

1. Record Nr.	UNISALENTO991001504079707536
Autore	Barbera, Augusto
Titolo	Tutela dei consumatori e libera circolazione delle merci nella giurisprudenza della Corte di giustizia : profili costituzionali / Andrea Maltoni ; prefazione di Augusto Barbera
Pubbl/distr/stampa	Milano : A. Giuffrè, c1999
ISBN	8814077975
Descrizione fisica	XX, 263 p. ; 24 cm
Collana	Seminario giuridico della Università di Bologna ; 195
Disciplina	343.071
Soggetti	Tutela dei consumatori
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia

2. Record Nr.	UNINA9910789624003321
Autore	Malaby Thomas M. <1967->
Titolo	Making virtual worlds [[electronic resource]] : Linden Lab and Second Life / / Thomas M. Malaby
Pubbl/distr/stampa	Ithaca, : Cornell University Press, 2009
ISBN	0-8014-5775-0 0-8014-5899-4
Descrizione fisica	1 online resource (177 p.)
Disciplina	794.8
Soggetti	Second Life (Game) - Social aspects Shared virtual environments Video games - Design - Social aspects Business anthropology - California - San Francisco Corporate culture - California - San Francisco
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- Contents -- Acknowledgments -- Introduction: A Developer's-Eye View -- 1. The Product: Second Life, Capital, and the Possibility of Failure in a Virtual World -- 2. Tools of the Gods -- 3. Knowing the Gamer from the Game -- 4. The Birth of the Cool -- 5. Precarious Authority -- Appendix A: The Tao of Linden -- Appendix B: The Mission of Linden Lab -- Notes -- Bibliography -- Index
Sommario/riassunto	The past decade has seen phenomenal growth in the development and use of virtual worlds. In one of the most notable, Second Life, millions of people have created online avatars in order to play games, take classes, socialize, and conduct business transactions. Second Life offers a gathering point and the tools for people to create a new world online. Too often neglected in popular and scholarly accounts of such groundbreaking new environments is the simple truth that, of necessity, such virtual worlds emerge from physical workplaces marked by negotiation, creation, and constant change. Thomas Malaby spent a year at Linden Lab, the real-world home of Second Life, observing those who develop and profit from the sprawling, self-generating system they have created. Some of the challenges created by Second

Life for its developers were of a very traditional nature, such as how to cope with a business that is growing more quickly than existing staff can handle. Others are seemingly new: How, for instance, does one regulate something that is supposed to run on its own? Is it possible simply to create a space for people to use and then not govern its use? Can one apply these same free-range/free-market principles to the office environment in which the game is produced? "Lindens"-as the Linden Lab employees call themselves-found that their efforts to prompt user behavior of one sort or another were fraught with complexities, as a number of ongoing processes collided with their own interventions. Malaby thoughtfully describes the world of Linden Lab and the challenges faced while he was conducting his in-depth ethnographic research there. He shows how the workers of a very young but quickly growing company were themselves caught up in ideas about technology, games, and organizations, and struggled to manage not only their virtual world but also themselves in a nonhierarchical fashion. In exploring the practices the Lindens employed, he questions what was at stake in their virtual world, what a game really is (and how people participate), and the role of the unexpected in a product like Second Life and an organization like Linden Lab.
