

Turning visitors into productive users

User created content for a real world museum in Second Life

Abstract

Museums demand for new content

but they lack in resources for production

Our approach engages visitors to produce new content by

- engaging them in the real world museum
- providing them with rewards and incentives for their interaction and
- new tasks that lead to new content for the museum in Secondlife

Outline

- Museums & User Created Content in Second Life
- The Quest / Reward Cycle
- Generic Quests, Incentives & Sustainable Motivation
- Conclusion & Outlook

Second Life

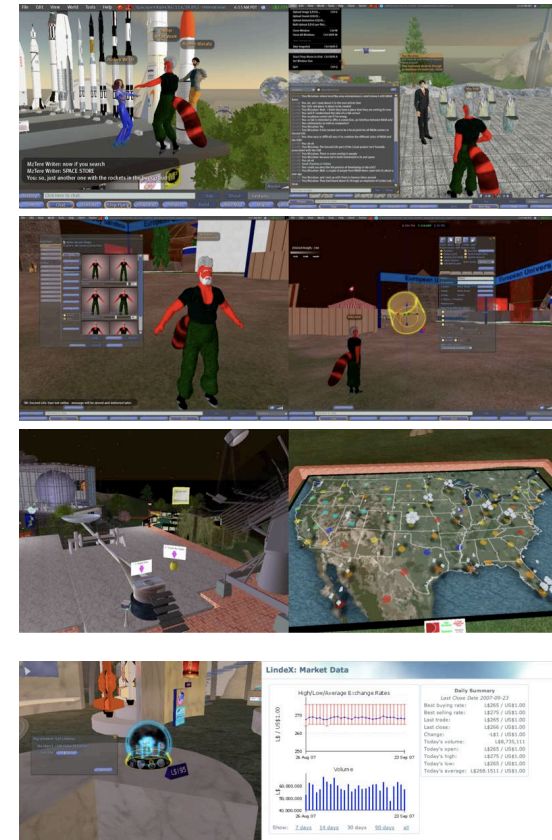
What is it all about?

- Interactive, three-dimensional online environment
- No Massive Multiplayer Online Role-playing Game like World of Warcraft
- Increasingly more competitors



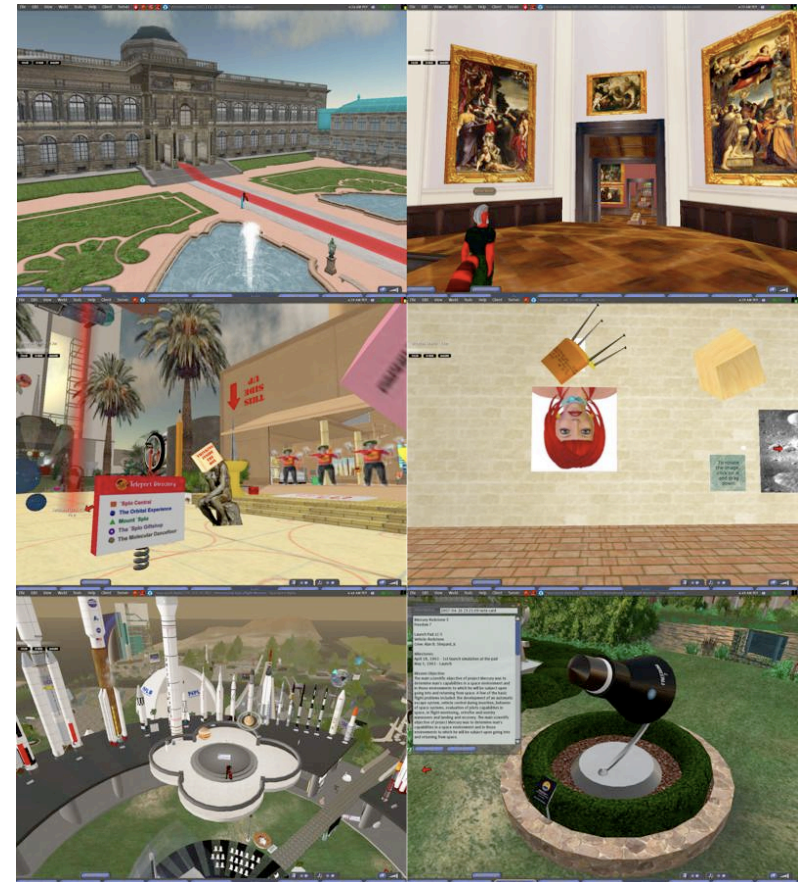
Second Life Features

- Real-time chat and instant messaging
- Integrated Authoring Environment and Asset management
- Virtual Land
- Content storage, formats and Interactivity
- Micro-payment and Economy
- Access
- Perspectives



