MAP OF ONLINE COMMUNITIES
AND RELATED POINTS OF INTEREST
GEOGRAPHIC AREA REPRESENTS
ESTIMATED SIZE OF MEMBERSHIP

# The Second Life Phenomenon

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

# A (mostly) economic phenomenon



LindeX Volume & Cash Payouts ($m)

- LindeX Volume
- LindeX Cash Payouts
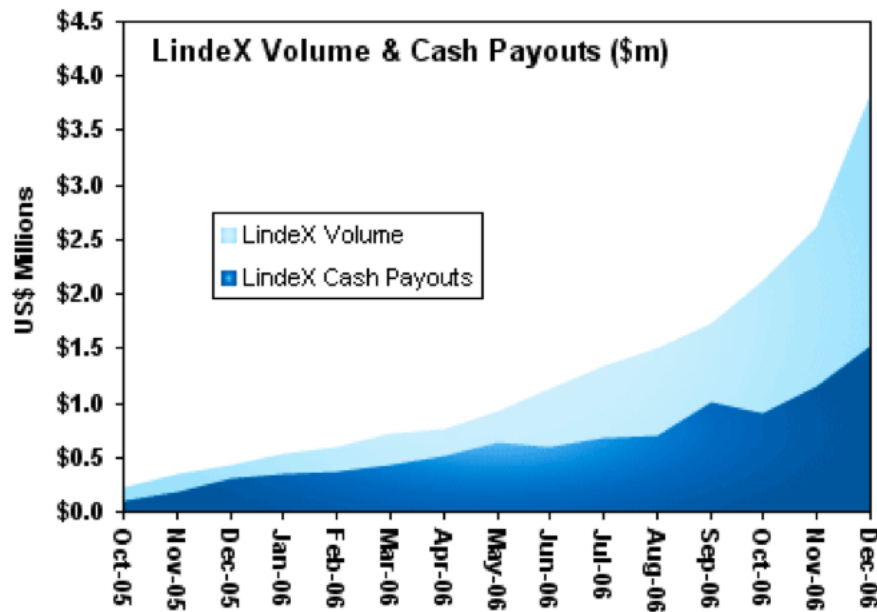


| Total Residents: | 6,231,167 |
| Logged In Last 60 Days: | 1,708,565 |
| Online Now: | 21,859 |
| US$ Spent Last 24h: | $1,482,793 |
| LindeX Activity Last 24h: | $231,014 |
| SEE MORE economic statistics here! | |



Economic Activity

- User to User Transactions
- Linden $ Held by Residents
- Economic Velocity

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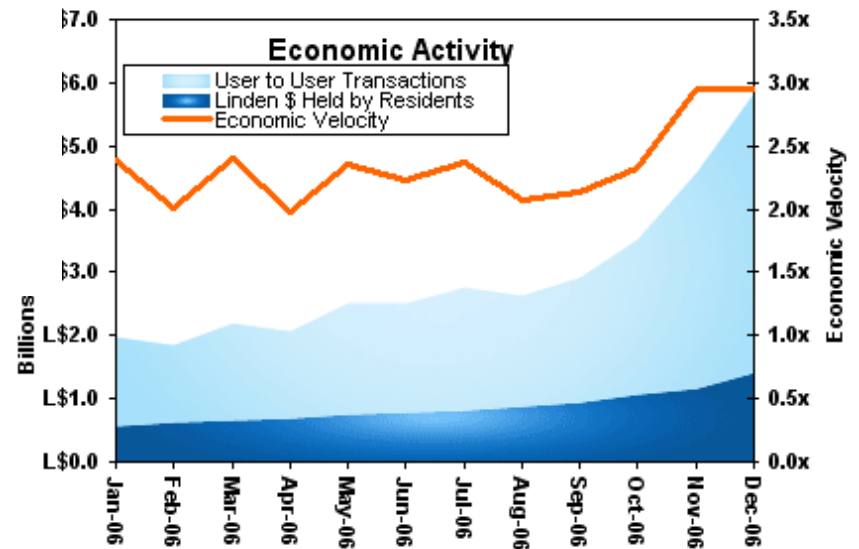
80 percent of active internet users will have a 'second life' by 2011???

