

Second Life: plataforma educativa transmedial

Desafíos de los metaversos en la enseñanza de la publicidad

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Escuela de Ciencias de la Comunicación Colectiva

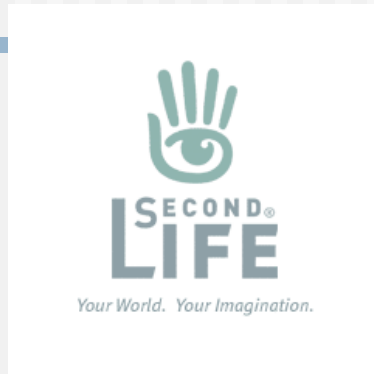
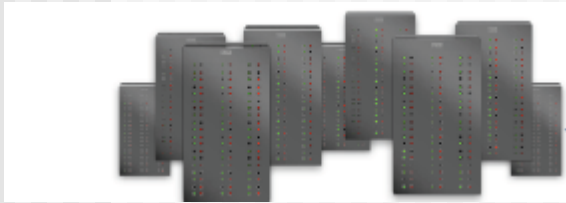
Universidad de Costa Rica



¿Qué es un Metaverso?

- La convergencia de
 - una realidad aumentada virtualmente
 - un espacio físico virtual.
 - combinación de redes sociales, tecnología de videojuegos y simulaciones

Smart, J.M., Cascio, J. and Paffendorf, J., *Metaverse Roadmap Overview*, 2007.





SECOND LIFE GRID STATUS:	ONLINE
Current Time:	8:11 pm PDT
Logged In Last 60 Days:	1,395,549
Online Now:	62,522



First Name:
 Last Name:
 Password:

Start Location:
 Remember password

[Sign up for account](#)

[Forgot your name or password?](#)



Second Life is an online,
3D virtual world imagined
and created by its
Residents.



net's largest
3D virtual
community.



Explore >



Play >



ip is free!



Love >



Learn >





Virtual Morocco



Abbots Aerodrome



Berkman Sandbox

Second Life
is a user-created world!



Second House of Sweden



Teaching



Little Roma



International Spaceflight Museum

Active % of residents in the top 100 countries

Rank	Country	April		March		Var %
		Percentage	# of users	Percentage	# of users	
5	Brazil	5.86%	350,035	4.73%	243,556	43.7%
21	Mexico	0.51%	30,464	0.32%	16,240	87.6%
22	Argentina	0.46%	27,477	0.50%	25,606	7.3%
29	Chile	0.26%	15,531	0.31%	15,932	-2.5%
37	Colombia	0.17%	10,155	0.14%	7,050	44.0%
38	Venezuela	0.13%	7,765	0.13%	6,803	14.1%
41	Peru	0.11%	6,571	0.06%	2,933	124.0%
68	Uruguay	0.04%	2,389	0.03%	1,626	46.9%
72	Ecuador	0.03%	1,792	0.05%	2,789	-35.7%
73	Costa Rica	0.03%	1,792	0.03%	1,667	7.5%
75	Bolivia	0.03%	1,792	0.02%	1,184	51.4%
98	Belize	0.02%	1,195	0.00%	-	100.0%
Total LatAm		7.65%	456,958	6.32%	325,386	40.4%
Total Population		100.00%	5,973,301	100.00%	5,144,889	16.1%

Data: April 2007; percentage data accurate to two decimals in April.

- 2010 Transacciones de usuario a usuario alcanzaron \$567 millones
- 65% de crecimiento respecto al 2008
- 20 millones de cuentas registradas





