



# **Virtual Worlds and Libraries: An Online Conference**

**Tuesday, October 12, 2010**

<http://www.trendytopics.info>

**\$40 for individuals; \$100 for groups; \$30 for students**

**Sponsored by TAP Information Services and the  
School of Library and Information Science, San Jose State University**

For more information, contact Tom Peters at [tpeters@tapinformation.com](mailto:tpeters@tapinformation.com)  
or Lori Bell at [lbell927@gmail.com](mailto:lbell927@gmail.com)

**10:00 – 10:50 A.M. Central**

**Virtual Worlds for Teaching, Learning and Library Services –  
Dr. Jeremy Kemp**



Using 3D virtual worlds like Second Life for teaching, learning and library services may be the new trend, but are they merely decorative chat rooms? From helping people choose avatars to building immersive content to making sense of it all, this presentation will give hands-on practical advice gathered over two years with 1500 graduate students in the world's largest MLIS program. It will describe several research-

based strategies that ease the transition from Web-based services to trans-dimensional library environments, objects, settings and tasks. Learn how demographics play a role in whether your patrons will love it or leave it. Is having a gaming background less important than being Web 2.0 savvy? How do gender, age and technical ability tip the adoption scale? Participants will gain an overview necessary to begin planning a 2D/3D structured learning activity and surefire strategies to attract the public based on skills and backgrounds.

### **11:00 – 11:50 A.M. Central**

#### **Libraries and Literature in Virtual Worlds – Dr. Bryan Carter**



Bryan Carter is an Associate Professor of literature at the University of Central Missouri. He specializes in African American literature of the 20th Century with a primary focus on the Harlem Renaissance and has a secondary emphasis on visual culture. He has published numerous articles on his doctoral project, Virtual Harlem and has presented it at locations around the world. Dr. Carter will talk about teaching literature in Second Life and the affordances of virtual worlds in working with students.

### **12:00 – 12:30 P.M. Central: Break**

### **12:30 – 1:20 P.M. Central**

#### **Certificate in Virtual Worlds – Randy Hinrichs**

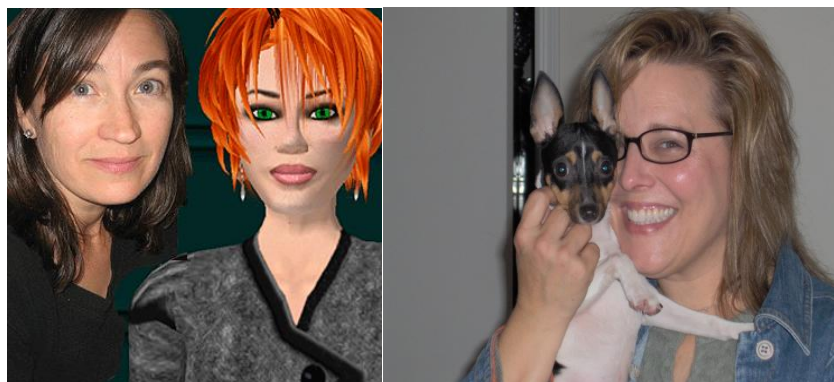


Randy Hinrichs will discuss the Certificate in Virtual Worlds that he and colleagues have created for the University of Washington. Learn to use immersive virtual environments to enhance business, social and educational interactions within all types of organizations. Examine methods for creating increasingly sophisticated virtual worlds that incorporate game theory, 3D environments and

information science. Explore an emerging movement to create green workplaces by using virtual location alternatives to reduce the need for commuting and business travel. Learn exclusively in a virtual world environment through a hands-on and practical educational approach.

**1:30 – 2:20 P.M. Central**

**The Innovative World of Academic Librarians in Second Life –  
Diane Nahl, Robin Ashford, Beth Kraemer, and Denise Cote**



Second Life (SL) is utilized by hundreds of higher education institutions for immersive learning. Four members of the Association for College and Research Libraries (ACRL) in SL group conducted a survey of academic librarians in SL to better understand perceptions of the value and limitations of participation in virtual worlds, and to obtain their perspectives on innovation in virtual world work. This session presents demographic data, the perceived benefits and challenges of working and learning in SL, and roles librarians adopt within virtual environments. Findings reflect both continuity of service functions and innovations in methods and formats.

