

Cultural services remediated in Second Life

The case of Info Island DK

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Cultural services remediated in Second Life The case of Info Island DK



What it is

What it offered

Adoption challenges

Remediation?

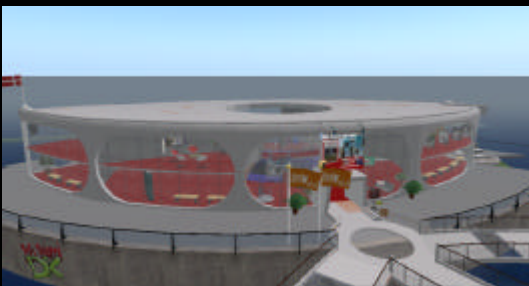
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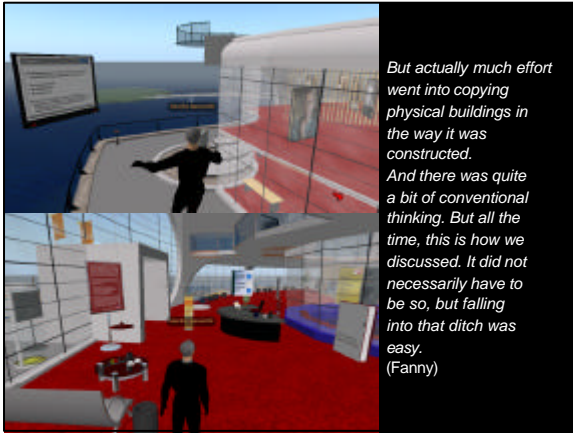
June, 2008

- project report,
- project documents,
- Flickr images,
- Bibstream movie,
- interviews with
 - project owner,
 - project manager,
 - 8 project members,
 - Second Life designer.

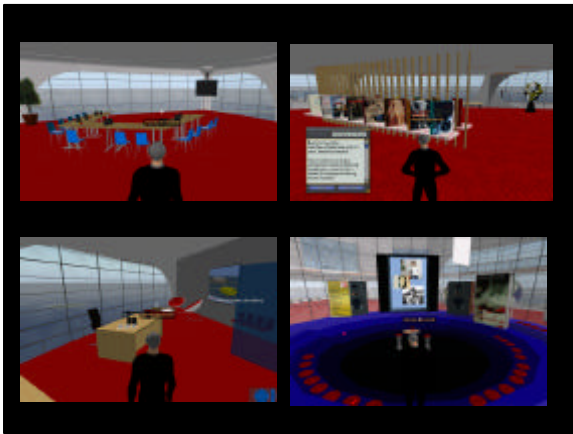
Info Island DK



It seemed most appropriate to try to design a spectacular setting.
(Project owner)



But actually much effort went into copying physical buildings in the way it was constructed. And there was quite a bit of conventional thinking. But all the time, this is how we discussed. It did not necessarily have to be so, but falling into that ditch was easy.
(Fanny)



Library cultural services

static

- exhibitions.

interactive

- meet-the-author,
- book discussions,
- guided tours,
- lecture,
- concert,
- building workshops.

Library information services

avatar-to-avatar

- in-world duty,
- tour of island.

avatar-to-object

- notecardpop-ups,
- in-world links,
- WWW-links.



perceived attributes of innovations

Relative advantage

how the innovation is perceived to be an improvement

Compatibility

consistency with existing experience, values and needs

Complexity

perceived difficulty in understanding and using an innovation

Trialability

the degree to which an innovation can be experimented with

Observability

how visible the results of an innovation are to others

Rogers, E. M. (2003). *Diffusion of innovations* (5th ed.).
New York: London; Toronto; Sydney: Free Press.

Danish library users

Danish Second Life users

Librarians at Danish public libraries

Project members

(20)

(2.238 + 1.943; 6/107 libraries)

(ca. 3.000 in 2007; 80 - 160 visits pr. week)

(population 5.5 mill.)

Relative advantage

In-world events

- immersive experience,
- across boundaries,
- inter-library cooperation,
- empowerment, local libraries,
- convenient.



Relative advantage

Not remediated services

- Web links,
- In-world duty.



Compatibility

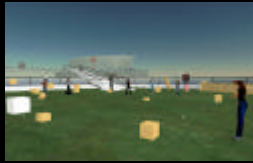
- self-understanding,
- traditional library role,

- uninterested colleagues,
- negative publicity,
- loneliness,
- poor working conditions,
- few use it to-day.



Complexity

- steep learning curve,
- difficult to build,
- technical difficulties,
- difficult to teach hands-on.



Trialability

- 'portal' to SL
 - cooperation
- LiteraTour in Library 2.0*
Vestfolk Fylkesbibliotek
Cph. University Library



- few Danish public libraries
- difficult to access
- few users



Observability

- poor media promotion
- few real life events
- negative discourse



Remediation

- Info Island DK and all the others
- No simple 'translation'
- Not the web
- Not a game

