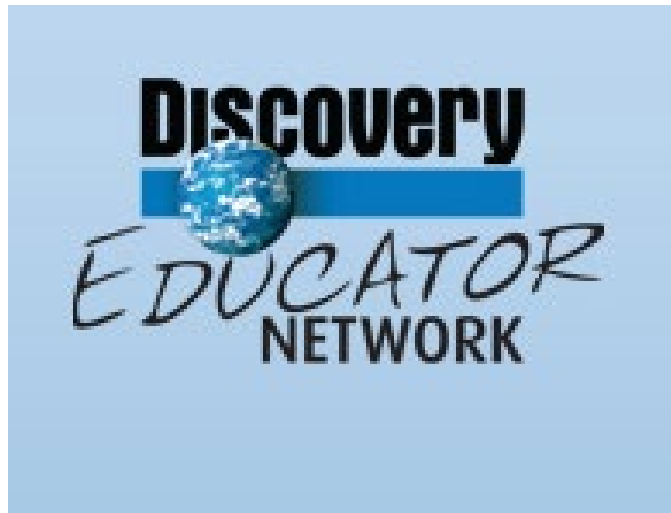
If you have a
brand, you're in
Second Life…
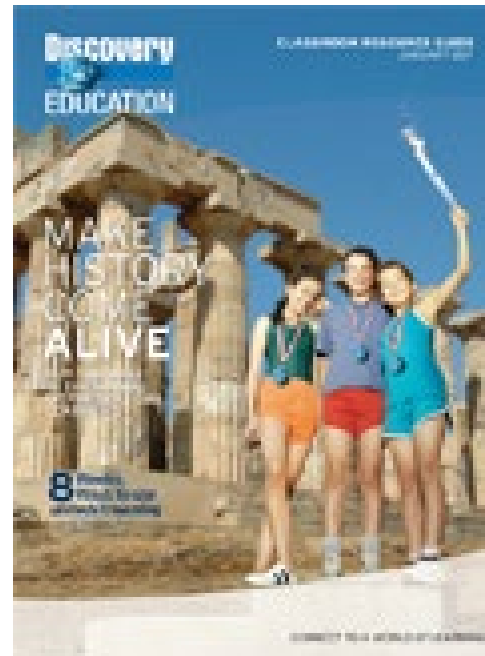
Encountering Second Life…

It's like a scene from Star Trek
(You know, where the flying heechees have eliminated all life…)
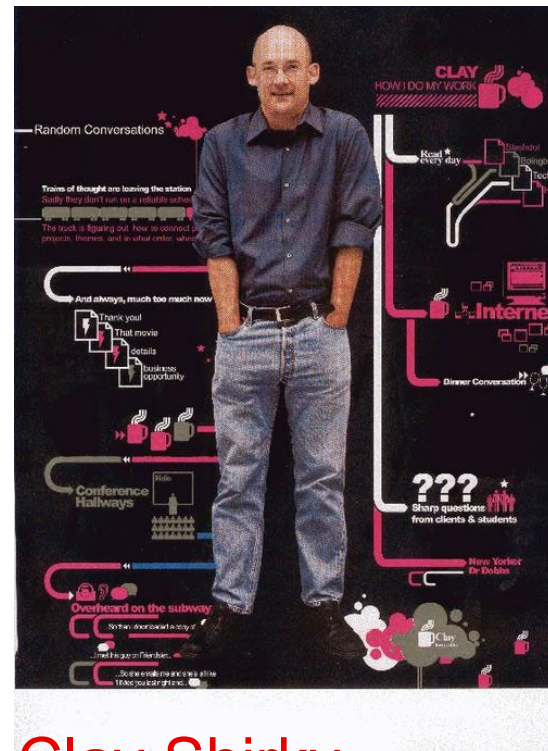
until you hit the casinos

Questioning the numbers…

'A story too good to check…'

'Second Life is largely a
"Try Me" virus…'

'a service that appeals
to tens of thousands of people, but in a billion-person
internet, that population is also a rounding error.'

