LEARNING IN THE CLOUDS
ANYTIME, ANYWHERE, ANYTHING, ANYONE

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Education Institutions are based upon a notion of scarcity

It wasn't the invention of the printing press per se that caused a revolution; it was when everybody learned to read.

Antony Mayfield

It's not the tools, per se, that are changing the way we communicate, share information and learn. It is users themselves who are changing — talking in different ways about different things to different people.

Matt Rhodes

Our students have changed radically. Today's students are no longer the people our educational system was designed to teach.

Marc Prensky

WHAT THEY DO

Survey of 7,705 university students in the US:

97% own a computer
97% have downloaded music and other media using peer-to-peer file sharing
94% own a cell phone
76% use instant messaging and social networking sites
75% of college students have a Facebook account
60% own some type of portable music and/or video device such as an iPod
49% regularly download music and other media using peer-to-peer file sharing
34% use websites as their primary source of news
28% author a blog and 44% read blogs
15% of IM users are logged on 24 hours a day/7 days a week

Junco, Reynol and Mastrodicasa, Jeanna (2007). *Connecting to the Net.Generation: What Higher Education Professionals Need to Know About Today's Students*, NASPA.

WHAT THEY LIKE

- Work well with friends and on teams
- Collaborative, resourceful, innovative thinkers
- Love a challenge
- Seek to make a difference
- Want to produce something worthwhile
- Desire to be a hero
- Impatient
- Comfortable with speed and change
- Thrive on flexibility and space to explore
- Partner well with mentors
- Value guidance
- Expect respect

Deloitte Millenial Factsheet.
http://www.deloitte.com/dtt/cda/doc/content/us_consulting_millennialfactsheet_080606.pdf

SOCIAL NETWORKING

http://mashable.com/2007/10/23/social-networking-god/

- $184 MILLION INVESTED IN 23 VIRTUAL WORLDS-RELATED COMPANIES IN Q1 2008

- $425 MILLION INVESTED IN 15 VIRTUAL WORLDS COMPANIES IN 4TH QUARTER 2007 - JANUARY 23, 2008

- $1 BILLION INVESTED IN 35 VIRTUAL WORLDS COMPANIES IN THE PAST 12 MONTHS - OCTOBER 2007

Virtual Worlds Management Reports

Name			
9 New Disney Worlds	Chugginton	Neopets	Treetures
Adventure Rock	Club Penguin	NFLRush.com	Tronji
Audition Online	Conduit Labs' World	Nicktropolis	T-Works
BaoBao BengBeng	Dgamer	novoKing	Ty Girlz
BarbieGirls	Green.com	OurWorld	UB Funkeys
Beanie Babies 2.0	Habbo Hotel	Panfu	UB Funkeys/Speed Racer
Be-Bratz.com	Handipoints	Pixie Hollow	Unnamed Eco world from Fluid
Bella Sara	Hello Kitty Online	Planet Cazmo	Unnamed Gaia MMO
BuildABearville.com	Home	Planetvtech.com	Virtual Congress
C3L3B Digital	IMVU	PowerUp	VizWoz
Cars Virtual Worlds	KidsCom.com	Quest Atlantis	vMTV
CC Metro	Lego Universe	ROCKETON	vSide
Chaotic	Littlest Pet Shop	Sea Pals	WebbliWorld
Chapatiz	Lola's Land	Second Life Teen Grid	Webkinz
Chipuya Town	Madagascar-themed world	Shining Stars	WebWilds
DinoKids	Magi-Nation	SmallWorlds	WeeWorld
Disney's Bunnytown	MapleStory	SocioTown	Whyville
Disney's Virtual Magic Kingdom	Meez	SpongeBob SquarePants	Whyworld
Dizzywood	MiniFriday.com	Stagecoach Island	Willinilli
Empire of Sports	MinyanLand	Star in Me	World of Neopia
Faketown	Monkey World	Stardoll	WowBotz
FootballSuperstars.com	Moshi Monster	TAATU	Xivio
Freaky Creatures	MyePets.com	Tamagotchi's Tama & Earth Expo	Zibbie Zone
Freggers	MyLife	Tech Deck Live	Zwinktopia

April 10, 2009

Linden Predicts $450M In Second Life User Transactions For 2009

Yesterday on the Second Life Blog, Linden Lab predicted that the user-to-user economy for Second Life in 2009 would be $450 million. This is based on a 2008 user-to-user economy worth $350 million, $100 million of which was revenue generated for users by their user-generated activities. While Linden acknowledges that some of that revenue may have come back to Linden Lab in the form of Land maintenance fees, most of it was pocketed by end users engaging in Second Life business.