Costa Rica Resident
Ariadna Dorado



Cubist Scarborough's
Open-source Markerboard
Touch here to draw on this





Universidad San Martín de Porres, Perú

Virtual classes & Art Exhibits



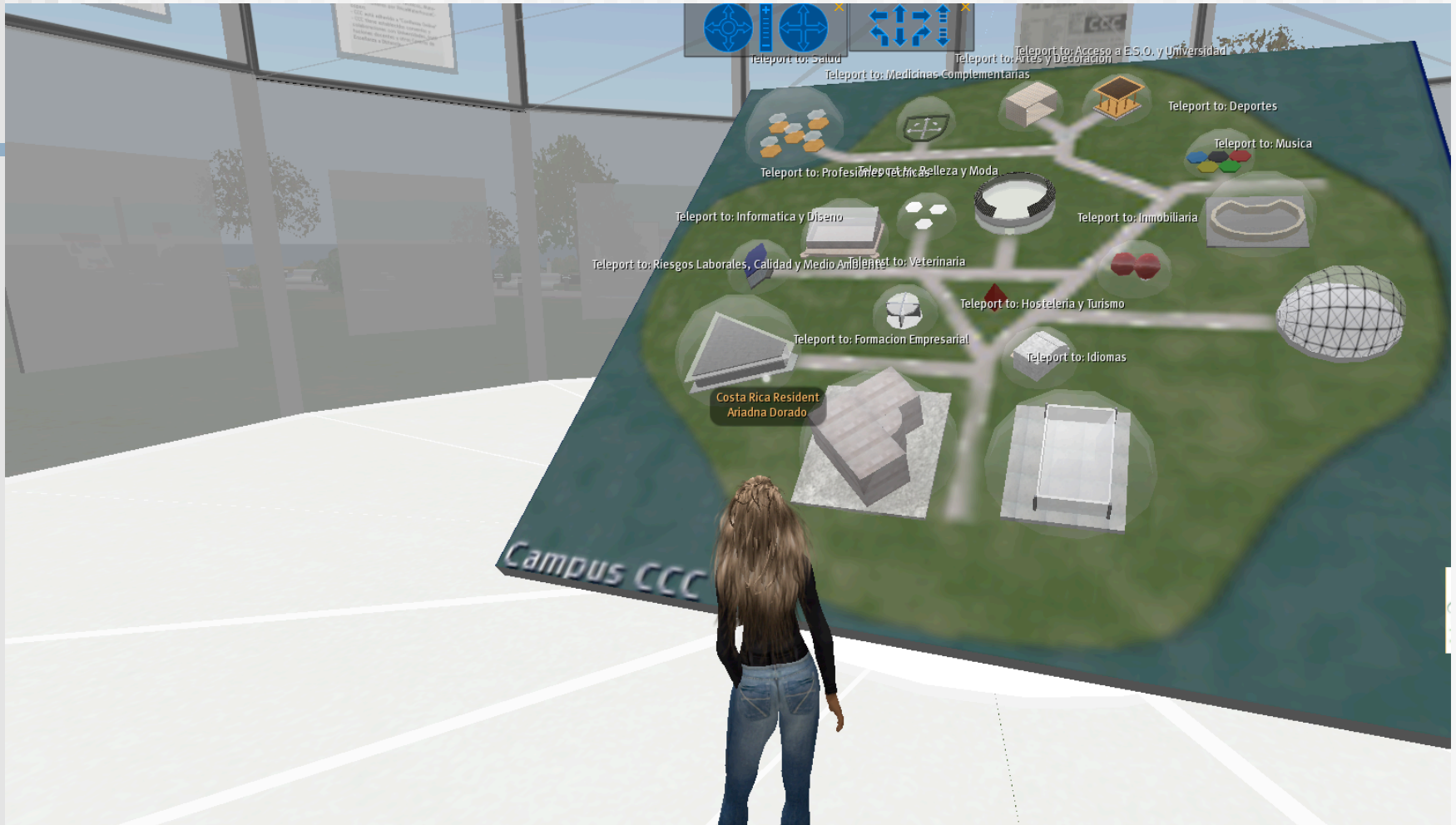
Universidad Católica del Perú



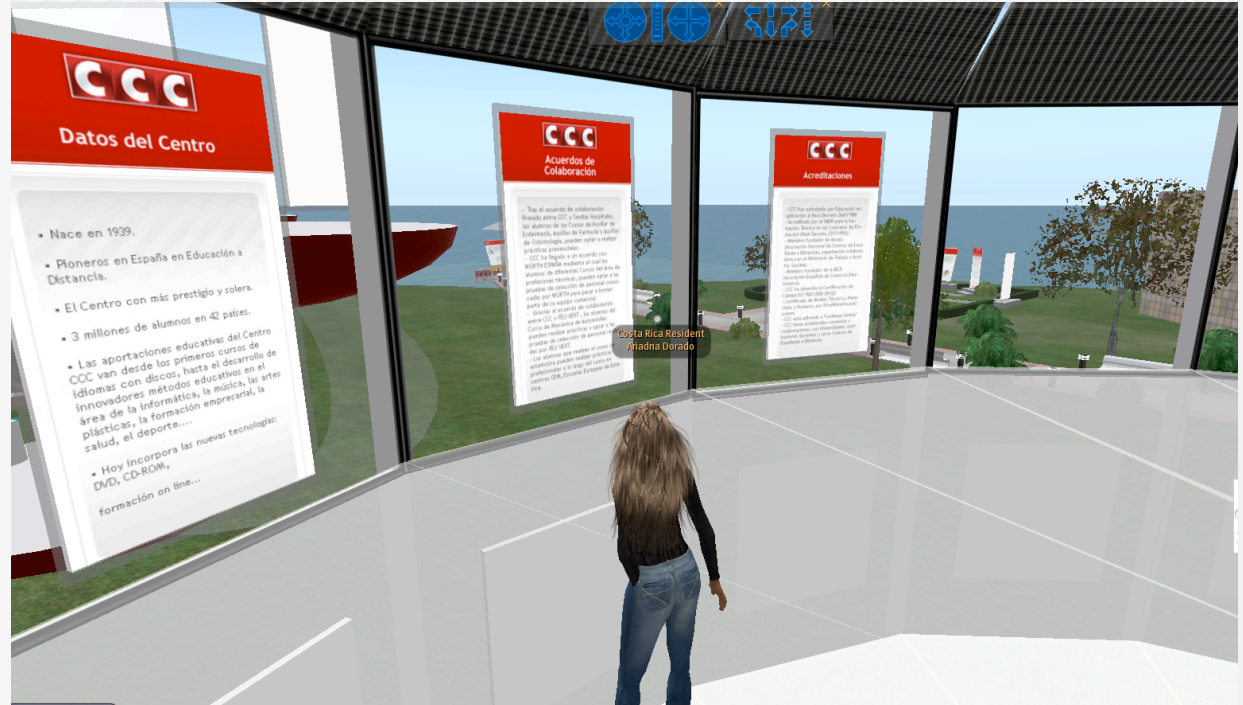
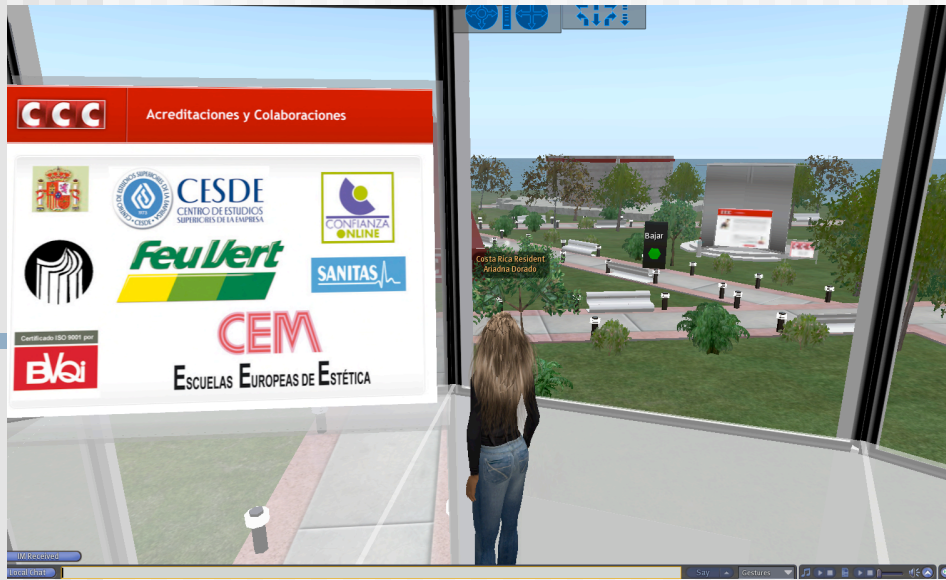
Universidad Argentina de la Empresa , Argentina



UDIMA, Universidad a Distancia de Madrid, España



Campus CCC & European Community





