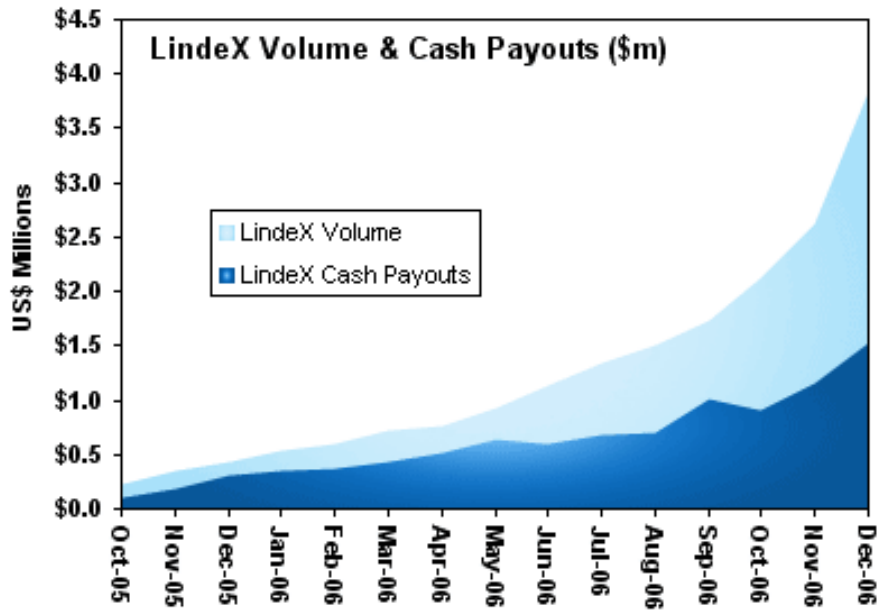


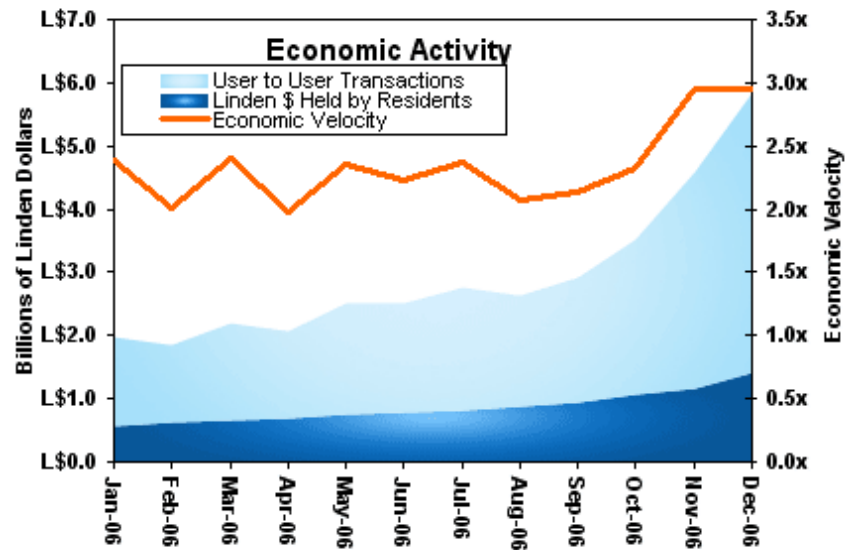
The Second Life Phenomenon

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

A (mostly) economic phenomenon



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



80 percent of active internet users will have a 'second life' by 2011???

That's what Gartner says...

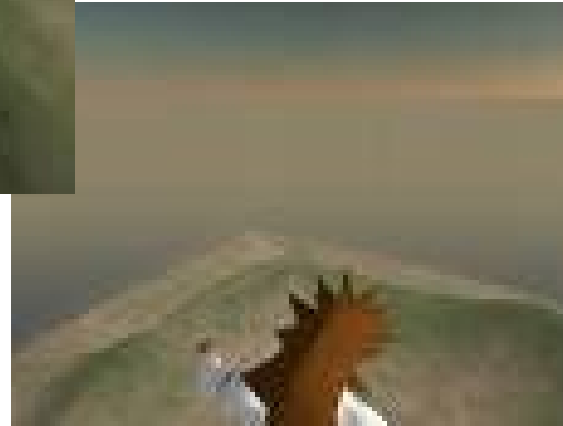
Of course they are sponsoring a symposium on this...

