

NEED EASY TECHNICAL ACCESS NEW GOING COMPUTER COURSE CONNECTION AROUND BETTER SHARED REAL EMAIL EVERYONE GOOD  
INTERESTED THINK PROFESSIONAL LIBRARIANS MEET MUCH MEAN JUST SOMETHING PROJECTS LIKE RUN WORKING  
INFORMAL MEETING SUS LIBRARY LOT KNOW 2ND INFORMATION PERSON TRY ATTEND GIVE  
STUDENTS SURE NOW PEOPLE LEARNING FIND OTHERS PREFER HELP  
POINT ANOTHER LIBRARIES REQUIRED UNIVERSITY MEETINGS INTERESTING EVEN REAL LIFE ALSO COLLEAGUES LEARN FIRST NETWORKING ADDS CPD SORRY PRESENTATIONS ANYTHING SEE YES WELL OPPORTUNITIES ALREADY FAR GROUP MAY  
AVATAR MAKES MEETINGS INTERESTING EVEN REAL LIFE ALSO COLLEAGUES LEARN FIRST NETWORKING ADDS CPD SORRY PRESENTATIONS ANYTHING SEE YES WELL OPPORTUNITIES ALREADY FAR GROUP MAY  
SOFTWARE RESOURCES FUN GETTING SENSE DIFFERENT START TAKE  
SEEING  
SOCIAL ENVIRONMENT USING ONE ETC CURVE  
WANT  
BASED  
ISSUES  
STILL  
EASIER  
ALLOW  
CHAT WEB  
AGREE  
WORK COLLABORATE NETWORK PRESENCE TALKING  
DIFFICULT CONFERENCES WORLD SLAY CONTACT COMMUNITY WAY COLLABORATING PROFESSIONALS GO VIRTUAL MAKE SKILLS REALLY  
ONLINE WITHOUT SITE  
WORK COLLABORATE NETWORK PRESENCE TALKING  
SECOND LIFE

The background of the slide features a large, faint watermark of the University of Edinburgh crest. The crest is circular, with the words "THE UNIVERSITY OF EDINBURGH" around the perimeter. In the center is a shield divided into four quadrants, each containing a different symbol: a sun, a lion, a unicorn, and a castle. The shield is supported by two lions.

