So You’ve Heard About Second Life

- Also known as the Metaverse, a term from Snow Crash, a novel by Neal Stephenson.
- What does it mean—"3D online digital world"?

Second Life is a Virtual World With:

- Doctors, bankers, candlestick makers;
- Builders, workers, dancers, shirkers;
- Churches and homes; gardens and domes;
- Libraries, museums, teachers and beach bums!
Who is Already There? Corporate
- Adidas
- Apple Inc.
- Best Buy
- BMW
- Cisco Systems
- Coca Cola
- Comcast
- Dell
- HP/Compaq
- IBM

Who is Already There? Businesses
- NBA (basketball, really)
- NBC
- Nissan
- Pontiac
- Reuters
- Sun Microsystems
- Toyota
- The Weather Channel
- Warner Brothers
- and many more...

Who is Already There? Schools
- Bowling Green State University
- Columbia University
- Duke University
- Drexel University
- Harvard University
- New York University
- Ohio State University
- Pennsylvania State University
- Pepperdine
- Stanford University
- SUNY

Why Second Life …
- Be where the students are
- Engaging our new students
- Immersive environment (you gotta see it to believe it)
- Allows interactive distance education on a level previously unimaginable
- Personal productivity – meetings and more
- Collaboration & simulation & visualization, oh my …

Second Life Now or Later?
- "Imagine it's 1949 and you're a big brand. Do you NOT participate in TV? Or, it's 1925. Do you NOT participate in radio?"

Source:
- Kzero: Second Life Brand Map: http://www.kzero.co.uk/blog/?page_id=431
- SimTeach: http://tinyurl.com/2fen2s
What’s There? Science Center

Who’s There?
Nanotech Island

What’s There? Genome Island

Who’s There? ARC Research Center

Who’s There? NMC Research & Life Sciences

Who’s There? NMC Research & Life Sciences
Things to Do: Meetings

Things to Do: Events

Images of presenter with slides in front of a conference audience at the Second Life Best Practices in Education annual meeting.

Things to Do: Information

Things to Do: Outreach / Advocacy

Things to Do: Data Visualization

Things to Do: Collaboration

- Think wiki-types of functionality in visual and 3D spaces
Education

Ohio University Second Life Campus

http://www.youtube.com/watch?v=aFuNFRie8wA

Education Ideas

• Basic sciences
  – Interactive anatomical & cellular models
  – Class or small group interaction with anatomical avatars

• Communication skills
  – Patient history taking
  – Problem solving
  – Cultural competencies
  – Ethical role-playing

• Clinical space design & modeling

Education Ideas

• Guided discovery
  – Treasure hunts

• Exploration
• Construction
• Design
• 3D modeling
• Roleplay
• Meetings
• Distance learning
• International teaching

What You Need To Know Beforehand

• Tech
  – Bandwidth
  – Hardware
  – Screen resolution / Video cards
  – Frequent Downloads / Software Updates

• Social & Planning
  – The Wednesday Factor
    – Grid is down for upgrades
  – Small Groups
  – SLURLs
  – Money in SL

“Your imagination. Your world.”

Starter Resources for Higher Ed SL Education

• Conklin, Mega S. 101 Uses for Second Life in the College Classroom.
  http://facstaff.elon.edu/mconklin/pubs/glshandout.pdf

• Open Sledware (Open Courseware in Second Life):
  http://opensledware.wikispaces.com/

• Second Life Educators Archives:
  https://lists.secondlife.com/pipermail/educators/

• SimTeach Wiki:
Starter Resources for SL Science & Research

- Second Life Research: http://secondliferesearch.blogspot.com/
- Science & Technology in Second Life: http://scilands.wordpress.com/blog/

Resources Cited in This Presentation

- Kzero: Second Life University Map: http://www.kzero.co.uk/blog/?page_id=551
- Kzero: Second Life Brand Map: http://www.kzero.co.uk/blog/?page_id=431

Second Life + URLs = SLURLs*

- ARC Research Center: http://slurl.com/secondlife/ARC%20Research%20Center/78/146/
- Autistic Liberation Front (ALF): http://slurl.com/secondlife/Porcupine/50/224/129
- Danvers State Hospital: http://slurl.com/secondlife/Ryder%20Asylum/130/93/35
- Edgar Allan Poe House: http://slurl.com/secondlife/Montclair%20State%20CHS/142/161/19

- ISTE Aquarium: http://slurl.com/secondlife/ISTE%20Island/149/179/749
- International Spaceflight Museum - Spaceport Alpha: http://slurl.com/secondlife/Spaceport%20Alpha/49/77/24
- Jubjub’s Sculptie Skulls: http://slurl.com/secondlife/Voronezhskiy/65/15/57

- Nanotechnology Island (coming soon)
- Ohio University Campus: http://slurl.com/secondlife/Ohio%20University/20-36/24
- Science Center: http://slurl.com/secondlife/Info%20Island%20II/97/206/23
- Underworld Italian Mafia City: http://slurl.com/secondlife/Kumihho/60/84/50
- UTD Accessibility Island: http://slurl.com/secondlife/UTD%20Accessibility/83/107/32

* Locations Visited in the Making of this Presentation
• Want to get started?
Come to our next presentation in two weeks!