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...)

<http://www.schome.ac.uk/>

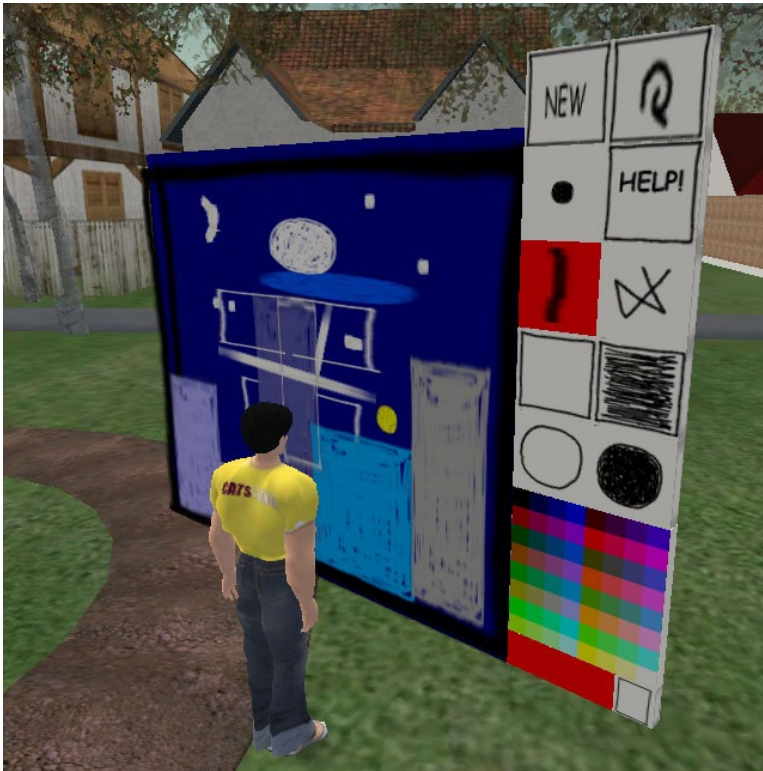
Teen Library in Second Life



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>



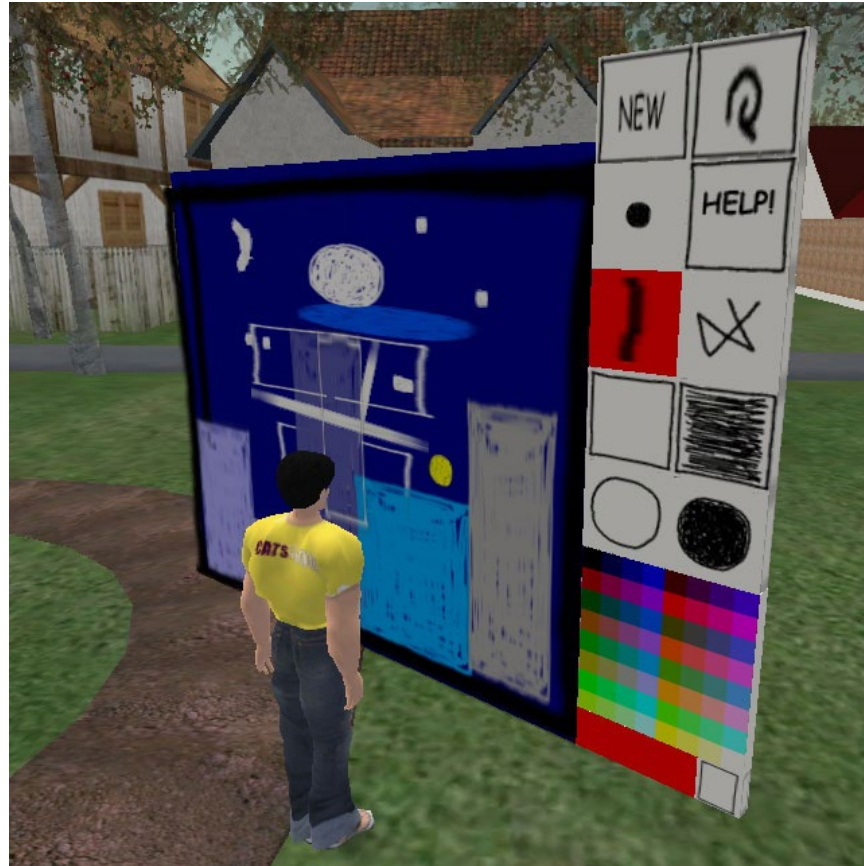
- Research
 - grad students
 - accessibility
 - LMS-2L mash-ups
 - cool tools
 - 2L in healthcare
- Etc...