Clay Shirky

Why the big story?

Shirky:

- people don't remember the history of VR
- a 3D reality is conceptually simple
- the media loves the 'content is king' story
- the current mania is largely push-driven

I ask….

Where are the bottom-up user-driven initiatives?

Where is 2L wikipedia? 2L OSS? Why was copybot killed?

Some history…

Two sides of cyberspace:

1. The 'gamer' side

2. The 'text' side


```
USENET

Usenet Help
UIC - [Part 1 | Intro | FAQ | History | Menu/
| Part 2 | Home]

    * What Is Usenet:
    * Where and How should I post:
    * Alt.Binaries.Pictures Info:
    * Getting On Usenet:
    * Creating Newsgroups:
    * Usenet Software:
```

What is Second Life, really…?

Despite being 'not a game' (which appeals a *lot* to the text people) it is the latest inheritor of a long line of online games.

the 'hero' in the gaming environment is the same as the 'student' in the learning environment and the 'individual' in the real environment.

http://www.downes.ca/post/40010

Virtual Worlds Online…

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Quick
TIFF (Uncompre
are needed to

MUDs, MOOs, MUSEs, DIKUs

The Multi-Academic User Domain (MAUD)

QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.

The inheritors…

Diversity University…. Walden University

Terry Anderson at Athabasca University

More VR….

The Palace

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Active Worlds

And more VR….

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Everquest

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Furcadia

World of
Warcraft

Five 'laws' of virtual reality…?

Gartner

* First Law: Virtual worlds are not games

* Second Law: Every avatar is a real person.

* Third Law: Be relevant and add value.

* Fourth Law: Contain the downside.

* Fifth Law: This is a long haul.

Fashion!

Bots

Casinos

Porn

Crash

Let's look at the *real* issues of Second Life

It's helpful to recall a guy named David Noble…

Yes, *that* David Noble…

"universities are not only undergoing a technological transformation. Beneath that change, and camouflaged by it, lies another: the commercialization of higher education".

Digital Diploma Mills

www.firstmonday.org/issues/issue3_1/noble/

Who owns Second Life?

'Babbage Linden' tells us people "own" their content…

… as long as you keep paying your rent

… and paying for your identity

Can Second Life Scale…?

Project Open Letter

http://www.projectopenletter.com/

http://www.dmwmedia.com/news/2007/05/04/analysis-reality-is-hitting-second-life-hard

What About Interoperability…?

Open Source Server?

IBM call for a 'Virtual Planet'

What's *really* happening?

This…

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Looks like this

Second Life taps into a latent conservatism that serves their interests and helps people feel comfortable in familiar surroundings…
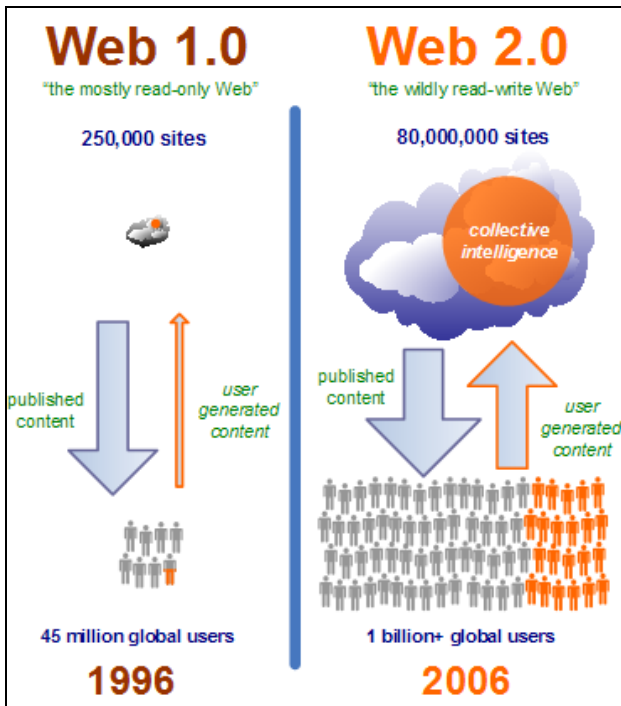
It's so *not* Web 2.0

Contra Ian Davis

- pedagogy doesn't change

- power structures don't change

- the elite remains the elite

Where is data portability?
Where are open standards?

http://www.rojo.com/mojo/4110

Where's the 'there' there?

