

**A Report on the First Year of Operation
of the Alliance Second Life Library 2.0 Project
also known as the Alliance Information Archipelago**

April 11, 2006 Through April 18, 2007



Compiled by Tom Peters of TAP Information Services

With the assistance of Lori Bell and Beth Gallaway

August 10, 2007

Executive Summary

This report chronicles the rapid development of the Alliance Second Life Library 2.0 (SLL) project in the Second Life (SL) three-dimensional virtual world during the roughly one year period beginning on April 11, 2006 and concluding on April 18, 2007. The project was initiated and managed by the Alliance Library System in Illinois, particularly by Lori Bell, the Director of Innovation at the Alliance, Kitty Pope, the Executive Director of the Alliance, and Barbara Galik, Executive Director of the Library at Bradley University and the President of the Alliance Board of Directors. With the core management team, the project quickly attracted an amazingly diverse group of volunteer librarians from all types of libraries and library-related organizations based around the real-life globe.

Second Life is a built space. Land is purchased and created on computer servers, then “terraformed” to be mountainous, hilly, or flat, with lakes, streams, ocean beaches, etc. The groups and individuals can build things on their land, such as buildings, gardens, outdoor amphitheaters, etc. Because the SLL presence as a built space in SL grew from one small rented building to 20 islands, in this report and elsewhere the SLL project also is referred to as the Alliance Information Archipelago (AIA).

The first year of the AIA was marked by rapid growth and development. Many exciting initiatives were undertaken. Five major accomplishments of Year One are highlighted in this report:

- The explosion of creative energy and volunteerism from librarians and other professionals from around the world.
- The rapid development of the built space, meeting and service locations, services, and collections to support the mission of a collaborative library initiative in SL.
- The rapid emergence of numerous collaborative efforts and partnerships. During this first year Second Life seemed to be especially conducive to collaborative efforts, not only among various libraries and library-related agencies, but also between libraries and museums, galleries, other not-for-profit organizations, for-profit corporations, and others. In fact, by the end of the first year, the AIA had become more of a cultural archipelago, with libraries, museums, galleries, concert halls, and outdoor auditoria.
- Exhibits and events quickly emerged as two programmatic efforts by the collaborating librarians and libraries that attracted attendance and enthusiastic support from SL residents. Although many librarian-avatars inquired about books and other information materials, the collections of ebooks, audio books, notecards, and other information objects did not grow substantially during the first

year.

- The reference service, staffed primarily by volunteer librarians and other greeters, was a big success.

The SLL initiative also experienced a number of challenges during Year One, which included:

- Funding Issues
- Governance Issues
- Management Issues
- Self-Inflicted Burnout
- Building up and Connecting to Information Resources
- General Second Life Issues
- Making the AIA More Participatory for Its Users

The challenges facing the AIA as it moves into Year Two and beyond seem to be caused primarily by the outstanding early success and rapid growth during Year One. Also, because virtual world librarianship remains in flux, as does human exploration and colonization of Second Life and other virtual worlds in general, the AIA faces some significant management and funding challenges as it continues to grow and develop.



A Note on Terminology and Abbreviations

Throughout this report mention is made of the Alliance Second Life Library 2.0 project. It was initiated and continues to be managed by the Alliance Library System, a multi-type library system headquartered in central Illinois, serving approximately 260 libraries and nearly one million citizens of Illinois.

The Alliance Second Life Library was called 2.0 in part because there already was at least one library in Second Life when the project began, and in part because we wanted to emphasize that the project would attempt to incorporate many Library 2.0 ideas into the basic design and execution of the project.

When the first island was created, the decision was made to call it Info Island. By the end of the first year, Info Island had evolved into the central, active hub of the entire archipelago. The island “sims” (a shortened form of a virtual simulation of land, water, and sky running on a computer) are square in shape, although the edge of land within a sim may be curved and contoured. As a result, the islands within the Alliance Information Archipelago (AIA) often abut each other. Avatars can easily walk, fly, teleport, or ride from one island to another within the AIA.

Because so many islands were beginning to cluster around Info Island, several people began calling the entire cluster of islands the Alliance Information Archipelago (AIA). In this report, the Alliance Information Archipelago and the Alliance Second Life Library are used almost interchangeably, with the AIA referring more to the virtual chain of islands as a built space in Second Life, and the SLL emphasizing the entire gambit of space, architecture, services, collections, tools, and systems—and the growing population of librarian-avatars who create, work, collaborate, discuss, and share ideas on a daily basis, around the clock, from all over earth.

Terms and abbreviations frequently used in this report:

- AIA = Alliance Information Archipelago
- Avatar = A three-dimensional representation – often but not necessarily human-looking – that functions as the persona for a real-life person when he or she is in Second Life.
- MUVE = Multi-User Virtual Environment, also known as a virtual world or a virtual environment.
- SL = Second Life, the computer-generated, three-dimensional virtual world or MUVE in which all this activity occurred.
- SLL = Alliance Second Life Library 2.0

Overview

The goal of this report is to chronicle Year One of the Alliance Second Life Library 2.0 project, which began on April 11, 2006 and concluded on April 17, 2007. This is a Herculean goal. Year One was a tremendous year of activity, building, discussions, experimentation, and envisioning. While everything cool and interesting (as well as troubling and challenging) about the project cannot be captured and explored in this brief report, we hope that readers of the report will come away with a better understanding of what happened, why it happened, what issues and opportunities the project raised and began addressing, and the possibilities for further activities by libraries and library-related organizations in Second Life and other virtual worlds.



Introduction

On Monday, April 10, 2006 Lori Bell, the Director of Innovation at the Alliance Library System, sent me an email message that included the following sentence, "I have been playing Second Life over the weekend, a popular new internet based role playing game." Thus began an amazing year of exploration and activity by hundreds of librarians, libraries, and library-related organizations in Second Life, the multi-user virtual environment, that resulted in the emergence of the Alliance Information Archipelago, a growing cluster of twenty islands (as of mid-April 2007) devoted to information, books, reading, cultural events, and interactive exhibits that is visited by thousands of avatars daily.

This was not the first library to develop in Second Life. The Librarium opened on March 25, 2006. Located on Abitibi (189, 21, 38), the Librarium continues to be active, with collections, exhibits, and events. A Second Life Public Library also had been in existence since at least January 2005, but as of May 2007 it had disappeared, which was confirmed by its creator, Jade Lily.

The Alliance Second Life Library 2.0 project, however, has flourished and grown throughout its first year. It has experienced some growing pains, of course, but as of June 2007 there is no compelling reason to believe that SLL will go down in history as a flash in the pan or a grand experiment that failed. From Day One of the SLL 2.0 project there have been discussions among the core team and the volunteer librarian-avatars about what would happen if Second Life as a whole disappeared for some reason (technological, financial, social, etc.), or if some new virtual world environment was developed or deployed that would make Second Life seem as quaint and as outmoded as the Gopher interface after the launch of the Web. While the ability to port built objects and spaces over to another virtual world would be difficult or impossible, thus resulting in a tremendous loss of the fruits of countless person-hours spent building and designing in Second Life, most librarians who were active in Second Life during Year One seem to agree that the experiential and theoretical knowledge gained during this first collective exploration of virtual worlds would be a sufficiently valuable thing to take away to make the project a worthwhile effort.

Key Concepts

Library 3.0 in 3D Virtual Environments

Although the concept and discussions surround Library 2.0 are only a few years old, already many librarians, in response in part to their early experiences and thinking about Multi-User Virtual Environments (MUVEs), are beginning to suggest that the exploration and development of “Library 3.0” will play out primarily in three-dimensional virtual environments. Even though the use of a metaphor of library development being like the development of computer software raises some questions and qualms, the following basic characteristics of each of the four stages in the development of virtual libraries can be proffered:

Library beta: information written or printed on paper at the source, then distributed via internal combustion machines; relatively small number of publishers; if the user adds to the text, he/she is liable to be fined; the photocopier and KWIC (keyword in context) indexing are characteristics of the late age of print.

Library 1.0: gopher followed quickly by the web; static, non-participatory web pages; rapid increase in the number of content creators and "publishers"; everyone is an author and publisher now; digital distribution becomes the norm; metadata; search engines; growing crisis over copyright and intellectual property rights in general.

Library 2.0: social networking; participatory webspaces; wikis, blogs, podcasts; dynamically rendered content; mashups; massive digitization projects; multimedia goes mainstream; everyone is a media mogul now; wisdom of crowds becomes attainable and useful to information systems.

Library 3.0: three-dimensional massively multi-user virtual environments; not only participatory, but also constructive (in the sense that people are encouraged to construct or modify their environments); focus of library shifts from collections to events, exhibits, and conversations; shift in information storage from objects to ambient environments.

The Sousa Effect

During the first year of the AIA initiative, Kitty Pope, the Director of the Alliance Library System, made the trenchant observation that one of the attractions of Second Life and MUVE's in general is what she calls the Sousa Effect. The marching band enthusiast John Phillip Sousa achieved tremendous success organizing bands, not only because people have an innate desire to play a musical instrument and belong to an organized,

structured group, but also because they get to have new band uniforms. Henry David Thoreau may have cautioned humans to be suspicious of any job that requires the purchase of new clothes, but people are also drawn to the idea and allure of having both a sartorial and bodily makeover.

In Second Life you can control how your avatar looks, what he, she, or it wears (or doesn't wear), and how your avatar behaves. People often change their look of the avatar daily or hourly. When they visit Caledon, the Victorian cluster of islands, they will don Victorian garb and undertake an august deportment. When they visit Renaissance Island, they will switch to Tudor clothing and forms of speech.

Another facet of the Sousa Effect is the fact that Second Life does not become dirty and frumpy over time in the same way that the real world does. There are no dust bunnies, unless someone creates them. However, visiting avatars often leave a lot of junk objects that periodically need to be cleaned up and returned to their owners. It is possible to limit development of the land so that only group members can build. However, much of the AIA is not limited in that way. When auto-return is not set on or anyone can build, visitors can leave a lot of junk which can be self-replicating, and it can increase the prim count on a parcel of land. Consequently, it needs to be cleaned up.