[SLED] Second Life Educators

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

CAVE

Center for
Advanced Virtual
Education



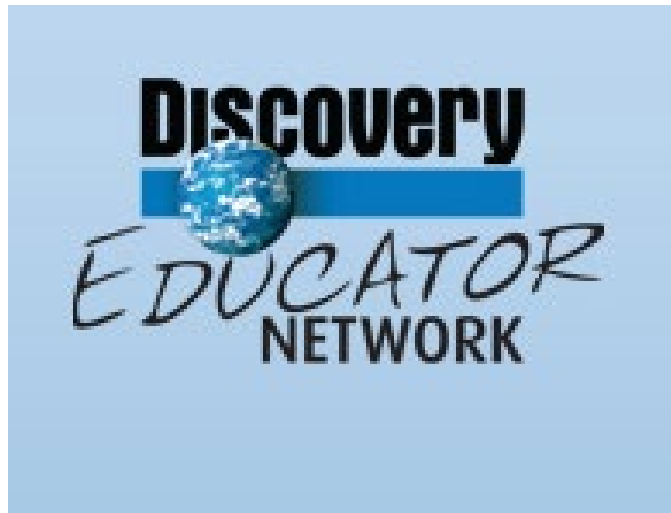
But...

But...

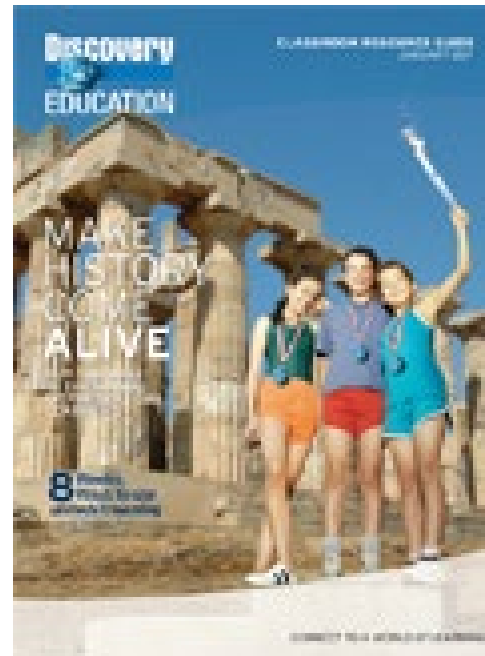
It's all so *derivative*, isn't it?

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...



<http://discoveryeducatornetwork.com>

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...

