UNI Communicators' Forum
@Protaras, Cyprus – 10-12 June 009

UNIONS
2.0
project

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CUB, Italy

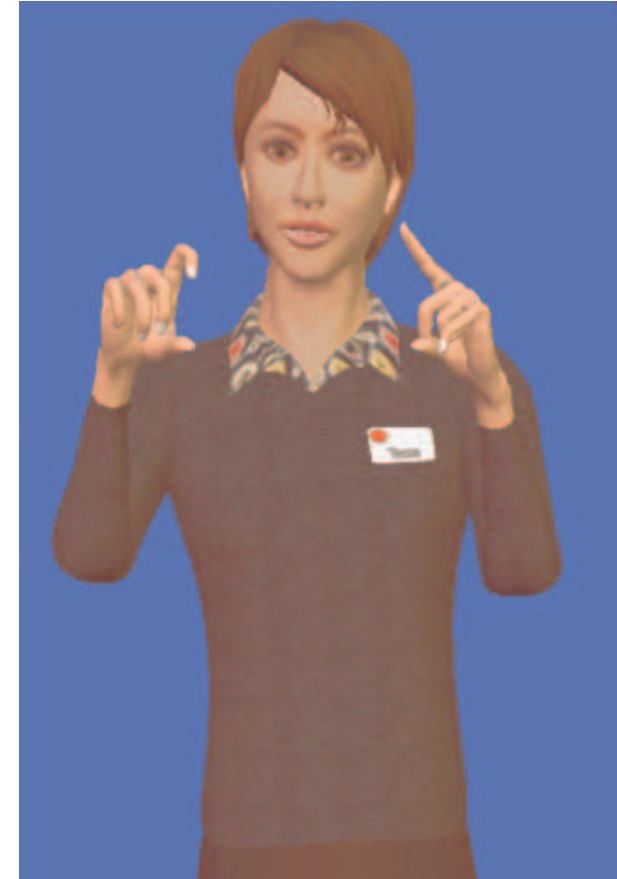barillari@it.ibm.com
SL/Opensim: Barillo Kohnke

A look into the future of Internet : the Web3D

RealLife
SecondLife

A look towards the future of the web

- <u>Web 2.0 and Social Networking</u> (Facebook, ..) are changing the way we join networks and the way we share ideas and relationships.

- Different <u>websites and portals are already interacting with users</u> via avatars (virtual alter egos) automated