Means of Locomotion

Although Second Life often seems to be similar to the real world, the means of locomotion can be quite different. Avatars can walk, dance, jump, fly, swim underwater for indefinite periods of time, teleport, and drive. The means of locomotion within world determines to some extent how library resources and services should be designed and deployed. For instance, during Year One we quickly learned that reference and welcome centers should be located near teleportation stations. Organizations with buildings in SL quickly learned that having a sign or identifying logo or object located on the roof of the building helps flying avatars spot their destination.

Means of Communication

The need for voice-over-IP communication has been felt since the beginning of Second Life. Early in 2007 Linden Lab began experimenting with an in-world VoIP function. Throughout the first year of the AIA the volunteer librarians experimented with ways to bring VoIP capabilities to the Second Life experience. For some in-world events we encouraged participants to log into an OPAL web conferencing room (www.opal-online.org) for the VoIP capabilities, then minimize that room and enter

Second Life. For a few events we also tried conference calls using Skype casting, which were broadcast through the land parcel.

Land

Land and geographic locations, usually expressed as coordinates, are essential to librarianship in Second Life and to most activities in SL in general. Land can be purchased, created from scratch, terraformed, leased, and sold. Real estate development is a major part of the Second Life economy. During the first year of operation the AIA expanded from nothing to a cluster of 20 adjacent islands.

Although land can be created anywhere in Second Life (with the appropriate permissions), and although avatars can teleport or fly from one location in SL to another, there seems to be some real, sustained value in clustering together organizations that fulfill similar human needs. Second Life may foster and facilitate this organizational clustering better than the real world. Although the Alliance Information Archipelago emerged from the virtual ocean in SL to support libraries and library-related organizations, other kindred organizations—supporting education, the arts, etc.—quickly began to cluster in or near the AIA. By the end of Year One, the AIA was quickly becoming a full-fledged cultural, educational, and arts center within SL.

Buildings

In Second Life there is no weather, unless one or more avatars will it. It also is possible to control the diurnal movement of the sun. Each avatar can decide to allow the sun to rise and set, or “halt” the progress of the sun at sunrise, noon, or sunset. There is no ultraviolet radiation; hence, no sunburns and skin cancer.

Given these environmental conditions, whether or not to build and occupy buildings in this virtual environment becomes an interesting question. Being inside a building does not appreciably increase the privacy of an avatar.

Nevertheless, the Alliance Library System and other organizations active in Second Life usually opt to build. Although architectural styles in SL range from the familiarity of a Carnegie library to the outlandish (e.g., buildings that float in the air), the familiarity of the built space seems to help most people make sense of their information needs.

Digitize the Space, the Self, the Organization, and the Services

When Philip Rosedale, the founder and CEO of Linden Lab, the creator of Second Life, spoke to the Long Now Foundation in November 2006, he mentioned that first you digitize the space, then you digitize the self (<http://fora.tv/fora/showthread.php?t=557>).

He stated that the goal of Linden Lab is to digitize the entire world, which was here before sentient beings such as us. He thinks we can improve upon the world that we found. Linden Lab built an atomic system where prims act like Lego blocks and serve as the basic building block (or atom) of Second Life. Collaborative building in real time is possible, even encouraged.

As real-world organizations—libraries, consortia, library schools, universities, not-for-profits, vendors, etc.—undertake initiatives in Second Life and other three-dimensional virtual worlds, the phrase “building a presence” often is used to express the desired outcome. How does a real-world library develop a strong, sustained presence in Second Life?

Many organizations initially assume that creating a built space is the key way to achieve this type and level of organizational presence. On a small scale, offices were built and office hours were announced. On a large scale, the New Media Consortium (NMC), a consortium of over 200 institutions of higher education and related institutions, is pursuing an aggressive plan to create and build out and equip a teaching, learning, research, and service “campus” in SL. Unfortunately, in Second Life, if you build it, they may not necessarily come. It takes more than an attractive built space to generate usage by avatars. Events, exhibits, organized sets of resources and tools, immersive information and learning experiences, and other interactive activities are needed to energize each built space.

Vision, Mission, and Goals of Alliance SLL 2.0

The goals of the AIA and all that it contained and involved was a source of ongoing debate and discussion throughout Year One. In a time of such rapid development and growth of a virtual world, this is understandable. In an email message to the Alliance Second Life Google Group on Saturday, May 13, 2006, Greg Schwartz summarized his sense of the goals thus:

“What I usually tell people is that the project aims to explore what it means to offer library services in a virtual space. That it involves reconsidering everything we take for granted about what a library is and does. That it is the first foray into examining how libraries will stay relevant when, in all likelihood, virtual worlds become a more

fundamental way of conducting business, education, etc. Put another way, this could be the future of "the real library" or at least a critical aspect of it. Seems to get people really excited, both librarians and otherwise.

I guess what I'm saying is that, while the stated goal is OK, I think the project is (or at least, could be) much more significant than just another example of librarians invading the social spaces of our endusers to promote conventional library services. I think of the stated goal as more of a positive side effect of the work we're doing rather than the *raison d'etre*. But I could be totally wrong about that and, in so many ways, it's not my place to define goals."

Rebecca Hedreen shared her succinct goal statement from her blog: "The SLL2.0 is an attempt to bring librarians' love of organizing and disseminating information into this virtual space."

Later, on May 13, 2006, the avatar Rain Noonan summarized the goals discussion with these points:

- The project aims to explore what it means to offer library services in a virtual space.
 - The project involves reconsidering everything we take for granted about what a library is and does.
 - The project examines how libraries will stay relevant when, in all likelihood, virtual worlds become a more fundamental way of conducting business, education, etc.
 - This could be the future of "the real library" or at least a critical aspect of it.
- The goal of the project is to promote the real library and online library services to adults who might not otherwise use the library.

The Alliance Second Life Library 2.0 Business Plan of May 2006 articulated the vision, mission, and goals of the project in this way:

Vision:

To serve the citizens of an online world and build community using traditional and non-traditional library services and serving as a model for the twenty-first century library to determine how virtual library services will affect traditional libraries.

Mission:

The mission of the Second Life Library is to: * Explore the issues of providing library services in a virtual world * Evaluate services currently offered by real world libraries in the light of features offered in virtual reality environments and the information needs of VR residents. * Examine how libraries will remain relevant when more business and education activities take place virtually * Promote the real library and online library services to residents of Second Life * Learn what kinds of library services are desired in virtual space

Goals and Objectives

I. To examine and evaluate the provision of materials in Second Life a. Research formats of information sources in Second Life. b. Develop a collection policy for Second Life Library. c. Evaluate use of these formats in Second Life. d. Collect, publish, and make available works of Second Life residents

II. To create a cultural location in Second Life with library services, programs, and materials a. Create a relevant, educational, informational and fun location within Second Life which will attract residents b. Become a gathering place for residents c. Create a unique and valuable place for Second Life residents

III. To form strategic partnerships with other related non-profit organizations in Second Life and outside of Second Life d. Collaborate on services and projects e. Form a planning team with representatives of each group f. Work together to evaluate the project and its future

IV. Seek effective ways of fundraising to grow the project to maintain the library after the one year a. Form a group for fundraising b. Try different methods of fundraising in and out of world c. Write grants to seek continued funding for project d. Hire a project coordinator by January 2007

V. To form a citizen advisory committee to work with the Library staff a. Seek citizen volunteers to meet on a monthly basis to provide advice and input to the library b. Use different ways of soliciting feedback from Second Life residents to improve services at the library

VI. Build a qualified staff with various expertise to provide library services
a. Recruit librarians to become involved in project
b. Involve librarians in the activities that interest them and benefit the library
c. Develop an hierarchy for communication, responsibility, and assignments for librarians
d. Investigate ways to compensate librarians for their efforts in-world and for promoting programs in real life: i.e. virtual trophies, certificates at conferences, etc.
e. Investigate ways to recognize libraries which allow staff time to work on the project

VII. To offer reference and information services to residents of Second Life
a. Investigate involvement in a virtual reference project such as OCLC Question Point or tutor.com
b. To provide quick access to a wide variety of library materials and resources
c. Investigate trial of resources
d. Staff reference desk several hours per day
e. Create mechanism which residents can use such as instant messaging when a staff member is not available
f. Investigate what kinds of reference questions are asked and what resources are used to answer them
g. Investigate ways that reference services are useful in the virtual world and what this means

VIII. To utilize the technology available "in-world" to provide information and to bring "out of world" library resources to Second Life
a. Explore what technologies work and do not work in Second Life - i.e. audio formats, video formats, training formats for training
b. Develop expertise on staff to develop effective training and programs using technology
c. Work closely with Second Life Education group to advocate for needed technology in-world to improve services

IX. To chronicle the progress of the project through regular contributions to blog, flicker account, other web and print-based publications
a. Post news regularly
b. Recruit members to post to blog
c. Encourage members to post pictures to Flickr

X. To publicize library services to residents "in-world"
a. Write weekly column for "Metaverse Messenger"
b. Place events in event area
c. Send information to other appropriate groups and publications
d. Develop kiosks to place throughout "Second Life" with latest programs and news

XI. To offer relevant and appropriate programs of interest to Second Life residents
a. Offer a variety of literary, educational, informational and

entertainment programs for residents b. Develop relevant materials for the library on program topics c. Make contacts with SL residents to give programs d. Provide meeting space for interest groups

XII. Marketing plan for libraries a. Recruit libraries for project b. Develop brochure to encourage library participation; distribute at ALA and other conferences c. Develop other promotional materials for libraries when they have joined such as posters, bookmarks, web information to encourage their patrons to use Second Life Library d. Develop a fee structure for libraries that wish to participate to cover costs

XIII. Teen Library a. Support the development of Teen Second Life Library b. Form a group to work with Blue Wings Hayek and Ray Lightworker on the development of the Teen Library to open in November 2006 c. Collaborate on publicity materials, programs, and fee structure

XIV. Other Library Operations a. Provide space for a medical library b. Provide health information resources c. Investigate other types of special libraries relevant to Second Life

XV. Evaluation a. Hire an evaluator to write an evaluative report due June 30, 2007. b. Develop methods to seek evaluation by Second Life citizens, advisory committee, and librarians involved in project. c. Determine future direction for Second Life Library.