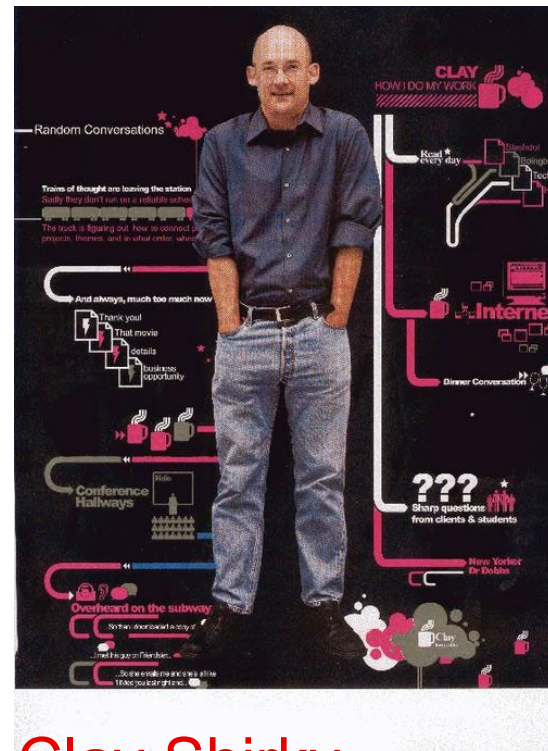
‘A story too good to check...’



‘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.’

<http://valleywag.com/tech/second-life/a-story-too-good-to-check-221252.php>



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
Fashion!
- * Second Law: Every avatar is a real person.
Bots
- * Third Law: Be relevant and add value.
Casinos
- * Fourth Law: Contain the downside.
Porn
- * Fifth Law: This is a long haul.
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'

<http://www.pcworld.com/article/id,131511-pg,1/article.html>



<http://www.intermud.org/>

What's *really* happening?



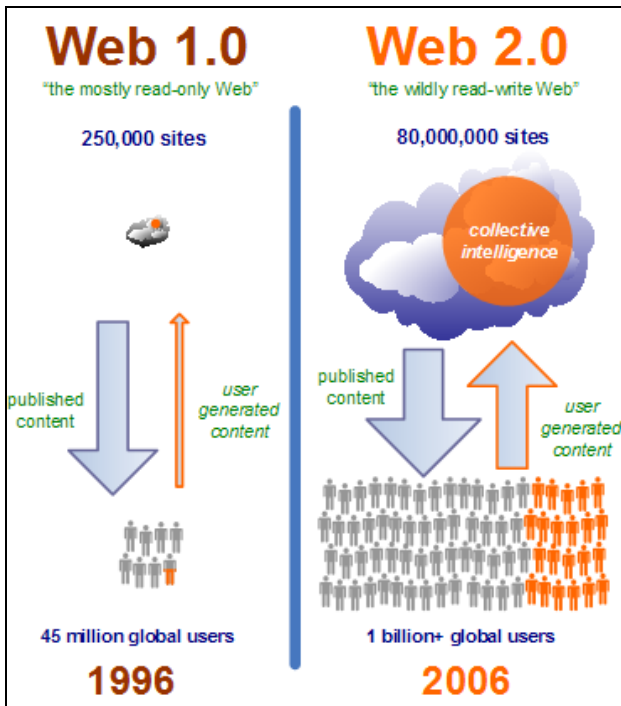
This...

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?

Where's the 'there' there?

Streaming of videos?

Standing in front of a class?

Avatars?

Rehearsal?

Virtual Worlds vs Simulations



The Metaverse Messenger

A REAL NEWSPAPER FOR A VIRTUAL WORLD

Tuesday, August 15, 2006 A Rose from Ash Publication Free



Vega makes Second Life debut

By KATT KONGO
Staff writer

An event for the Second Life (SL) history books occurred a few weeks ago when singer/songwriter Suzanne Vega performed in front of SL residents as part of the Infinite Mind radio show, produced by Lidgrenstein Creative Media (LCM).

Vega may be best known for the song "Luka," which climbed the pop charts to number three in 1987, earning her three Grammy nominations, including one for Record of the Year.

In an exclusive interview

ice interactive marketing, design and development firm specializing in the 3D web space.

Vega has previously played computer games such as Solitaire and Snood, but SL was a new experience for her. She's yet to spend a lot of time in SL, but asked her favorite part, she replied, "I liked seeing people fly, and seeing the beautiful features on everyone's faces, their ideal selves."

The music artist expressed an interest in spending more time in SL, but added that she would probably create an alternate character. "The idea of going on as myself doesn't appeal to me," she explained,

said to explain a situation where she had to react to what was going on in-world. Asked if she hopes to perform in SL again, she gave an uncertain answer, saying, "I would have to practice more!"