- In the coming years more and more people will <u>enter the Internet with avatars</u> which interact with the surrounding environment
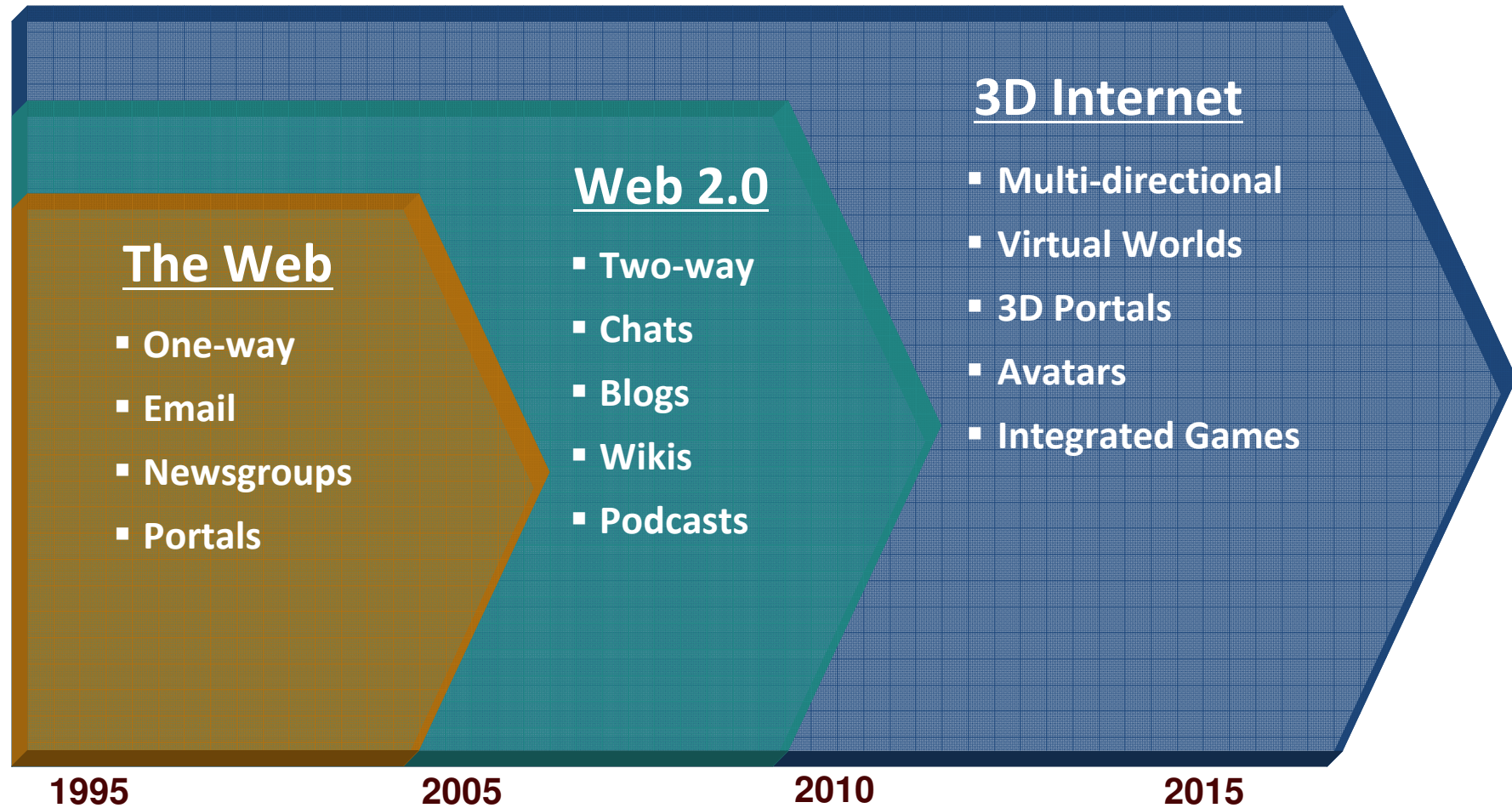
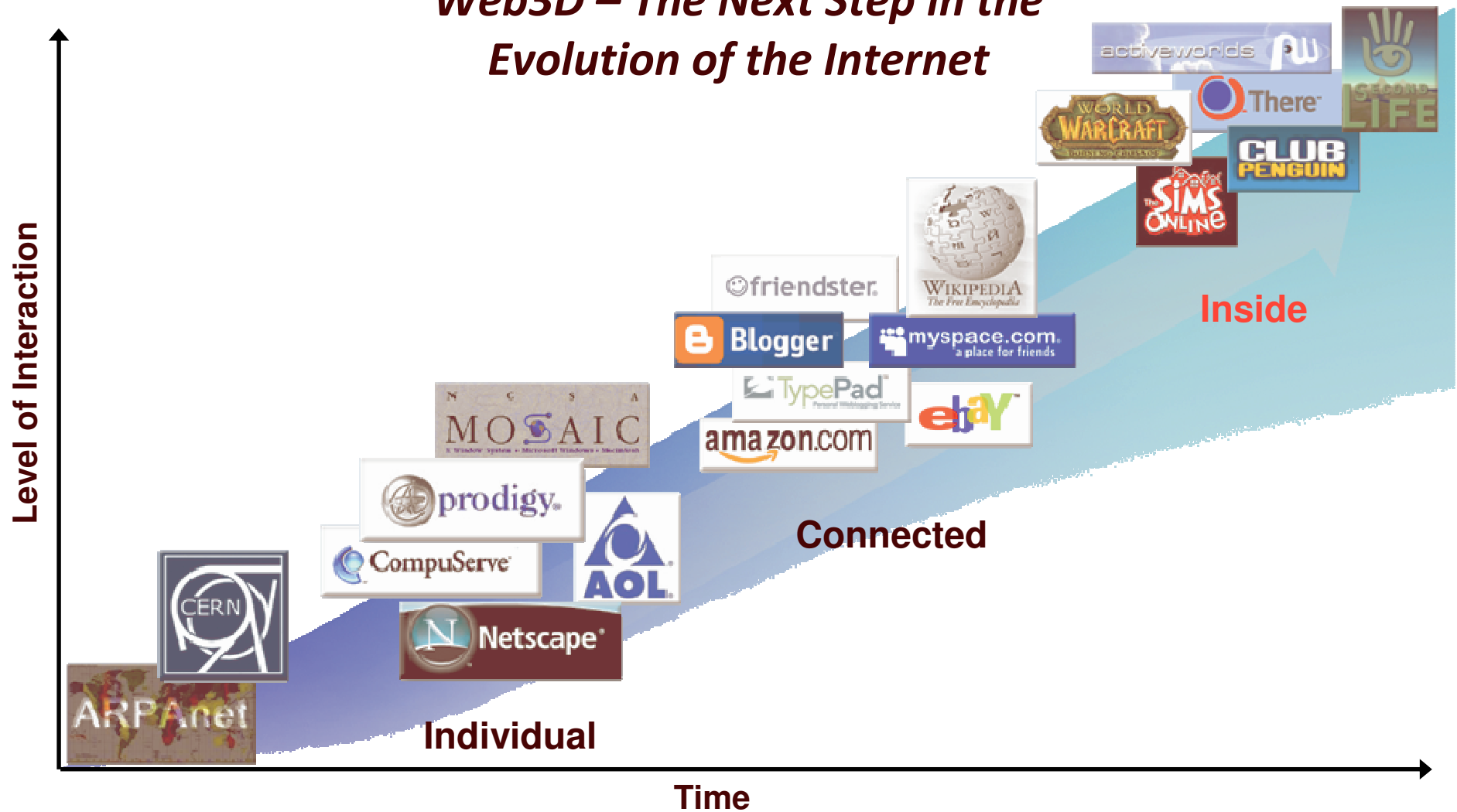•Is the way to access the Internet for the new <u>Z generation</u> (children born after 2001)