Major Accomplishments of Year One

The first year of the AIA was marked by rapid growth and development. Many exciting initiatives were undertaken—far too many to be chronicled in a brief report like this. For the purposes of this report, five major accomplishments of Year One were identified. Although this selection is not meant to imply that the other accomplishments and initiatives were insignificant, these five developments seemed to be the most noteworthy.

The Volunteer Explosion

As soon as the Alliance SLL 2.0 project was announced in April 2006, librarians and others from all over the world volunteered their time and talents to make this project a resounding success. This may be an unprecedented outpouring of professional expertise in a non-emergency situation. It was as if the Alliance SLL 2.0 project unleashed some sort of pent-up professional need to create a new type of librarianship or explore what librarianship and libraries could become in a virtual world. Librarians from all types of libraries flocked to this project. Although some of the volunteers became too immersed in the project and suffered from what we are calling “self-inflicted burn-out,” overall nearly all of the volunteers seem to have enjoyed being involved in this project.

During the early part of Year One, the volunteer explosion was fueled primarily by individual librarians who donated their talents and their free time to help develop the SLL Project. As the year progressed, more libraries, library-related agencies, and external funding organizations took an increasing interest in the project. From the beginning and ongoing, however, the Alliance Library System has served as the catalyst that caused the explosion of librarianship into Second Life. The Alliance is the real-world organization that took the risk of supporting the pursuit of a library presence in this virtual environment.

Rapid Development

Within the course of a year, the Alliance SLL 2.0 project progressed from one small rented building to an archipelago of twenty island -- ten islands and ten affiliate islands. Each island has been terraformed, then laid out with buildings, outdoor theaters, gardens, walkways, etc.

During the first year we also witnessed and experienced a rapid development in our thinking about space and buildings in Second Life. This seems to be true about the Alliance Second Life Library 2.0 project as well as about Second Life as a whole. During the first year there were interesting discussions about why buildings need doors, optimal ways to

move from one floor to the next (including experiments in spiral stairways and teleporting from one floor to the next), the relative advantages of highrise buildings over more low profile mall-like built space, as well as several architectural edifices that rise on stilts or actually float in the air. We learned very quickly that we should have budgeted money to hire a professional developer or someone with more island skills and experience in developing Second Life islands than any of us had during Year One. The resulting AIA is an eclectic mix of architecture, gardens, open spaces, steep hills, forest glens, etc.

Collaborative Efforts

Another very noticeable aspect of the first year of the Alliance Second Life Library 2.0 project has been the rapid development of many collaborative efforts and partnerships. As a social space, Second Life seems particularly conducive to collaborative efforts, whether those efforts involve individuals or organizations. The core team involved in the Alliance SLL 2.0 project has worked with a wide variety of libraries and library-related organizations, but also with other not-for-profits, for-profit corporations, media companies, technology companies, educational agencies, and many others.

At this time, it is unknown if this open, collaborative, energetic spirit is just a social phase that any new emigrant group experiences (and will eventually fade and develop into a different group spirit), or if there is something about the underlying social support structure of Second Life that will make it enduringly conducive to collaborative efforts. Either way, in the real world librarians are famous for their collaborative efforts. In Second Life, they have taken collaboration to a new level.

Exhibits and Events

Exhibits and events have been huge successes during Year One. Some exhibits have been created by individuals, while others were created by teams, or even used materials donated by a real-world library-related organization, such as the Library of Congress. Exhibits have been thematic and occasional. Some exhibits related to real-world collections and events, while others are primarily about Second Life.

The number and types of in-world events also have been impressive. Author discussions, book discussions, technology talks, training sessions, tours and orientation sessions, music concerts, and other types of events have been successfully held in Second Life.

It is entirely possible that libraries in Second Life will be more about exhibits, events, and services than about collections, metadata, and

archiving initiatives. It also is encouraging to have witnessed during Year One good discussions involving representatives from libraries, museums, and art galleries about ways to work together to realize the “natural affordances” of exhibits and events in Second Life.

Reference Service

Reference service was one of the first “traditional” real-world library services to be tried on Info Island, and it has proven to be very well-received by the avatars of Second Life. The reference are on Info Island is staffed by volunteers who usually serve a two-hour shift. Coverage is primarily in the evenings (in the main North American time zone) and on weekends. The main reference desk is located within the outdoor Welcome Center near the Main Library on Info Island I. As of April 2007, Info Island was staffed by greeters or librarians at the welcome center for over 80 hours per week.

Avatars really like having a “live” librarian-avatar who provides friendly, helpful service. Reference service is a great early example of how the Second Life virtual world environment is encouraging professional librarians to think about how library services can be tweaked and reconceptualized for this new virtual environment.

Governance and Management

The volunteers of the SLL project often self-organized into groups, usually centered around a library function (e.g., reference, metadata) or a place (e.g., Renaissance Island). Volunteers interested in a particular topic were welcome to join any number of the groups below. Each group had a head. In general, groups meet once per month to plan activities, exhibits, and collections in their areas.

As of mid-April 2007, the following avatars were in charge of the following aspects of the AIA initiative:

Director: Lorelei Junot

Assistant Director- Abbey Zenith
anything to do with islands, collections, art galleries, Peace Park -
also has estate management on all islands

Island Manager - Brackish Ludwig
Any trouble with an island, needing a rollback, mistake with
terraforming, returning things. He has estate management on all islands.

Branch Libraries - Caledon and others - JJ Drinkwater

any programs, problems, questions with branches - also has estate management rights on most islands

Mystery manor - Max Batra and Dulcie Mills

SciFi and Fantasy Portal - Franja Russell, Chris Reitveld

Science Center - Hayduke Ebisu/Troy McCluhan

Pantheon Performance - John2 Kepler

HealthInfo Island - Carolina Keats and Namro Orman

Cybrary Cities - Abbey Zenith, Brackish Ludwig, Bucky Barkley

Reference - Hypatia Dejavu

Machinima - HVX Silverstar

Art Gallery on 1 - Abbey Zenith and Bucky Barkley

Parvenu tower (now called Bell Library) - Abbey Zenith and Bucky Barkley

Scheduling space - Abbey Zenith

Eduisland II - Fleet Goldenberg

Renaissance Island – Korrigan Keynes, JJ Drinkwater, Aldo Stern

Teen Grid – BlueWings Hayek

Archives Land – Dinnie Devonshire and Christi Janus

Overall governance and management of this project was undertaken by the Alliance Library System, headquartered in East Peoria, Illinois. The Alliance formed or helped form a wide variety of groups—advisory councils, a core management team, working teams concentrating on specific areas, programs or needs, friends groups, etc.—to advance the overall management and governance of this project.

Volunteer Librarians and Groups

Numerous groups of SL volunteer librarians formed during Year One. For example, the Reference Group formed to start, build, test, and sustain a reference service for citizen-avatars. The Collections Group was beginning to explore what types of collections would be needed in this and

other virtual worlds. In 2007 the SL Catalogers Group was working on making the SLQuery functionality work better. They also were examining metadata options for describing SL things and make them more findable and usable. These and many other library-related groups were very active during Year One.

Partner Organizations

Throughout Year One the SLL librarians partnered with a wide variety of organizations to undertake projects and initiatives that would benefit all the organizations and individuals involved. Only a few of these partner organizations can be mentioned here.

ICT Library

The ICT Library (<http://ictlibrary.googlepages.com/>), located on Info Island I, is a not-for-profit initiative, active only in Second Life, designed to provide information and educational tools (primarily scripts and scripted tools) for members of the educational and training community who work in Second Life. It was founded in April 2006 by the avatar Milosun Czervik. In March 2007 the ICT Library entered into a partnership with the New Media Consortium whereby some of the bookstores on the NMC Teaching Islands would feature scripts and tools from the ICT Library. The ICT Library also has an agreement with the creators of Sloodle, the mash-up of Moodle, the free course management system, and Second Life, whereby Sloodle tools are featured in the ICT Library.

New Media Consortium

The librarians involved in the AIA and the staff at the New Media Consortium (NMC) had many discussions and a few co-sponsored events in SL throughout Year One. At one point there were discussions about co-locating the two initiatives into the same area in SL.

There are several points of commonality between the AIA and NMC activities and services in SL. Both initiatives offer space and resources for educators and students in higher education to help them become acclimated and prepared to pursue their educational and scholarly goals in SL.

Other collaborative efforts in SL also are helping higher education move into virtual worlds. For example, the April 18, 2007 edition of The Chronicle of Higher Education reported that in mid-May Angel Learning Isle would debut. The new island, a joint effort of Angel Learning, a software developer, and SLED, the Second Life Educators community of interest, will help educators new to virtual worlds learn how to pursue their

teaching, research, and service activities in SL.

OCLC

OCLC generously allowed the SLL team of reference volunteers to use and test the QuestionPoint system on a trial basis throughout most of Year One

Showtime

Late in Year One the AIA librarians began discussions with a representative from Electric Sheep, a company working with Showtime to build Showtime's presence in SL. The outcome of the discussions was to be an in-world showing of the first two episodes of The Tudors, a TV series produced by and aired on Showtime. The in-world showings would be held on Renaissance Island.

SirsiDynix

During Year One SirsiDynix extended awards and financial support to the AIA effort. Specifically, they have sponsored Info Island and the Eye4YouAlliance (Teen Second Life).

Talis

During Year One Talis provided awards and financial support to the AIA effort, especially Cybrary City I. Talis also supports the Talis Sci-Fi & Fantasy Portal on Info Island I.

Tech Soup

A webpage (<http://www.techsoup.org/about/about.cfm>) on the Tech Soup website explains that Tech Soup "...offers nonprofits a one-stop resource for technology needs by providing free information, resources, and support." They have a location on Info Island I.



Islands

As of late November 2006, Second Life as a whole encompassed approximately 100 square miles. There is a mainland plus approximately 5,000 islands. The entire SL universe runs on approximately 5,000 servers.

