

Economic Foundations of Business in Second Life



Innovation and Collaboration Project
Submitted by Hope Williams, EDR

Project Overview

- Collaborative, cross-departmental project
- Dr. Charlotte L.V. Thoms, Associate Professor, NTID Business Studies - Orientation to Business (OTB) course
- Project Team – 10 faculty/staff



Project Team

- Faculty, Associate Professor, NTID Business Studies
- Hope D. Williams, Instructional Technology Specialist, EDR
- Instructional Technologist, Online Learning
- Programmer, Online Learning
- Media Specialist, Online Learning
- Interpreter, Access Services



Project Team (cont'd)

- Video Producer/Director, EDR
- Video Producer/Director, EDR
- Video Producer, EDR
- CSS Manager, TIS



Background

Students in the OTB course must learn the fundamentals of economics systems. In the past, these concepts were taught through lectures, case studies, and role-playing activities.

This project was an attempt to transform these lessons into learning experiences that are more engaging for the millennial learner. We used the Second Life simulation so that students could experience various economic systems “first hand.”



Project Goals

- Engage in an innovative/collaborative effort
- Infuse cutting-edge technology into the Business Studies curriculum
- Provide an authentic learning experience in an immersive, engaging visual learning environment
- Promote comprehension of key concepts relating to economic systems



Project Goals (cont'd)

- Assess feasibility of using a virtual world at NTID as an effective pedagogical tool; develop a functional prototype
- Produce research data for Online Learning; assist with identifying/addressing accessibility issues in using virtual worlds
- Give NTID its first presence on RIT's SL Island



OTB Course

- Provides students with a basic knowledge of the history, organization, and operation of business and its particular vocabulary.
- Deaf and hard-of-hearing students
 - All grade levels, 18 yrs. or older
 - SL requires min. age of 18



Lesson Objective

(for Second Life Activity)

Given a lecture on the fundamentals of economic systems and a Second Life learning exercise, students will *accurately discriminate* between the three major economic systems by *selecting the correct* answer on the multiple choice quiz.



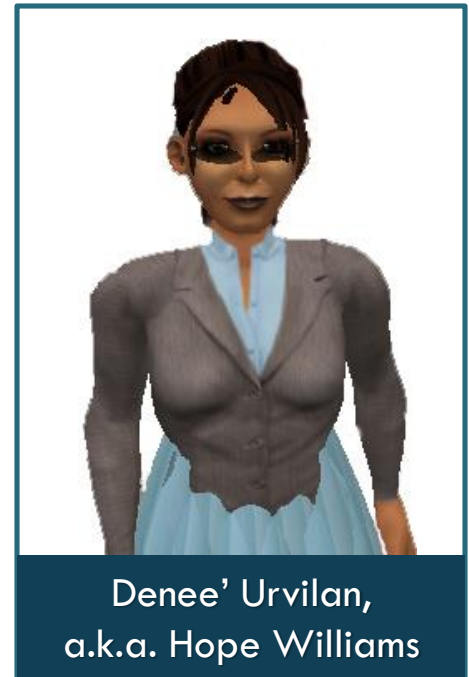
Methodology

- Lecture on economic systems
- Key concepts defined
- Students use SL to experience concepts “firsthand” (reinforces lecture)
- Lecture review
- Summative evaluation



RIT SL Island – Background

- Developed by Online Learning
- Virtual representation of campus
- Orientation Area, meeting areas, department showcases
- Fields of Innovation:
 - Partnered with RIT faculty to build class projects/activities/simulations
 - Activities that are difficult, unsafe, or expensive to perform in real life



Result: Economic Systems Simulation



Result: Economic Systems Simulation

Video:



Scenario

Video:



The End. But There's More...



Supplemental Materials

- Course Materials
- Project Materials
- Resources Used
- Production Considerations
- Project Development Process



Course Materials

- Comparison of Economic Systems -
Quiz (Pre-Test) Answers
- *Second Life Pre-class Activity (set up)*
- *Second Life In-class Activity*
- *Activity Board Instructions*



Project Materials

- Video Scripts:
(co-authored by Laura W., Hope Williams, and Charlotte L.V. Thoms)
- Textbook Chapter: *Business: A Changing World, The Dynamics of Business and Economics*
- Online Learning Second Life Website



Resources Used

- Second Life Fact Sheet – Online Learning
- 7 Things You Should Know About...Second Life – Educause
- Definition for economic systems – Wikipedia
- Second Life for Dummies – Sarah Robbins-Bell



Production Considerations

- Intellectual property
- Accessibility options
- Video production settings
- Configuration of marketplace
- Locating compatible computers for SL installation



Project Development Process