Tessa, English post office assistence

enhancedWeb2.0+3D=WEB3D (?)

3D Internet

- Multi-directional
- Virtual Worlds
- 3D Portals
- Avatars
- Integrated Games

Web 2.0

- Two-way
- Chats
- Blogs
- Wikis
- Podcasts

The Web

- One-way
- Email
- Newsgroups
- Portals

| 1995 | 2005 | 2010 | 2015 |

Web3D – The Next Step in the Evolution of the Internet

Level of Interaction

Inside

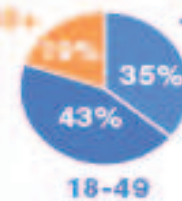**Connected**

Individual

Time

Quick Facts

Number of online gamers worldwide
>73 Million

Rate at which MMORPG economies are growing
36.5% (CAGR)
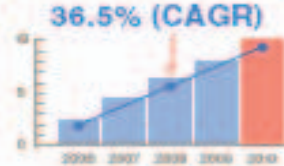
Average age of online gamers
27

Distribution of age
<18 35%
43%
18-49

Game player gender
56% 43%
MALE FEMALE
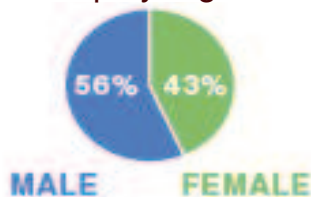
'Real' money spent in 2006 by game players to acquire virtual assets or insights from other players
$1 Billion

Average number of hours per week gamers spend playing online
22

from online gamers today...
to online workers/ consumers tomorrow

Demographics and digital divide

The new generation is huge, **90 million people** in the US alone. Already there are more of them around than there are **baby boomers**.