As of April 2007 the Alliance Information Archipelago comprised twenty islands.

Info Island I

This is the original island around which the Alliance Information Archipelago formed. It contains the Welcome Center (the locus of the growing reference service), the main library, an outdoor auditorium, the Alliance Library System World Headquarters, Peace Park (a religious resource center), the Genealogy Research Center, the ICT Library, TechSoup, Bell Library, and more.

Info Island II

Info Island II contains the Science Center, Bradley University, Pantheon Performance Center, SL Query, McMaster Engineering Cafe, LOC exhibits, other science, history, and art exhibits.

Cybrary City I

As of March 9, 2007, the following organizations had established a presence on Cybrary City I (coordinates listed after the name):

Main Building - 127,195 25
Teen Library Services:Eye4You Alliance - 39,212, 24
University College Dublin - 47, 213, 24
SL Hill Society Library - 47, 187, 24
McMaster University - 40, 186, 24
Topeka Shawnee County public Library - 39, 159, 24
Special Librarians in Second Life - 47, 157, 24
Teen Educators in Second Life - 24, 133, 24
Cybrary City Offices - 41,108, 24
Talis High Rise - 26, 86, 24
South Carolina State Library - 43, 34, 23
University of Plymouth - 43, 12, 23
University of South Florida - 97, 38, 24
Claremont College Digital Library - 97, 27, 34
TX-950 Library Beach Club - 119, 19, 24

Librarium and Philosopher's Club - 149, 19, 24
Johnson and Wales University - 148, 38, 24
Library and Information Studies Department - 199, 41, 24
Georgia Institute of technology - 216, 39, 24
Australian Libraries - 211, 70, 24
Glenview IL Public Library - 188, 72, 24
UCLA - 228,109, 24
Stanford Science and Engineering Libraries - 212, 113, 24
University of Illinois - 220, 136, 24
University of Montevallo Carmichael Library - 211, 139, 24
Art Libraries - 222, 163, 24
Canada Nexus - 211, 167, 24
Department of Information Science FFZG -213, 180, 24
Univ. of N. Carolina School of Lib. & Info. Science - 197, 215, 24
IBM Library - 211, 230, 24
Nebraska Library Commission - 230, 217, 24

Cybrary City II

As of March 9, 2007, the following organizations had established a presence on Cybrary City I:

Reading Garden - 13, 235, 25
State Library of Kansas - 28,175, 22
Library and Archives Canada - 62, 114, 24
Law Library and Technology Center - 58, 42, 22
Michigan Library Consortium - 149, 48, 35
Murdoch University Library, Australia - 197, 130, 26
Elven Insittute - 182, 178, 25
Find It Illinois - 135,80, 22
Sloodle Development Center - 76, 188, 22

HealthInfo Island

HealthInfo Island contains the Medical library, consumer health library, accessibility resource center, and more.

EdulIsland I

EdulIsland II

ALA Arts InfolIsland

This island contains the offices of the American Library Association, libraries, and a 19th century opera house.

Renaissance Island

Renaissance Island was one of the last islands developed during Year One. It's theme is Elizabethan England. Like the Caledon archipelago, Renaissance Island uses a time period in history to combine interests and disciplines, including literature, the arts, costumes, architecture, politics, and science.

Imagination Island (Rachelville and Vendorville)

Eye4You Alliance Island (on Teen Second Life)

Affiliated Islands

San Jose State University School of Library and Information Science

University of Pittsburgh Medical Center Island

Mohawk College

InfoIsland DK

EdTech Island

Eduserv Island

Newseum

Commonwealth Island

Echoditto Island

Info Architecture

CISTE (Canadian Institute for Scientific and Technical Information)

Buildings

The original Second Life Library 2.0 was a small, ivy-covered Victorian mansion located at 247, 79, 110. By the end of the first week of activity in mid-April 2006, the SLL 2.0 had moved to a larger, more modern building

located at 239, 200, 113. By mid-April of 2007 the AIA contained hundreds of buildings, pavilions, gardens, and open-air auditoriums.

Collections

On Monday, April 24, 2006, Greg Schwartz posted the following comments about the value of library collections in Second Life:

“Second Life Library 2.0 will not have books. At least, not books in the codex sense of the term. Reconsidering what offering "books" means in the virtual space is as important as reconsidering all aspects of library service (for some, perhaps more so). Looking at and experimenting with alternate approaches for delivering and consuming media is a crucial part of the puzzle. From my point of view, everything we offer will be non-book, whether text is involved or not. I can see that not having "books" would be making a statement. As would not having a building. (Library 3.0?)

But in so many ways, the offering of collected materials is our hook. It's the brand. Yes, we want to reinvent and reconceptualize the brand, but we also want to draw residents in, so we can expose them to our other services. I agree fully with Zack that resident-created content is worth looking at with a librarian's eye. Does that mean we have to have "stacks" in the conventional sense? Not at all and, in the end, I hope we can craft a more inventive approach to "housing our collection." But I don't think we want to run from the service that is most obviously relevant to our end-users either. Tweak it, yes. Reinvent, yes. Transform, absolutely. Avoid? That doesn't seem like the best resident service to me.”

Discussions about library collections began in earnest in May 2006.

Surprisingly, people still want books. There are several formats for books and the library offers some public domain books and have also purchased some Second Life help books published by an in-world publisher. More and more publishers are moving into Second Life. These include Penguin, Bantam-Dell. There is also a Book Island which rents space to publishers that want a presence. There are also a number of in world publications - magazines which can be read in world, on the web, or via email. There are also several web-based newspapers, the most popular being the Metaverse Messenger.

EBSCO Consumer Health Database Trial

During June and July 2006, EBSCO provided a free trial of the consumer health database on Info Island. Staff had several training sessions on the database for interested Second life residents.

Services

Reference Service

Reference service involving volunteer librarians began in April 2006 and has become more organized with more hours of coverage throughout Year One. Reference services are now provided over 80 hours per week.

QuestionPoint Trial

From July to December 2006, OCLC generously provided the Second Life Library with access to QuestionPoint. They renewed the trial for January - June 2007. Avatars could receive reference services avatar to avatar, via question point chat or via Question Point email. During the first half of the trial, approximately 30 percent of questions were about Second Life, 30 percent about the Info Islands, and 30 percent on traditional real life reference questions. In January, avatar Hypatia Dejavu took over reference and increased the number of volunteers involved, the number of hours covered, and the number of questions asked. We have found that most customers who come once like the library, find it to be a safe place, and enjoy coming to events and to visit with others.

Orientation, Training, CE, Professional Development

Throughout Year One Info Island and the Alliance Information Archipelago were used for a wide variety of educational sessions—orientation, training, continuing education, and professional development. The avatar Eiseldora and others created and conducted a series of workshops on creating books and other objects in Second Life. Late in Year One planning began for a series of six-week non-credit in-world courses about librarianship that began being offered by the Graduate School of Library and Information Science at the University of Illinois Urbana-Champaign.

Many of the training sessions focused on SL activities, ranging from how to shop and dress to how to build things, to how to deal with “griefers”—those who cause grief for avatars in SL. A weekly “buzz” was also started where librarians interested in a topic could hold a session, share their thoughts and invite others to join them.

In April 2007 several librarian-avatars began discussing the idea of developing a self-paced, faceted orientation module for librarians new to SL that would follow the “23 Things” concept developed by Helene Blowers at the Public Library of Charlotte and Mecklenburg County. Blowers’ real-world 23 Things program was featured in a Wired magazine

article published in late March 2007:

Public Library Geeks Take Web 2.0 to the Stacks

Beverly Hanly Email 03.29.07 | 2:00 AM

http://www.wired.com/culture/education/news/2007/03/learning2_0

Topics to be covered in the SL 23 Things initiative would include how to create, read, and share notecards, how to capture chat and IM histories, how to edit an avatar, how to move around by flying and teleporting, how to take pictures, how to get the most out of maps, how to search for things, and how to manage (and archive) one's SL inventory.

Exhibits

Exhibits have been very popular during the first year of operation. This gives libraries an excellent way to display their digital collections and make them interactive. The first major display was done by avatar Shadow Fugazi on the Library of Congress Declaration of Independence. The display included copies of original documents, links to audio, period furniture, and more. On September 11, the library had a remembrance event and avatar Brackish Ludwig built a replica of the World Trade Towers which were demolished in 2001. Over 40 people attended the program to share where they were on that day and to remember those who were injured or killed.

Avatars Bucky Barkley and Abbey Zenith built an art gallery and every 2 months or so would set up an exhibit of art created by an artist in Second Life. There was an opening event and then the artwork was on display. These have attracted huge crowds. The opening night of a photography exhibit by Bucky Barkley attracted over 80 people its opening night. Second Life Library supports local authors, artists and creators, just as a regular library would.

After the Virginia Tech massacre, librarians and educators built a memorial to those killed on Info Island. Hundreds of people visited the memorial and left candles, flowers and other remembrance items.

During Year One the SL Genealogy Group organized a series of exhibits in the Genealogy Research Center on Info Island. For example, on April 13, 2007 the fourth exhibit in the series, Beginning Jewish Genealogy, was launched.

Library of Congress Declaration of Independence Exhibit

World Trade Center Memorial

Virginia Tech Memorial

Art Exhibits

Genealogy Exhibits

During Year One the SL Genealogy Group organized a series of exhibits in the Genealogy Research Center on Info Island. For example, on April 13, 2007 the fourth exhibit in the series, Beginning Jewish Genealogy, was launched.

Events

Events in Second Life are very popular. It may be a live musical event, or a lecture, or a discussion, or even a traditional type of meeting, where avatars sit around a table and work through an agenda of topics.

Public events in Second Life are able to draw avatars from all over the world, even with the vagaries of time zones. It also is possible to notify avatars of upcoming events using the multitude of groups in SL.

