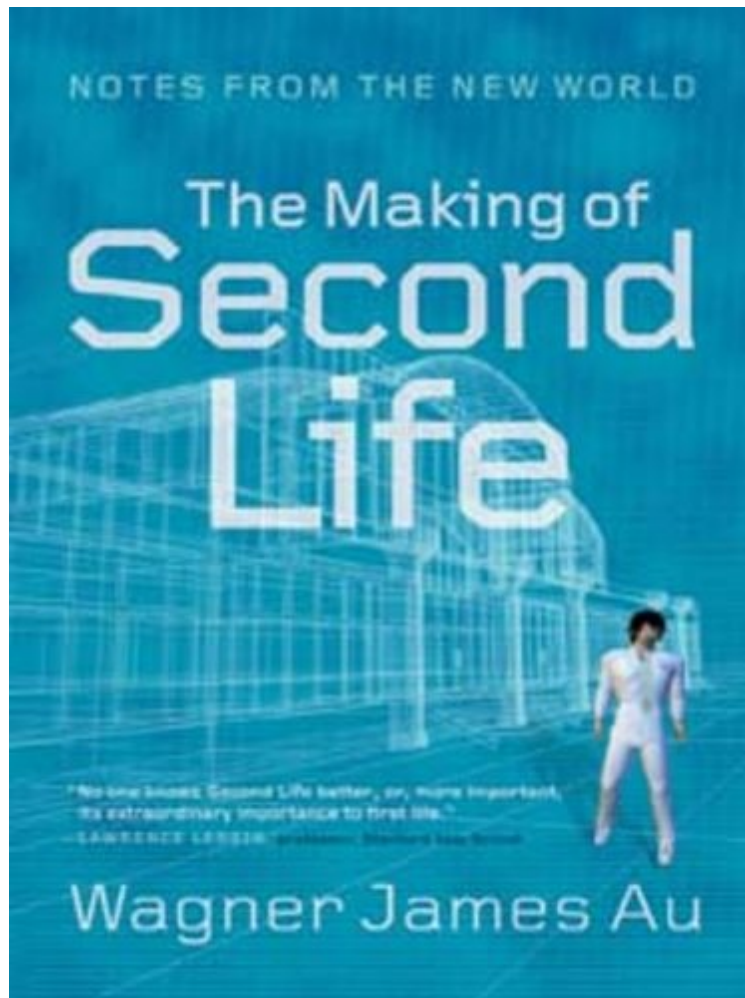


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The Making of Second Life: Notes from the New World

Wagner James Au

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Wagner James Au : The Making of Second Life: Notes from the New World before purchasing it in order to gage whether or not it would be worth my time, and all praised The Making of Second Life: Notes from the New World:

1 of 1 people found the following review helpful. Not Just Another Blingtard!By SharonI haven't been part of this brave new world for too long, and feel I am still finding my way. I turned to this book because I wanted, above all some sense of perspective and I found this book by "embedded" Reuters journalist Wagner James Au absolutely fascinating. Au covers the early history, subsequent developments, and possible future paths that Second Life might take, painting a portrait of a complex and constantly evolving society. Much of the story of SL is told through interviews with the remarkable individuals who helped to shape the early community in-world, and Au treats his subjects with the respect and affection they merit, but always with a wryly amused eye. I am keener than ever to be a contributing member of this new society and not just another "blingtard"!0 of 0 people found the following review helpful. Great book about Second LifeBy RoseAlbaI've been part of the SL community for 8 years and I really enjoyed

this book. I recall being part of a political debate that Wagner was hosting in SL and really enjoyed the experience. This brought back a lot of memories. 0 of 0 people found the following review helpful. Review of *The Making of Second Life* By Ralph Brandt Very good book. There were a lot of fascinating historical anecdotes. Particularly interesting was the account of the cyber war used to enforce political correctness. The book did have one weak point. It did not give a satisfactory explanation or useful references for a world map of the entire Second Life grid.

