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**MANCHESTER BUSINESS SCHOOL
IN SECOND LIFE**

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**“75% of UK universities
are actively developing
or using Second Life”**

‘A Spring 2008 snapshot of UK Higher and Further Education Developments in Second Life’ Eduserv 2008

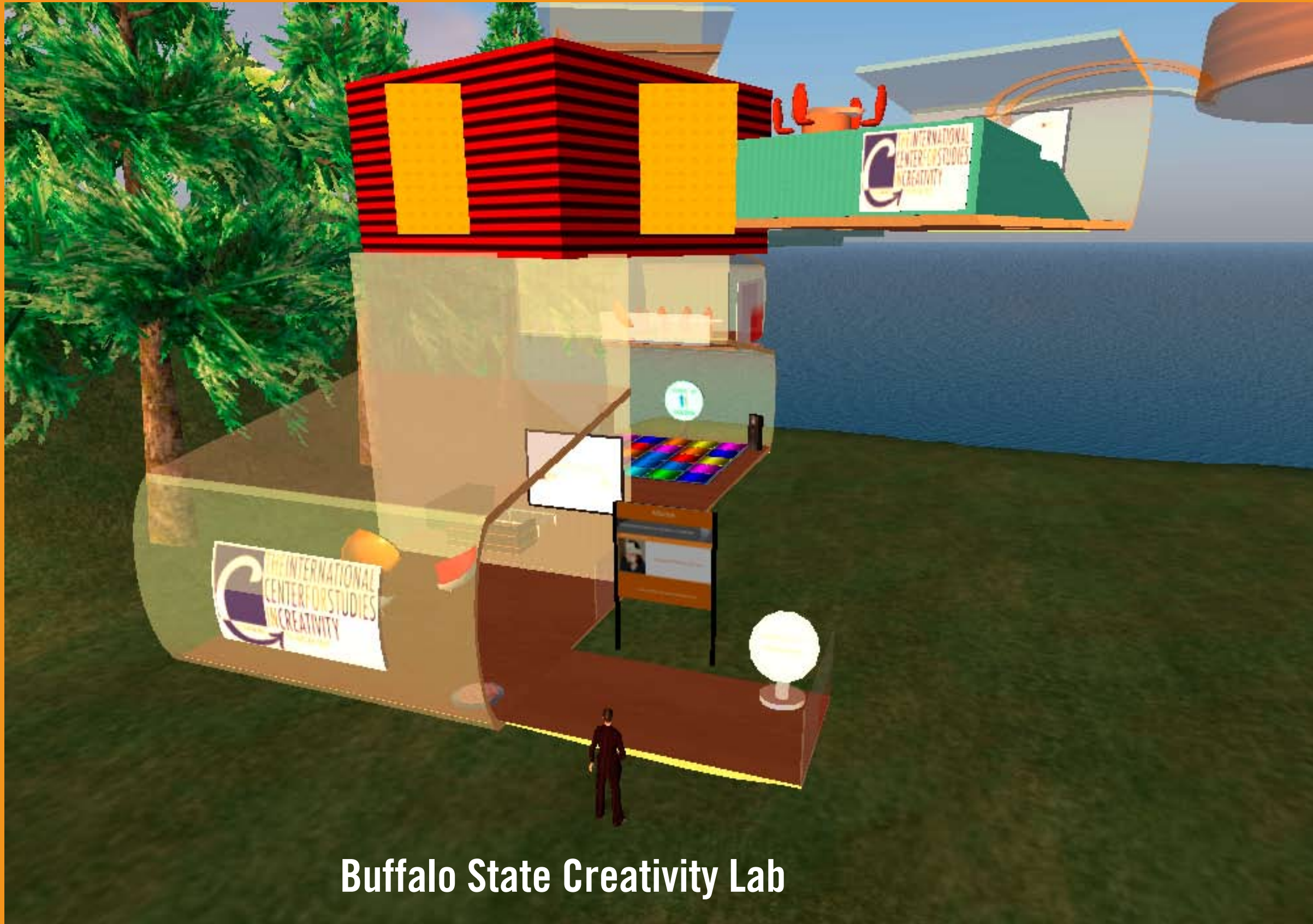
BUSINESS SCHOOLS WITH CAMPUSES IN SECOND LIFE