On March 24, 2007 the avatar Abbey Zenith sent a message out to the Alliance Second Life Google Group listing a few of the public spaces (indoors and outdoors) where large and small groups can meet in the AIA:

InfoIsland Large Group:

Open Air Auditorium

Conference Center (top floor Parvenu)

InfoIsland Small Group:

ALS Building

Sci/Fi & Fantasy Outdoor Meeting Space (check with Sci/Fi group first, then schedule)

InfoIsland Large Group:

Pantheon Theater (check with John2 Kepler first, then schedule)

Cybrary City Large Group:

Open Air Auditorium

Cybrary City Small Group:

Librarian Conference Center

TX950

Cybrary City 2 Large Group:

Open Air Auditorium

Cybrary City 2 Small Group:

Commons Area

Orientation Tours

Throughout Year One numerous basic orientation tours to the growing AIA were offered to resident avatars, university classes, librarians new to SL, and other special groups.

Hot Topics in Librarianship Discussions

Throughout Year One there were a number of in-world events that focused on hot topics in librarianship. For example, on ??? the ALA Washington Office sponsored an in-world talk by Dave Lankes about the library as a conversation. Toward the end of Year One a “Library Buzz” series of informal discussions began.

Book and Genre Discussions

Throughout Year One the Caledon Branch Library held a series of book discussions about Victorian literature, politics, science, etc. In March 2007 the Sci-Fi and Fantasy group on the AIA started a book of the month discussion. Mystery Manor also held several book discussions throughout Year One. In the spring of 2007 they started a series of discussions about classic hard-boiled detective mysteries called “Waiting for the Other Gumshoe to Drop.”

Also in the spring of 2007 The Reader’s Garden was developed on Cybrary City II. It is a place conducive to book discussions, reading, and literary chat. By late May 2007 membership in the Reader’s Garden group had grown to approximately 150. In an email message sent to the Alliance Second Life Google Group, the avatar Princess Ivory provides the following background information about the Reader’s Garden:

The Reader's Garden is a new venue in Cybrary City II specifically designed for book talks and other literature-related events. It is also available for small group/committee meetings. It is a nice place to hang out and read or talk with your friends, too. We have a Second Life group you can join called Book Discussion Circle, which will keep you informed of our activities and events. The garden can be used by anyone who would like to give a book talk, including other existing book discussion groups who would like to make the Garden their home. Other appropriate uses include poetry readings, author visits, etc. You can visit the Garden at <http://slurl.com/secondlife/cybrary%20city%20II/38/244/22/> We have a blog that contains information about the Garden, including a link to our Google events calendar: <http://readersgardensl.blogspot.com/> and a list of other Second Life groups that have made the Garden their home. ... In addition to being available on the blog, there is a clickable calendar on the

patio in the Garden that will take you directly to the Google calendar so that you can see what events are scheduled. All events other than committee meetings are open to the general public.

Concerts

Author Talks

During Year One the author team of Steve Miller and Sharon Lee held several author talks on Info Island.

Author talks are popular in other areas of Second Life as well. For example, on March 15, 2007 Dean Koontz became the first author to participate in a Bantam Dell Authors-in-Second-Life event.

Conferences

In March 2007 there was an announcement that Duke University and the AIA librarians would be partnering to hold an in-world conference, but by April 2007 the plans had changed to an in-person conference.

Tools

Throughout Year One various individuals and groups developed and deployed a variety of tools to enhance the information experience in Second Life, and to link Second Life informational and educational experiences with resources existing beyond Second Life (e.g., web-based resources).

Web Interface Terminals

Terminal-like objects are scattered across the AIA that provide gateways to web-based information resources. Links out to the web also can be embedded in notecards, which can be accessed and saved as inventory items by individual avatars. During Year One it quickly became apparent that many librarians and library users active in Second Life wanted and needed quick and easy access to web-based information resources while they worked in SL.

Screens and Whiteboards

During Year One and throughout the Archipelago, several screens and whiteboards were developed. The screens have been used to show presentations slides, images, machinima, and streaming multimedia.

Billboards

The ability to place large billboard type objects in prominent locations in the AIA evolved throughout Year One. On March 24, 2007 Abbey Zenith announced the deployment of a new tool to promote events. The large sign, located at the outdoor Welcome Center on Info Island, rotates automatically through the textures placed in it. It also can be scrolled manually by an avatar.

Information Racks

In March 2007 a librarian-avatar created an information rack that hands out information about SL resources for Spanish, Portuguese, French, and German speakers in Second Life.

Maps

Although small and large maps are available through the SL interface, there is need for smaller scale, more detailed maps of Info Island and other islands in the AIA.

SL Search Box

A SL search box plug-in was developed by the avatar Namro Orman in April 2007.

Teen Second Life

In addition to Second Life, there is a Teen Second Life grid where 13-17 year olds can interact and build things.

The avatar Pathfinder Linden, an employee of Linden Lab, summarized the relationship between SL and Teen SL in this email message (quoted in part) that he posted to the Second Life Educators list on April 27, 2006:

“The main Grid of Second Life is for adults only (18+). We also have a Teen Second Life Grid (<http://teen.secondlife.com>), and that world is strictly for teens (13-17).

We don't allow anyone under 18 years old in the adult world of Second Life, and likewise we do not allow adult Residents (18+) on the mainland of the Teen World. Both of these worlds are separate from each other, and we do not allow inworld travel or communication between them.

Teen Second Life is a world for teens, created and shaped by teens. Please remember that falsely registering as a teen to gain access to Teen Second Life is a serious offense, and cause for permanent banishment from *all* of Second Life.

The *only* adults allowed on the mainland in Teen Second Life are Linden employees. If you are an educator and want to work with teens in Teen Second Life, there is the opportunity to buy a private island on the Teen Grid and participate, but you will not be able to leave that island and visit the Teen Grid mainland. Teens from the mainland will be able to visit your private island if/when you choose, but they will be automatically informed that there are adults present. Also, if you are planning to use a private island on the Teen Grid to interact with teens from the mainland, we will need to run a background check on you for security and safety reasons.”

Teen Second Life was in existence back in April 2006 as well, and the Teen Second Life Library initiative began shortly thereafter.

By the conclusion of Year One there was active discussion about developing one or more in-world library presences for pre-teens.

Branch Libraries

Caledon

The Caledon Branch Library is located within a nineteenth century themed archipelago within SL. JJ Drinkwater is the lead librarian. It has been notable in many ways: for a rich array of interesting exhibits; for a full schedule of discussions and book talks; as a model for how a “branch” library in SL can serve a specific community of interest. The community of Caledon approached us because their citizens wanted a library. One of the residents donated the land, the building and furnishings for the Caledon library.

Harlem

Early in 2007 Bryan Carter, in real-life a professor at Central Missouri State University, began an initiative to create a Harlem Renaissance area in SL, complete with a branch library.

Fun and Relaxation

Not everything across the Alliance Information Archipelago is related primarily to information and information services. There are several garden spots conducive to relaxation and meditation.

Librarian avatars also like to have some fun. Dances and social gatherings were held throughout Year One at TX950, the club located within the AIA archipelago. A machinima video by the avatar HVX Silverstar captures some of the fun (<http://blip.tv/file/180199>).

Grants

HealthInfo Island grant from the Greater Midwest Chapter of the NLM.

Alliance Library System received a \$40,000 consumer health grant from the NLM (specific wording) to build a consumer health library and to offer health information services to residents and support groups in Second Life. Avatar Carolina Keats is the coordinator for that project.

Alliance also received a \$12,000 grant to provide awareness, collections and resources on accessibility. An accessibility research center will be built and staffed on HealthInfo Island.

Foundation for Rich Content

April 8, 2007: Renaissance Island was awarded a 10,000 Linden grant from the Foundation for Rich Content. The funds will be used for building supplies and for volunteers working on that island.

Communication Channels

Communication channels exist both in Second Life and in the real world.

Text Chatting

Text chatting in SL is public discourse in the sense that anyone within 20 yards of the text chatting avatar(s) can see the conversation.

IM-ing

IM-ing is private chat between two or more avatars in SL.

In-World Groups

Many in-world groups related to the SLL and AIA effort formed during Year One.

In-World Meetings

Throughout Year One various groups and communities of interest held meetings in SL to discuss various ideas and initiatives. For example, beginning in May 2006 there were frequent “staff meetings” of the librarian volunteers who were directly involved in one or more components of the AIA initiative.

Voice-over-IP

Beginning in May 2006 Lori Bell and others began actively exploring how to bring VoIP technology to the Alliance Second Life Library 2.0 through such services as Vivox and WorldBridged. We also tested SkypeCasting and using web conferencing software available from Talking Communities through OPAL: Online Programming for All Libraries.

Email Discussion Groups

There are many email discussion groups related to the SLL/AIA project. Only the main groups for the adult and teen grids are listed here.

Alliance Second Life Google Group

<http://groups.google.com/group/alliancesecondlife>

Virtual Teen Library: Second Life

<http://groups.google.com/group/virtual-Teen-Library-Second-Life>

Notecards

Throughout Year One many volunteer librarians and others developed notecards that could be copied and saved by patron-avatars. The notecards typically contain overview information about a region within the AIA, a service, or a collection.

Drupal Site

<http://www.infoisland.org/drupal>

Calendars

Calendars and notification boards about SLL-related activities exist throughout the AIA.

Kiosks

In May 2006 the group of volunteer librarians began exploring and experimenting with kiosks as an in-world way to post information about events, exhibits, and other things.

Social Networks

In March 2007 a group of SL librarians formed a group in the social network called Ning (<http://sllibrarians.ning.com>). As of May 28, 2007 it had 117 members.

Metaverse Messenger

Early on during Year One the AIA, led by Lorelei Junot, began having a regular column in the Metaverse Messenger (<http://www.metaversemessenger.com/>) a weekly in-world newspaper about Second Life. The column is used to announce upcoming events and exhibits.

Data and Evaluation

Various types of hard data about the structure and use of Second Life are available. For example, the number of unique avatar visits to an island is recorded for each 24 hour period. By the end of Year One, the AIA was receiving an average of approximately 5,000 unique avatar visits each day.

Although numerous basic usage and capacity statistics are available for the various areas of the AIA and throughout SL, rating and feedback systems and opportunities seemed to be relatively sparse during Year One of the AIA. This could be a fruitful area of effort in Year Two and beyond.