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…



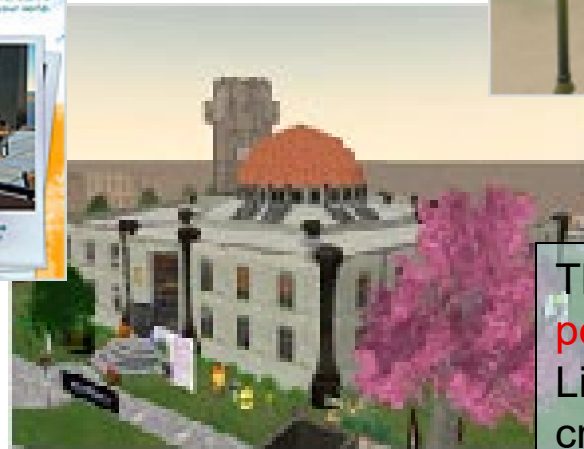"Schome will NOT be another 'virtual learning space', it will involve physical spaces for learners"
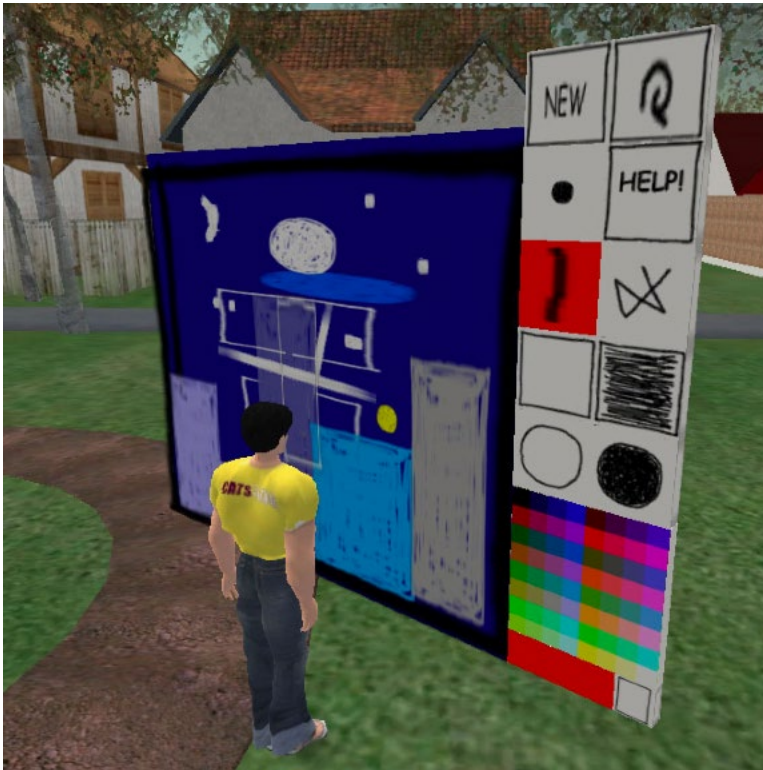


# Schome

(Not school, not home…)

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

# Teen Library in Second Life



It's all so *familiar*…

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

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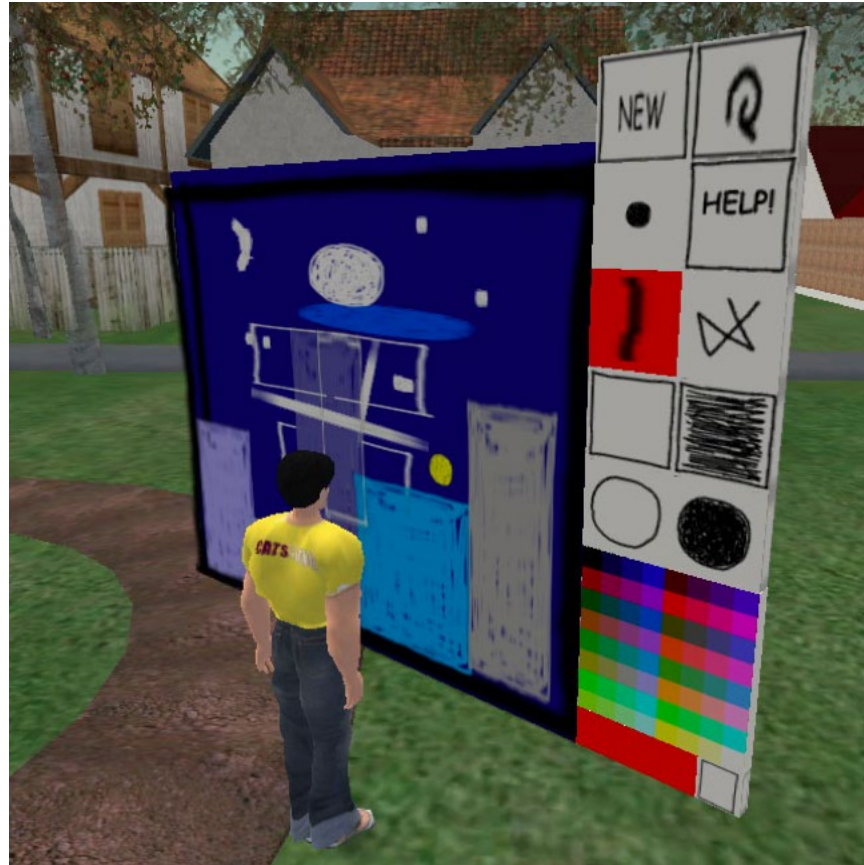
- Research