University of Barcelona, Spain



Universidad de Guerrero, Mexico



UniHispana, España & Latin America



UH Pre-profesor/a
Vyoletta Guyot

Calamero Planet
cristian0 Scarmon

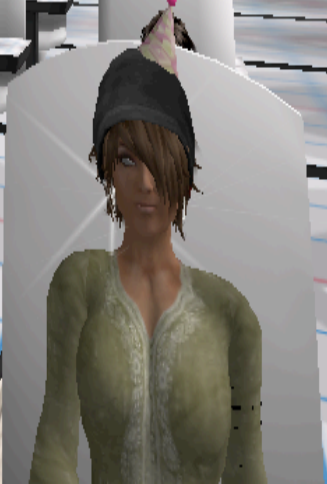
UniHispana
Suki Belgar

UniHispana
Ariadna Dorado

MINIMILAND & FRIEND
DEPASO Xue

UniHispana
Inmaculada Albatros

Member
aitor Simondsen

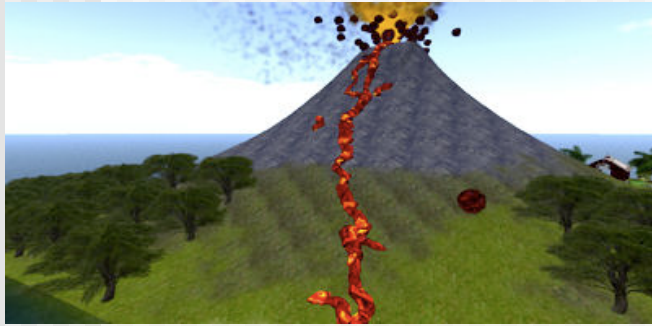


Vyoletta Guyot: qavimotor
Suki Belgar: gracias
Vyoletta Guyot: <http://www.qavimotor.org/>