Emerging Principles of Best Practices

During Year One several principles of best practices of librarianship in Second Life began to emerge and were discussed by team members.

They include:

Let people be creative

Second Life tends to attract creative people, and they like to create things in-world. One of the most creative avatars in Second Life once commented that the reason she prefers SL over other virtual worlds is the general encourage and functionalities available in SL to be creative.

Informality generally is better received than formality

The spirit of Second Life tends to be rather informal, both during impromptu meetings and during scheduled in-world events. Avatars who attend some in-world presentation or workshop want to interact with the presenters.

Interactive information transfer generally is better received than passive, one-way, one-dimensional information transfer

Immersive interactive information environments seem to be the wave the future for Second Life and other virtual worlds. During Year One there was much discussion and experimentation with how to make exhibits, events, services, and collections more immersive and interactive.



Challenges

Funding

As with many things, building a presence and a “settled environment” within Second Life involves both start-up and ongoing costs. The Alliance Library System, various donors (organizations and individuals), and a legion of volunteers have helped with the start-up costs. Funding the ongoing costs on a stable, ongoing basis is proving to be much more challenging. The Alliance Library System’s Trend Report for 2007¹ (p.19) lists funding as the number one challenge confronting library initiatives in Second Life, “Funding and sustainability are key issues, as ALS actively looks for partners to fund permanent virtual staff;”

Each island contains 16 acres of land. Renting land is the basic way that Linden Lab generates revenue.

Discussions began in early May 2006 about ways to fund and provide financial support for the land, buildings, services, and labor involved in building, maintaining, and expanding the AIA.

Donations

During Year One several individuals donated islands and buildings to the AIA project. Talis and Sirsi-Dynix sponsored islands and three islands were donated by individuals.

Rentals

Rental fees for spaces and buildings is being tested at various places around the archipelago, including Cybrary City II and Renaissance Island.

Grants

During Year One the SLL/AIA project was fairly successful in gaining grant support for some facets of the project.

¹ <http://www.alliancelibrarysystem.com/pdf/Trends2007.pdf>

Fees

It may be possible to charge fees for consulting and other services provided to other organizations and individuals.

Governance

The governance of such an explosive multi-faceted effort has been challenging. Many of the volunteers, especially those who have a long-term significant interest in librarianship in MUVES, want to have some say in governance and strategic planning efforts. The management team wanted to maintain, foster, and facilitate the open-armed volunteer spirit of the AIA.

As a result, the first year of the AIA has been characterized by numerous open (and open-air) meetings to discuss the fundamental nature and direction of the basic components of this effort. Approximately nine months into the first year, a more formal Advisory Group was formed to ensure that all the major stakeholders had input into the key issues and opportunities facing the AIA volunteer workforce.

During Year One some of the volunteer librarians expressed some frustration over the lack of structured decision-making that is more common in real-world libraries. Because everything was new and developing rapidly, the processes by which fundamental governance and management decisions were made evolved rapidly, too. Variations on the basic question, "Who's in charge, and what process is being used to reach decisions?" were expressed throughout Year One. Everyone was learning on the go how to govern and manage a cluster of library-related initiatives in a three-dimensional virtual environment. Many of the existing library initiatives in SL and other virtual worlds were undertaken by single real-world libraries, not by a loose worldwide federation of library organizations and individual librarian volunteers.

Citizen Advisory Group

During Year One a SLL Citizen Advisory Group was formed and became active within Second Life. It was comprised of friends and users of the SLL. We had this at the beginning which became the advisory group of librarians and non-librarians.

Librarian Advisory Group

Throughout Year One a Librarian Advisory Group met sporadically to discuss the various issues, problems, and opportunities related to this initiative. Many spinoff groups, such as a small group of librarians interested in the development of Renaissance Island, formed and began meeting and working together to advance more focused components.

Governing Board

During Year One the Alliance Library System convened a small governing board to help with the overall governance of the project, including long-range planning.

Management

Because the AIA has been a largely volunteer effort to date involving a wide variety of librarians and information technology professionals from different organizations and organizational cultures situated around the globe, managing and coordinating the effort has been a major challenge. Despite (or because of) the initial incredible outpouring of interest and willingness to donate time and talent, eventually many volunteers look for some sort of reward for their efforts, beyond the satisfaction of a job well-done and a hearty thanks from their peers. The AIA management team continues to explore how to develop a reward structure for this type of effort that is sustainable. The Alliance Library System continues to pursue grant opportunities that would increase the available funds to pay librarians for the work they do in Second Life.

Another facet of this management challenge is the fact that everyone knows that nearly every aspect of the Second Life virtual environment is malleable and thus open to debate and change. Imagine working in a library building where the building and grounds can be transformed virtually overnight. Add to this the fact that the campus or village environment surrounding the library can be changed quickly and multiple times. When everyone knows that the environment, collections, and services are entirely negotiable and malleable, lively debates and differences of opinion ensue. This is the fearful freedom of librarianship in multi-user virtual environments.

Elements of management strategies from real life settings could be brought to bear on this challenge. For example, the way that professional associations manage collaborative professional efforts seems to be a close but not quite perfect fit. Associations seem to serve primarily individuals, with service to libraries and library-related organizations a decidedly secondary facet of the association's mission. The AIA, on the other hand, strives to serve both individuals and organizations. During the

first few months, the emphasis was on individual volunteers. Toward the end of the first year, the emphasis seemed to shift a bit toward more organizational efforts to develop a presence in Second Life.

Self-Inflicted Burnout

One trend that emerged during the first year of the AIA was the phenomenon of self-inflicted burnout. When innovative, forward-thinking librarians learn about Second Life and the AIA and the open nature of the volunteer effort, which encourages librarians to express their professional desires and talents by rolling up their virtual sleeves and start building things, information objects, finding aids, and services, they often responded with an amazing investment of time and talent. Eventually, however, that first adrenaline rush wears off, or the conflicting demands of one's first life and second life come to the fore, and the individual realizes that something has to give. Some very dedicated and talented volunteers decided to drop out of Second Life completely, either for a limited time or, as far as we know, permanently. The avatars who eventually return are older and wiser, having learned the hard way to temper their enthusiasm for the long haul.

Perhaps a contributing cause to self-inflicted burnout is the amount of time it takes to become acclimated to a virtual world such as Second Life. When a new user enters Second Life, they often express feelings of disorientation and clumsiness. It can take hours of practice and exploration to become acclimated to a virtual world environment. When Kelly Czarnecki made an online presentation at the SirsiDynix Institute on May 22, 2007, she took a poll asking attendees what is the biggest barrier to working in a virtual world. Fifty-four of the respondents indicated that time to learn was the biggest barrier, larger than technology hurdles, administrative support, and other potential barriers.

Donor Relations

Second Life contains the concepts of real property, real estate, and intellectual property rights. Throughout Year One individuals and groups would donate islands, buildings, and other things to the AIA. Generally, this was welcomed and encouraged. However, relying upon the kindness of donors does present several challenges. Sometimes donors need to renege on their promised donations. This happened in the case of the first donor of Renaissance Island, who, because of real-life problems, had to withdraw his donation.

Linking Out To (And Pulling Things In From) the Web and the Real World

The real world and the web currently are much more information rich

environments than is Second Life. As a consequence, information providers and information seekers in Second Life often want to link out of Second Life and pull things into Second Life. During the first year of the AIA this has been a bit of a challenge.

Various tools and portals were developed to link out to the web. In general, these tools worked well, but did not prove to be very popular to avatars in-world. For instance, the trial by the SLL volunteer reference team of the QuestionPoint service from OCLC did not generate much use.

Prim Overload, Disappearing Islands, Vandalism, etc.

Whenever you own real estate that has become developed with buildings, gardens, walkways, etc., bad things can happen. This is as true in SL as it is in the real world. Throughout Year One the SLL initiative experienced numerous problems with the AIA as a built space. Prim overload was a nagging problem. Any given island can handle only so many primitive objects (prims) on it. Everything that is built in SL is constructed out of prims.

We also experienced islands that disappeared or that suffered serious damage. At one point Info Island was stripped bare, as if a tsunami had washed over it. In March 2007 Cybrary City experienced major vandalism. Someone re-terraformed the largest part of the island.

Generally, the practice when this happened was to “roll back” the island to a version that existed prior to the emergence of the problem. Sometimes these major island problems were caused by “operator error” involving people working on some component of the island.

Making the AIA More Participatory for Its Users

In his talk to the Long Now Foundation on November 30, 2006, Philip Rosedale, the founder and CEO of Linden Lab, noted that, despite the phenomenal growth of Second Life throughout the 2006 calendar year, approximately 30 percent of all avatars engage in significant building activities in Second Life. In other words, three out of ten avatars are using prims to make things in Second Life—buildings, clothing, books, and just about everything else imaginable.

One challenge for the AIA moving forward is to make using the various information resources, services, and tools available to visitors to the archipelago more interactive.

Philip Rosedale, at approximately one hour, sixteen minutes into his talk to the Long Now Foundation on November 30, 2006, discusses the future of

SL as a way to connect bibliography with community. The Web was (and is) all about solipsistic bibliography. Second Life, on the other hand, is about communities of avatars building and using bibliographic environments to pursue their vocational, avocational, and recreational interests.

Future Development

Everything in Second Life specifically and virtual worlds in general seems to be cheaper and faster to develop and evolve than things in real life. As Philip Rosedale noted in his November 30, 2006 address to the Long Now Foundation, companies are using this inexpensive acceleration of reality to quickly develop prototype stores, businesses, products, and services. Libraries in turn can use the phenomenon of inexpensive acceleration in SL to test new systems, services, architectural styles, etc.

As the AIA enters its second year of operation, there are many opportunities on the horizon. A petition movement is underway to form a Member Initiative Group (MIG) on Virtual Communities and Libraries (VCL) within the American Library Association.