Streaming of videos?

Standing in front of a class?

Avatars?

Rehearsal?

Virtual Worlds vs Simulations

Hamish MacLeod

Why Second Life?

'Cross-Platform'

'Openness and Neutrality'

'Manifest involvement with education'

Are these unique to Second Life?

To virtual reality?

Enhanced visualization

Rapid development potential

International communication

Sense of presence

Joanna Scott

Nature Publishing Group

Why

Second

Life?
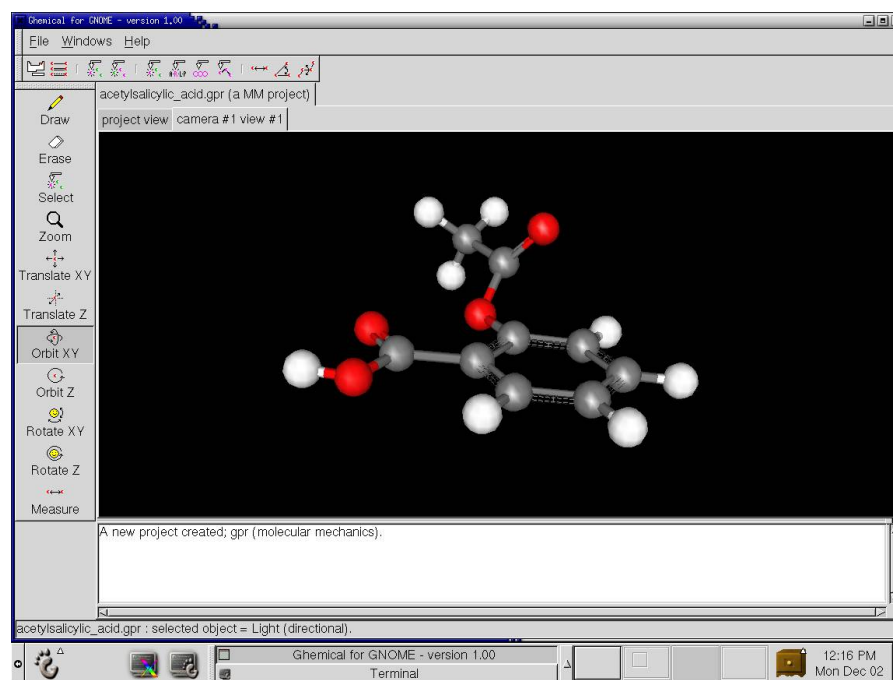
None of these is unique to Second Life

2L isn't even
particularly good
at some of them…

Compare, for example, with
phenomena like Instant Messaging,
MySpace, YouTube, Skype, Wii…

"We would *never* consider placing our articles in
Second Life… it's just pointless." - Joanna Scott

So what's the real point of 2L?

Onder Skall

 * 1. Real money must move in and out of the "virtual" economy freely.

 * 2. Users must be able to create unique content and retain ownership over it.

 * 3. The world must be persistent, and the users able to change it.

Is this what online learning has been waiting for?

Disney hopes virtual park delivers real-world results

Free online game offers passes, prizes to lure tween demo

By T.L. STANLEY

THE NEXT WAVE: As Disneyland celebrates its 50th year, a new park is born on the Web.

