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The Making Of Second Life Notes From The New World

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~~The Making Of Second Life~~

The Making of Second Life is the behind-the-scenes story of the Web 2.0 revolution's most improbable enterprise: the creation of a virtual 3-D world with its own industries, culture, and social systems. Now the toast of the Internet economy, and the subject of countless news articles, profiles, and television shows, Second Life is

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~~The Making of Second Life: Notes from the New World: Au ...~~

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~~The Making of Second Life (Hardcover) - Walmart.com ...~~

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~~Amazon.com: The Making of Second Life: Notes from the New ...~~

The Making of Second Life is an introduction to virtual worlds, in general, and to Second Life, in particular. James Au follows a journalistic approach to present the most important aspects about

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Second Life, from casual socializing to the most extreme behavior. Overall, an interesting and well-written book.

~~The Making of Second Life: Notes from the New World by ...~~

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~~The Making of Second Life — HarperCollins~~

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Book review: 'The making of Second Life' Wagner James Au's first book is a thoughtful, well-executed look at the history of the groundbreaking virtual world. If only it had more behind-the-scenes...

~~Book review: 'The making of Second Life' - CNET~~

The Making of Second Life is the behind-the-scenes story of the Web 2.0 revolution's most improbable enterprise: the creation of a virtual 3-D world with its own industries, culture, and social systems. Now the toast of the Internet economy, and the subject of countless news articles, profiles, and television shows, Second Life is usually known for the wealth of real-world companies (Reuters, Pontiac, IBM) that have created "virtual offices" within it, and the number of users ("avatars") who ...

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~~The Making of Second Life eBook by Wagner James Au ...~~

The Making of Second Life is THE book you want to read before any other book about Second Life. Whether you are a 'Second Lifer' or just a curious review reader without any Second Life experience- this book is a must read for anyone even remotely interested in simulated 3d experiences of any kind or even ways of transcending the human embodiment into flesh.

~~Amazon.com: Customer reviews: The Making of Second Life ...~~

Second Life History. This section is in list format, but may read better as prose. You can help by converting this section, if...

Classification. During a 2001 meeting with investors, Rosedale noticed that the participants were particularly... Residents and avatars. There is no charge for creating a ...

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~~Second Life - Wikipedia~~

Making Strides has always been more than just a walk, it ' s a movement. Because of the pandemic, how we unite and fight back this fall will look different but our passion to end breast cancer is the same.

~~Making Strides of Second Life~~

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~~The Making of Second Life - Notes from the New World ...~~

Q&A with Wagner James Au on his book “ The Making of Second Life ” Wagner James Au began writing his New World Notes blog on the virtual world Second Life in 2003. For two years, under contract with...

~~Q&A with Wagner James Au on his book "The Making of Second~~

~~...~~

The Second Life's economy is the size of a medium-sized city - so

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who is making the most money? How business in the virtual world differs from business in th...

~~Philip Rosedale on who is making the most money in Second Life~~
Second Life offers a gathering point and the tools for people to create a new world online. Too often neglected in popular and scholarly accounts of such groundbreaking new environments is the simple truth that, of necessity, such virtual worlds emerge from physical workplaces marked by negotiation, creation, and constant change.

~~Making Virtual Worlds: Linden Lab and Second Life: Malaby ...~~
Our next guest, Wagner James Au, is the author of the recently released "The Making of Second Life: Notes from the New World,"

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a book that explores the remarkable virtual culture and real-world economy that's developed through this wildly popular online entity. James has written about high-tech culture for more than ten years.

~~The WELL: W. James Au, 'The Making of Second Life'~~

Moderna's COVID-19 vaccine is the second to receive emergency use authorization from the U.S. Food and Drug Administration as the nation's death toll passes 307,000. The company is prepared to

...

The wholly virtual world known as Second Life has attracted more than a million active users, millions of dollars, and created its

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own—very real—economy. The Making of Second Life is the behind-the-scenes story of the Web 2.0 revolution's most improbable enterprise: the creation of a virtual 3-D world with its own industries, culture, and social systems. Now the toast of the Internet economy, and the subject of countless news articles, profiles, and television shows, Second Life is usually known for the wealth of real-world companies (Reuters, Pontiac, IBM) that have created "virtual offices" within it, and the number of users ("avatars") who have become wealthy through their user-created content. What sets Second Life apart from other online worlds, and what has made it such a success (one million-plus monthly users and growing) is its simple user-centered philosophy. Instead of attempting to control the activities of those who enter it, the creators of Second Life turned them loose: users (also known as Residents)