- 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…
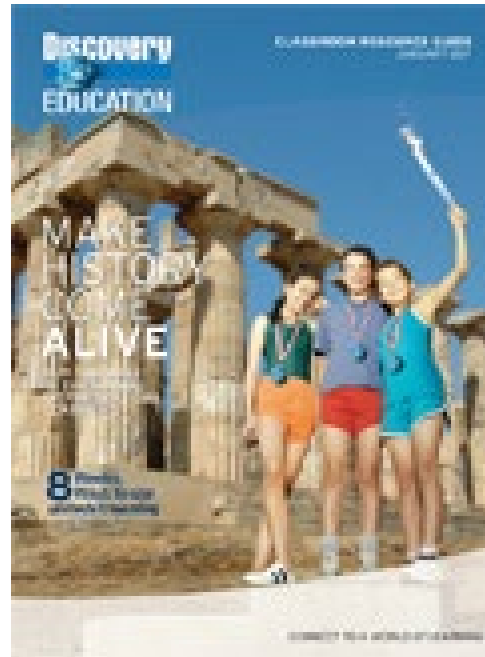
# Encountering Second Life…



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…

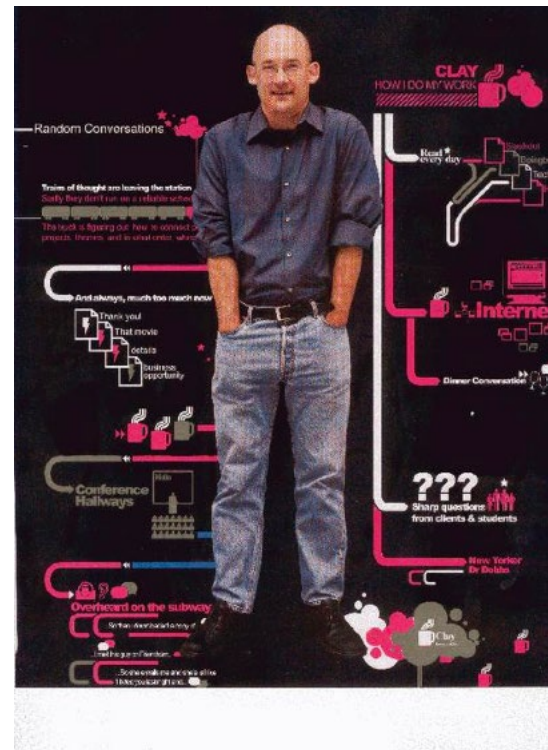'A story too good to check…'

'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:
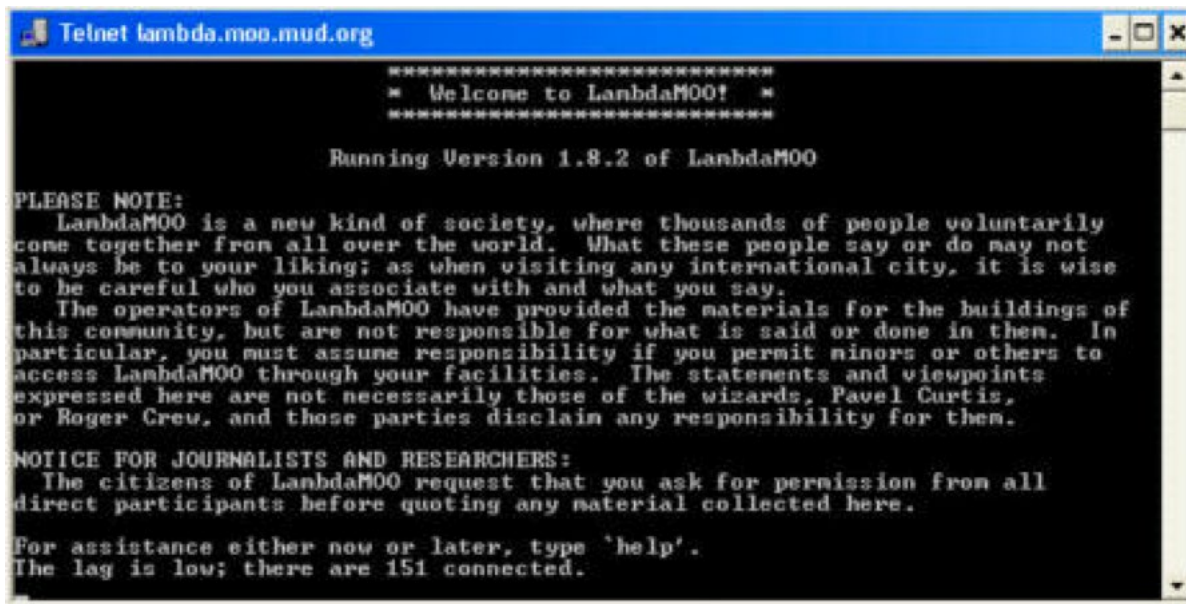    * Usenet Software:

