Toys Becoming Tools

Virtual Worlds and New Realities

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Second Life and Virtual Worlds
Columbia University, June 15, 2007
I WANT MY SPACE AGE

- Promised since 1950s
TOYS BECOME TOOLS
Virtual World - Real Commerce
Virtual is the New Actual

- Second Life, Kaneva and others
- Education and Training (ex Play2Train)
- Informing and Service Provision (v-gov)
Virtual Worlds
Ushering In the 3D Internet

- Next major communication form on Internet - **3D Browser**
- 3-D navigation and visualization - essential
- Virtual friends = authentic connections
- Remix, re-purpose and re-direct
- 1000s of Worlds will co-exist - need interoperable standards
The Future is Theirs!

MMOG User Behaviors

- **Social interaction** is a primary motivation for players is an extension of "real world" relationships.

- **69%** of players **regularly communicate outside of the game** with fellow gamers (i.e. scheduling, advice/support, small talk).

Source: Carnegie Mellon University "Project Massive"
The Future is Theirs!
Virtual World Activities

socializing, customize, engage, connecting to friends, pimp-out, learn, chat,
entertain, leader-boards, media, consumption, films,
meet, express myself, video, upload, music, discuss, showcase, blog, share, play, show-off,
photos, concerts, earn, backgammon, casual, gaming, hip, blackjack,
compete, status, challenge, treasure hunts, trivia contests, unique, virtual items,
achieve, buy, trade, swim, shop, hang-out, explore, gifts, animations,
dance, parties, cool places, apartment, clothes, art, sports, real world,
celebrity, shopping mall, café, beach, fun, create, decorate, buy,

From Chris Klaus
V-Biz, V-Gov and V-Hatchery

- Currently Terraforming - SIMsim
- Education and Training and Development
- New Branding and Commerce Practice
Case Studies: Adoption and Branding

- Halle Institute for International Studies
- STA Travel - Blake Ives
- Pink Magazine
- Centers for Disease Control and Prevention
Virtual Worlds and New Realities

• Joint course in fall - with Political Science
• Trinity:
  Tech/Design
  Commerce/Society
  Law/Politics
• Potential and consequences of immersion
• Workshop in February
**I Gotta Be V**

**V-Learning and Orientation**

- Skills and limits - Development and Testing
- New Social Norms
- Not a Spectator Sport
- Make Tools Available - sandbox tools
- Testing a Skybox Build Learning Platform to Gift
COMMON - Pivot Issues

- Net Neutrality
- DRM
- Federated Identity
Conclusion: Commerce Essentials

- Authentication and Attestation
- Product Description
- Terms and Conditions
- Rights Management
- Canonical Representation
- Asset and Event Management
- Trust Brokerage
THANK YOU