

# How do libraries (and the ~~SLA~~ **ASKPro**) use Second Life?

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**McGill**

**Library  
Bibliothèque**

Information ♦ Innovation ♦ Service

# about me

- active in Second Life since February 2007
- MLIS in 2008
- spearheaded McGill University's presence in Second Life
- involved in SLA since 2006
  - past secretary, Eastern Canada Chapter
  - chair-elect Blogging section, IT Div.
  - chair Comm & Social media, Academic Div.

# about Second Life

- multi-user environment
- not a game
- avatars (“residents”)
- everything you see is built by residents



# communication

- chat (public)
- IM (private)
- voice (public/private)



*La* Bibliothèque  
Francophone



# movement

- fly
- teleport
- scripted vehicles
- walk/run (boring!)

# who is in SL?

- ASKPro!
- IBM (owns 20+ islands)
- Coca-Cola/Nestea
- American Cancer Society
- NOAA
- Nike
- Telus

### Align in 09 - SLA Alignment Project

This alignment project will not only help refine our current positioning in the marketplace, but provide a framework for discussing the inherent value in the profession and the Association in a clear, compelling and cohesive voice.

> [Click for details](#)



# libraries

- McGill University Library
- Stanford University Library
- Cleveland Public Library
- Neil A. Armstrong Library & Archives
- Insel der Information, Die Bayerische Staatsbibliothek (Bavarian State Library)
- Harvard College Library
- Bibliothèque francophone

# challenges

- technology
  - frequent updates
  - resource hog
  - no good over wifi
- steep learning curve
- empty-world syndrome



Reference Desk

Reference Desk Hours  
Monday  
21:00pm - 01:00am

mcgill.ca/library

# upcoming SLA events in SL

- Introduction to Second Life
  - with Scott Brown, Cindy Hill and Christy Confetti Higgins
  - Part 1 (WebEx) - Nov. 3, 11amSL
  - Part 2 (in SL) - Nov. 10, 8amSL

# thank you!

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