- **INSEAD**
 - innovative research lab and first business school in Second Life
- **Goizueta Business School, Emory University**
 - virtual business simulation
- **Instituto de Empresa (IE) Business School**
- **University of Hamburg School of Business Administration**
- **ESC Toulouse**
 - ... and in the UK
- **Newcastle University Business School**
- **Edinburgh University School of Management**
 - ... and now
- **Manchester Business School**

HOW SOME UK UNIVERSITIES ARE USING SECOND LIFE

- **University of Edinburgh**
 - tutorial space and place for tutors and students to meet in an online distance only Masters programme (MSc e-learning)
- **University of Ulster**
 - integrating VLEs (Moodle) in to Second Life
 - integration and display of external hardware sensor information
 - creation of different stage layouts and lighting set-ups for drama students
- **St Andrews University**
 - virtual archaeology project which allows students to explore an archaeological dig
- **University of Liverpool**
 - protein ‘rezzing’ toolkit enabling biology students to examine protein structures
- **University of Plymouth**
 - simulation of assisted living research programme

SOME SECOND LIFE LOCATIONS



Buffalo State Creativity Lab

SOME SECOND LIFE LOCATIONS



Drexel University

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University of Bedfordshire

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Derby University

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University of Edinburgh Management School

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Newcastle University Business School

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INSEAD Research Lab

SOME SECOND LIFE LOCATIONS

The institutional land grab

To educators seeking funding to engage in activities in SL there is the reluctance of the administrators of academic funds to support "game playing." This applies pressure on educators to emphasize Second Life as a Virtual Learning Environment rather than a MMOG. It also shapes the nature of some of the projects that they initiate in-world.

Staking a claim

There are numerous SL campuses such as Harvard Law School, San Diego State and Northern Illinois University that include reproductions of key structures from their bricks and mortar counterparts. One explanation for this type of construction could be, as Daniel Livingstone and Jeremy Kemp have observed for large education institutions in Second Life "something like planting a flag on a distant land" (Livingstone, and Kemp, 2006). Another could be an attempt at creating status using the primary currency

of prestige available to institutions and enterprises establishing a presence in Second Life i.e. the amount of land used and sophistication of building skills deployed. The larger your land and the more complex your architecture then the greater your standing among your competitors in Second Life.



A demonstration of potential

Alan Clark from NEU (All Academics in SL) claims that one of the main reasons she chose to recreate a facsimile of her real-world campus in Second Life was to prove a point to those funding her work.



"I went about replicating one of the main three buildings on Glasgow Campus because I thought that it would be the best way to demonstrate that this isn't just a game... I thought if they saw something that was more science fiction or creative they might not quite understand what you can do in this

system, and that is that you can simulate real life" (Clark quoted in Metaverse Messenger, October 30 2006) (5)