Beck and Wade

Echo Boomers Generation "Y" Generation "X" Boomers

Digital Natives   Digital Immigrants
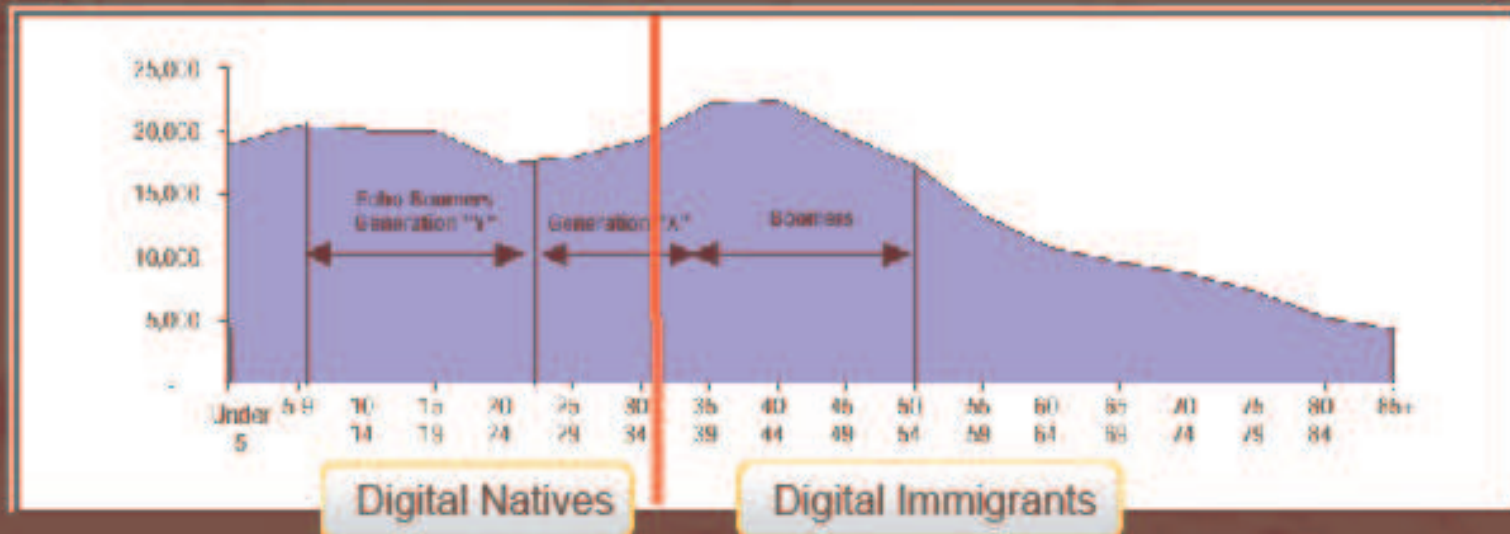
- 81% of the business population age 34 or younger are gamers
- 56 million are old enough to be employees
- 7 million are already managers in the current workforce

Grown Up Digital. How the Net Generation is Changing Your World, Tapscott (2009)

Generation X (also called *Baby Bust*)	**Born between 1964-1976**
Generation Y (also called *Millennials* or *Net Generation*)	**Born between 1977-1997**
Generation Z (also called *Generation Next*)	**Born between 1998-today**

A look into the Web3D

	Traditionalist 61 - 84	Boomer 42 - 60	Gen X 26 - 41	Gen Y 18 - 25
Training	The hard way	Too much and I'll leave	Required to keep me	Continuous & expected
Learning style	Classroom	Facilitated	Independent	Collaborative & networked
Communication style	Top down	Guarded	Hub & Spoke	Collaborative
Problem-solving	Hierarchical	Horizontal	Independent	Collaborative
Decision-making	Seeks Approval	Team informed	Team included	Team decided
Leadership style	Command & contro	Get out of the way	Coach	Partner
Feedback	No news is good news	Once per year	Weekly / Daily	On demand
Technology use	Uncomfortable	Unsure	Unable to work without it	Unfathomable if not provided
Job changing	Unwise	Sets me back	Necessary	Part of my daily routine

Source: Lancaster, L.C. and Stillman, D. When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work. Wheaton, IL. Harper Business, 2003.

We cannot yet evaluate the ZGeneration digital divide, but it'll be incremental…

By 2012, more than *70% of organizations will use intraverses* **(private virtual worlds) to support internal collaboration and social interaction**…

The flexibility of business models is an important success factor for virtual worlds. In the long run, as the 2D Internet evolves toward Web3D, *virtual worlds have the potential to become the new user interface* **for various Internet applications**, opening up even more business opportunities..