# 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…



```
Telnet lambda.moo.mud.org                                    _ □ x

              *********************************
              *   Welcome to LambdaMOO!   *
              *********************************

              Running Version 1.8.2 of LambdaMOO

PLEASE NOTE:
    LambdaMOO is a new kind of society, where thousands of people voluntarily
come together from all over the world.  What these people say or do may not
always be to your liking; as when visiting any international city, it is wise
to be careful who you associate with and what you say.
    The operators of LambdaMOO have provided the materials for the buildings of
this community, but are not responsible for what is said or done in them.  In
particular, you must assume responsibility if you permit minors or others to
access LambdaMOO through your facilities.  The statements and viewpoints
expressed here are not necessarily those of the wizards, Pavel Curtis,
or Roger Crew, and those parties disclaim any responsibility for them.

NOTICE FOR JOURNALISTS AND RESEARCHERS:
    The citizens of LambdaMOO request that you ask for permission from all
direct participants before quoting any material collected here.

For assistance either now or later, type 'help'.
The lag is low; there are 151 connected.
```
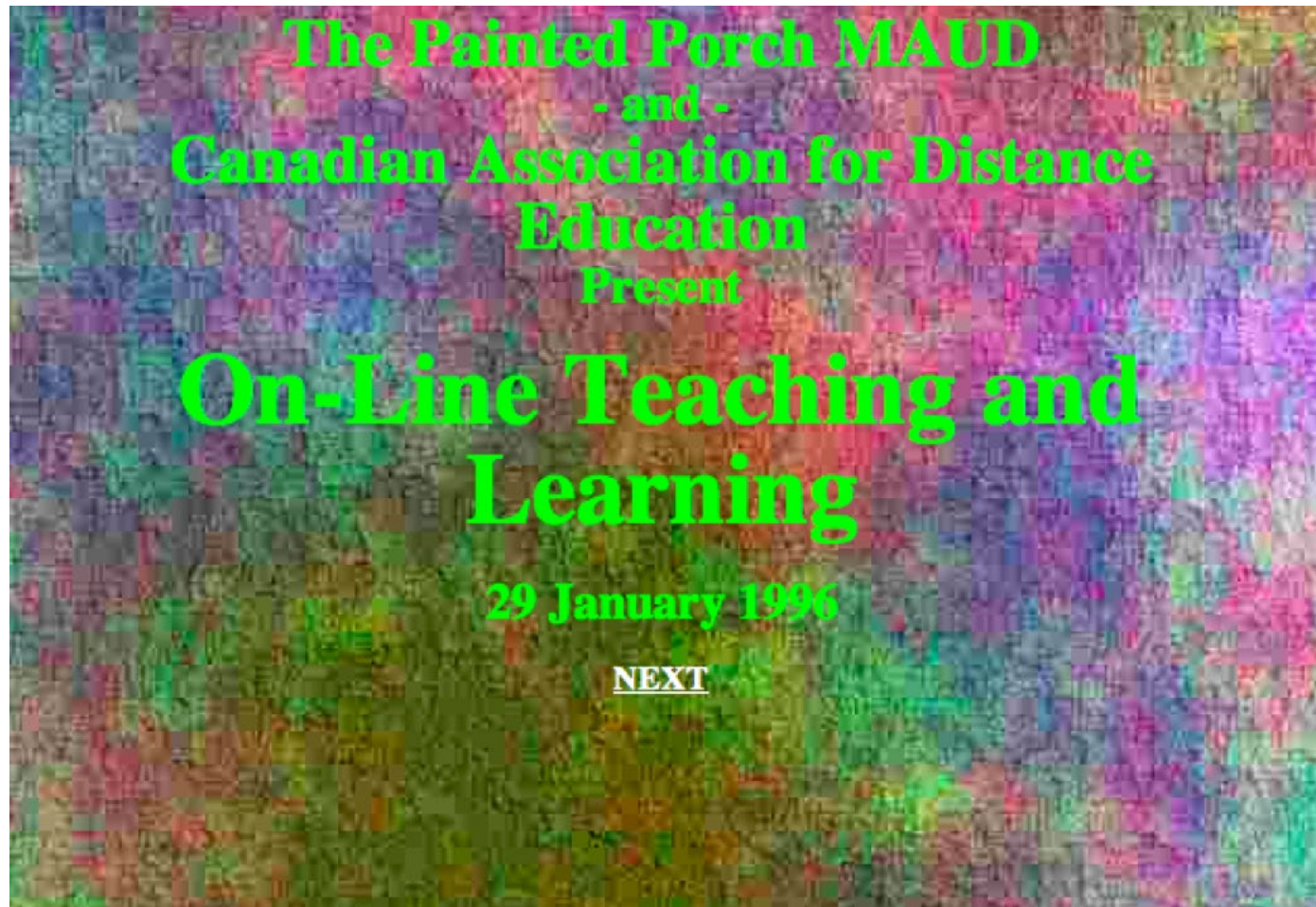
d a
compressor
picture.