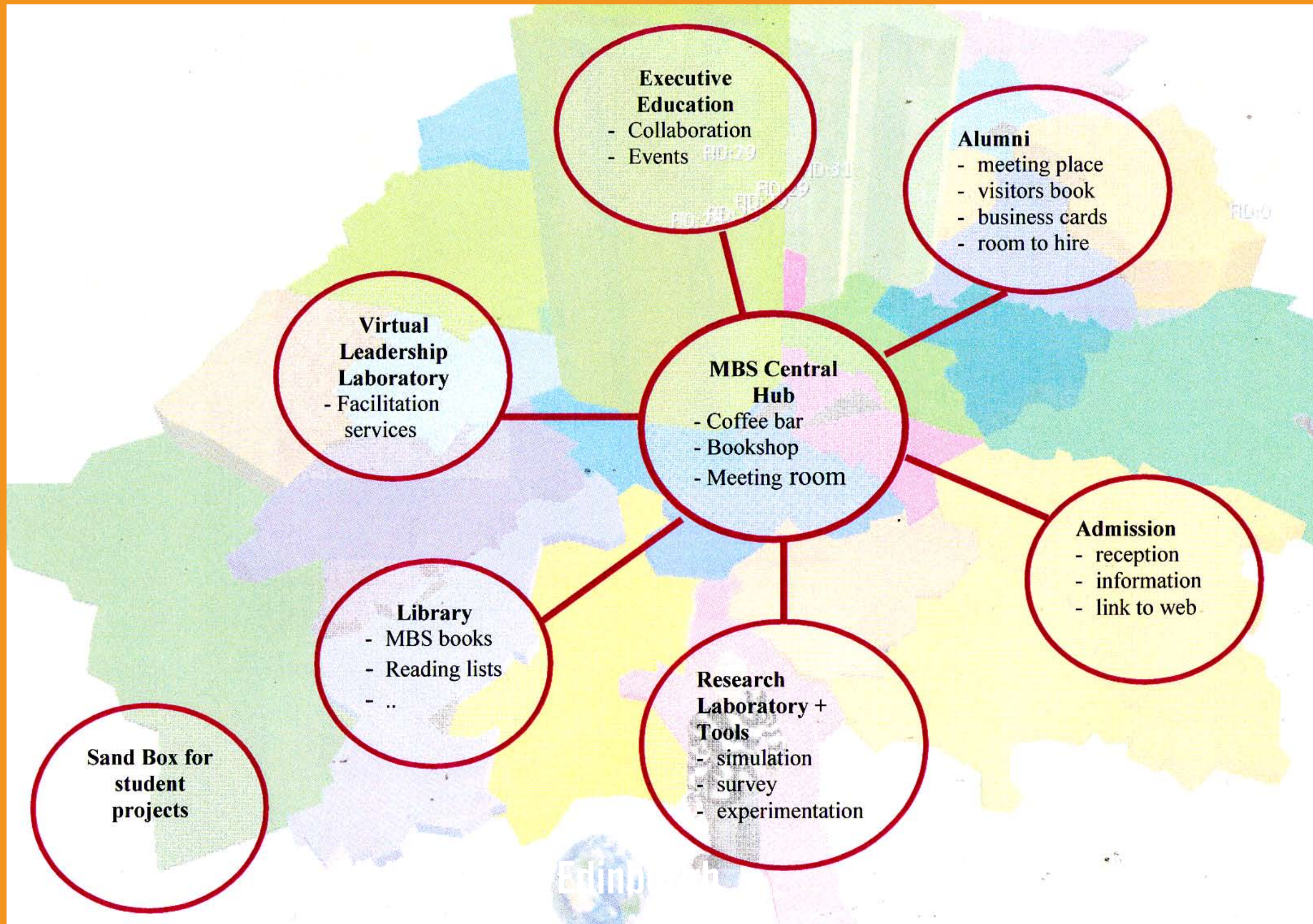
Respected SL educator and commentator Sarah Robbins remarked that importing recognizable landmarks from real-world campuses "somehow impresses administrators" (Robbins quoted in Metaverse Messenger, October 31 2006) (6)

Both these quotes came from a session of the Second Life Educators panel entitled "Are we playing games? Finding Legitimacy in the Academy," held in-world on the 18th October 2006 as part of the New Media Consortium's "Impact of Digital Media Symposium." The very existence of this panel is testimony to the perceived need to overcome the perception of Second Life as a game in the eyes of some education administrators.



