

# **A Second Life for Libraries**

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# What is it?

- Multi-user virtual environment (MUVES) - and not a game
  - No ultimate goal, you don't get killed
  - Uses internet connectivity, and lives on servers, but is a small application downloaded to your desktop
- If you want games:
  - World of Warcraft
  - Lineage
  - Webkinz for kids, Whyville for kids



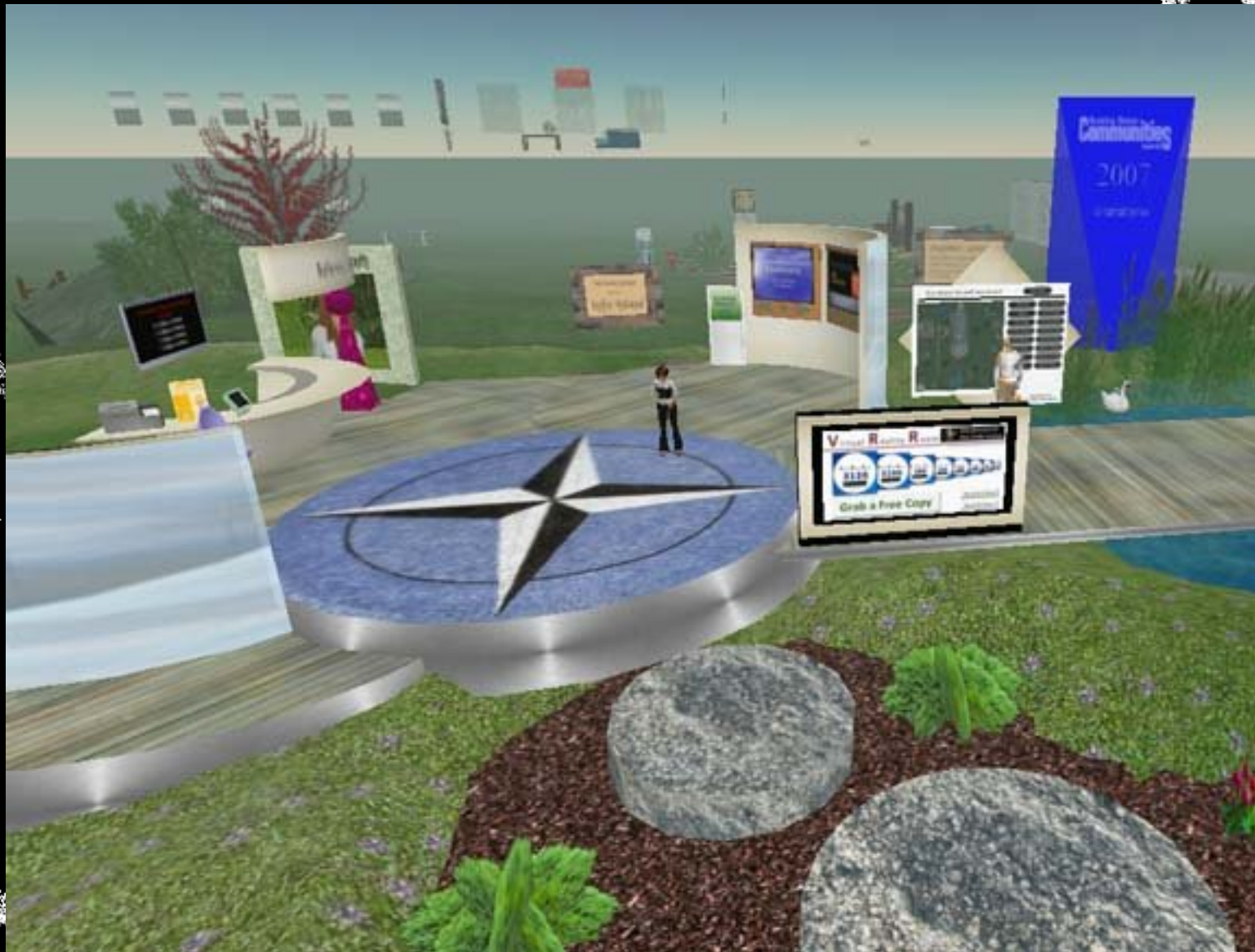
**GRID STATUS:** **ONLINE**  
Second Life Time: 2:44 pm PST  
Logged In Last 60 Days: 1,359,630  
Online Now: 55,577

**Want to Learn More About Second Life?**

1. [Tech Support at Your Fingertips](#)
2. [Secrets of Scripting](#)
3. [Tools, Tutorials and Templates](#)
4. [Organize Your Out-of-control Inventory](#)
5. [Attend a Class going on now!](#)
6. [How Secure Is Your Password?](#)