The wholly virtual world known as Second Life has attracted more than a million active users, millions of dollars, and created its own very real economy. *The Making of Second Life* is the behind-the-scenes story of the Web 2.0 revolution's most improbable enterprise: the creation of a virtual 3-D world with its own industries, culture, and social systems. Now the toast of the Internet economy, and the subject of countless news articles, profiles, and television shows, Second Life is usually known for the wealth of real-world companies (Reuters, Pontiac, IBM) that have created "virtual offices" within it, and the number of users ("avatars") who have become wealthy through their user-created content. What sets Second Life apart from other online worlds, and what has made it such a success (one million-plus monthly users and growing) is its simple user-centered philosophy. Instead of attempting to control the activities of those who enter it, the creators of Second Life turned them loose: users (also known as Residents) own the rights to the intellectual content they create in-world, and the in-world currency of Linden Dollars is freely exchangeable for U.S. currency. Residents have responded by generating millions of dollars of economic activity through their in-world designs and purchases; currently, the Second Life economy averages more than one million U.S. dollars in transactions every day, while dozens of real-world companies and projects have evolved and developed around content originated in Second Life. Wagner James Au explores the long, implausible road behind that success, and looks at the road ahead, where many believe that user-created worlds like Second Life will become the Net's next generation and the fulcrum for a revolution in the way we shop, work, and interact. Au's story is narrated from both within the corporate offices of Linden Lab, Second Life's creator, and from within Second Life itself, revealing all the fascinating, outrageous, brilliant, and aggravating personalities who make Second Life a very real place; and an illuminating mirror on the real (physical) world. Au writes about the wars they fought (sometimes literally), the transformations they underwent, the empires of land and commerce they developed, and above all, the collaborative creativity that makes their society an imperfect utopia, better in some ways than the one beyond their computer screens.

From Publishers Weekly For those unfamiliar with the hype or the ridicule, Second Life is a massively multi-user online world, a vast simulation created by ordinary loggers-in using 3-D graphic-design tools from the site's proprietor, Linden Labs. Posing as animated avatars, Residents ramble or fly through the videoscape; they socialize with other avatars, create art, have sex, build cities, open shops and nightclubs, spend Linden Dollars (redeemable for real dollars) and fight wars, all while seated at their computer screens. Au, a journalist who chronicled the site as Linden Labs' reporter-avatar, visits the usual dot-com saga touchstones. There's the shoestring startup by eccentric geeks; the pilgrimage to Burning Man; the bloviating visionary founder, Philip Rosedale (I'm passionate about Second Life because there doesn't need to be a God); the marketing gobbledygook about Leverag[ing] Metaverse Brands. Au celebrates Second Life as a seedbed for unfettered cybercapitalism, a liberating outlet for the masses' pentup creativity and a lucid dream that erases the virtual-real divide. Alas, in his telling, Second Life's ongoing fantasia; the monkey now perched on the wing screamed 'DIEEEE' as he strafed a well-armed babe in a bikini; feels very much like a recounted dream: creative, certainly, but rather tedious and patently irrelevant. (Mar.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Au, who has written feature articles for the Los Angeles Times and online magazines such as Salon, acted as the embedded journalist during the first three years of the ever popular online world Second Life. As opposed to other virtual realities, such as The Sims, the residents of Second Life have the full power to cocreate themselves and the environment in which they live, building entire cities that morph continuously as members expand on each other's work. The epitome of Web 2.0, where users take an active role in creating content, Second Life has all the features of real life and more: money, real estate, bars and other hangouts, deeply developed personal relationships, even a quirky version of sex. Possibilities are only restrained by the imagination. Au charts the course of the evolution of Second Life from an idea in its creator's minds to the megahit that it is today, with many surprising revelations on the possibilities that unfold within this virtual reality. --David Siegfried In Mr. Au's fascinating account of the rise of Linden Lab and Second Life he interweaves anecdotes so improbable--catching a wireless signal with a soup can?--that you have to remind yourself what's real and what's not.... A remarkable corporate story... he offers some keen observations. (Wall Street Journal) Technology journalist Au does a fine job explaining how founder Philip Rosedale and his start-up Linden Lab created this peculiar institution, and his status as a longtime Linden contractor gives him perspective. (Newsweek) Au's book is full of rich details about some of Second Life's most important people. (New York Post) [Au] presents a comprehensive account that shows why Second Life may be the next great frontier and why it is so appealing to individuals and enterprises

worldwide." (Library Journal) [A] comprehensive history of Second Life's early days... As new virtual worlds come online and try to lure some of Second Life's users and hype, the story of how Second Life came to be may provide a road map for others." (Reuters) [H]ere, for the first time, Au has managed to narrate the real origins of this well-known virtual world... And there is no one better situated to tell those stories than Au... who has been on hand for more of the seminal moments in this virtual world than anyone. (Daniel Terdiman, CNet News.com) [Au] is a thoughtful and erudite writer... [and his] enjoyable, well-written, and thoughtful... book gives us most complete picture we've had of how this complex and valuable virtual world came to be, what has happened since then, and why the world should care. (Daniel Terdiman, CNet News.com)