BUILT-IN BOUNCE
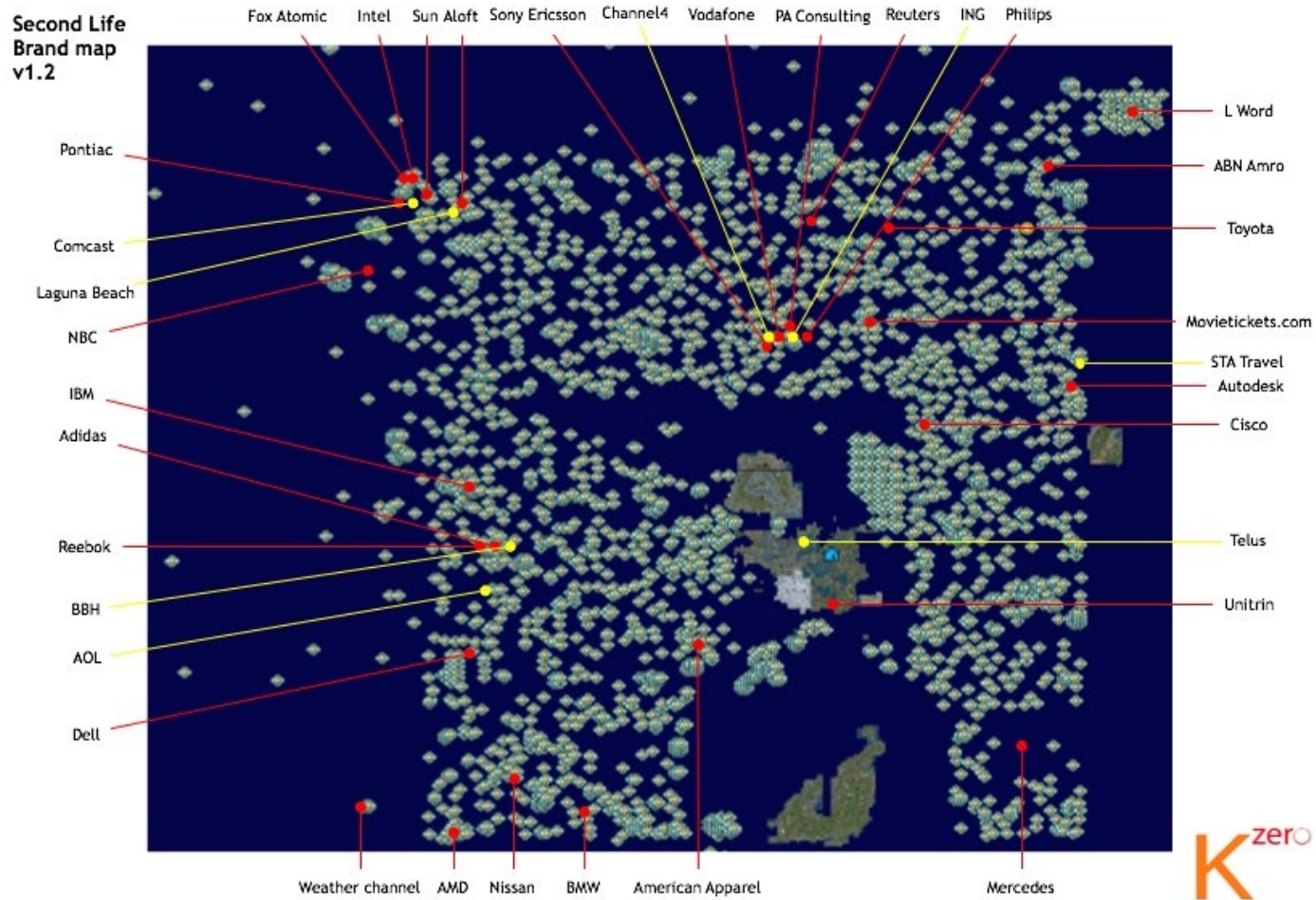
How would you like a few of these in your wallet?