## MUDs, MOOs, MUSEs, DIKUs

# The Multi-Academic User Domain (MAUD)



The Painted Porch MAUD
- and -
Canadian Association for Distance Education
Present

On-Line Teaching and Learning

29 January 1996

NEXT

The inheritors…

Diversity University…. Walden University

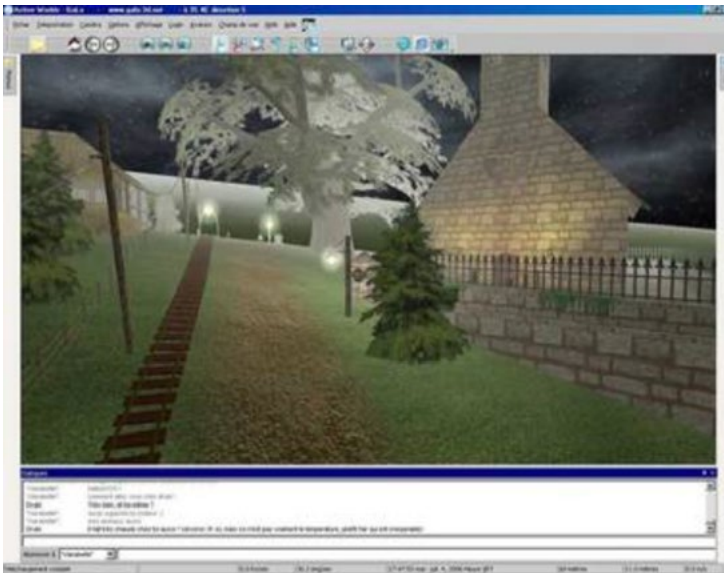Terry Anderson at Athabasca University

# More VR….





The Palace



Active Worlds

# And more VR….



Everquest



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
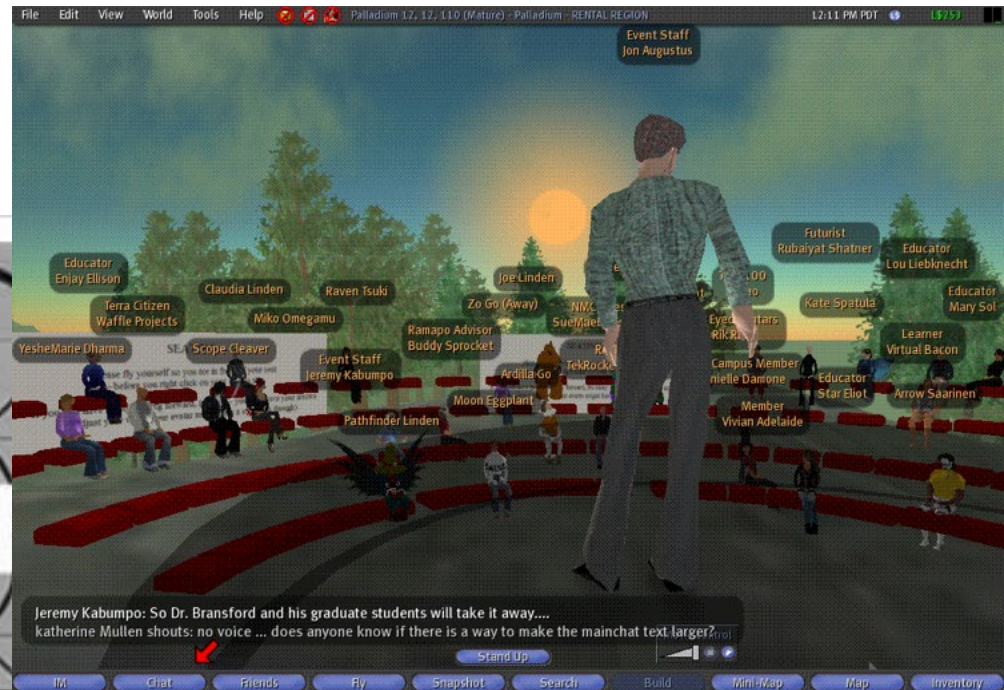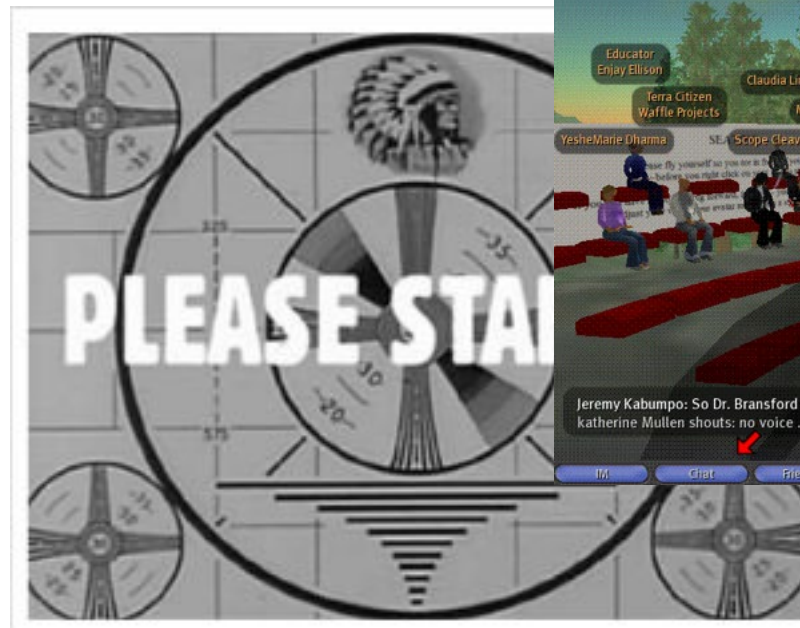
# What About Interoperability…?