Linden also disclosed some vital facts about who is earning revenue in Second Life. The top category of earners is Landowners, who control virtual properties in the game. This is followed by content creators, users who craft and sell virtual goods, and then event managers who arrange and host community meetings at various sites within the virtual world.

On the whole, Linden reported that the state of Second Life's virtual economy was healthy and unlikely to be affected by the real world downturn. The active user base, number of repeat log-ins, usage hours, and user-to-user transactions are all increasing steadily. Concurrent user numbers are at an all-time high.

Linden also reported data from a survey sent to all Second Life business owners and operators, which generated 2,465 responses, 767 of whom own came from business that own no Land. 48% of respondents came from outside the US. Of that sample, 61% were optimistic that their revenue would increase in the coming year, 68% are maintaining or increasing their investments, and 64% generated positive net income from Second Life activities. However, Second

Virtual Goods News
The business of microtransactions: virtual goods, items and gifts

Virtual Goods
CONFERENCE
September 23-24, 2009   San Jose, CA

2009 Second Life Relay for Life exceeds $270,000 in donations

Second Life Rates of Growth (Normalized)

- Unique Residents
- Hours Used
- Premium Residents
- Number of Transactions
- Value of Transactions (in Linden Dollars)
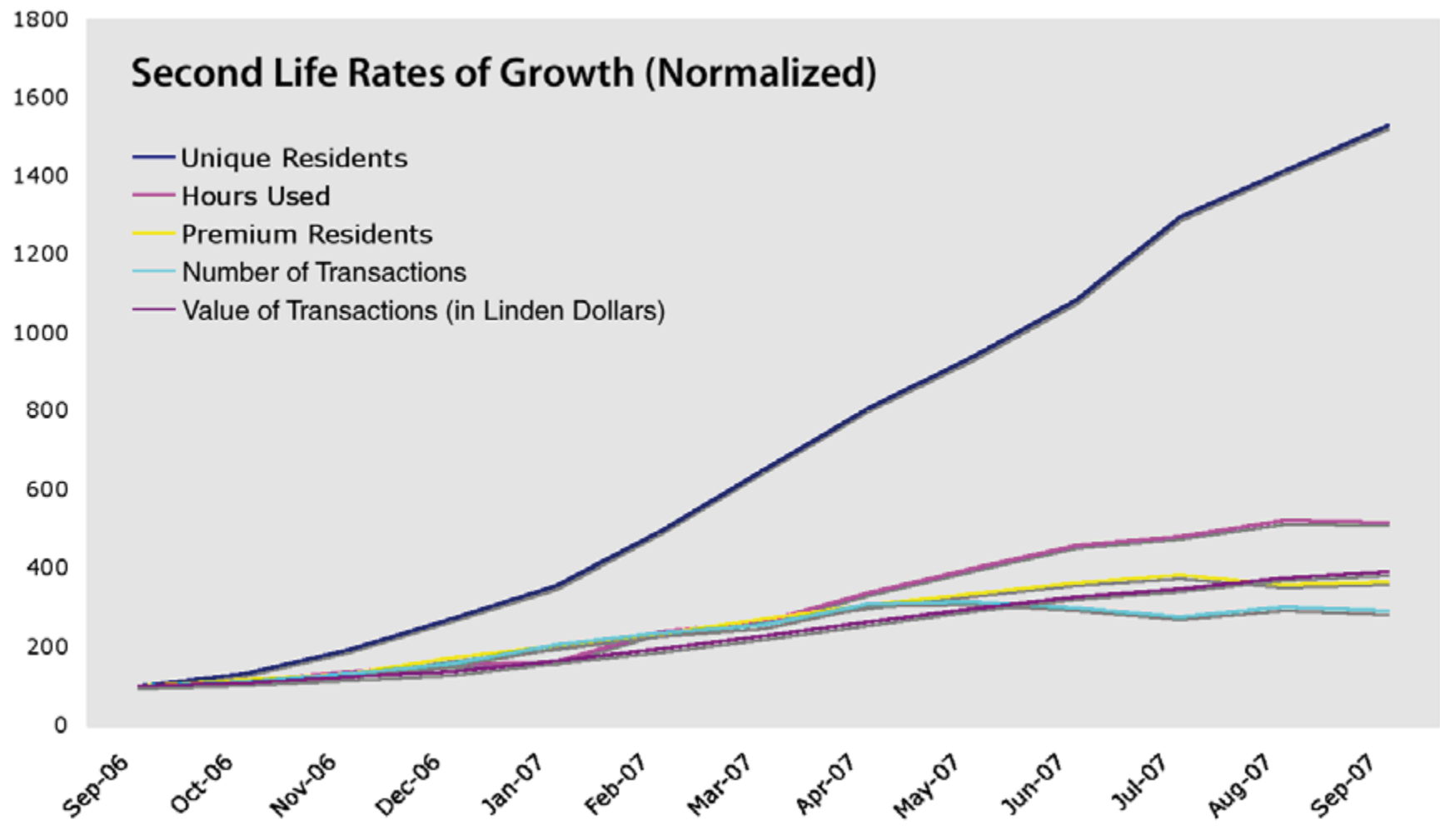
Second Life Residents logged nearly 400 million hours in 2008, growing 61% over 2007

