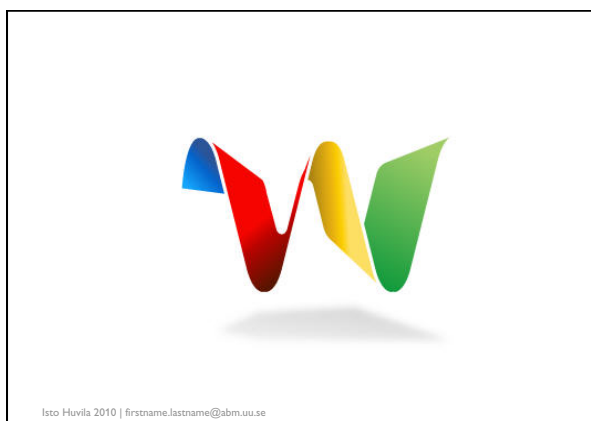


When Internet is not sustainable platform for knowledge sharing
The (Rise and) Fall of Google Lively
Isto Huvila, Ph.D.
ALM | Uppsala University
firstname.lastname@abm.uu.se
www.istohuvila.eu





Google Lively?

- Web based virtual environment
- Emphasis on chatting
- Alive July-December 2008
- IE and Firefox + Flash in Windows XP/Vista
- Integration with the Web

Isto Huvila 2010 | firstname.lastname@abm.uu.se

"A while ago, I looked around the social web and wished that it could be less static."

Niniane Wang, Google blog, July 8, 2008

Isto Huvila 2010 | firstname.lastname@abm.uu.se

"But what if you want to express yourself in a more fun way, with 3D graphics and real-time avatar interactions?"

Niniane Wang, Google blog, July 8, 2008

Isto Huvila 2010 | firstname.lastname@abm.uu.se

"The Lively team wants to help people experience another dimension of the web."

Niniane Wang, Google blog, July 8, 2008

Isto Huvila 2010 | firstname.lastname@abm.uu.se

What went wrong?

Isto Huvila 2010 | firstname.lastname@abm.uu.se

Empirical study

- (Content) Analysis
 - Discussion on the Web after the shutdown announcement (2008/11/19)
- Qualitative survey (interview)
 - Lively participants (n=24)
 - December 2008 and September 2010

Isto Huvila 2010 | firstname.lastname@abm.uu.se

Nothing really(?)

Isto Huvila 2010 | firstname.lastname@abm.uu.se

”With Lively, Google tries its own 'Second Life'”

Shankland, CNET News, July 8, 2008
http://news.cnet.com/8301-17939_109-9984909-2.html

Isto Huvila 2010 | firstname.lastname@abm.uu.se

Lively by Google?

Google launched Lively on July 8, 2008 as an experiment in providing people with more ways to express themselves on the Web.

...

The experiment ended December 31, 2008.

