/whois

- **Palo Alto Research Center**

- **Lead:** Nick Yee

- **Team:** Oliver Brdiczka, Nic Ducheneaut, Mike Roberts

VW Research Interests

- **PlayOn Project**
  - Built 24/7 census tool
  - > 120,000 unique characters across 5 servers.
  - Social network analysis. Group dynamics.

- **Daedalus Project**
  - Online survey study of > 70,000 gamers.
  - Demographic differences in play motivations and avatar creation.

- **SL Study**
  - 90 undergrads fitted with tracking device over 6 weeks (behavior + chat).
  - Surveys on personality variables every week.

- **PARC Virtual World Platform**
  - Vendor independent prototyping environment
  - Suitable for experimentation, simulation, and evaluation

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- **Expertise**
  - Data Collection in Virtual Worlds
  - Behavioral Data Mining
  - Information Visualization
  - Social Network Analysis
  - Machine Learning / Temporal Patterns
  - Parallel and Distributed Computing
  - Virtual World Implementation

LFG
{Teaming Opportunities}

- Online game providers who are willing to share player logs and run randomly-sampled surveys of players.

- Other researchers who have large existing datasets that can be shared.

Contact Information

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