# **Second Life as a tool for professional collaboration**

**Marshall Dozier and Fiona Brown  
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EAHIL Workshop 2009, Dublin

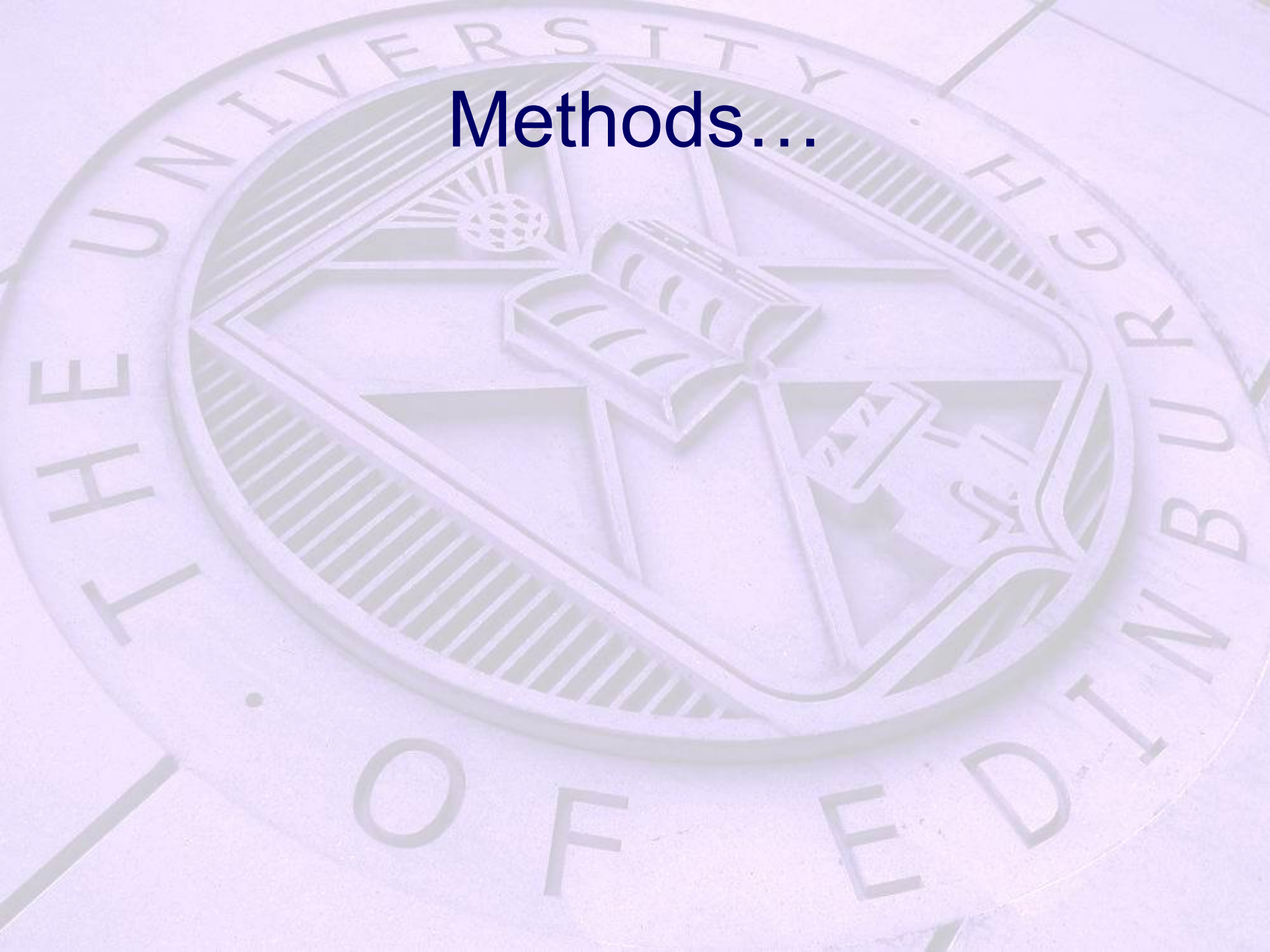
4 June 2009



# Aims of study

- To discover the views of library and information specialists on the effectiveness of Second Life as a facility for collaborative working, networking and continuing professional development (CPD).
- On the basis of the collective experience, to summarise pitfalls to be avoided and ingredients for success in using SL for collaboration.

# Methods...





## Online Surveys

Develop, launch and analyse Web-based surveys

[My Surveys](#)[Create Survey](#)[My Details](#)[Account Details](#)[Account Users](#)

### Your workplace context

Page 2 of 9

1. What type of Library / Information service do you work in?

Select an answer



If you selected Other, please specify:

2. Please indicate which of the following best describes your situation as an information specialist in your workplace.

- ☐ I am the only information specialist in my organisation.
- ☐ There are other information specialists in my organisation, but we are geographically remote from one another.
- ☐ I work alongside other information specialists.

[Continue >](#)[Check Answers & Continue >](#)



# Web-based survey questionnaire

- Bristol Online Survey tool
  - <https://www.survey.bris.ac.uk/>
  - 16 questions, run for 4 weeks
  - Quantitative and qualitative
  - 63 responses (plus 56 incomplete returns)
    - 1 non-SL user response removed
  - Disseminated via email distribution lists and SL groups

# Survey respondents

- Data from complete returns
- 77% (n47) from academic libraries
- 77% (n47) work alongside other LIS
- 77% (n47) have used SL for >1 year
- 69% (n42) spend <1 hr/week in SL
- 68% (n41) joined for professional reasons



### Definitions for this discussion

#### Networking

The building and maintaining of professional contacts to exchange information, experience, advice or even resources.

#### Collaboration

To work reciprocally with others toward the achievement of shared goals or projects.

#### Continuing professional development

Any means of keeping your knowledge and skills up to date.

### Focus group discussion topics

From your experience of Second Life for networking, collaboration, and continuing professional development...

1. In what circumstances is it **inappropriate** to use Second Life?
2. In what circumstances is Second Life **ideal**?
3. What other tools / facilities do you use **instead of**, **in conjunction with**, **Second Life**?





# Focus groups

- Met in Second Life
- 3 groups, total of 11 participants
- Discussion topics
  - In what circumstances is it inappropriate to use Second Life?
  - In what circumstances is Second Life ideal?
  - What other tools/facilities do you use instead of, or in conjunction with, Second Life?

# Findings...

**Had problems  
getting around.  
Accidentally flew  
out of tutorial  
and couldn't get  
back!**



# Views on SL

- more “social”
- “teenage”
- “geography”
- Facilities
- “technical”
- “forget a”
- “opened up professional contacts”

**I haven't actually attended any events in Second Life yet. I spent several hours just getting my avatar set up, with mixed results. My hair looks awful! ;-)**

# How to avoid pitfalls

- Consider **Skype** **Email** **Distance**
- Not suitable **Live blogs** **Twitter** **on**
- Ensure **FaceBook** **and**
- network **Elluminate** **Wikis**
- Practice **Google Docs** **WebCT**
- Do not use **Adobe Connect**
- better **Ning** **options**
- **Wimba**



# Ingredients for success

- Making content relevant to social interest group
- Be
- Be
- Den
- Use the

**Have an open mind;  
don't expect  
to learn it quickly;  
it's not a game**

# Discussion

- Weaknesses
  - Small
  - Unclear
  - Don't have representative responses
  - Email and/or phone survey
- Balance of fair portrayal

**surpassed my  
expectations for  
networking and  
professional  
development  
purposes**



# Contacts

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# Thanks

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GUUS VAN DEN BREKEL

PATRICIA NEENAN

INTUTE

FOCUS GROUP PARTICIPANTS

SURVEY RESPONDENTS