**News & announcements from [blog.secondlife.com](http://blog.secondlife.com):**

<a href="#">[UPDATED] More DNS Woes</a>	Tue 12 Feb 13:50 PM PST
<a href="#">[CLEARED] Some Residents Experiencing DNS Failures on Login</a>	Tue 12 Feb 10:31 AM PST
<a href="#">Service Quality Metrics through January '08 posted</a>	Mon 11 Feb 13:43 PM PST
<a href="#">[Resolved] Logins Unavailable/TP</a>	Sun 10 Feb 14:00 PM PST



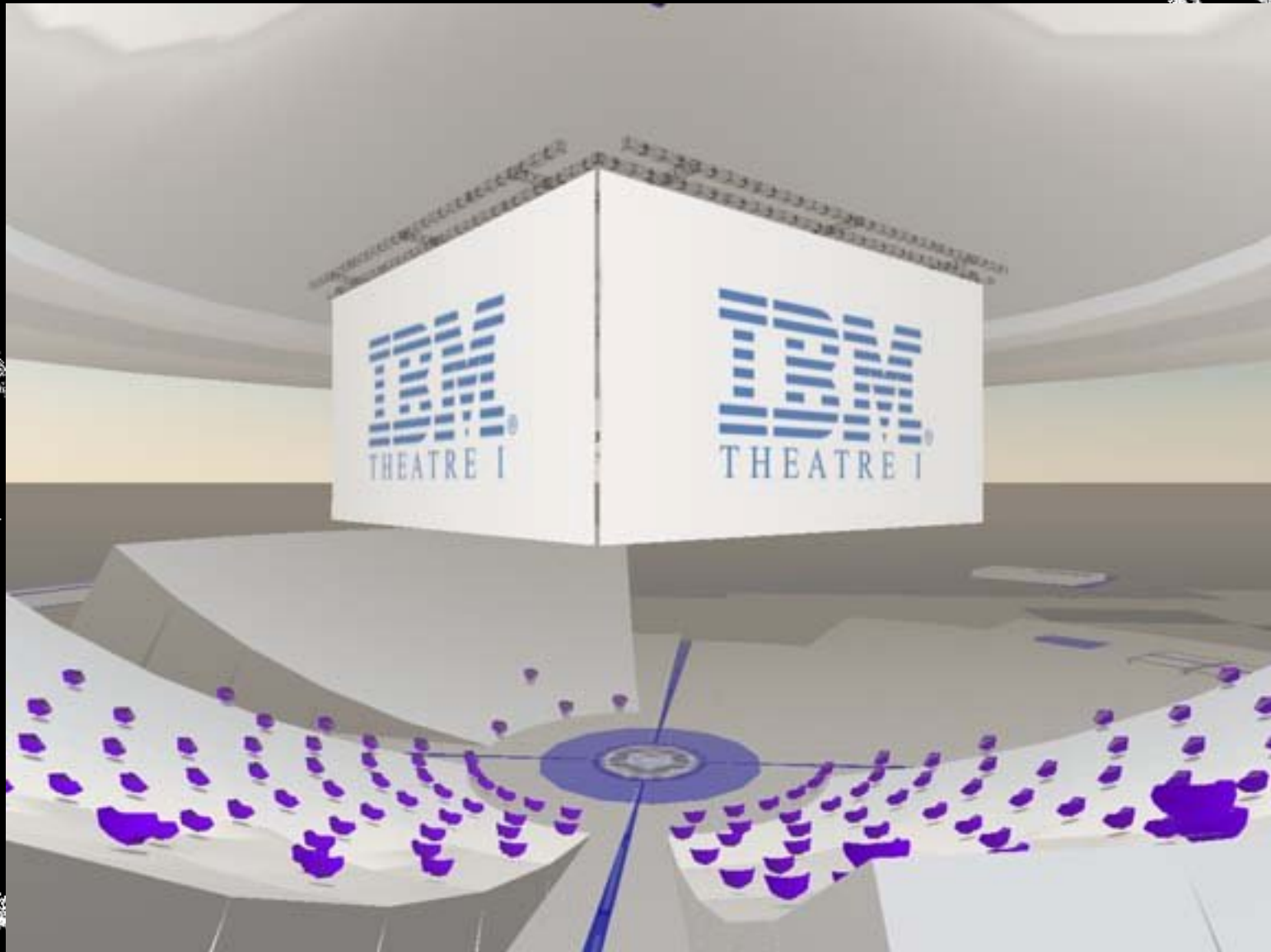
# Who created it and why?