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own the rights to the intellectual content they create in-world, and the in-world currency of Linden Dollars is freely exchangeable for U.S. currency. Residents have responded by generating millions of dollars of economic activity through their in-world designs and purchases—currently, the Second Life economy averages more than one million U.S. dollars in transactions every day, while dozens of real-world companies and projects have evolved and developed around content originated in Second Life. Wagner James Au explores the long, implausible road behind that success, and looks at the road ahead, where many believe that user-created worlds like Second Life will become the Net's next generation and the fulcrum for a revolution in the way we shop, work, and interact. Au's story is narrated from both within the corporate offices of Linden Lab, Second Life's creator, and from within Second Life itself, revealing

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all the fascinating, outrageous, brilliant, and aggravating personalities who make Second Life a very real place—and an illuminating mirror on the real (physical) world. Au writes about the wars they fought (sometimes literally), the transformations they underwent, the empires of land and commerce they developed, and above all, the collaborative creativity that makes their society an imperfect utopia, better in some ways than the one beyond their computer screens.

The past decade has seen phenomenal growth in the development and use of virtual worlds. In one of the most notable, Second Life, millions of people have created online avatars in order to play games, take classes, socialize, and conduct business transactions. Second Life offers a gathering point and the tools for people to

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create a new world online. Too often neglected in popular and scholarly accounts of such groundbreaking new environments is the simple truth that, of necessity, such virtual worlds emerge from physical workplaces marked by negotiation, creation, and constant change. Thomas Malaby spent a year at Linden Lab, the real-world home of Second Life, observing those who develop and profit from the sprawling, self-generating system they have created. Some of the challenges created by Second Life for its developers were of a very traditional nature, such as how to cope with a business that is growing more quickly than existing staff can handle. Others are seemingly new: How, for instance, does one regulate something that is supposed to run on its own? Is it possible simply to create a space for people to use and then not govern its use? Can one apply these same free-range/free-market principles to the office environment in

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which the game is produced? "Lindens"—as the Linden Lab employees call themselves—found that their efforts to prompt user behavior of one sort or another were fraught with complexities, as a number of ongoing processes collided with their own interventions. Malaby thoughtfully describes the world of Linden Lab and the challenges faced while he was conducting his in-depth ethnographic research there. He shows how the workers of a very young but quickly growing company were themselves caught up in ideas about technology, games, and organizations, and struggled to manage not only their virtual world but also themselves in a nonhierarchical fashion. In exploring the practices the Lindens employed, he questions what was at stake in their virtual world, what a game really is (and how people participate), and the role of the unexpected in a product like Second Life and an organization like

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Linden Lab.

Business is booming in Second Life, and many residents are earning big bucks in-world—and so can you. This unique guide walks you through what it takes to launch and run a successful Second Life business. Packed with insider tips from some of the metaverse 's best-known entrepreneurs, it delivers the lowdown on SL business basics and shows you step by step how to succeed in popular business niches, from real estate and construction to fashion, gadgets, toys, entertainment, music, blogging and more.

Enrich your virtual existence by mastering the techniques and tactics the experts use to create jaw-dropping SL content—everything from buildings and vehicles to clothing,

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landscapes, and animations. This official, exclusive guide from a team of Second Life content-creation experts was written with the full support of Linden Lab and features in-depth instructions for creating beautiful content and putting it to work in-world. It ' s both a practical, step-by-step guide and a creative session with some of the most artistic and talented minds in the Second Life community. CD included.

Millions of people around the world today spend portions of their lives in online virtual worlds. Second Life is one of the largest of these virtual worlds. The residents of Second Life create communities, buy property and build homes, go to concerts, meet in bars, attend weddings and religious services, buy and sell virtual goods and services, find friendship, fall in love--the possibilities are

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endless, and all encountered through a computer screen. At the time of its initial publication in 2008, *Coming of Age in Second Life* was the first book of anthropology to examine this thriving alternate universe. Tom Boellstorff conducted more than two years of fieldwork in Second Life, living among and observing its residents in exactly the same way anthropologists traditionally have done to learn about cultures and social groups in the so-called real world. He conducted his research as the avatar "Tom Bukowski," and applied the rigorous methods of anthropology to study many facets of this new frontier of human life, including issues of gender, race, sex, money, conflict and antisocial behavior, the construction of place and time, and the interplay of self and group. *Coming of Age in Second Life* shows how virtual worlds can change ideas about identity and society. Bringing anthropology into territory never

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before studied, this book demonstrates that in some ways humans have always been virtual, and that virtual worlds in all their rich complexity build upon a human capacity for culture that is as old as humanity itself. Now with a new preface in which the author places his book in light of the most recent transformations in online culture, *Coming of Age in Second Life* remains the classic ethnography of virtual worlds.

The wholly virtual world known as Second Life has attracted more than a million active users, millions of dollars, and created its own—very real—economy. *The Making of Second Life* is the behind-the-scenes story of the Web 2.0 revolution's most improbable enterprise: the creation of a virtual 3-D world with its own industries, culture, and social systems. Now the toast of the

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underwent, the empires of land and commerce they developed, and above all, the collaborative creativity that makes their society an imperfect utopia, better in some ways than the one beyond their computer screens.