## Open Source Server?

## IBM call for a 'Virtual Planet'

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.

Looks like this

Second Life taps into a latent conservatism that serves their interests and helps people feel comfortable in familiar surroundings…
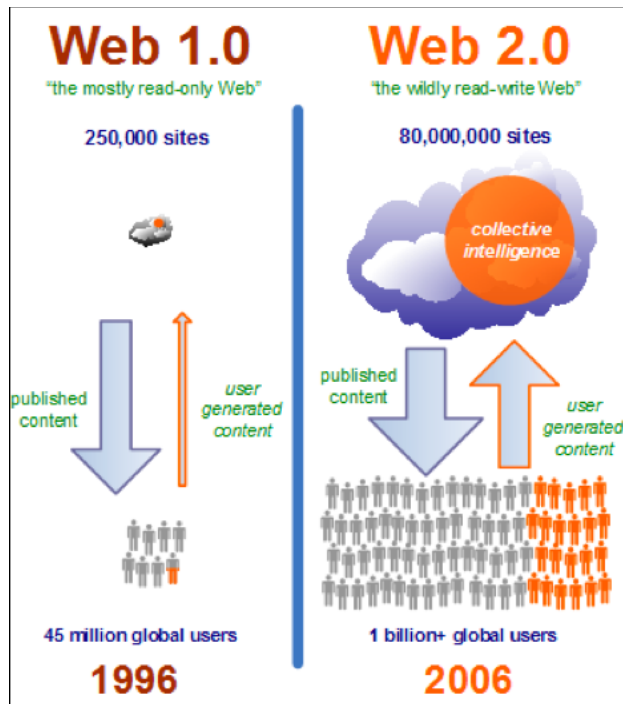


It's so *not* Web 2.0

*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?