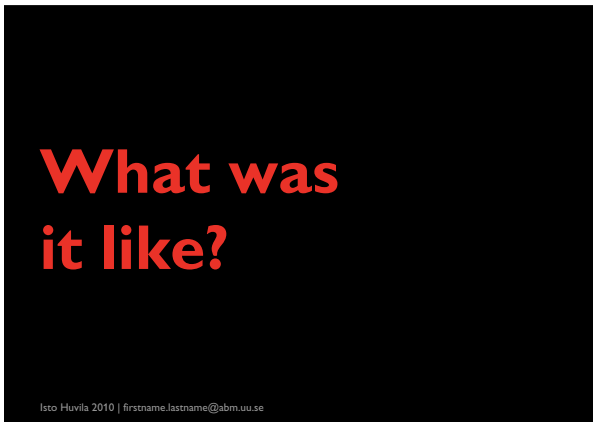
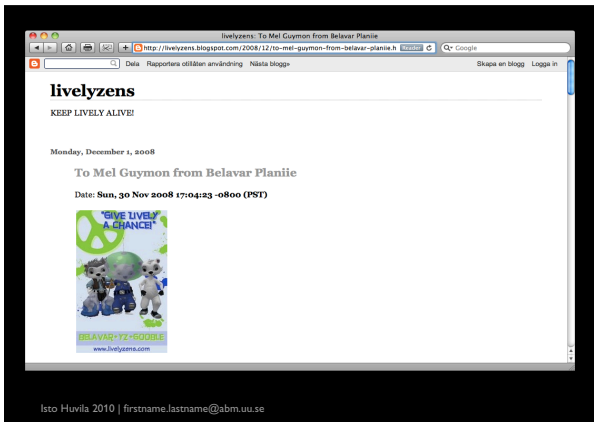
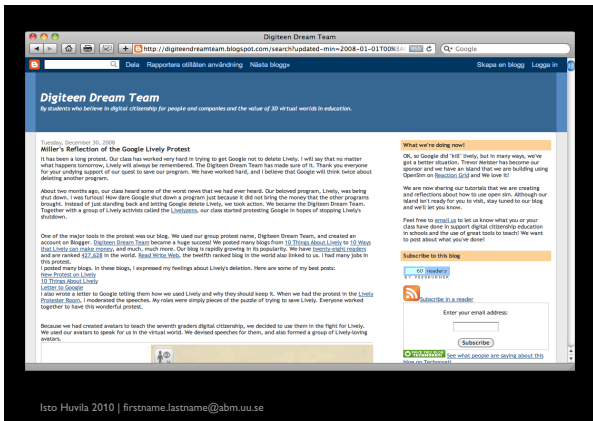
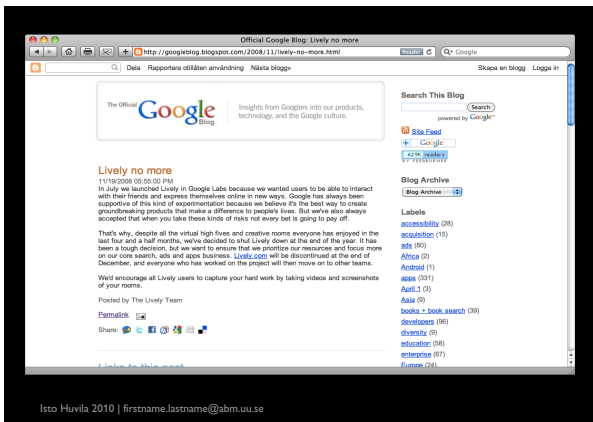
<http://www.lively.com/goodbye.html>

Isto Huvila 2010 | firstname.lastname@abm.uu.se

”... we want to ensure that we prioritize our resources and focus more on our core search, ads and apps business ...”

<http://googleblog.blogspot.com/2008/11/lively-no-more.html>

Isto Huvila 2010 | firstname.lastname@abm.uu.se



Professionals:
Lively was not
(technologically) very
impressive.

Isto Huvila 2010 | firstname.lastname@abm.uu.se

First timers:
Easy to use, friendly
atmosphere

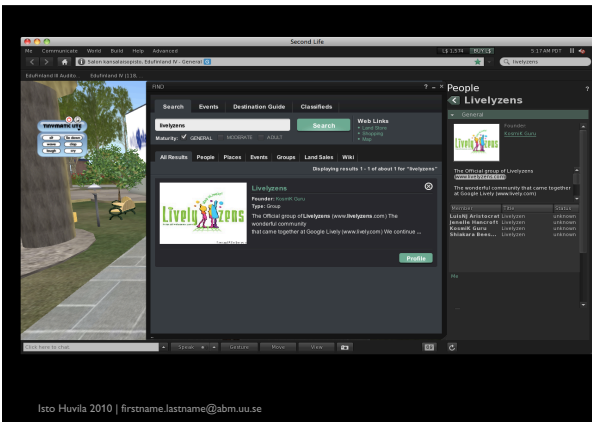
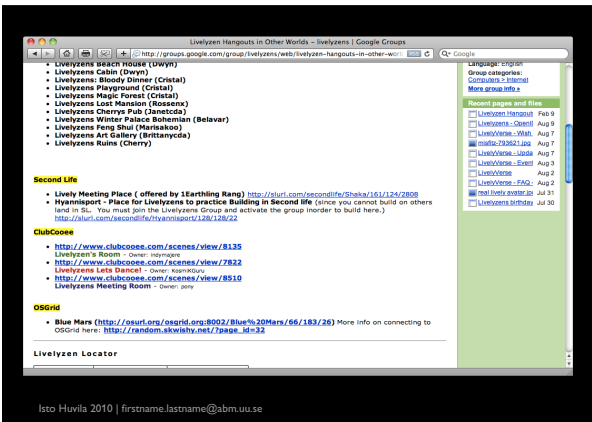
Isto Huvila 2010 | firstname.lastname@abm.uu.se