Vega is currently writing songs for a new album, and seeking someone to produce it. "That's the main thing right now," she said, adding, "It should be out next year."

While Vega was the first major recording artist to ever perform live in Second Life avatar form, she won't be the last. In fact, Infinite Mind, with help from IVM, brought other celebrities to SL on subsequent

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

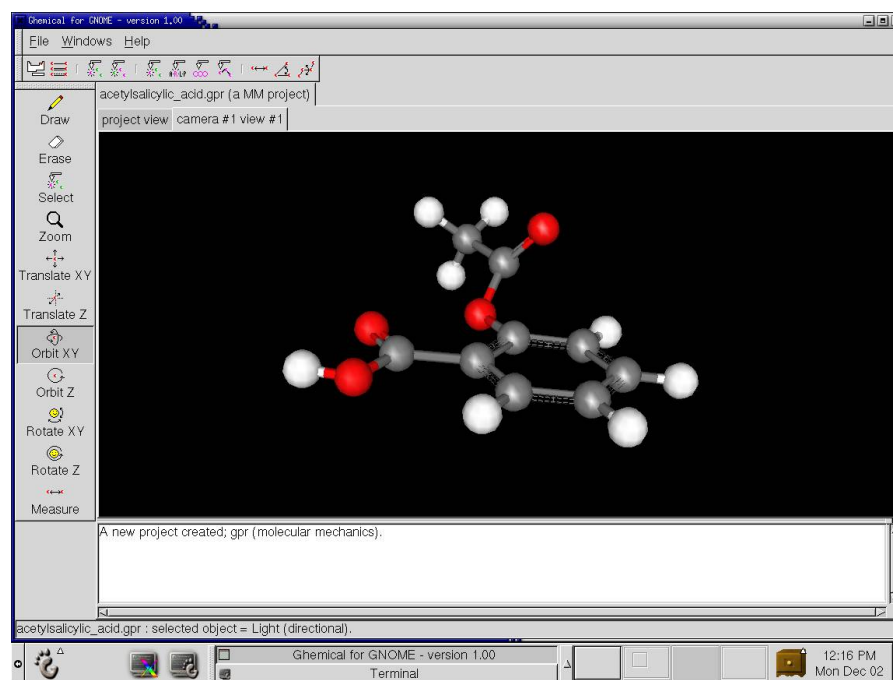
Joanna Scott

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 Skull

- * 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

LOOKING TO BREAK OUT OF ITS traditional marketing methods with some alternative media, Walt Disney Co. is launching a multi-player online game this spring called Virtual Magic Kingdom intended to drive kids to the real thing.

The move is part of a massive 18-month global marketing campaign tied to the 50th anniversary of Disneyland that aims to build traffic at Disney resorts, which remain below levels seen before Sept. 11, 2001. Disney's push, kicking off in Janu-

ary from Publicis Groupe's Leo Burnett, Chicago, includes a TV blitz that shows its signature characters arriving for a gigantic party. Virtual Magic Kingdom will have a dedicated campaign, as well as exposure in the anniversary-centric media.

The virtual game comes as the entertainment giant, in its quest to captivate tech-savvy tweens and hip up its image, delves further into high-tech products.

BUILT-IN BOUNCE

Virtual Magic Kingdom, aimed primarily at 7-to-12-year-olds, has built-in bounce back from the Internet to Disney's theme parks, with players able to win special perks and head-of-the-line passes for rides in return for completing online chal-



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

lenges. Players who go to the parks also can compete in on-site games to win swag for their online personas.

"This isn't like a print ad or a TV commercial—it's an immersive environment," said Paul Yanover, senior VP-general manager of Walt Disney Parks and Resorts Online.

"It's a whole bring someone

"We want to relationships w Michael Mendic Resorts exec support.