**Metaverse Messenger**

A REAL NEWSPAPER FOR A VIRTUAL WORLD

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

**Vega makes Second Life debut**

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
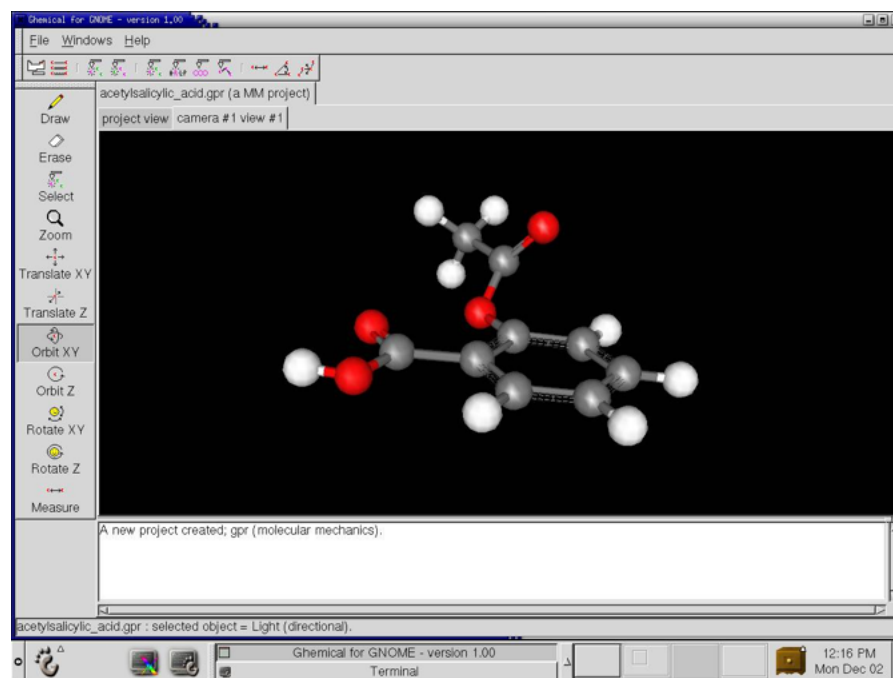
Second

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.

http://slgames.wordpress.com/2007/04/12/alternatives-to-second-life-uber-edition/#more-340

# Is this what online learning has been waiting for?



**Disney hopes virtual park delivers real-world results**

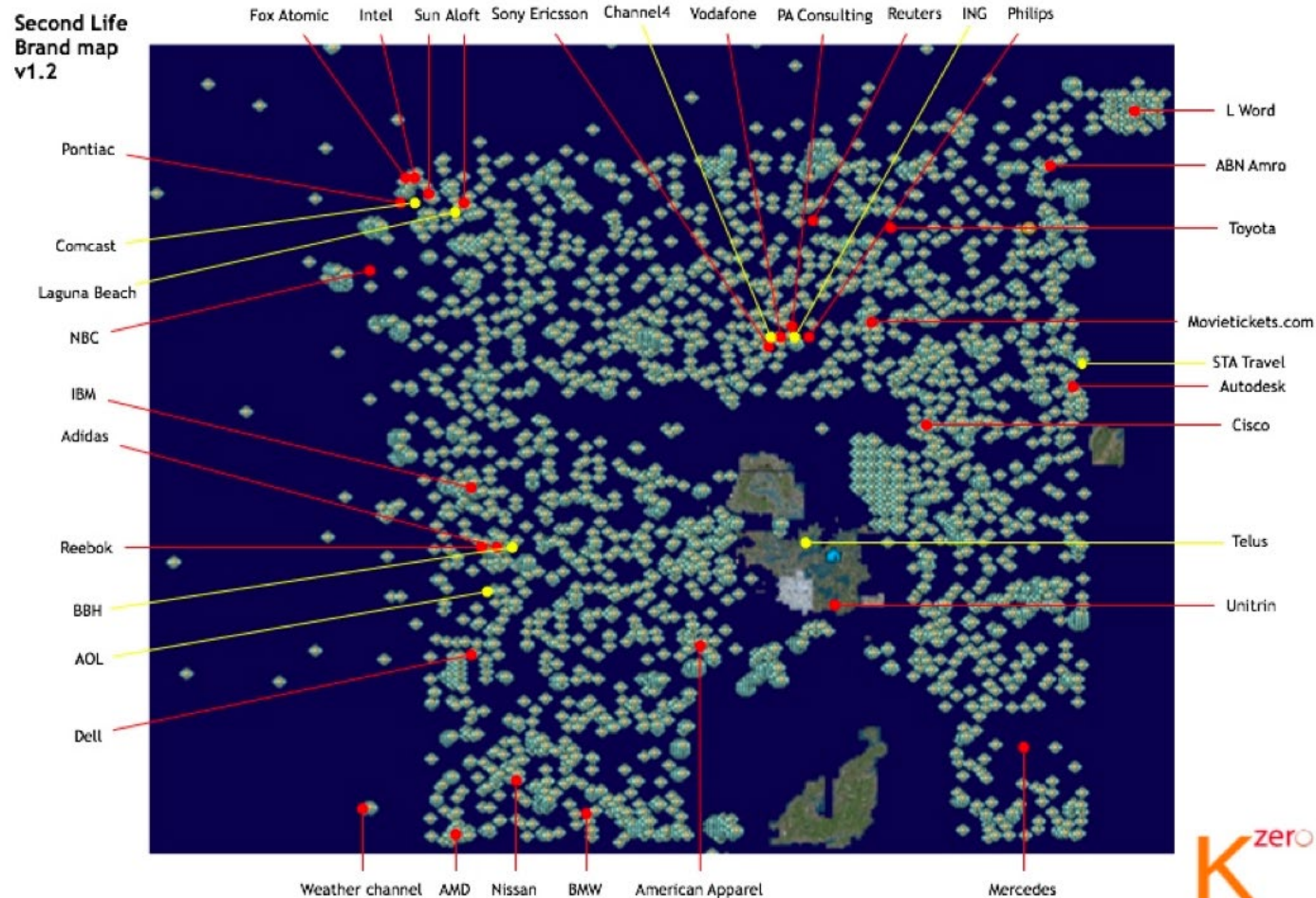*Free online game offers passes, prizes to lure tween demo*