…**within five years, the** *3-D Internet will be as important for work as the Web is today*. …**replicate the experience of working physically alongside others; allow people to work with and share digital 3-D models … make remote training and counseling more realistic**

The promise of this technology for the entire virtual world movement is that, through its revolutions in content integration, unified communications, and spontaneous collaboration, **it provides a tool that gives a clear sense of its value and purpose as a** *collaboration hub for the enterprise*..

Avatar - an **avatar** is a representative of you in a virtual world.

(Union)avatars can **meet and interact** with other avatars in a 3D environment

Web 3.0: a virtual world created by its users

(and not created by "few smart builders" of the actual web 2.0 websites)

1. User's connection

Web3D client

Integrated Application

2. Creation of his own avatar

3. Access to a virtual interactive environment

4. The user meet other avatars of friends or customers, discuss via voice or text chat, visit places, partecipate in business meetings, purchase products and use online services. Every user build its structures and expand the world.

and "not only a game"...

There are more than 30 metaverses, few of them with mature internal economy and social organizations... and their number is growing
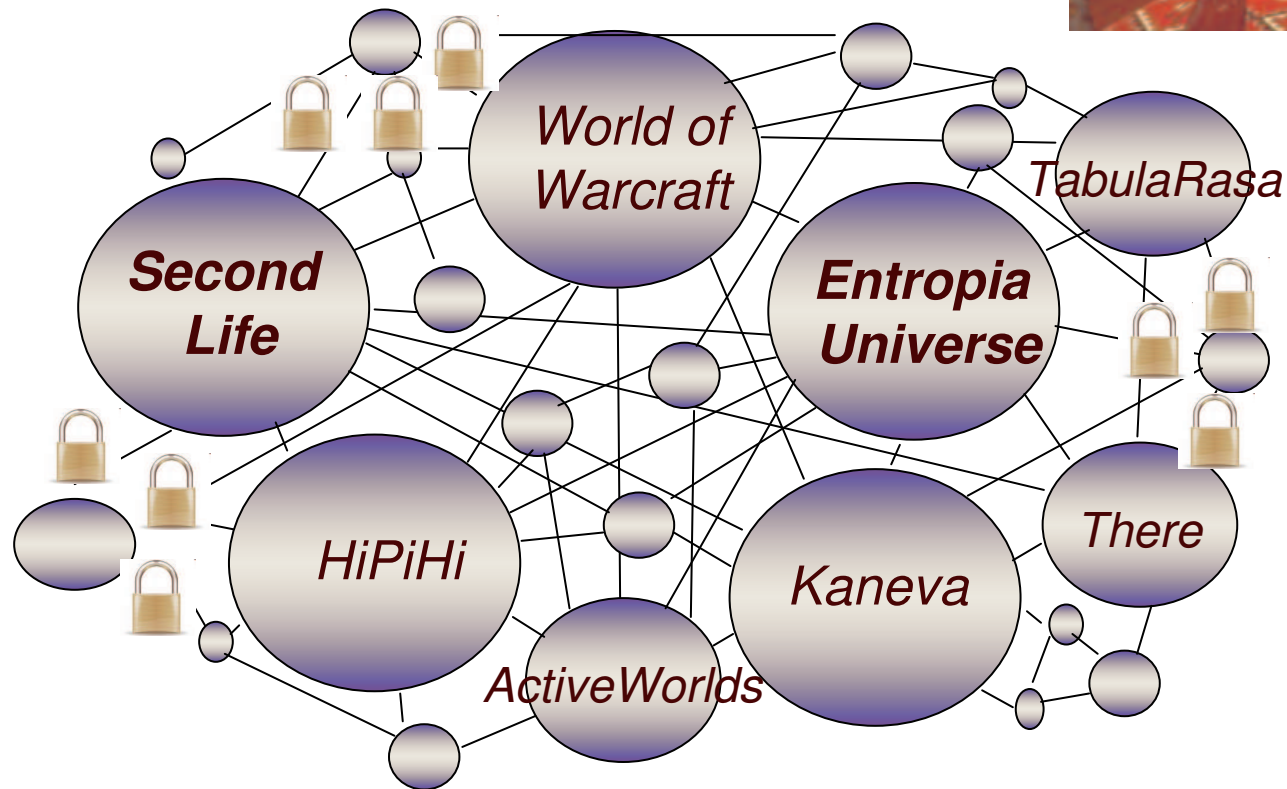
Keys: *interoperability and intra/extra-verses*

