

LIVING A SECOND LIFE: EXPLORING VIRTUALITY

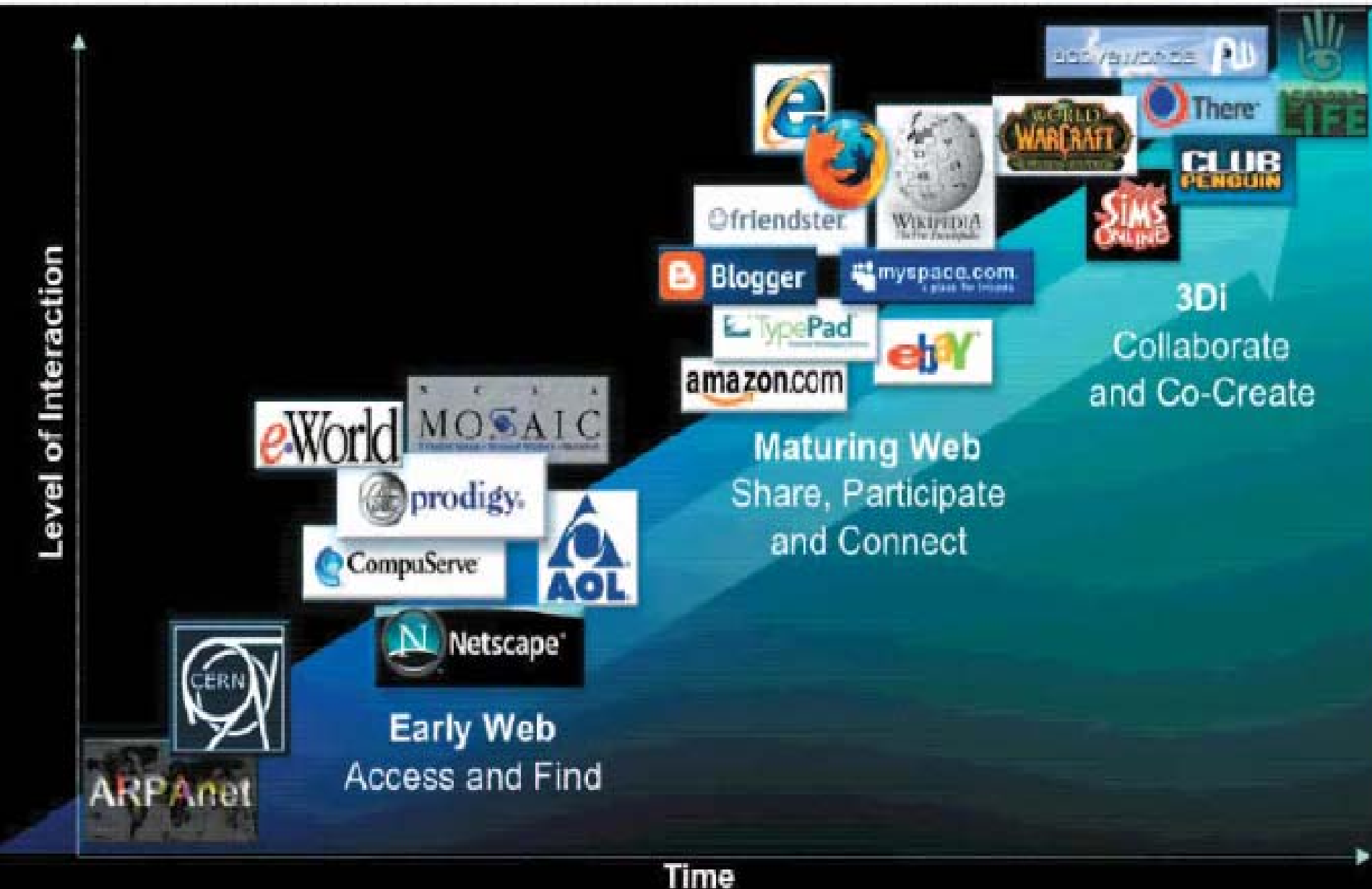


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THE INTERNET EVOLUTION

Collaborative Internet applications have significantly increased the level of online human interaction





What is Second Life?