University of Edinburgh

MBS – THE BRIEF



MBS – OUR AIMS

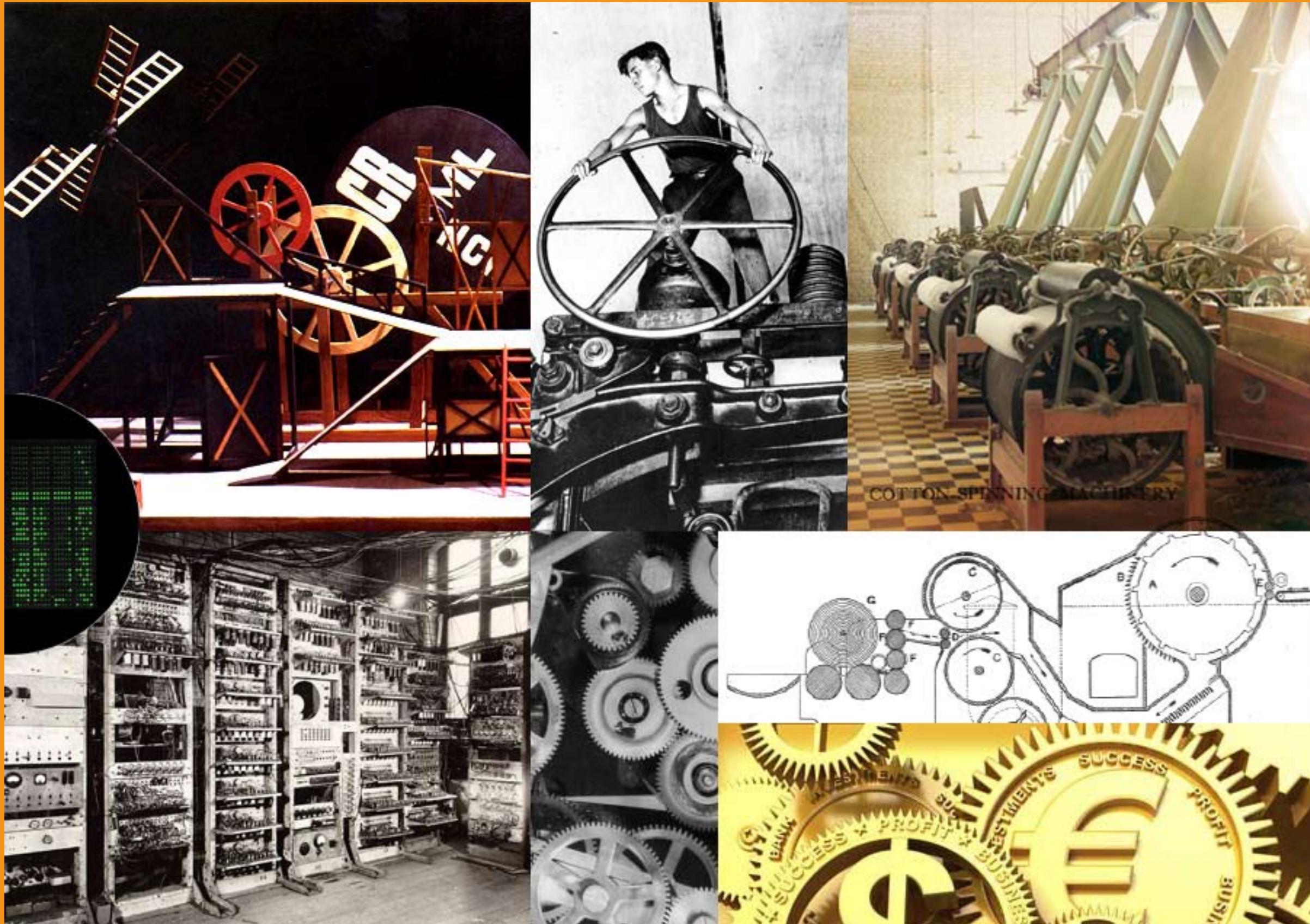
- a space that can develop in a modular fashion
- present the business school as an exciting and forward-thinking organisation
- become a meeting place for exchanging ideas
- contain content of real value
- be recognised as a benchmark for other university virtual world developments
- be easily navigable, simple and clear
- be ‘sticky’ encouraging longterm interaction with the space