By T.L. STANLEY

Commercial transactions?
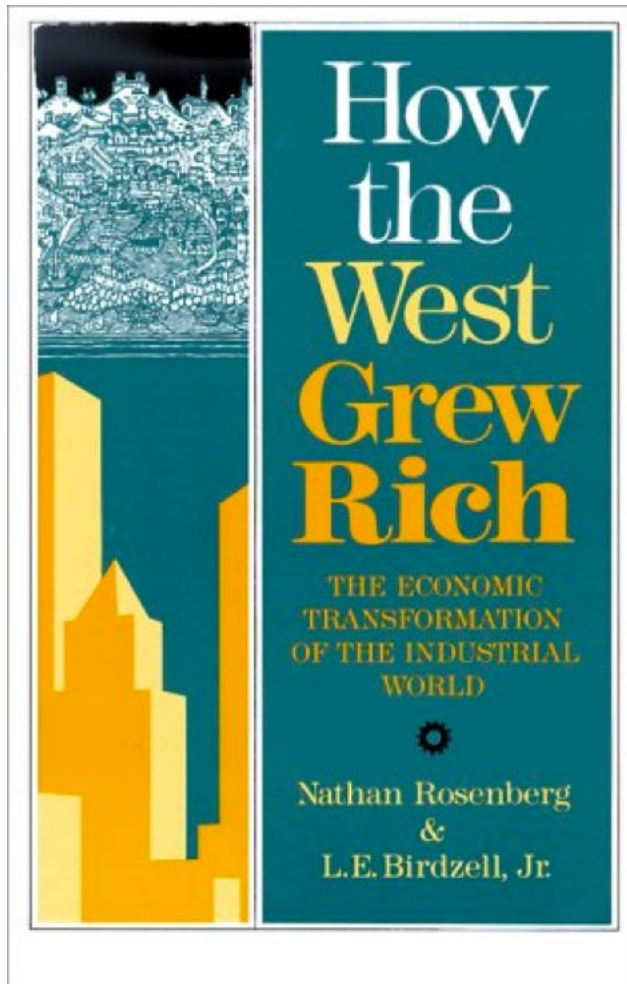
Private ownership?

# Silos and walled gardens?

## Built by companies and institutes that can afford 'islands'



Second Life Brand map v1.2

Labels around the map: Fox Atomic, Intel, Sun Aloft, Sony Ericsson, Channel4, Vodafone, PA Consulting, Reuters, ING, Philips, L Word, ABN Amro, Toyota, Movietickets.com, STA Travel, Autodesk, Cisco, Telus, Unitrin, Pontiac, Comcast, Laguna Beach, NBC, IBM, Adidas, Reebok, BBH, AOL, Dell, Weather channel, AMD, Nissan, BMW, American Apparel, Mercedes

Kzero

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

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

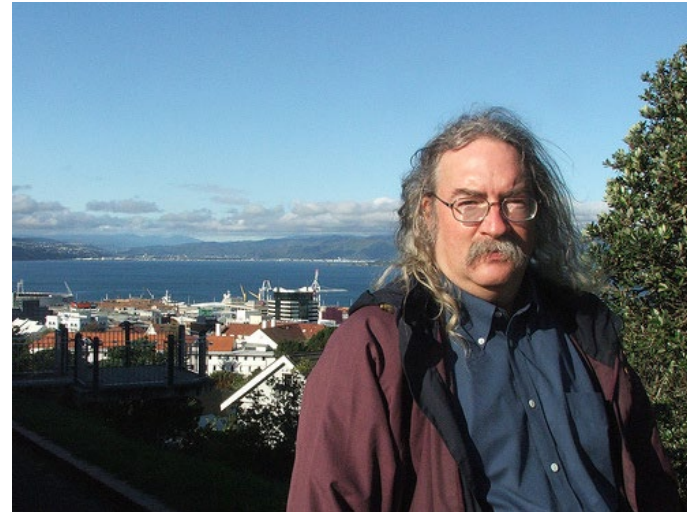# A virtual world more like the web…

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