Second Life Museums

- Zwinger, Dresden
 - Reconstruction of a real world environment
 - Designed & developed by contractors
- Splo, San Francisco Exploratorium
 - Experiences that transcend real-life
 - Created by Exploratorium staff & volunteers
- International Spaceflight Museum
 - Exhibition of artefacts & provision of experiences
 - Developed and run by SL users



User Created Content Definition

- I. content made publicly available over the Internet,*
- II. reflects a certain amount of creative effort, and*
- III. is created outside of professional routines and practices*

OECD: Participative Web. User-Created Content, 2007

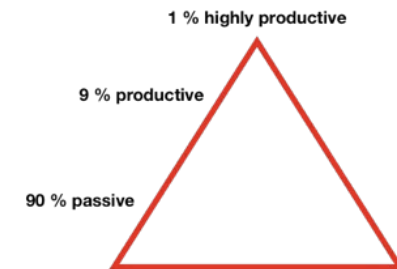
- Various Definitions & Synonyms
- High impact on Computer Games & Web Applications
- A Potential Substitute for Professional Content Production Models
- Driven by
 - Technology
 - Social Change
 - Economy
 - Legislative Regulations

User Created Content Threshold & Participation Rates

- How to lower the threshold for content production?
 - Templates
 - Parametric Content Production
 - Re-Defining Content & Content Quality
- Participation Rates
 - Productive Users are a scare resource
 - Users need to be engaged to contribute by rewards and incentives



R. Koster: User Created Content



J. Nielsen: Participation Inequality.
Encouraging More Users to Contribute

User Created Content Motivation & Incentives

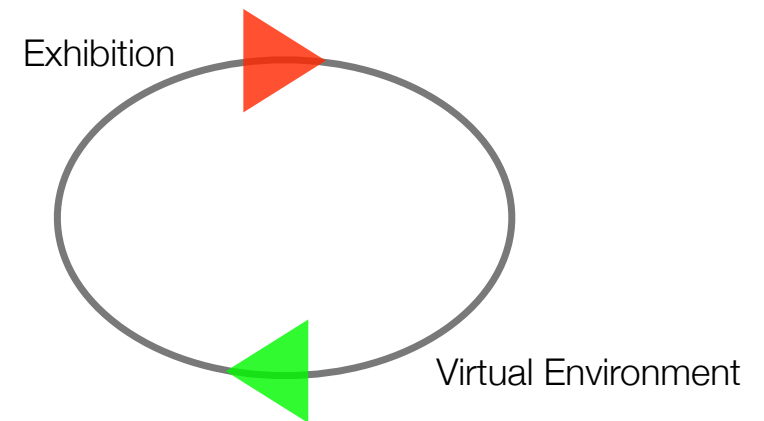
- Why do users contribute?
 - *Contributions are driven by the personal benefit*
- Incentives can be
 - diverse,
 - subjective and
 - may change over time

The Quest / Reward Cycle

Engagement: Turning Visitors into Users

Museums can relate on a motivated group of users, their visitors

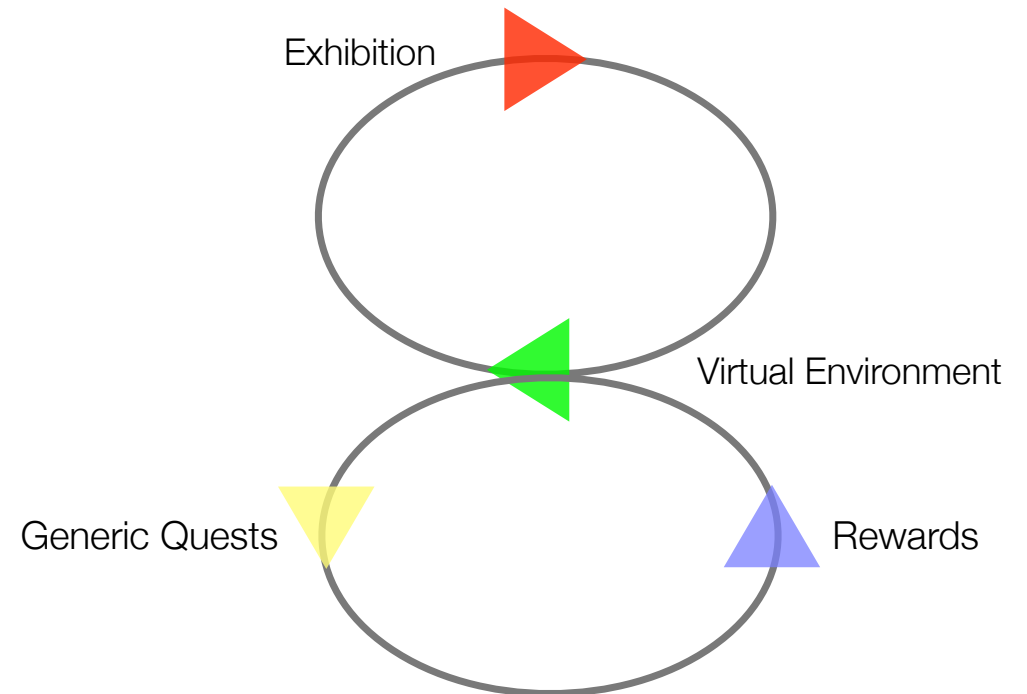
1. Engage visitors in the exhibition by Quests and
2. provide them with rewards in Second Life
3. Give users quests on-line and in Second Life that lead them back to the exhibition