MBS – OUR SOURCES OF INSPIRATION



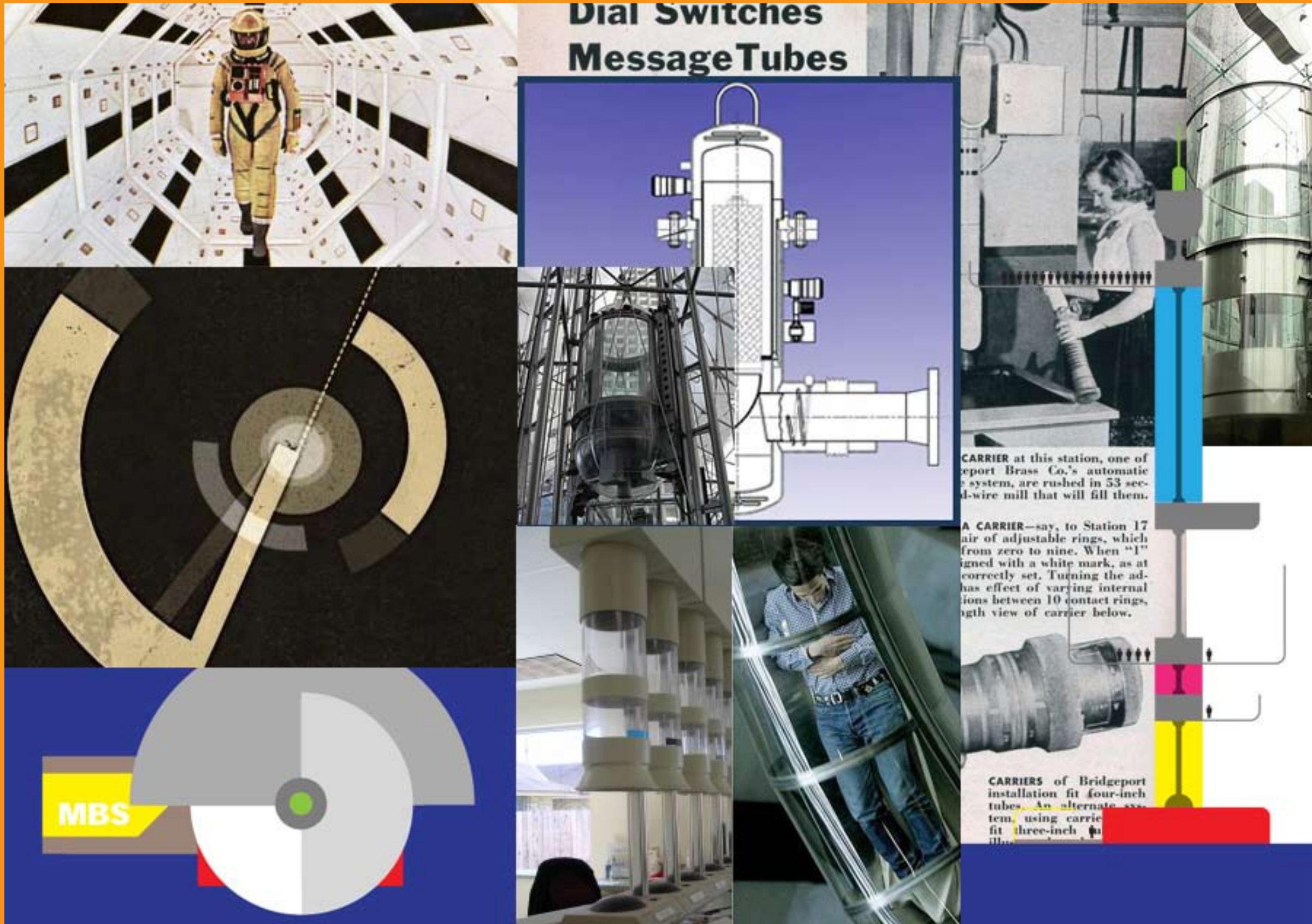
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MBS – OUR SOURCES OF INSPIRATION



MBS – OUR RESPONSE

- **takes the idea of ‘the 3d web’ literally**
 - uses familiar website paradigm of top level and secondary navigation to determine the design and build of a ‘physical’ structure in Second Life creating an environment where navigation is intuitive and rational
- **unconstrained by ‘real world’ physics**
 - impossible structure centred around a tower
 - each level colour coded representing top level navigation
 - modular spaces represent the secondary navigation

MBS – WHAT'S NEXT?

