第二人生

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What is Second Life?

- 3-D online digital world entirely imagined, built and owned by its Residents
                                                        -Second Life

- Second Life is an open-ended virtual world who's primary focus is socialization & Education. Second Life gives its users tools to shape its world
                                                        -Google

- Second Life (abbreviated as **SL**) is an Internet-based virtual world where its Residents interact with each other through motional avatars, providing an advanced level of a social network service.

                                                        -Wikipedia

Second Life

Second Life (SL) is the most successful example of an embodied, dynamically collaborative content creation platform that's personally and economically transformative, and scalable to the entire world.

➢**Embodied**

 A 3D space navigated by user-controlled avatars that are convincing enough to make their owners feel a personal and social investment in the simulated world they're in.

➢**Dynamically collaborative content creation platform**

A medium where online multi-user content creation is updated in real time.

SL is often called "a 3D wiki" – an apt analogy.

(reference - http://gigaom.com/2007/09/26/7-reasons-why-second-life-should-matter-for-biz-executives)

Individual Players

- The majority of players are average users who want to…
  - Explore
  - Play
  - Interact
  - Promote goods and services
  - Be entertained
  - Be educated

虚拟世界的特色

- 居民
  - 居民是对第二人生的用户的称呼，在虚拟世界中以<u>虚拟化身</u>(<u>avatar</u>，通常简写为*av*) 的形象示人。

- **交流**
  - 基于文本的交流方式：本地聊天和全局"即时信息"(IM)
- **交通**
  - **脚**
  - **交通工具**
  - 瞬间移动

- 经济和不动产
  - 第二人生有自己的经济体系和一种叫做Linden 币的货币。
  - 居民可以制造新的商品或提供服务

创造和所有权

- 3D建模工具
- [Linden脚本语言](#)

- 创造某个物品的居民和拥有某个物品的居民有一些权利

- 第二人生提供现场直播演奏音乐的功能

- 第二人生里的企业和组织

享誉全球的三维体验网站"第二人生"(Second Life),由于高度真实的体验方式吸引了无数的著名品牌的进驻。阿迪达斯在"第二人生"的虚拟世界里不仅开设有门店，还在它的虚拟门店里展示产品，甚至为那些虚拟化身定制运动鞋。阿迪达斯的"A3 Microride"系列跑鞋虚拟版本，被设计为非常适合那些虚拟化身，给予其步行的"弹跳与灵活性"，这款鞋在虚拟世界的价格是50林登币(约合0.19美元)。该公司的"A3 Micro ride"跑鞋系列已经在游戏中售出115万林登币。而在现实中，不少游戏用户由于"第二人生"体验了阿迪达斯的"A3 Microride"跑鞋，对其品牌及产品有了高度的认同感，所以不少人转而从阿迪达斯的网上商店花100美元购买真正的"A3 Microride"跑鞋。

Small Businesses

- The vast majority of businesses in Second Life are small to medium sized businesses
  - Sellers of virtual goods
  - Providers of services
  - Brokers and information providers
  - Entertainment operators
  - Entertainers
  - Software and content developers
  - Non-profit services

Large Businesses

A small but growing number of medium and large-sized firms that operate in the RL have developed a presence in SL

- Adidas
- IBM
- Best Buy
- Reuters
- Sears

- Dell
- Coldwell Banker
- Pontiac
- BMW
- Wells Fargo

- 第二人生里的教育
  - ❖Open University (UK)
  - ❖ Harvard University
  - ❖ Stanford University
  - ❖ Ohio University
  - ❖ New York University
    - ……

- LanguageLab是一个基于second life（类似"模拟人生"）的虚拟英语学习平台，在这里你可以和来自美国、英国及澳大利亚的资深外教实时对话，真正做到足不出户练就口语。除了上课，还可以在虚拟的英语城市畅游。一切都以3D动画效果呈现，寓教于乐。

Educational Uses of SL

1. **Distance and Flexible Education**
2. **Presentations, Panels and Discussions**
3. **Training and Skills Development**
4. **Self-paced Tutorials**
5. **Displays and Exhibits**
6. **Immersive Exhibits**
7. **Role-plays and Simulations**
8. **Data Visualizations and Simulations**
9. **Libraries, Art Galleries and Museums**
10. **Historical Re-creations and Re-enactments, Living and Immersive Archeology**
11. **Computer Programming**
12. **Artificial Intelligence Projects**
13. **Artificial Life Projects**
14. **Multimedia and Games Design**
15. **Art and Music Projects**
16. **Literature, Composition and Creative Writing**
17. **Theatre and Performance Art**

1. **Photo-stories and Photo Scenarios**
2. **Treasure Hunts and Quests**
3. **Virtual Tourism, Cultural Immersion and Cultural Exchange**
4. **Language Teaching and Practice, and Language Immersion**
5. **Social Science and Anthropological Research**
6. **Awareness/Consciousness Raising and Fund Raising**
7. **Support and Opportunities for People with Disabilities**
8. **Politics, Governance, Civics and Legal Practice**
9. **Business, Commerce, Financial Practice and Modeling**
10. **Real Estate Practice**
11. **Product Design, Prototyping, User-testing and Market Research**
12. **Interior Design**
13. **Architectural Design and Modeling**
14. **Urban Planning and Design**

http://sleducation.wikispaces.com/educationaluses

Structuring a Class in Second Life

- Steps in the process
    - Preparation
    - Design course outline
    - Development of learning activities
    - Invitation of speakers
    - Building content
    - Building in reflective time

Structuring a Class in Second Life

- Preparation
    - Buy or rent land (e.g., an island)
    - Develop familiarity with the environment, both technical and cultural
    - Identify learning outcomes and how they can be achieved through immersion in SL
    - If possible, develop contacts with other educators in-world for ideas and advice

Structuring a Class in Second Life

- Design course outline
  - Identify role of Second Life in a course
  - Adapt content of course and learning activities to nature of the communication medium

Structuring a Class in Second Life

- Development of learning activities
  - Identify and develop classroom exercises
    - 4-P exercise
    - Discussion exercises
  - Identify and develop out-of-class exercises
    - Discussion exercise
    - Scavenger hunt
  - Identify and develop a final project that is relevant to…
    - Second Life
    - Entrepreneurship
    - E-commerce

Structuring a Class in Second Life

- Invitation of speakers
  - Identify appropriate speakers
  - Schedule and coordinate appearances
    - Schedule events
    - Rehearse and test
    - Follow up
  - Facilitate presentation
  - Be prepared for technical failures

Structuring a Class in Second Life

- Building content
  - Identify learning objectives
  - Design content
  - Build content
    - Classroom
    - Bookstore
    - Team rooms
    - Instructor office
    - Studio and presentation space

Build in Reflective Time

- Allow sharing of successes and frustrations in groups
- Conclude SL learning activities with short reflective assignments

Lessons Learnt

- Careful and time-consuming course preparation

- Steep learning curve for newbie students

- The use of this application ignites student interest in the subject matter, but also creates room for pedagogical issues

- SL gives students a unique immersive perspective on eCommerce and Entrepreneurship

- Calls for multiple reflective opportunities both on and off the grid