Park attract

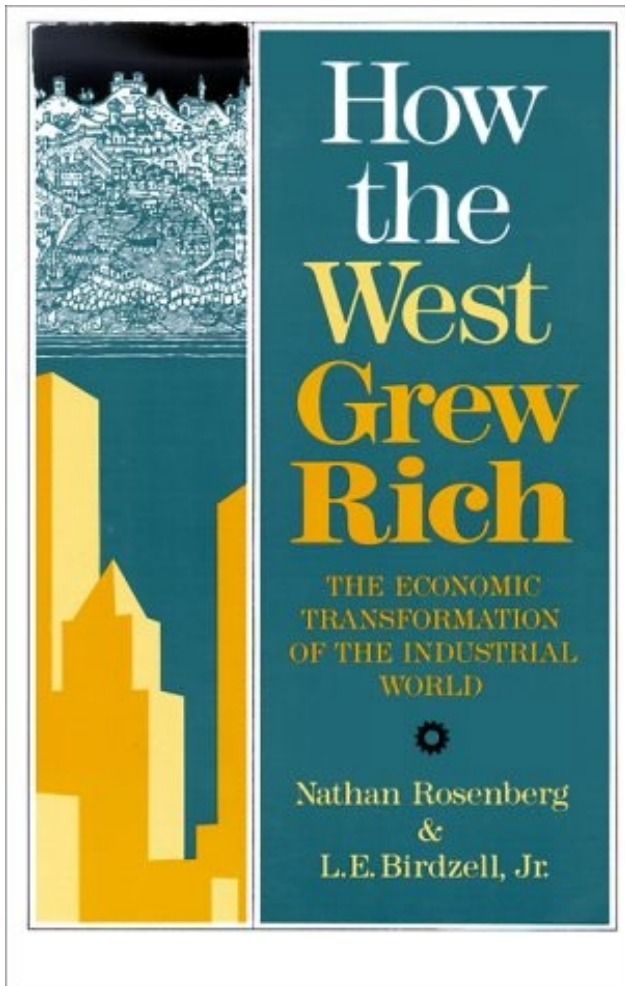
Mansion and Space Mountain act as the multi-player games, where kids can play against any number of opponents.

"They're eroding that division between online and offline for a generation that will appreciate it," said Lucian James, brand strategist at San Francisco-based Agenda. "When kids like something, they expect it to be available in every medium."

The site is an extension of what Disney does best, Mr. James said.