- **Second Life is a 3-D “virtuality” entirely created by its residents**
- **Members assume an identity (avatar)**
- **Started in 2003**
- **It has grown exponentially**
- **It is inhabited by millions of residents from around the globe**



How Big is Second Life?



Your World. Your Imagination.

[Resident Login](#) | [Join](#)

[WHAT IS SECOND LIFE?](#) | [SHOWCASE](#) | [COMMUNITY](#) | [LAND](#) | [BLOG](#) | [SUPPORT](#)

Search Second Life

WHAT IS SECOND LIFE?

The World

- Create an Avatar
- Explore
- Meet People
- Virtual Land
- Have Fun

The Creations

- Create Anything
- Building
- Scripting

The Marketplace

- Economy
- Economy Graphs
- **Economic Statistics**
- LindeX Market Data
- Business Opportunities
- IP Rights

Memberships & Pricing

- Membership Plans
- Land Pricing & Use Fees

Economic Statistics

Last Updated: Monday, June 16, 2008

Reflects data through midnight, June 15.

Population

Residents Logged-In During Last 7 Days	472,852
Residents Logged-In During Last 14 Days	611,104
Residents Logged-In During Last 30 Days	854,607
Residents Logged-In During Last 60 Days	1,195,545
Total Residents ¹	14,024,981

- [Economic Statistics](#)
- [Economy Graphs](#)
- [LindeX Market Data](#)
- [Raw data files](#)
- Key metrics:
 - [Excel format](#)
 - [OpenOffice format](#)
 - [Google Docs format](#)

For further explanation, refer to our [economy blog posts](#).

Land

Land Sales by Resident

Month	Total Square Meters Sold by Residents	Avg L\$ Paid Per Square Meter
June 2008 - MTD	57,998,464	3.0485
May 2008	130,119,600	3.2341

Islands Added

Month	Islands Owned (End of Month)	Islands Added (During Month)
June 2008 - MTD	18913	894
May 2008	18019	3422

Land for Sale Today

Residents With Parcels for Sale	8,151
Total Parcels For Sale	54,074
Total Square Meters for Sale	29,759,104

Square Meters Auctioned

Month	Square Meters
2008 May	14,068,944
2008 June - MTD	8,339,504



Who Uses Second Life?

- General public
- Schools
- Entertainment
- Government
- Businesses





Benefits of Second Life

- ✓ Free/low cost to user
- ✓ Fun/social environment
- ✓ Learn about businesses, products, e-commerce
- ✓ Matches technology interests and need for social networking
- ✓ Innovative marketing opportunities
- ✓ New educational medium





Drawbacks of 2nd Life

- ✓ Users with incorrect hardware are not able to use Second Life
- ✓ Excessive bandwidth needs
- ✓ Maintaining land bought in secondlife.com costs money and skilled manpower
- ✓ Learning curve involved leaves many students and professors frustrated
- ✓ No responsibility for online harassment, sexual encounters, stalking, and assault
- ✓ Not all users enjoy learning in virtual worlds





Which Universities Are Using Second Life?

- **State Universities of:**

- New York
- Minnesota
- California
- Pennsylvania
- Ohio
- Texas
- Illinois
- Iowa
- Indiana
- Idaho



- Harvard
- Stanford
- Duke
- Notre Dame
- Columbia
- Clemson
- Bradley
- ...and hundreds more!



Educational Uses of 2nd Life

- Virtual Teaching
- Virtual Classes
- Campus Tours
- Recruiting





Virtual Teaching

- **Simulations**
 - Historical Reenactments
 - Business Role Playing
 - Architectural Design / Engineering
 - Arts: Museums, Concerts, Plays
- **Lectures, Course Materials**
- **Group Interaction**





Virtual Classes

✓ Classrooms in Second Life give students:

- Hands-on experience in the related field
- Encourage more participation & exchange of ideas
- A more casual, relaxed environment





Campus Tours

- ✓ **Campus Tours: virtual campuses that replicate the real campus or are an entirely new virtual campus**

Boise State (Second Life)



Boise State (Real Life)