Commercial transactions?
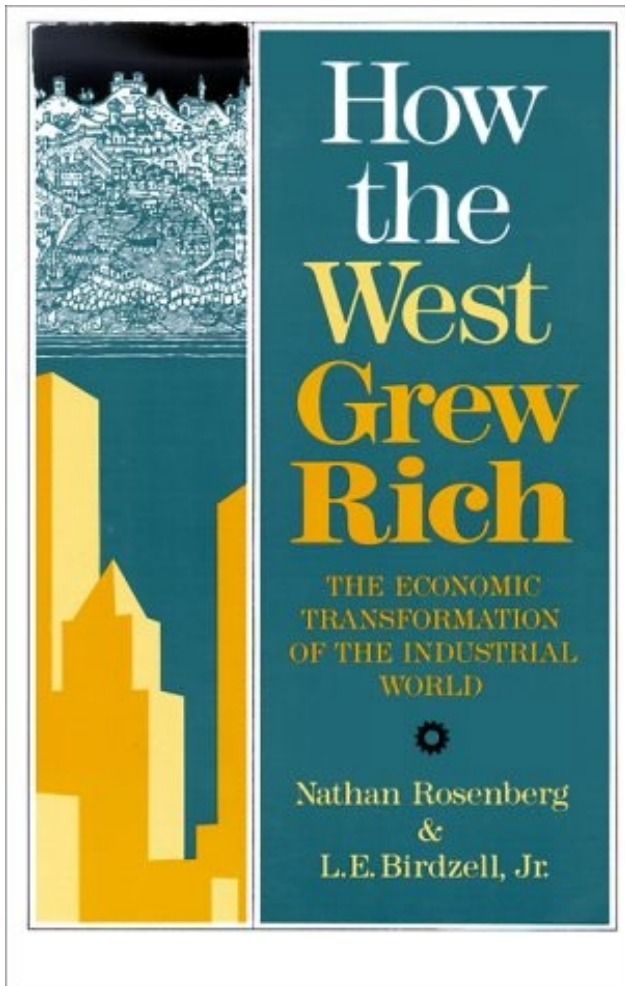
Private ownership?

Silos and walled gardens?

Built by companies and institutes that can afford 'islands'

Second Life Brand map v1.2

Branding?

Proprietary technology?

An identity fee?

I submit….

   That the future for virtual reality is (must be?) exactly what Second Life isn't…

   - distributed hardware, distributed ownership
   - open source - not proprietary technology
   - noncommercial (or at least, for public education, a noncommercial alternative)
   - diverse and democratic
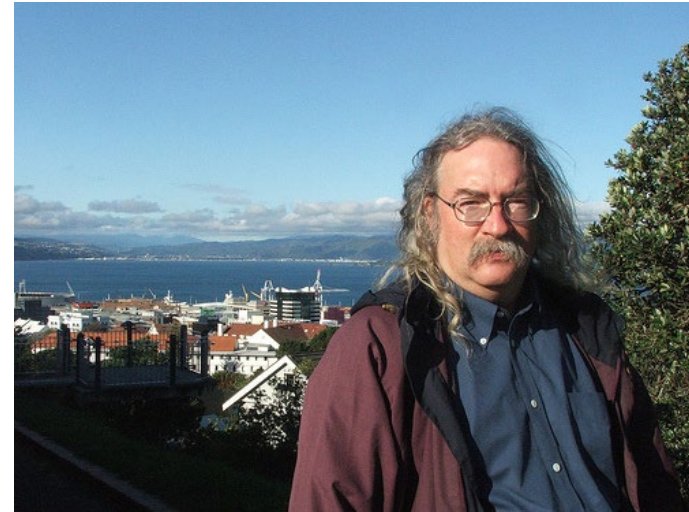
A virtual world more like the web…

where we create out *own* worlds

where we can visit from place to place

anonymously

or as an avatar

where we can create a learning commons

http://www.downes.ca