One of the fundamental questions the group of volunteers, libraries, library-related organizations, museums, galleries, other not-for-profits organizations, and even for-profit corporations will continue to explore during Year Two is: What is the most effective way to create and organize information experiences in Second Life? The emphasis in this virtual world seems to be in the creation of an experience, not in the delivery of a digital information object. Objects may be an integral part of the experience, but the experience is the primary thing that avatars seek and “take away” with them. The future of the creation and use of information in virtual worlds seems to be more collaborative and interactive than the usual real-world human interaction with information.

Trust and candor are essential to librarianship and other activities in Second Life. During Year One many librarians began to build and fine-tune their professional activities, accomplishments, and reputations in virtual worlds. Some excelled at building tools that information professionals and users could use in-world. Others excelled at developing objects and at designing spaces—both interior and exterior—that were interesting, comfortable, and usable. Other librarians excelled at reconceptualizing and revamping real-world library systems and services for the conditions, needs, and expectations of this virtual environment.

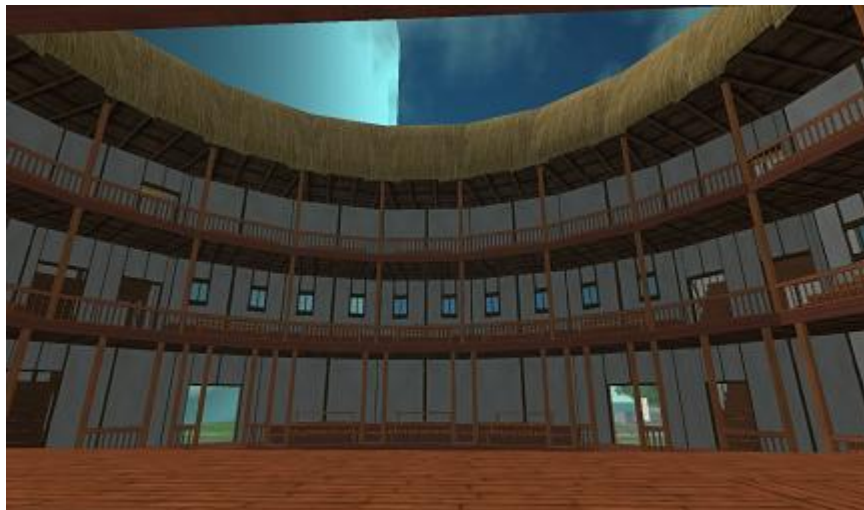
As we move into Year Two and beyond, these trust and validation systems will need to be improved. For example, some avatars seem amazed and doubtful that “real” librarians are providing library services in

Second Life. The basic question, “Are you really a librarian?” was posed several times during Year One.

Conclusion

In April 2006, Lori Bell, the Director of Innovation at the Alliance Library System, and other interested librarians decided to explore the basic question concerning whether or not the citizens of a three-dimensional virtual world such as Second Life would want, need, and use library services. Based on our collective experiences during Year One of the Alliance Second Life Library 2.0 project, the answer is resoundingly affirmative. Many avatars who visited the AIA were pleasantly surprised to learn that libraries and library services had begun to operate.

An important role and future for libraries exist in Second Life. Year One has been a great start.



Timeline

- June 23, 2003: Second Life was officially launched as a virtual world.
- April 11, 2006: The AllianceSecondLife Google Group is formed by Lori Bell.
- April 12, 2006: The Alliance Library System officially announces its plan to explore and develop librarianship in Second Life, beginning with online programs. The press release mentions that Second Life has nearly 200,000 registered avatars.
- April 15, 2006: The newly formed AllianceSecondLife Google Group has 35 members, including Pathfinder Linden (John Lester) from Linden Lab.
- April 17, 2006: Greg Schwartz sets up the initial SLL 2.0 blog at <http://secondlifelibrary.blogspot.com>
- April 17, 2006: Kelly Czarnecki, Matt Gullett and others begin discussing the idea of developing a library presence in Teen Second Life.
- April 17, 2006: The group begins discussing ways to bring digital collections and digital information objects into the SLL 2.0.
- April 21, 2006: The first dual online event—a presentation by David King about getting along with IT staff—is held both in Second Life and on OPAL. According to the tcConference admin module, 60 different IP addresses entered the OPAL Auditorium during David's presentation. About 12 of those people also had avatars present in the Second Life Library 2.0.
- April 23, 2006: SLL 2.0 moves to Minoa Heights, Minoa 244,110,112
- April 23, 2006: The initial virtual Teen Library Second Life blog formed at <http://virtualteenlibrary.blogspot.com/>
- April 25, 2006: First organizational meeting of the volunteer librarians of Second Life.
- April 25, 2006: First library instruction session. Zack Mortal presents "Introduction to Library Research" covering the fundamentals of using real-life online library resources, including library catalogs, subject headings to improve your searches, using research databases to locate articles and more.
- April 25, 2006: The Metaverse Messenger runs a front-page article about the Alliance Second Life Library 2.0 project (<http://metaversemessenger.com/pdf/2006/04/MM-2006-04-25.pdf>).
- April 26, 2006: A Google Calendar account set up for the SLL 2.0.
- April 28, 2006: Planning begins, led by Namro Orman, to develop a medical information center on Info Island.
- April 2006: A Google calendar is set up for scheduling the volunteers who serve on the reference desk.
- April 2006: A MySpace account is established for the project.
- April 2006: wwwi.infoisland.org is set up.

- May 2006: Lawrence Lessig gives permission to the library to freely distribute his book, Free Culture, in prim format, which avatars could wear and then read.
- May 2, 2006: The first Second Life Library column, authored by Lori Bell, appears in the in-world newspaper, the Metaverse Messenger. It becomes a weekly column.
- May 7, 2006: Brackeis Education Center added, for classes, programs, and fairs.
- May 7, 2006: Virtual Teen Library Services Meeting
- May 9, 2006: The Collections Group meets and discusses the types of content to select and present in SL, as well as formats.
- May 13, 2006: First meeting of the Citizen Advisory Group, chaired by Patrick Witherspoon.
- May 14, 2006: Writing and Performance Centre added
- May 15, 2006: The AIA adds a THinC book creator and print press to its tool chest.
- May 17, 2006: First draft of the Alliance Second Life Library 2.0 Business Plan is distributed to several volunteers for comments and suggestions.
- May 17, 2006: Tech Soup agrees to partner with the SLL and move to Info Island.
- May 21, 2006: The InfoIsland.org domain name is registered, and a Drupal installation is made (<http://infoisland.org/drupal>)
- May 30, 2006: First exhibit: "Illinois Alive! Early Heroes and Heroines" in the History Gallery Garden. Visitors may wander through a garden of lifesized photographs of historical photographs and listen to audio descriptions about the photos.
- May 30, 2006: An avatar donates enough money to pay for the new library building on Info Island, plus some furnishings.
- May 31, 2006: The Alliance Library System presents an OPAL program about the Alliance Second Life Library 2.0. Speakers included Greg Schwartz, Lori Bell, Kelly Czarnecki, Jami Schwarzwald, and Tom Peters.
- May 2006: An anonymous donor purchases the first Info Island.
- May 2006: Discussions begin with representatives from the ICT Library (Instructional Communications and Technology) to develop a partnership and mutual presence on Info Island.
- May 2006: Discussions begin with various institutions of higher education about partnering with the Alliance Second Life Library 2.0 to help these academic libraries develop a presence in SL.
- May 2006: Librarians involved in the Alliance SLL 2.0 project began communicating with librarians who are creating library presences in other virtual worlds, especially Active Worlds.

June-July 2006: Two-month SLL trial access to the EBSCO Consumer Health database.

June-July 2006: A series of online programs about finding and evaluating health information online and the EBSCO Consumer Health database is held.

June 4, 2006: First author visit! "Entangled in Cyberspace Program" with science fiction authors Sharon Lee and Steve Miller. Program leads to establishment of Sci Fi into the Sky a skypod with futuristic works of art, a screen which will show sci fi movies, and a place for those interested in science fiction to meet, and have book discussions and displays.

June 14, 2006: Mystery Manor, a castle with a Gothic theme where programs on mystery and horror genres, opens. First program: "Murder at Mystery Manor" on hard core mystery authors by Lorelei Junot

June 15-16, 2006: Michael Stephens speaks in-world about blogs, instant messaging, social software, and staff buy-in for new technologies

June 27, 2006: First Book Club: Discussion about Khaled Hosseini's The Kite Runner led by Maxito Ricardo.

June 30, 2006: ALS featured in Serious Games Source: "Enjoying Your First Life? Why Not Add a Second? Developing Library Services in Second Life" by Lori Bell, Tom Peters, and Kitty Pope, Serious Games Source 6/30/06
http://seriousgamesource.com/features/feature_063006_second_life_library.php

June-December 2006: SLL receives a 6-month trial of the QuestionPoint service.

July 2006: Greeters volunteer from 6-8 p.m. SLT to staff the welcome area.

July 2006: tours of the AIA begin.

July 2006: Branch library established in Caledon, a 19th century area within Second Life.

July 6, 2006: Reference Group meets.

August 2006: Parvenu Tower developed

August 2006: Abbey Zenith and Kari Meadowbrook take the lead in collection development

August 11, 2006: First social event: Librarian's Night Out at Alquimia Club

August 17, 2006: "Search Central" introduced to enable search in google, wikipedia, or OCLC Open World Cat from SL

September-November 2006: The Second Life Medical Library offers a three months trial access to Reuters Health News Services, PubMed Searching and RSS feeds.

September 2006: Partnership with Central Missouri State University and

Northern Illinois University develops.

September 10, 2006: TX950 opens; approximately 30 people attend goodbye to summer social event.

September 10, 2006: SciFi in the Sky evolves to new scifi/fantasy center

September 11, 2006: Alliance Library System wins 2nd Place in Talis Mashing up the Library competition

September 17, 2006: First SL Maya Museum opens on Info Island II

October 2006: Caledon branch library moves to a larger location.

October 2006: Consumer Health Grant kicks off

October 10, 2006: First Tour Chat Feed

October 12, 2006: The SLL 2.0 blog moves to <http://infoisland.org/feed/>

October 13-14, 2006: Grand Opening of the Alliance Second Life Library

October 14, 2006: The Second Life Medical Library & the Consumer Health Information Library Grand Opening

October 28, 2006: The Teen Second Life Library blog moves to <http://www.eye4youalliance.wordpress.com>

November 2006: The Talis Sci-Fi & Fantasy Portal opens.