- ## Purchase of products and online services

Customized products, modifiables, placed in their context

- ## Collaboration

Meetings, discussions, games in a deeply immersive environment

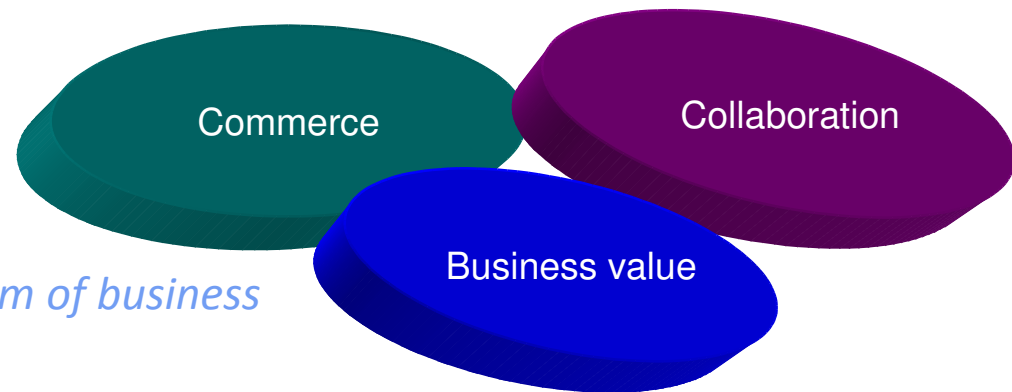- ## Learning

Demo and education events

- ## Simulation

Architecture, art, studies

- ## Business

Meetings, events with customers, new form of business

Commerce

Collaboration

Business value

Advantages: *lower costs, more interaction between people and objects*

Greater leverage across an experts' organization

Turning into a Enterprise 2.0 means

Realtime collaboration on tasks

Increased Efficiency

+

Improved Access

+

Enhanced Learning and Collaboration

+

Decreased Cost

Faster response to company and client issues

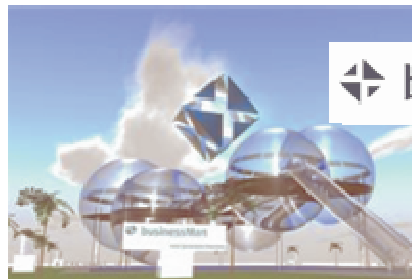**Enables connection of globally dispersed teams**

Shop in a Virtual World
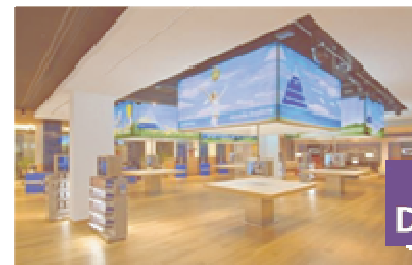
Supermarket GURU®
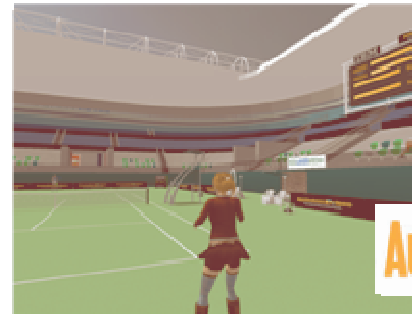
Real world events in the virtual world
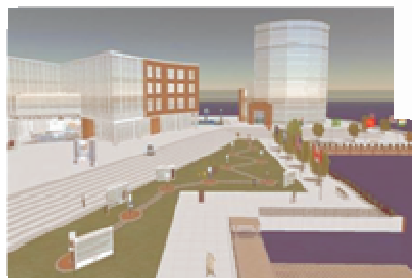
Australian Open
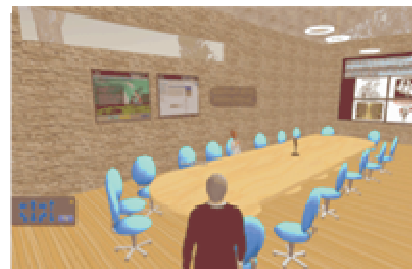

