

Metanomics Begins Second Season on SLCN.TV

By SLCN - Second Life Cable Network

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"Metanomics" refers to the study of the business and policy aspects of the "metaverse" of virtual worlds. Metanomics can focus on issues arising within virtual worlds, such as how developers manage the economy of a game world (like Second Life), or how residents of virtual worlds manage and regulate business. Metanomics also includes the study of how real-world businesses can use virtual worlds as part of their strategy, and how real-world law and regulation might apply to virtual-world activities.

Robert Bloomfield is the Nicholas H. Noyes Professor of Management and Professor of Accounting at the Cornell University Johnson Graduate School of Management. In addition to his responsibilities as an educator and regular contributor to such prestigious accounting and finance journals such as the Journal of Financial Economics and the Journal of Accounting Research, Professor Bloomfield is also an avid developer of game-like financial market simulation software.

The Metanomics audience includes game developers, executives managing real-world and virtual-world businesses, and scholars of business, economics, law and sociology. Residents of Second Life follow the Metanomics series particularly close, as many events focus on issues arising in Second Life's vibrant business community.

At every Metanomics event, the thought-provoking interaction between host Robert Bloomfield and invited guests provides a framework for a lively audience discussion in chat. All Metanomics broadcasts events are performed live on www.slcn.tv.

Live Metanomics events take place every Monday between noon and 1pm PDT, and are rebroadcast to a live audience on Tuesdays at 3 p.m. You can attend a free live Metanomics event from within the virtual world of Second Life; most events take place at the Muse Isle Amphitheater, and are simulcast to event partner locations throughout Second Life.

Muse Isle Amphitheater : <http://slurl.com/secondlife/Muse%20Isle/164/178/30>

Live coverage is also broadcast exclusively on SLCN.TV : <http://www.slcn.tv>.

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