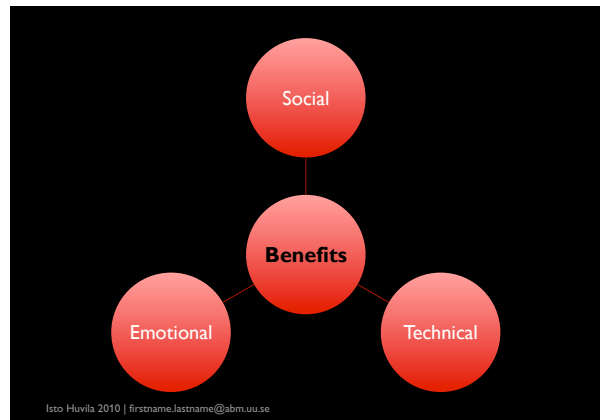
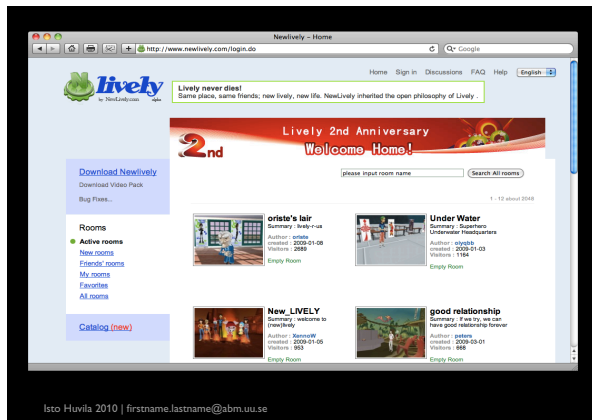
Virtual citizens:
Atmosphere, deemphasis on
purchasing items,
integration to the web

Isto Huvila 2010 | firstname.lastname@abm.uu.se

After-Lively.

Isto Huvila 2010 | firstname.lastname@abm.uu.se





OK, so Google did "kill" lively, but in many ways, we've got a better situation. Trevor Meister has become our sponsor and we have an island that we are building using OpenSim on Reaction Grid and We love it!

<http://digiteendreamteam.blogspot.com/>

Isto Huvila 2010 | firstname.lastname@abm.uu.se

Afterthoughts.

Isto Huvila 2010 | firstname.lastname@abm.uu.se

Lively is not Uru.

Isto Huvila 2010 | firstname.lastname@abm.uu.se

Social ties tend to sustain.

Isto Huvila 2010 | firstname.lastname@abm.uu.se

**A service
is a tool.**

Isto Huvila 2010 | firstname.lastname@abm.uu.se

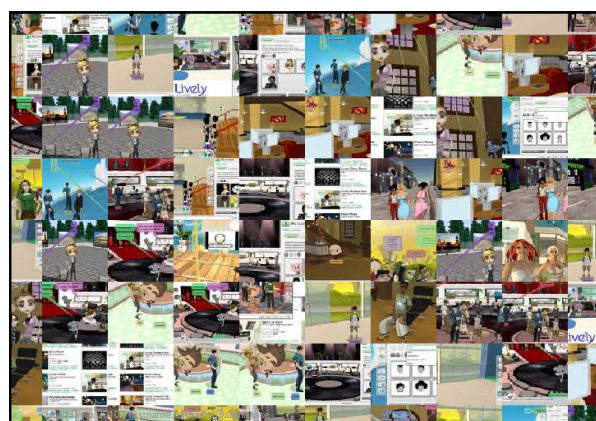


**But a tool
that makes
difference.**

Isto Huvila 2010 | firstname.lastname@abm.uu.se

**Documenting
Lively?**

Isto Huvila 2010 | firstname.lastname@abm.uu.se



**When Internet is not
sustainable platform for
knowledge sharing**
The (Rise and) Fall of Google Lively

Isto Huvila, Ph.D.
ALM | Uppsala University
firstname.lastname@abm.uu.se
www.istohuvila.eu