**2:30 – 3:00 P.M. Central: Break**

**3:00 – 3:50 P.M. Central**

**Library Services and Resources in a Virtual World:  
Community Virtual Library, Serving the Residents of Second Life –  
Rhonda Trueman, Bill Sowers, and Samantha Thompson**



Librarians began entering the virtual world of Second Life in 2006, eager to explore the potential for library services and resources, events, and education. While some concentrated on using this platform to extend the services of their bricks and mortar libraries others created library resources and services designed to meet the needs of the residents of SL. Community Virtual Library (formerly Alliance Virtual Library) is one such library. CVL is a non-profit library that exists only in the virtual world of Second Life and provides library services, events and resources to the users of this virtual world. Samantha Thomsen leads the reference services segment of CVL and will speak on the development and management of reference services in SL; Bill Sowers leads collection development and will speak on providing essential resources for the residents of SL; and Rhonda Trueman leads events and will speak on developing and managing library events that attract the residents of SL.

**4:00 – 4:50 P.M. Central**

**Health Information in Virtual Worlds – Robin Ashford**



Robin served as Consumer Health Librarian through a National Library of Medicine grant-funded project from May 2009 until May 2010. Robin's work took place on Karuna Island in Second Life, an island created to provide HIV/AIDS information and outreach in the virtual world. Robin will share the project objectives, benefits and challenges she experienced, and lessons learned.

Robin's blog posts on her role as Karuna Consumer Health Librarian are at:

<http://librarianbydesign.blogspot.com/search/label/Consumer%20Health%20Librarian>

<http://robinashford.posterous.com/tag/consumerhealthlibrarian>

## **Speaker Biographies**

**Jeremy W. Kemp** is an instructional designer at San José State University and started teaching online in 1999. He keeps the official wiki for educators using the Second Life immersive environment - [www.simteach.com](http://www.simteach.com). His instructional technology project connecting Moodle and Second Life has attracted hundreds of participants from around the world - [www.sloodle.com](http://www.sloodle.com). He is a doctoral student at Fielding Graduate University in Santa Barbara, CA working on educational and social issues in immersive environments. Kemp has master's degrees from Stanford and Northwestern University and has been awarded "Picture of the Day" twice on Wikipedia.com.

**Bryan Carter** is an Associate Professor of literature at the University of Central Missouri. He specializes in African American literature of the 20th Century with a primary focus on the Harlem Renaissance and has a secondary emphasis on visual culture. He has published numerous articles on his doctoral project, Virtual Harlem and has presented it at locations around the world.

Dr. Carter's experience with virtual environments began with his dissertation project in 1997; a representation of a portion of Harlem, NY as it existed during the 1920s Jazz Age and Harlem Renaissance. This project, Virtual Harlem, was one of the earliest full virtual reality environments created for use in the humanities and certainly one of the first for use in an African American literature course. Virtual Harlem has been presented at venues in Paris, The Netherlands, Sweden, Hungary, and multiple sites in the US. In 2004, the University of Paris IV-Sorbonne, funded the development of Virtual Montmartre and Dr. Carter was asked to be the project leader and was awarded the prestigious "Professeur Invite" from the Sorbonne to spend 6 months in Paris. This project realized itself in the development of an

interactive Web Site and a small 3D representation of the Lapin Agile, the oldest surviving cabaret in Montmartre which is still in operation. The evolution of Virtual Harlem was funded in 2006 by the National Black Programming Consortium and the Government of Norway with the development of Virtual Harlem and Virtual Montmartre in Second Life. These sites were two of the most important locations during the Jazz Age/Harlem Renaissance. Dr. Carter began teaching classes that met totally in Second Life four years ago in his virtual classroom called "Freeside", reminiscent of the self-sustaining environment in the landmark novel by William Gibson, *Neuromancer*, and most recently on Virtual Harlem and Virtual Montmartre where students are developing interesting, interactive content.

In addition to these activities, Dr. Carter is very active with faculty development both locally, nationally and internationally. He regularly conducts workshops for faculty at Central on Digital Humanities through the Center for Teaching and Learning as well as specialized topics such as "Generational Learning Styles", "Podcasting", "Blogging", and Second Life. He has done summer workshops for the National Council for Teachers of English on Digital Humanities, led a workshop session for the Digital Africana Studies Conference at the University of Maryland-College Park, conducted a 3-day workshop on Technology in the Classroom at Alabama A&M, and at international venues such as Vaxjo University in Sweden on Digital Humanities and at the University of Paris IV-Sorbonne. Dr. Carter is regularly invited to venues around the world to offer keynote addresses or to serve on panels on Digital Humanities. Most recently, Dr. Carter presented several talks at the HumLab at Umea University in Sweden and conducted a several day technology workshop at the African American Literatures and Cultures Institute at the University of Texas, San Antonio.

