

Laurel Papworth -Social Networks

Online Communities & Social Networks are changing the way our society interacts, at a local, Australian & global level. Participatory journalism & user generated content provide us with the mechanism to observe, record & dissect the changes. Marketing & P.R. are changing. Interesting times bring interesting discussions - the DIALOGUE is the CONTENT!

Web 3.0 – RocketOn and Living Web

By Laurel Papworth of silkcharm.blogspot.com - Oct 22, 2008

What do I do in the evenings? Well, I have my avatars pose, act, and otherwise help/hinder Gary Hayes in exploring the 3D web on webpages. Why, what do *you* do?

Here's Gary's post [Inching Towards the live Web 3.0 - Layered Social Virtual Worlds](#) My work in virtual world give me a unique - I think - perspective in observing the migration of the 3D element out of obvious game engine into overlays. Or at least, I have fun experiencing them.

Like this food fight using the [RocketOn](#) overlay (a little addon for Firefox etc) on the Sydney Morning Herald main page:



The Future of Media, anyone?

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RocketOn:

- **create your own avatar**
- **meet friends on any website**
- **explore parallel virtual worlds!**

So the web will look like this: you go to Twitter, Facebook, a blog, Google Search **and everywhere you turn there are people!** Whinging, whining, having a laugh, wasting time, networking, asking important questions, answering important questions. All while looking fashionable. No more flat web pages, the internet is now a world to roam in, just your avatar and buddies. Pick up some burgers on the Macdonald's page and take them to Twitter. Yum! Pixel burgers!

Anyway, Gary Hayes has a much more in depth post on his site, Personalizemedia.com about layered social virtual worlds. Warning: If you see SilkCharm wandering around on any of these sites, RUN!