- Linden Labs
  - Created in 1999 by Philip Rosedale
  - Developed and provided the platform
    - Open to the public in 2003



*"It's our mission to connect us all to an online world that advances the human condition."*

*- Phil Rosedale*



# Who develops it?

- You!
  - Everything you see has been created by users (called “residents”)
  - All residents maintain intellectual property rights over their creations
    - This is how there is an actual economy in Second Life – over \$1,000,000USD spent everyday



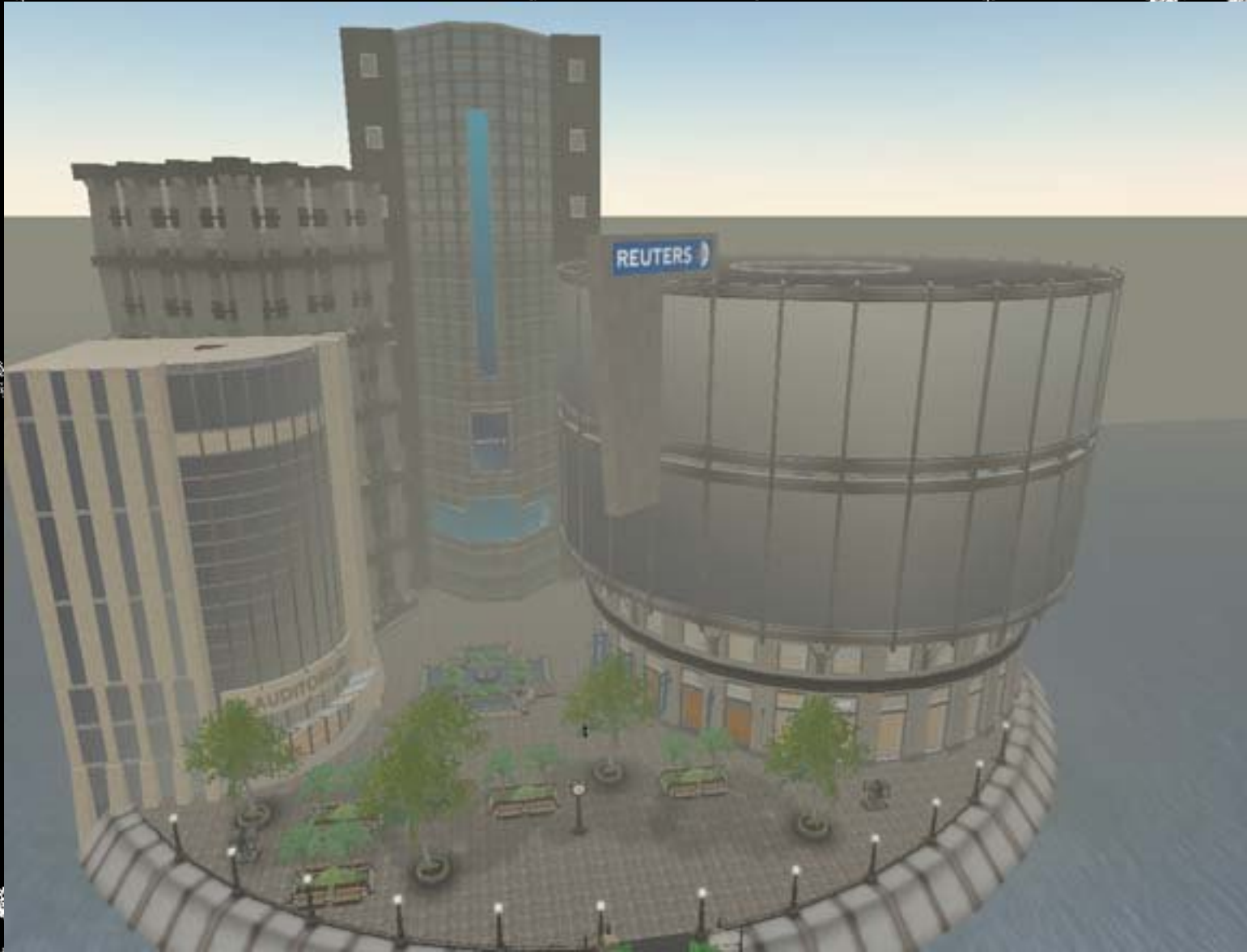
# Who is “in world”?

- Anyone that you’d find in real life - not just techie-types
  - Commerce: Armani Exchange, Nissan
  - Education: Tons! (Harvard, McMaster...)
  - Government: Swedish Embassy, NOAA
  - Non-profits: Reporters Without Borders
  - Health orgs: CDC, Imperial College London - Hospital
  - Culture: U2 & Suzanne Vega, Kurt Vonnegut



# Why should libraries be “in world”?

- Educational institutions have moved in and need our services
  - Virtual environments are the future of online and distance education
- Another point of access for the user
  - Users are looking for information about both Second Life and real life
  - Offer information which may be censored in other countries
  - Anonymity



# Challenges of Second Life

- Technology issues
- Learning curve
  - Finish Orientation Island – please!
- Grievers
- “Empty world” syndrome
  - Gimmick aspect



# Jargon (how to sound hip)

- SL/RL
- Avatar/Av
- Griefer
- Prim/Sim
- Rez
- In-world
- Chat shorthand
  - np
  - lol
  - ty
  - wb
  - tp
  - lm



Less talk, more action

Let's jump in!

