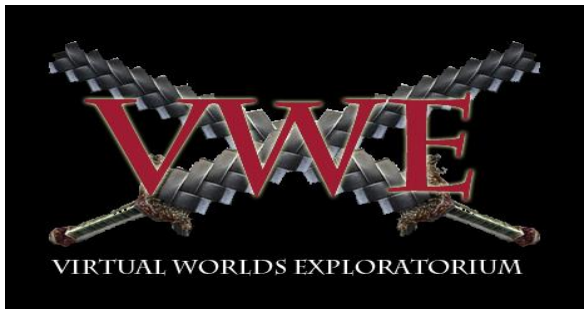# /whois

- Virtual World Exploratorium Group
- Four PIs, 15 PhD students
- Noshir Contractor, Northwestern: Networks
- M. Scott Poole, Illinois Urbana-Champaign: Groups
- Jaideep Srivastava, Minnesota: Computer Science
- Dmitri Williams, USC: Social Psychology
- Collaborators: Castronova, Yee, Consalvo, Caplan

VW Research Interests

- Team effectiveness
- Group relations, makeup
- Behavioral and outcome metrics and algorithm development
- Worlds as experimental platforms
- Network formation and change
- Psychology of use
- Misc.: Econ, Expertise, Leadership, Modality, Flow

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- Thought leaders in the space
  - ➢ first large-scale or longitudinal game experiments
  - ➢ first large-scale network evolution studies
  - ➢ first supercomputing analysis of game data
  - ➢ first stratified player sample
- 30+ books, articles and chapters on game and virtual world research
- Cooperation of SOE, use of server-side data and surveys: 15-60 TB of data comprising 400+ variables
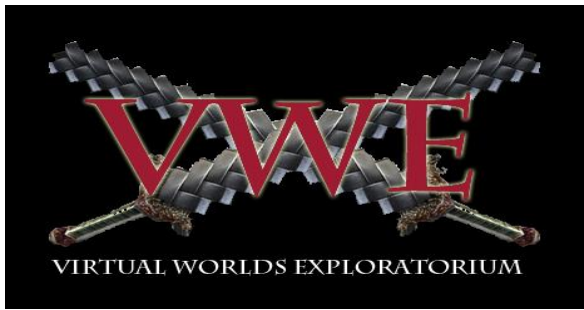- Ongoing ties with other developers

LFG
{Teaming Opportunities}

- Content development for experimental control
- Eventual lexical and audio searching

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