

Second Life for Politics

Andrew Hoppin / Drew Frobozz:



- 3-D Online Virtual World where NOAA, NASA, IBM, Cisco, Harvard, Edelman, etc. are investing heavily
- 4.6 Million “avatars” & growing 30%/month; 20,000+ “in-world” at any moment; \$1.6 MM transacted daily
- Text chat, 3-D graphics, streaming video/audio; voice chat soon
- Provides the power of face-to-face collaboration in virtual space, w/ strong social ties

NASA CoLab: Collaboration for Gov't

- Virtual Environment Supporting NASA Public Exploration Projects
- New Resource for Intra-Agency Collaboration
- New Resource for NASA Strategic Communications
- Recruited 50+ person volunteer team to build CoLabSL at zero cost



November 14, 2006 *The Metaverse Messenger* Page 23



ANDREW HOPPIN, KNOWN IN SL as Drew Frobozz, speaks to a group of space enthusiasts about the Nasa Colab project opening soon in SL. The lecture was moved to the Colab sim after the Spaceport Alpha sim crashed just as the meeting began. - Photos



NASA announces opening of public grounds in Second Life

By JUBAL OLDBULL
Staff writer

A group of involved participants and scattered journalists had gathered together at the impressive Spaceport Alpha sim, home of the International Spaceflight Museum, eagerly awaiting a presentation by Andrew Hoppin of MoonFront LLC and Special Projects of NASA, Ames Research Center.

Hoppin, or as he's known in SL, Drew Frobozz, was preparing to inform visitors about the grand opening of a public grounds called CoLab SL, a sandbox and meeting area designed to allow NASA, private sector companies and the SL community's space enthusiasts to work and collaborate together.

CoLab SL is to work in tandem with its real world counterpart at the NASA Ames Research center located in the San Francisco Bay Area in California.

But, as happens occasionally in Second Life, just before Hoppin's presentation got under way and while ISM head Kat Lemieux was making her introductions, Murphy's Law struck and the Spaceport Alpha sim crashed, causing a chain reaction of everyone getting the boot.

The presentation was quickly moved from Spaceport Alpha to

quickly erected at the Colab sim itself, next door. A group of scurrying journalists, space enthusiasts and IMS members built a presentation area in the middle of an empty field. 20 chairs in a half moon shape, a stone patio, a large standing screen to accommodate Hoppin's Powerpoint presentation, even a graceful walkway leading into the venue from the shore of the once vacant island.

During the rest of Frobozz's presentation, one could not help but marvel at the genius of CoLab's concept of using Second Life as a tool for the collaboration of our world's greatest minds.

CoLab's sim will house three islands and a sky-based complex far overhead. Two of the islands will be sandboxes set up to replicate the surfaces of the Moon and Mars. The Moon will be more of a public, no holds barred sandbox set up for new concepts and rough drafts. The projects that become more involved and look to show the most promise will move to the Mars sandbox for more in-depth scrutiny and construction. Island Earth will be set up as a welcome center, an environment for learning about space, participating in group discussions and housing large

RootsCamp: Progressive ‘Meetups’

- RootsCamp: Post-election debriefs in NY, SF, DC, etc. through NOI
- RootsCampSL: Progressive “Meetups” in SL every week since 11/7/07
- Video of “Avatars Against the War” march on virtual Capitol Hill “surfaced” to Web, downloaded 50k times in 1 week
- All volunteer



YearlyKos “Mixed Reality” Convention

- YearlyKos: Chicago, Aug 2-5, '07: 2nd annual convention of Daily Kos community w/ 1200 people
- YKSL: Concurrent Convention in SL w/ 1200 avatars
- Streaming content from Chicago
- Less expensive to attend
- Overflow sessions in SL only, and from now through August



Politics in Second Life Timeline

- 8/31/06: **Gov. Warner's** Forward Together PAC holds a press conference in SL
- 11/8/06: "**RootsCamps**" held in DC, SF, NY, etc... and in Second Life
- 1/4/07: Capitol Hill in SL launches w/ **US Rep. Miller**
- 1/20/07: French Presidential frontrunner **Segolene Royal** calls Second Life "ideal for participatory democracy"
- 1/24/07: **Arianna Huffington's** avatar, interviewed from Davos in SL, says "I'm sure Obama and Clinton will have avatars soon."
- 1/27/07: "Avatars Against the War" march on "Capitol Hill in SL" draws >120 avatars, 50,000 downloads of the video
- 2/10/07: **Edwards** Second Life campaign HQ launched by volunteers
- 2/21/07: First **Obama** Meetup in SL
- 2/26/07: **Edwards** SL HQ "vandalized"
- 3/8/07: **YearlyKos** Convention in SL registration opens
- 8/2/07: **YearlyKos** "mixed reality" Convention to occur concurrently with 1200 people in Chicago and 1200 avatars in Second Life

Take-Homes

Lots of hype, but lots of utility-- and growing:

1) Buzz/PR Generator:

- Surfacing content created in-world to the Web
- Mainstream media coverage of SL happenings
- Reaching 4 million+ people

2) Community Collaboration and Social Networking Platform:

- Beyond Meetup: social power of offline meetings, except that you don't need critical mass in one physical location
- Field Campaigns: better collaboration for staff in field offices across the country
- Beyond YouTube w/ Mixed Reality Events: augment real-world events with ability to “attend” from far away, complete with social interaction, ability to ask questions, etc.

Links

- <http://www.SecondLife.com>
- <http://www.YearlyKosConvention.org/YKSL>
- <http://www.RootsCampSL.org>
- <http://www.SpaceCoLab.org> and <http://CoLab.ARC.NASA.Gov>
- <http://www.GlobeHoppin.com> and andrew.hoppin@gmail.com