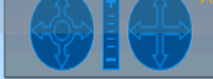
IM Received

Stand Up

Costa Rica Sims







Costa Rica Resident
Ariadna Dorado



IM Received

Local Chat

Say

Gestures





Member
paulavalverde12 Denver

LELOOK!
Valentine Brianna

Connected VIP
Broody Gloom

Bom @ -Woods-
Lui Crumb

Costa Rica Resident
Ariadna Dorado

paulavalverde12 Denver: definimos todos esos aspectos, como va a hablar físicamente, en personalidad, en cultura

Communicate

Stand In





Owner
Ariadna Dorado

Member
Lui Crumb

Member
paulavalverde12 Denver

Member
Pancho Kimono



Lui Crumb: profesor a pregunta
 IM: nomor Mai: quie quiera el traje de gitana q me diga
 IM: nomor Mai: y le hago tp
 Pancho Kimono: no
 IM: Silvana Rudolf: bomba...
 Lui Crumb: si digamos uno quisiera aprender a tocar piano en SL como hace? o que hace?

IM Received Stand Up [Fly] [Gestures]

Local Chat Say Gestures [Music] [Volume] [Microphone] [Talk] [Mute]

Communicate Fly Snapshot Search Build Map Mini-Map Inventory





Costa Rica VIP Friend
Valentine Brianna

Member
paulavalverde12 Denver

Member
Lui Crumb

Owner
Ariadna Dorado

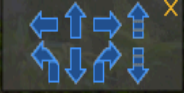
Coca Cola Addict
Broody Gloom

Member
Pancho Kimono

ImageBrowser

Ariadna Dorado: en la playa chico





LELOOK!
Valentine Brianna

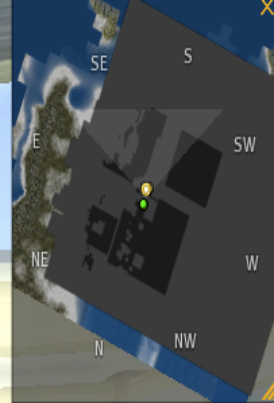
Member
paulavalverde12 Denver

Costa Rica Resident
Ariadna Dorado



Valentine Brianna: claro yademas disminuye riesgos y mercadea al pais de forma positiva
Ariadna Dorado: es cierto





Relax

Costa Rica Resident
Ariadna Dorado

LELOOK!
Valentine Brianna

Member
paulavalverde12 Denver

Connected VIP
Broody Gloom



paulavalverde12 Denver: aja
Broody Gloom: y quería saber si habia lago de cocalo y aque estaba nokia y otras marcas

IM Received

Stand Up





Chichen Itza, Mexico



Touch for Information on Visit Mexico Soundtrack



Member Pancho Kimono

Owner Ariadna Dorado

Member paulavalverde 12 Denver

Mind the debris! Just click me to delete me
Ariadna Dorado: vuelen
Tornado: Ariadna Dorado, you are in Luciano Vita's tornado!
Mind the debris! Just click me to delete me
Tornado: To join in the fun click the tornado to receive a suction HUD





CostaRica VIP Friend
Valentine Brianna

Hosoi Tai Chi
benita Bechir

Hosoi Tai Chi
Tgirl1981 Alter

Frank1972 Alter

Hosoi Tai Chi
Dak Laville

Hosoi Tai Chi
Raz Dezno

Hosoi Tai Chi
Gerrard Lorefield

Hosoi Tai Chi
Nicolas Lionheart

Coca Cola Addict
Broody Gloom

Member
Lui Crumb

Hosoi Tai Chi
aline Carissa

Owner
Ariadna Dorado

Hosoi Tai Chi
Em Darkstone

Valentine Brianna: donde ?
Lui Crumb: q cool
Lui Crumb: jajajajaja

IM Received





Fiat Latinoamerica, Brazil-Italy



Costa Rica Resident
Ariadna Dorado



IM Received

Local Chat

Communicate Fly Snapshot Search Build Map Mini-Map Inventory

Say Gestures

Talk



Costa Rica Resident
Ariadna Dorado

Funto

Agencias de Publicidad



<http://www.youtube.com/watch?v=F6nFfS33T7g>