**Randy Hinrichs** is Managing Partner of 2b3d, a company dedicated to building virtual world strategies and solutions. Randy has extensive knowledge of 3D virtual worlds and immersive techniques strengthened by starting the Certificate Program in the iSchool at the University of Washington, leading the Learning Science and Technology Group in Microsoft Research, marshalling in Web based learning at Sun Microsystems, and establishing the Software Development Process at Unisys. He has several books and professional journal articles, patents in internet based education and medical record systems. He has built 2b3d as an in-world only "green"

company, and has crafted Web 3.0 virtual world business services, virtual IP infrastructure, international development teams and an external 3D network. His concept called e-Living supports the notion that living in a virtual world enables activity based learning and working based on cultural and biological models of adaptation.

**Diane Nahl**, Professor, Library and Information Science, University of Hawaii, began working with Second Life in 2008 and determined to prepare LIS graduate students to enter a workplace that extends into virtual worlds and thereby to colleagues around the world. Her virtual world librarianship course focuses on providing information services and collections, as well as designing and producing professional continuing education events with librarian mentors, to develop networking skills and an expanded understanding of the field of librarianship through contact with mentors and event participants.

**Robin Ashford**, Reference & Distance Services Librarian, George Fox University, Portland Center, began exploring SL in 2006. Upon learning that faculty from her institution were involved with teaching in SL, Robin felt it was important to become conversant enough to provide expertise related to her constituent's information needs. As a distance services librarian who closely follows emerging technologies she also saw the potential of growth in VW use for distance education. After working one semester as an embedded librarian with a faculty member in a graduate education course taught fully in SL, she was hired as an adjunct instructor by her university's School of Education (SOE). Robin has taught graduate education courses for two semesters in SL with another course scheduled for spring 2011.

**Beth Kraemer** is a librarian in the Information Technology division of the University of Kentucky Libraries. She has been involved in Second Life since early 2007, working on library-based Second Life projects on both the teen and adult grids. She also helped establish the University of Kentucky's presence in Second Life. Ms. Kraemer's Second Life activities have focused primarily on exhibits and events for both her university island and other collaborative projects, including the first College Fair in Second Life on

Eye4You Alliance Island in Teen Second Life.

**Denise Cote** is an Associate Professor at the College of DuPage Library and a doctoral candidate at Northern Illinois University. As electronic resources coordinator and subject specialist in the career and technical disciplines, Ms. Cote's interest in virtual worlds focuses on using these technologies to create simulation experiences that are critical to technical education.

**Bill Sowers**, State Documents and Cataloging Librarian at the State Library of Kansas, entered Second Life with his wife, Diana, in 2006. They've been involved in promoting Kansas and instructing Kansas library staff in the use of VR in providing library services. Both are also actively involved in the Community Virtual Library (CVL) project working with collections, cataloging, events and administration as well as management of a virtual children's literature library, Rachelville.

**Rhonda Trueman** (aka Abbey Zenith on Second Life) is Access and Instruction Librarian for Northwest Florida State's Learning Resource Center. She is a member of ALA and ACRL, serving as convener for the ACRL Virtual Worlds Interest Group. Rhonda worked with Alliance Library System on the Alliance Virtual Library Project as Director of Library Resources and Services and has taught virtual librarian courses as an adjunct through UIUC. She co-edited *Virtual Worlds, Real Libraries* with Lori Bell.

**Samantha Thompson** is the manager of AskNYPL, the virtual and telephone reference service at the New York Public Library. Previous to NYPL she worked in several public and academic libraries in virtual and face-to-face capacities. For the last three years Ms. Thompson has been the head of reference services in the Info Island project on the virtual world of Second Life. In that role she's known as Hypatia Dejavu.

For more information, contact Tom Peters at [tpeters@tapinformation.com](mailto:tpeters@tapinformation.com) or Lori Bell at [lbell927@gmail.com](mailto:lbell927@gmail.com)