

Second Life

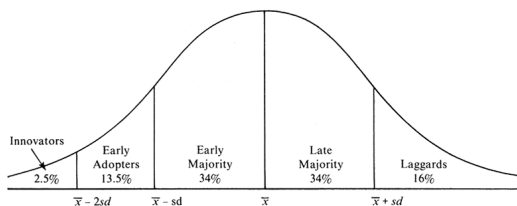
Mendoza College of Business
September 21, 2007

Presented by Chris Clark
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Kaneb Center
for Teaching and Learning

Second Life (SL)

- A new tool
- Not quite ready for prime time
- Pioneers are now exploring it
- Faculty Learning Community

Getting ahead of the curve



Adopter categorization on the basis of innovativeness

From *Diffusion of Innovations*, by Everett M. Rogers

What is Second Life?

- Virtual world, not a game
- Online 3D graphical environment
- Inhabited by multiple avatars
- Mimics real life (RL) in limited ways
 - Gravity, topography
 - Communication
 - Economy

Some higher ed applications

- Online meeting or discussion
- Exhibition
- Creativity - build or design
- Simulation or demonstration
- Serious gaming

Business in SL

- RL business
 - Information and public relations
 - Demonstration and prototyping
- SL business
 - Merchandise - clothing, furniture, etc.
 - Service - trainer, guide, programmer, etc.
 - Real estate - buy and sell or lease land
 - Currency - buy/sell "Linden dollars"

Population and geography

Logged in during last *N* days

7	464,653
14	637,715
30	977,547
60	1,540,605

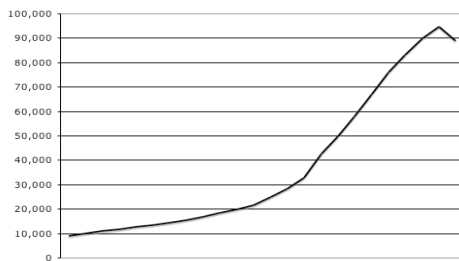
Total registrations 9,567,390

Islands owned now 9,988

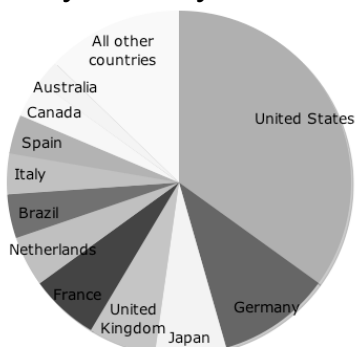
Added in August 639

(Data through midnight, September 16)

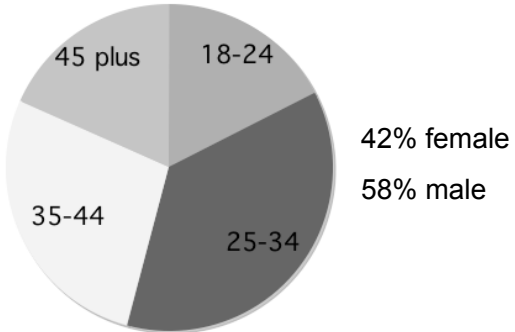
Growth in premium accounts



Usage hours by country



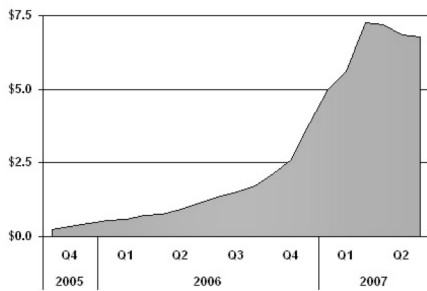
Usage hours by age & gender



August economic indicators

Between residents	\$L	\$ US
Land sales	527,688,665	1,954,402
Other transactions	7,932,739	29,381
To Linden Labs		
Premium fees (est. 90,000 x \$7.50)		675,000
Currency purchases	43,287,003	160,322
Upload charges	22,704,780	84,092
Group creation fees	2,286,900	8,470
Lindens sold	159,074,702	589,166
Customers spending money		304,499

\$US exchanged on the Lindex



Business opportunities

- Nightclub owner
- Real estate speculator
- Tour guide
- Event planner
- Dancer or Musician
- Fine artist
- Builder or Landscaper
- LSL scripiter
- Designer of
 - Buildings
 - Special effects
 - Animation
 - Avatars
 - Jewelry
 - Tattoos
 - Clothing

Learning Community goals

- Foment discussion
- Develop demonstration projects
- Share information
- Produce a public presentation
- White paper on opportunities and challenges

To follow up

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- Home Page
- Events
- Programs
- Services
- Resources
- About Us

Second Life demonstration Mendoza College of Business, Fri Sep 21, 2007

Locations in Second Life

- [Coldwell Banker](#) - SL real estate ([release](#))
- [Neptune Land](#) - RL real estate
- [Basilica Cardinale](#) - business
- [Second Health](#) - training ([blog](#))
- [Mazda](#) - test drive ([release](#))
- [Crowne Plaza](#) - meeting space ([article](#))
- [Ohio University](#) - nutrition game ([wiki](#))
- [Buffalo State](#) - fashion design ([wiki](#))

YouTube videos

- [Mazda](#)
- [Nutrition game](#)
- [Second Health](#)
- [Coldwell Banker](#)
- [Harvard Law](#)
- [Text 100](#)
- [Building in SL](#)

Web sites

- [Faculty Learning Community](#) at Notre Dame
- [Second Life in teaching and learning](#) (ND LT Lab)
- [Molotov Alva](#) - machinima on HBO
- [Anshe Chung](#) - SL land and architecture
- [Second Style](#) - fashion magazine

Linden Lab corporate info

- [The Marketplace](#)
- [Key metrics](#) (Excel)
- [Business](#)

Articles

- "[Professor avatar](#)." Andrea Foster. *The Chronicle of Higher Education*. Sep. 21 2007.
- "[Second Earth](#):The World Wide Web will soon be absorbed into the World Wide Sim." Wade Roush. *Technology Review*. July/August 2007.
- "[The scientific research potential of virtual worlds](#)." William Sims Bainbridge. *Science* 27 July 2007: Vol. 317. no. 5837, pp. 472 - 476
- "[The demise of Second Life?](#)" Paul Hemp. "Harvard Business Online" blog. July 26, 2007.
- "[A job interview you don't have to show up for](#)." Anjali Athavaley. *Wall Street Journal*. June 20, 2007; Page D1.
- "[Virtual reality and higher education: Another perspective](#)." Ian Lamont. Terra Nova blog, May 24, 2007.