A behind-the-scenes account of the emergence of a fascinating virtual universe that is at once colorful, important, and unpredictable, with shocking consequences in the real world.

We ' ve always dreamed of perfect places: Eden, heaven, Utopia. Imagine gambling without loss, love without heartbreak, sex without exposure, experience without risk. Welcome to the fascinating world of online virtual reality, the land of invented places and populations that is entered and inhabited every week by nearly fifty million

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people worldwide. Each participant creates a virtual body, works at virtual jobs, and makes virtual friends and family. In *Second Lives*, Tim Guest, an internationally acclaimed young journalist, takes us on a revelatory journey through the electronic looking glass as he investigates one of the most bizarre phenomena of the twenty-first century. From *Second Life* to *EverQuest* and beyond, here are the computer-generated environments and characters that can easily become more engrossing and fulfilling than earthly existence. With the click of a mouse you can select eye color, face shape, height – you can even give yourself wings. Your character, or avatar, can build houses, make and sell works of art, earn money, get married and divorced. In this fascinating and groundbreaking book, Guest meets people who found meaningful love and friendship despite never having met in person, catches up with the

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companies that have used virtual worlds to make big money, investigates the U.S. military ' s massive online global model that trains soldiers to fight anyone anywhere, and travels all the way to gaming-crazed Korea to get a taste for just how big this phenomenon really is. At first glance, these new computer-generated places seem free from trouble and sorrow. But Guest examines the dark side of this technology too, including the online criminals who plague imaginary worlds, from cyber mafiosos and prostitutes to real hackers and terrorists. It seems that one cannot escape greed, corruption, and human weakness – even inside a computer screen. Are these virtual worlds a way to enhance life or to escape it? Guest explores this question personally as he lets himself be transported into myriad parallel universes. By turns provocative, inspiring, and disturbing, *Second Lives* is a crucial

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book for this millennium. After all, real life is so twentieth century. Advance praise for *Second Lives* “ Tim Guest is a young writer with the literary goods. *My Life in Orange*, his hit memoir of growing up in a commune, looked at his past; his riveting new book, *Second Lives*, looks at our future: the world of virtual reality and the spellbound people who inhabit it. The book is some kind of revelation – by turns compelling, chilling, and illuminating. Curious, intelligent, offbeat, and artful, Guest is at the beginning of a big career. ” —John Lahr, senior drama critic, *The New Yorker*, author of *Prick Up Your Ears: The Biography of Joe Orton*

Praise from England for *Second Lives* “ An anthropological adventure but also Guest ’ s personal voyage . . . a fascinating portrait of rainbow landscapes and their inhabitants. ” – *Time Out London* “ Rich and colourful . . . an important mapping of a new

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social frontier. ” – The Guardian “ Remarkably timely. ” – The Sunday Telegraph “ Astonishing. ” – The Sunday Times

A gripping, addictive thriller from the bestselling author of BEFORE I GO TO SLEEP. ‘ Simultaneously believable and terrifying...An edgy, disturbing read. ’ Observer She loves her husband. She ’ s obsessed by a stranger. She ’ s a devoted mother. She ’ s prepared to lose everything. She knows what she's doing. She ’ s out of control. She ’ s innocent. She ’ s guilty as sin. She ’ s living two lives. She might lose both. ‘ A Fatal Attraction for the digital age, but with a crucial twist . . . Watson is a master at turning the screw. ’ Evening Standard ‘ A gripping read - deftly plotted, with convincing characters and an unsettling premise that builds to a truly disturbing conclusion. Second Life is ample proof that

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Watson is no mere one-hit wonder. ' Independent ' Taut and twisty, it'll keep you up all night ' Glamour ' This dark, tense, psychological thriller will keep you up all night ' Fabulous magazine, Sun on Sunday ' Tension-driven...packed with suspense and surprises ' Woman & Home READERS LOVE SECOND LIFE: ' More twists and turns than a roller coaster ' ' Thought I had it all worked out but I didn't see the final twist coming! ' ' Reserve a weekend for it as you won't want to put it down until the very end ' ' Thought provoking, thrilling and at times frightening ' ' Fantastic, gripping and thrilling ' ' I just didn't want it to end. Superb! ' ' I twice forgot to get off my bus, I was so engrossed '

Find complete information about Second Life scripting and gain

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access to more than 50 previously unpublished ready-to-use scripts in Scripting Your World: The Official Guide to Second Life Scripting. Learn how to script Second Life behaviors, grouped into categories like avatar movement, communications, prim and object control, automation, land control, combat, special effects, environment control and physics, and interacting with the world outside of Second Life. After you read this engaging book, you will possess a solid understanding Linden Scripting Language conventions.

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