businessMart

Exploring commerce in the virtual world

Bridge real and virtual worlds

Deutsche Bank

Manpower®

Extending their recruiting reach

Extend collaboration and learning

IBM

IBM Employees VW Guidelines

Cyberunionism is born

First IBM virtual Union Room in SL to meet workers 2.0

7 unions involved
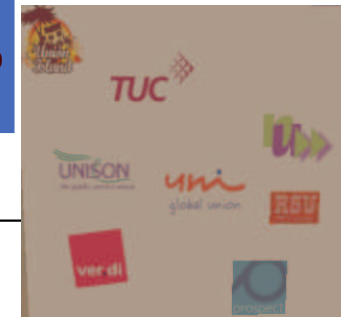
Starting independent trade unionist islands

LabourStart
project

First VStrike against IBM in Secondlife

1st Virtual Law Conf

Virtual protests threatened

Elgg is born

UnionBook

reaches 3000 unionists registered

http://n-1.cc/
technopolitical project

Local and specifical experiences. 200 members

facebook

Starting protests and unionist groups

UNIONS 2.0

275 members with more than 15 unions involved

SINDACATO 2.0

UNIONS 2.0 MILANO

UNI global union

enters in 2.0 era

VW Banking Crisis

Bibby- UNI online rights revised

Opensim is born

Opensim full availability

2007   **2008**   **2009**   **2010**

A new legal scenario for digital rights

2006: IBM starts with guidelines for virtual worlds

Unilateral Approach!

Since 2008, IT companies are developing virtual worlds, internal/external blogging and social networks usage policies, to limit or control employees' activities and collaborations.
No Union involvement in rules definitions !

> **Digital rights** will be needed for virtual webworkers
> New rights needed for **virtual strikes and online protests**
> **Confidentiality and working time** unclear for Vwebworkers
> New business relations with customers
> **Avatars' rights**, property and identity ownership

virtual

EMPLOYEE's PERSPECTIVE

Workers in Virtual Worlds

- Dealing with an environment outside a company's control

- Make it clear that your employee conduct guidelines and core values apply

- Recruitement and jobs in virtual worlds

- Address unique virtual worlds issues through VW Guidelines

EMPLOYER's PERSPECTIVE

WatchOut!

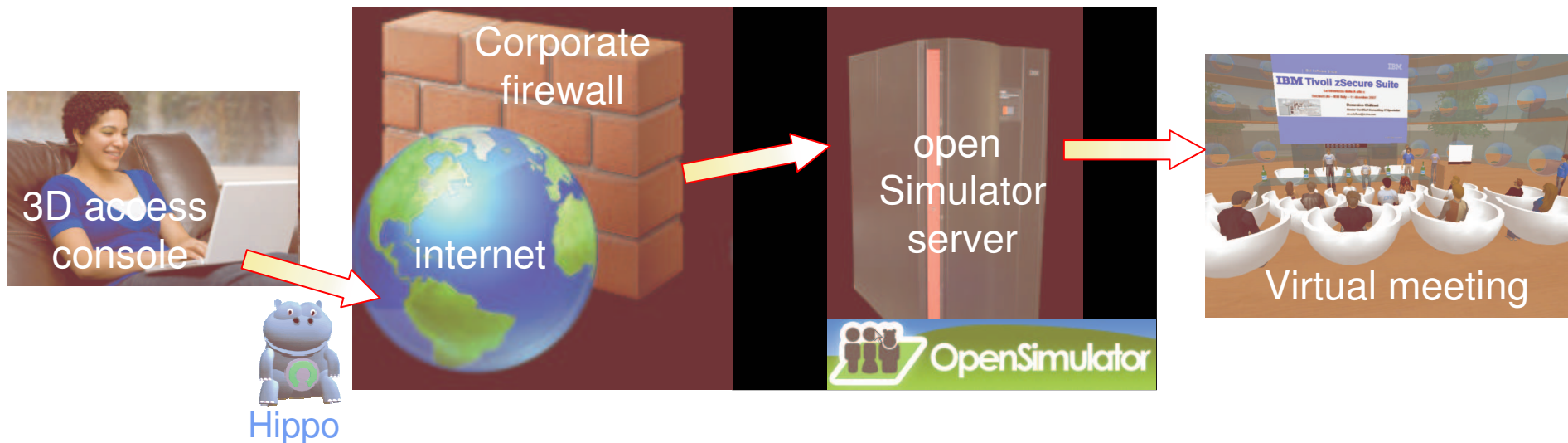- Employees will treat this environment as a workplace