Recruiting

- ✓ **Recruiting Information Sessions:** admissions counselors can hold virtual information sessions for prospective students
- ✓ **Interviews in Second Life:**
 - Recruiters are conducting internship interviews in Second Life



Second Life recruiting

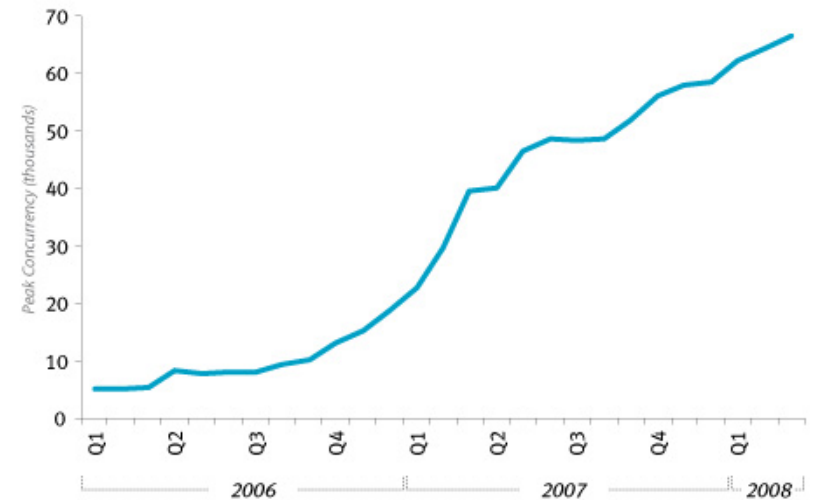




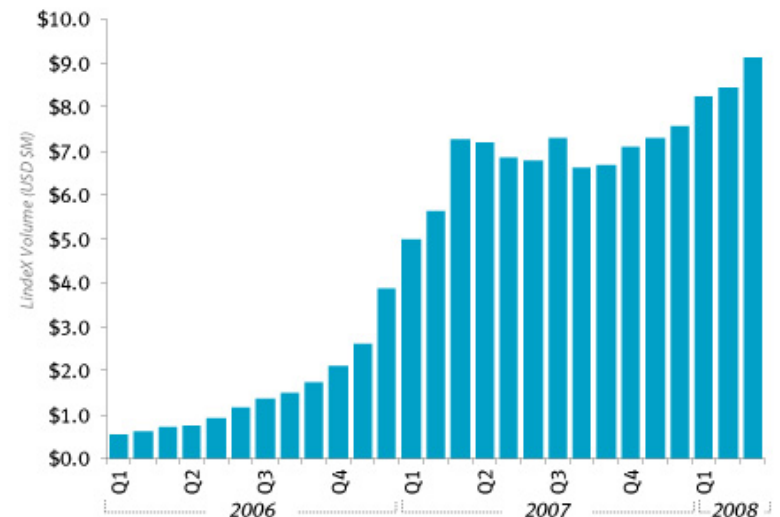
Virtual World Forecasts

- **By 2012:**
 - Virtual Worlds may well be as important as Web is today
 - 80% of Fortune 500 will participate in virtual worlds
 - 50% of large enterprises will have a virtual world presence

Peak Concurrent Users



Index Volume





Organizations on 2nd Life

ABN AMRO

Adidas

Amazon

AMD

American Cancer Society

BBC

Best Buy

BMW

Microsoft

Circuit City

Cisco

CNET

CNN

Coca-Cola

Comcast

Dell

H&R Block

Harvard Law School

IBM

ING

Intel

iVillage

Kraft Food

Major League Baseball

Mazda

Mercedes Benz

Microsoft

MTV

NASA

NBA

NBC

Nissan

NPR

Penguin

Philips

Pontiac/GM

Reebok

Reuters

Scion

Sears

Sony

Sprint

Sun Microsystems

Thompson NETg

TMP Worldwide

Toyota

Vauxhall

Visa Europe

Warner Bros Music

Weather Channel

Wells Fargo

Wired Magazine

Xerox

Yahoo

MANY MORE!



Second Life?!?

PLEASE...
You don't even have
a **FIRST** life.