November 16, 2006: The Teen Second Life Library blog moves again to <http://eye4youalliance.youthtech.info>

December 6, 2006: The Library Science Library opens on Cybrary City.

January 2007: OCLC approves the continuation of the QuestionPoint and WorldCat trials through June 30, 2007.

January 9, 2007: ALA Washington Office opens an office on Cybrary City.

January 12, 2007: Info Island Advisory Group meets for the first time.

January 15, 2007: NMC announces their NMC Virtual Worlds initiative.

February 1, 2007: Three new islands are announced: Cybrary City 2, ALA/Arts Island, and Imagination/Rachelville Island.

February 3, 2007: Rachelville opens

February 8, 2007: The avatar Cerulean Vesperia posts a detailed message to the AllianceSecondLife Google Group detailing why she thinks Second Life is a game.

February 15, 2007: David Lankes from Syracuse University leads an in-world discussion on "Participatory Networks: Library as Conversation"

February 17, 2007: The idea of holding a weekly in-world discussion called "The Librarian's Buzz" begins to be discussed.

February 19, 2007: Griefing 101 Workshops begin.

February 23, 2007: Info Island-DK (Denmark) opens as an affiliate island of the AIA.

February 27, 2007: ALA officially announces that the launch of ALA/Arts Island within the AIA marks its entrance into SL.

- February 28, 2007: The “Special Library of Second Life” Google Group is formed.
- March 2007: CISTI and Eduserv join the AIA as affiliated islands.
- March 2007: Renaissance Island opens.
- March 4-10: YALSA Teen Tech Week.
- March 5-7, 2007: De Lange Conference on Emerging Libraries at the New Media Consortium in SL
- March 19, 2007: Vendorville on Imagination Island announced (http://groups.google.com/group/alliancesecondlife/browse_thread/thread/88963d2eaf23b2a9)
- March 22, 2007: The AIA (Alliance Information Archipelago) wins the ALA/Information Today, Inc. Library of the Future Award.
- April 2007: Mystery Manor on Info Island undergoes a renovation, including a new building.
- April 8, 2007: Renaissance Island was awarded a 10,000 Linden grant from the Foundation for Rich Content. The funds will be used for building supplies and for volunteers working on that island.
- April 15, 2007: Hypatia Dejavu announces that space is available on the New Boston Station island for the personal or organizational use of libraries, librarians, and library staff members. No purchase cost is required, but a 10 USD monthly tier fee must be paid for each unit of land.
- April 17, 2007: Virginia Tech Memorial installed on Info Island.
- April 17, 2007: ALA releases a press release (<http://www.ala.org/ala/pressreleases2007/april2007/04172007.htm>) announcing that the Alliance Second Life Library Program has received the ALA/Information Today Library of the Future Award. The award ceremony will occur at ALA Annual Conference in DC.
- April 18, 2007: Lori Bell, Kelly Czarnecki, Matt Gullett, and Tom Peters have a panel discussion about librarianship in SL at the Computers in Libraries conference in Alexandria, VA.
- May 2007: Namro Ormond (SL name) develops a Second Life Search Toolbar, available at <http://secondlifesearch.ourtoolbar.com>.
- May 2007: Voice functionality comes to SL
- May 2007: A petition drive begins to form within the American Library Association a Member Initiative Group (MIG) on the topic of Virtual Communities and Libraries (VCL). Details at http://wikis.ala.org/readwriteconnect/index.php/ALA_Member_Initiative_Groups
- May 22, 2007: Kelly Czarnecki presents at the SirsiDynix Institute Webinar on Teen Second Life.

Appendices

Text of the April 12, 2006 Press Release from the Alliance Library System

Alliance Library System and OPAL to open:
An Alliance of Libraries 2.0 on Second Life

Alliance Library System(<http://www.alliancelibrarysystem.com>) and OPAL (Online Programming for All Libraries) – (<http://www.opal-online.org>) are pleased to announce that selected OPAL programs will soon be offered in the online virtual reality game Second Life (<http://www.secondlife.com>). Book discussions, training sessions, and other programs will be offered to current virtual residents. The goal of the project is to promote the real library and online library services to adults who might not otherwise use the library. What is Second Life? Second Life is a 3-D virtual world entirely built and owned by its residents. Since opening to the public in 2003, it has grown explosively and today is inhabited by nearly 200,000 people from around the globe. There are shopping malls, events, homes, lands of different types, and best of all, participants can contribute content, buildings, and other digital creations.

“We are excited to be offering new outreach programs, events, and services to people who might not otherwise come to the library,” stated Kitty Pope, Executive Director of the Alliance Library System. “Second Life has almost 200,000 residents and is rapidly growing in popularity. This will allow us to see what works and what does not work in this area. Second Life has malls, residential neighborhoods, online communities – why not a library?”

Alliance Library System and OPAL are teaming up to utilize the programs currently offered online to librarians and library users to extend the programs to the Second Life virtual reality game. Although there are a couple of libraries currently on Second Life, none currently offers programs or services. Alliance and OPAL will start with programs and eventually hope to offer library services.

Second Life also now has a Teen Second Life. If adult programs are successful, the group will work to offer library services in Teen Second Life. Librarians who would like to become involved and receive updates on this collaborative project can join a google group set up for the new service at <http://groups.google.com/group/alliancessecondlife> Interested librarians may also contact Lori Bell at lbell@alliancelibrarysystem.com for an invitation to join the group.

“We invite any librarian interested in working on this exciting project to join

us,” remarked Kitty Pope. “After we offer some programs, if they are successful, we will want to expand to offer additional programs and services.”

Alliance will begin Second Life programming in June 2006. Alliance Library System is a regional library system located in East Peoria, Illinois with 260 library members of all types. Alliance offers continuing education, consulting, resource sharing, and delivery service to members.

Awards and Honors

Second Place, Talis Innovation Mashing Up the Library Competition for 2006.

On April 17, 2007 there was an announcement that the Alzheimer Society of Ontario's Remember Us exhibit in Shadow Fugazi's gallery on Info Island II is one of three finalists for a Canadian New Media Award in the Excellence in Social Media category.

ALA/Information Today, Inc. Library of the Future Award

Selected Presentations

Internet Librarian Conference, Monterey California, October 2006

SirsiDynix Webinar during ALA Midwinter in Seattle, January 2007

Lori Bell, Kitty Pope, Barbara Galick and others make two presentations about librarianship in SL during the ALA Midwinter Meeting in Seattle, WA.

ACRL National Forum, Baltimore, Maryland,

The avatars Abbey Zenith and Puglet Dancer conduct a poster session. The avatar HVX Silverstar created a machinima video (<http://blip.tv/file/180199>) to be used during the poster session.

Museums and the Web (March 31, 2007)

The avatars Aethalides Kukulcan, Pont Mirabeau and Dingdong Bellman present a paper about SL and museums.

April 10, 2007: Jill Hurst-Wahl presents to the SUNY Colleges.

Computers in Libraries, Alexandria, Virginia, April 2007

April 18, 2007: Lori Bell, Kelly Czarnecki, Matt Gullett, and Tom Peters have a panel discussion about librarianship in SL at the Computers in Libraries conference in Alexandria, VA.

British Columbia Library Association, April 2007

Kitty Pope speaks about librarianship in SL. She also gives attendees a tour of Info Island.

Selected Articles, Reports, Book Chapters

- Au, Wagner James. 2006. Taking New World Notes. First Monday 11(6) (February) Available online at http://www.firstmonday.org/issues/special11_2b/au/index.html, last visited on May 16, 2007.
- Bell, Lori, Kitty Pope, and Tom Peters. "Enjoying Your First Life? Why Not Add a Second? Developing Library Services in Second Life" by Lori Bell, Tom Peters, and Kitty Pope, Serious Games Source 6/30/06 http://seriousgamessource.com/features/feature_063006_second_life_library.php
- Czarnecki, Kelly, and Matt Gullett. 2007. Meet the New You. School Library Journal (January 1). Available online at <http://www.schoollibraryjournal.com/article/CA6403251.html>
- EDUCAUSE Learning Initiative. 2006. 7 Things You Should Know About Virtual Worlds. EDUCAUSE (June). Available online at <http://www.educause.edu/ir/library/pdf/ELI7015.pdf>, last visited on May 28, 2007.
- Hof, Robert. 2006. A Virtual World's Real Dollars. Business Week (March 28). Available online at http://www.businessweek.com/technology/content/mar2006/tc20060328_688225.htm?chan=technology_technology+index+page_more+of+today%27s+top+stories, last visited on May 15, 2007.
- Janes, Joseph. 2007. Life on the Island. American Libraries Online (March). Available online at <http://www.ala.org/ala/online/inetlibrarian/2007columns/internetmar07.cfm>, last visited on May 28, 2007.
- Peters, Thomas A. 2006. Under the Linden Tree. Smart Libraries Newsletter 26 (12) (December): 1-2.
- Peters, Thomas A. 2007a. The Meaning of Second Life. Smart Libraries Newsletter 27 (1) (January): 7.
- Peters, Thomas A. 2007b. Libraries in Multi-User Virtual Environments. Smart Libraries Newsletter 27 (3) (March): 1-2.
- Singh, Ajay. 2007. Avatar Academics. UCLA Magazine. (April). Available online at http://www.magazine.ucla.edu/features/second-life_virtual-classroom/
- Tebbutt, David. 2007. Is Second Life a Brave New World? IT Week (March 5). Available online at <http://www.itweek.co.uk/information-world-review/features/2184795/second-life-brave-worlds>, last visited on May 28, 2007.
- Urban, R., Marty, P., & Twidale, M. (2007). A Second Life for Your Museum: 3D Multi-User Virtual Environments and Museums. In J. Trant and D. Bearman (eds). Museums and the Web 2007: Proceedings. Toronto: Archives & Museum Informatics, published March 31, 2007 at <http://www.archimuse.com/mw2007/papers/urban/urban.html>