The Quest / Reward Cycle

Engagement: Turning Users into Producers

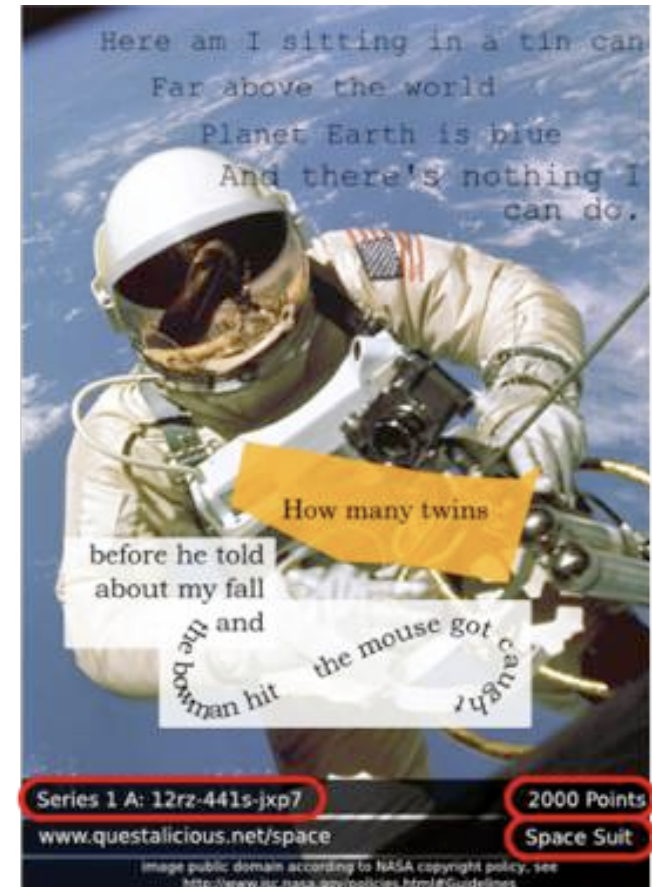
- (4) Extend the format of quests and rewards to generic quests
- (5) Provide rewards that lower the threshold of content production
- (6) Create a sustainable engagement by adapting the rewards



The Quest / Reward Cycle Examples I

Turning Visitors into Users

- Engaging Quests that can (only) be solved in the exhibition
- Unique ID allows personalization
- Introduces Rewards
 - Points
 - SL Objects
- Printed Cards
 - Physical Memo
 - Complexity in the core and not in the nodes
 - Perplex City



Generic Quests, Incentives & Sustainable Motivation

- Generic quests
 - *Visit our builders class in Second Life*
 - *Learn how to build a rocket*
 - *re-construct this rocket*
- Rewards
 - Templates
 - Functional Levels & Status
- Incentives over time
 - Entertainment
 - Commitment & Community
 - Status & Abilities
 - Monetary Rewards



Conclusion & Outlook

- Second Life provides a great potential for Museums
- Excellent testbed for User Created Content

Future Research:

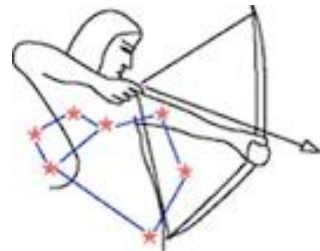
- Impact of the Quest/Reward cycle on Participation Rates
- Changing demand for incentives over time

Next Steps:

- Development of Quests & Rewards in close cooperation with a museum
- Online December 07 /January 08

Finally

Thank you very much for your attention



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