real virtual business meeting

real temporary virtual workers

- ## 3D Simulators on private grids

OpenSimulator allows you to develop your OWN metaverse (virtual 3d environment) in a fully secured area (the so-called "intraverse") deeply integrated into the web.

3D access console

Corporate firewall

internet

Hippo

open Simulator server

OpenSimulator

Virtual meeting

- ## 3D Simulators on public grids

But... thanks to OpenSource software, this means also access to virtual spaces for all, without restrictions

Virtual environments via mobile devices

Mixed Reality environments

Realistic avatars

Web 2.0 applications will be fully integrated with Web3D (2011-2015) Open standards and full interoperability reached before 2010.

Arise of WebXD/Semantic immersive web (2020)
Hybrid virtual/real-word immersive experience

Most of traditional unions will be not able to innovate

New Unions 2.0 will evolve, using PRIVATE UNIONS GRIDS on Opensim

ZGeneration workers+ hacktivists will organize new online struggles

New inworld global communities of self-organized workers

http://en.wikipedia.org/wiki/Generation_Z
http://www.wired.com/science/discoveries/news/2002/03/51059
http://socialnets.wikispaces.com/Metaverses
http://www.asifproductions.com/systems/world_systems.html
http://en.wikipedia.org/wiki/Metaverse
http://opensimulator.org/wiki/Main_Page
http://allvirtual.wordpress.com/tag/linden-lab/
http://www.fantasilab.com/?p=947
http://www.facebook.com/home.php#/group.php?gid=6617589981&ref=ts
http://www.slunionisland.org/
http://www.unionbook.org/pg/groups/173/unions-20/
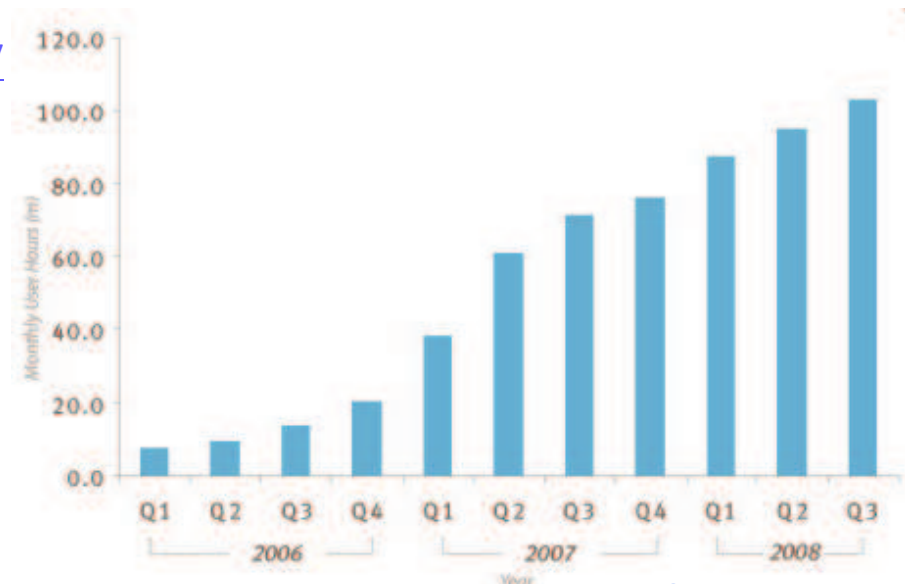http://www.unicommunicators.org/?q=node/412

IBM/LindenLab –Case Study –
How Meeting In Second Life
Transformed
IBM's Technology Elite
Into Virtual World Believers
http://secondlifegrid.net/casestudies/IBM

Hours spent in SecondLife
(http://allvirtual.wordpress.com)