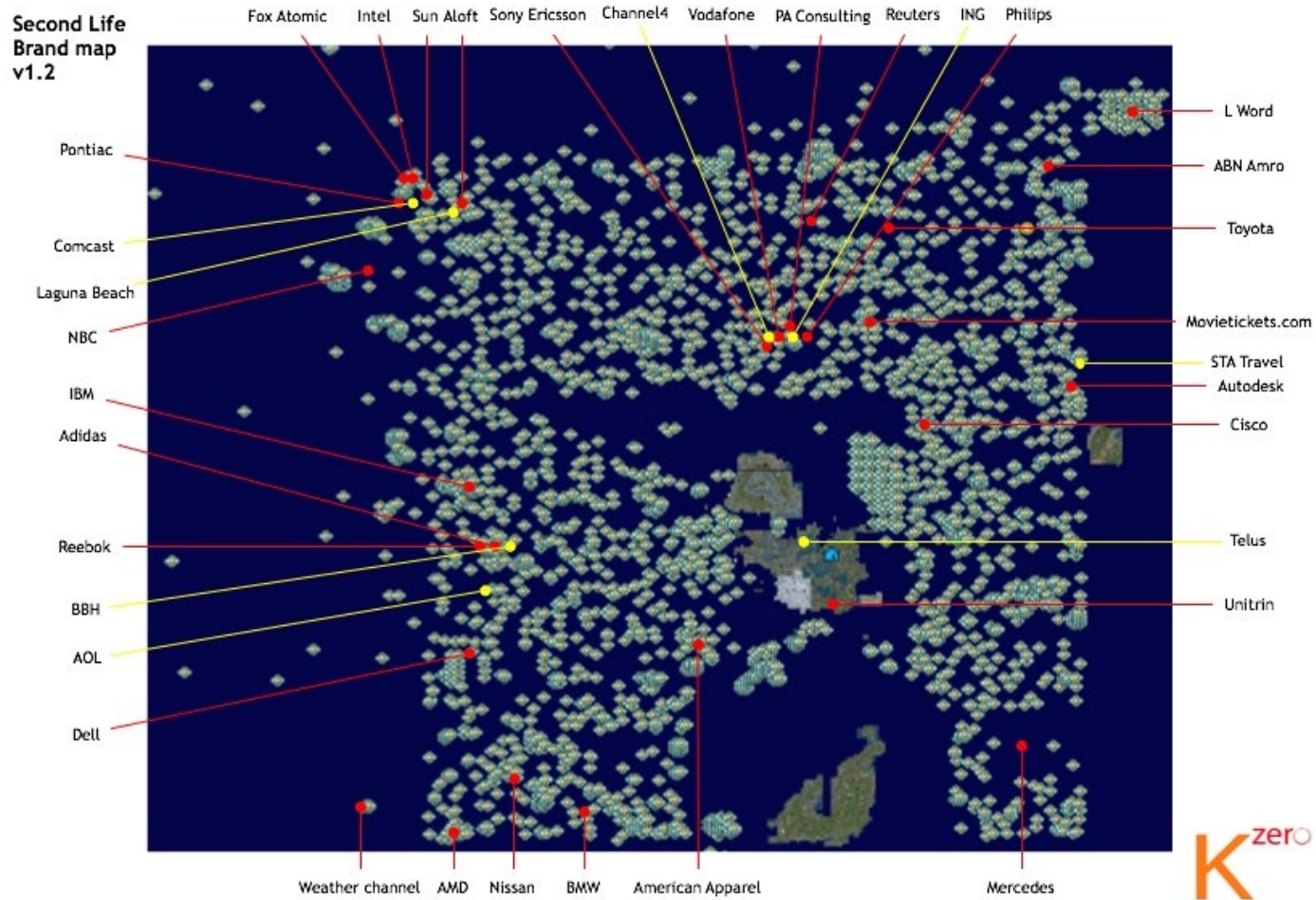
Commercial transactions?



Private ownership?

Silos and walled gardens?

Built by companies and institutes that can afford 'islands'



<http://www.kzero.co.uk/blog/?p=430>



Branding?

Proprietary technology?



An identity fee?

What's your credit score?
Find out now for FREE
when you check your credit report online!

- 1 Just \$14.95 for your complete
Dinero Credit Report
- 2 Includes a FREE credit score
and tip for improving it
- 3 Security is always
guaranteed
- 4 US citizens only

FREE HOUR!



TrueCredit
Member since 2007



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...

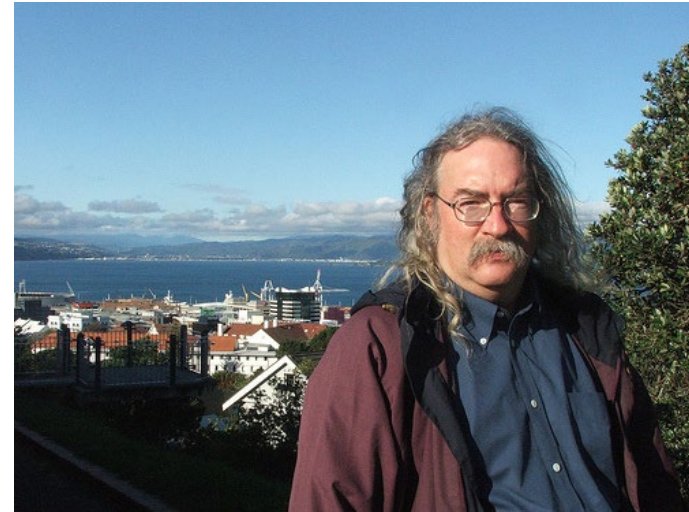
where we create our *own* worlds

where we can visit from place to place

anonymously

or as an avatar

where we can create a learning commons



<http://www.downes.ca>