**ALL OF US ARE SMARTER THAN ONE OF US**
Pamela Smith

Business leaders and administrators share a key character trait. It is the ability to recognize not all decisions are based on choosing one answer from two alternatives. Good leaders see the potential to take the best from the two opposing issues, combine them, and create a completely new idea. In the business world, this skill is measured in profits. In the education system, this skill is measured in the success of the students.
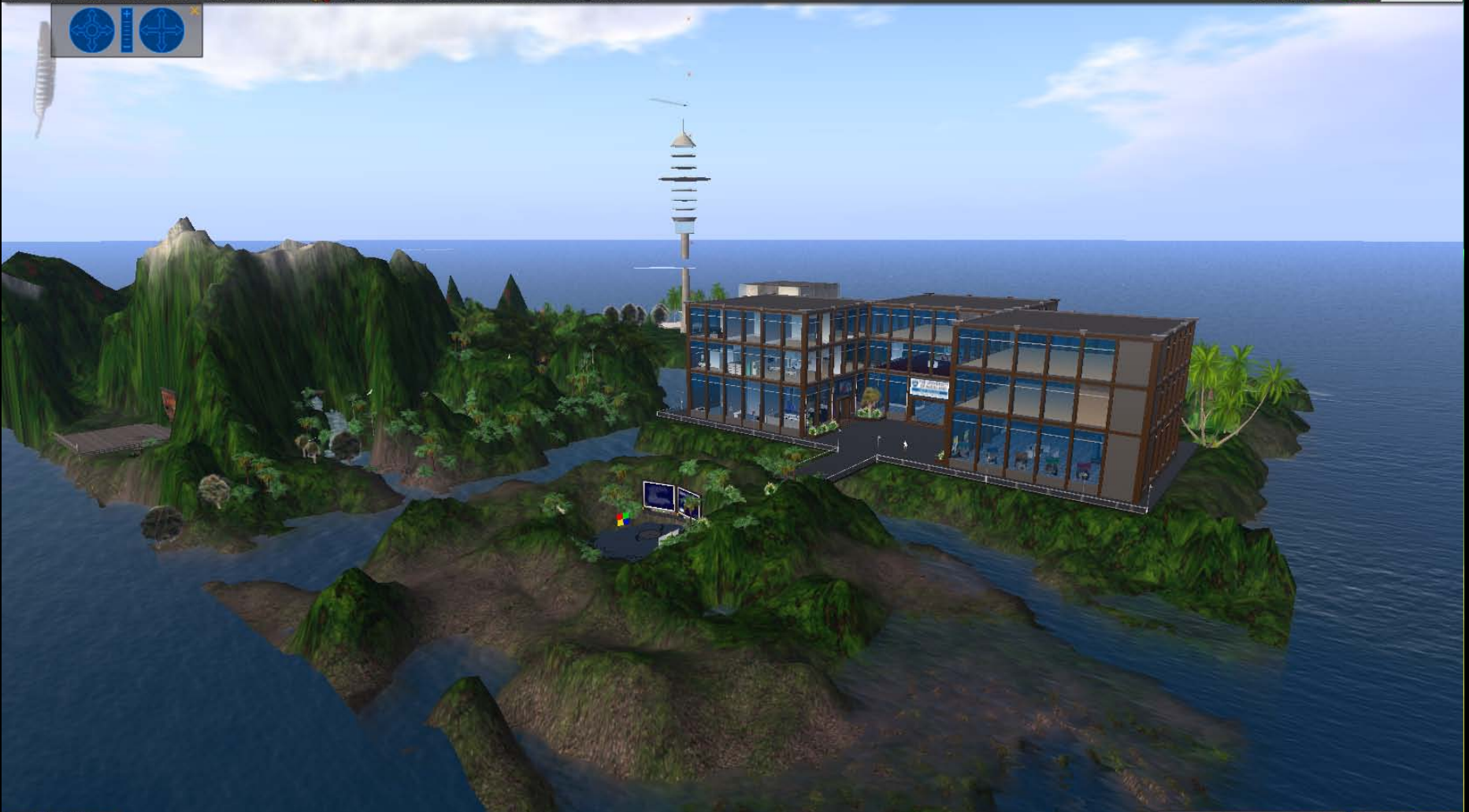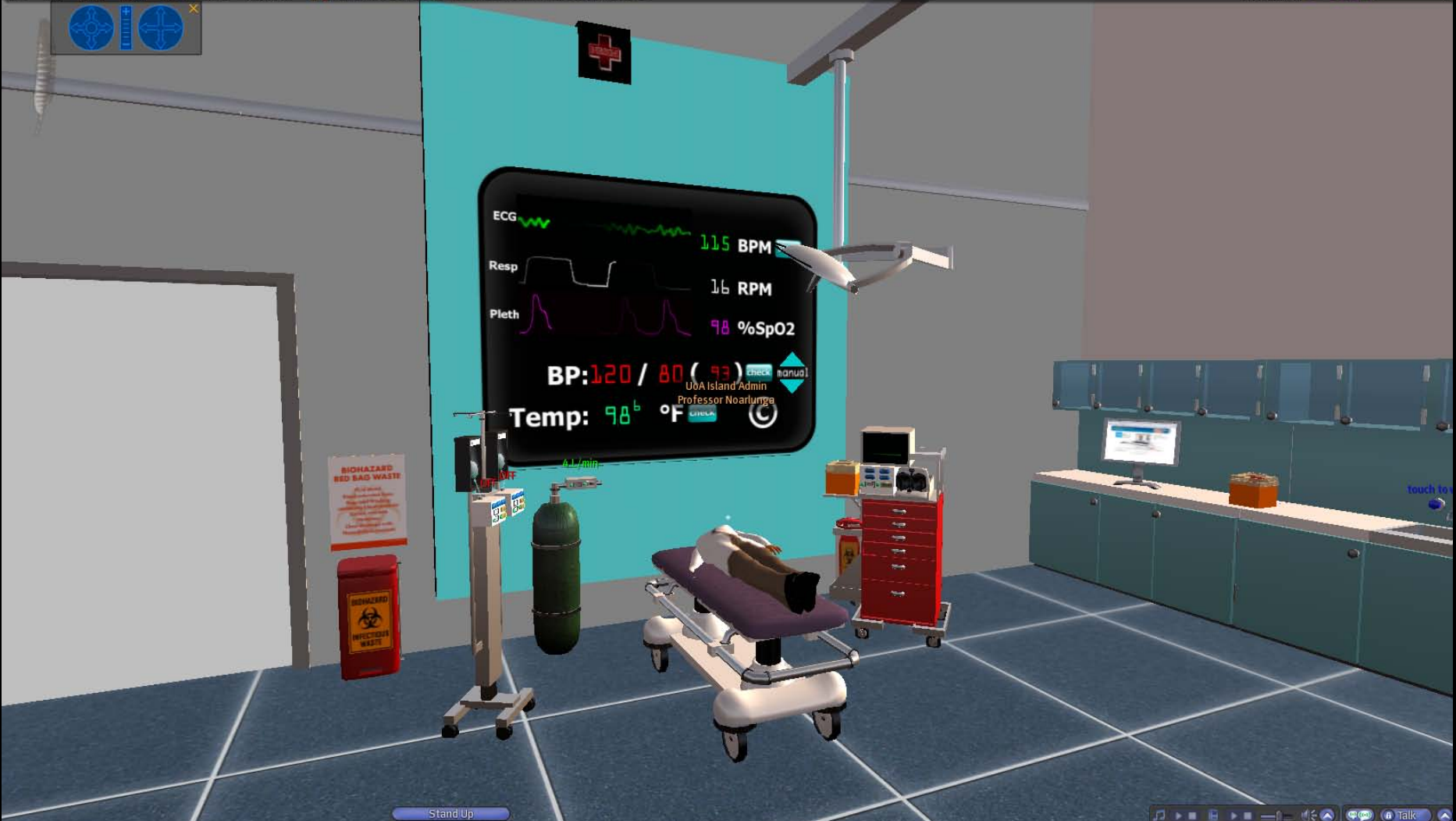
Why Virtual Worlds are Different

Sense of Self

Death of Distance

Power of Presence

Sense of Space

Capability to Co-Create

Pervasiveness of Practice

Enrichment of Experience