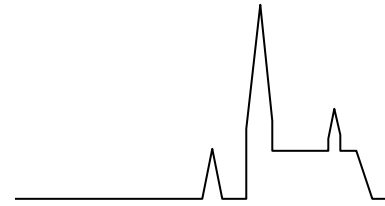


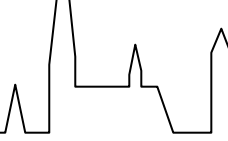
# Convergence and privacy in virtual worlds

German – Japanese – Symposium  
Münchener Kreis

**Prof. Dr. Günter Müller**  
**Berlin, April 19-20, 2007**

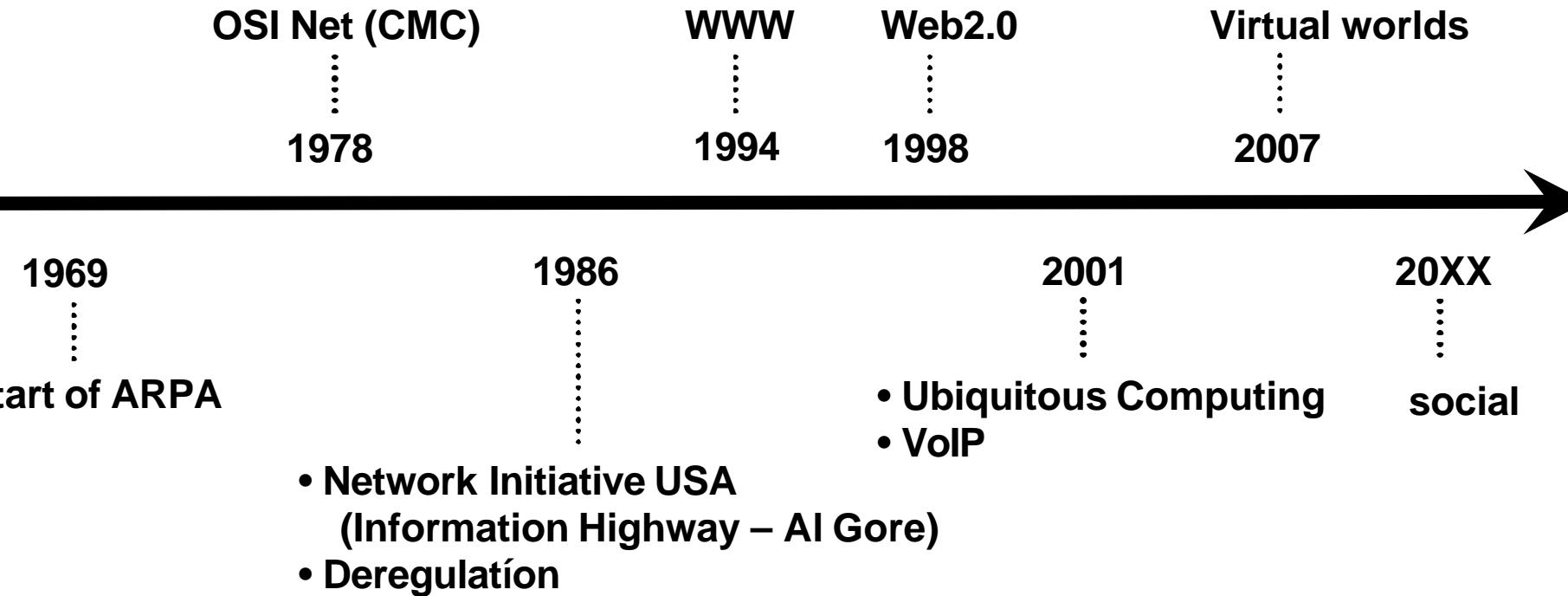
Institut für Informatik und Gesellschaft – Telematik  
<http://www.telematik.uni-freiburg.de/>



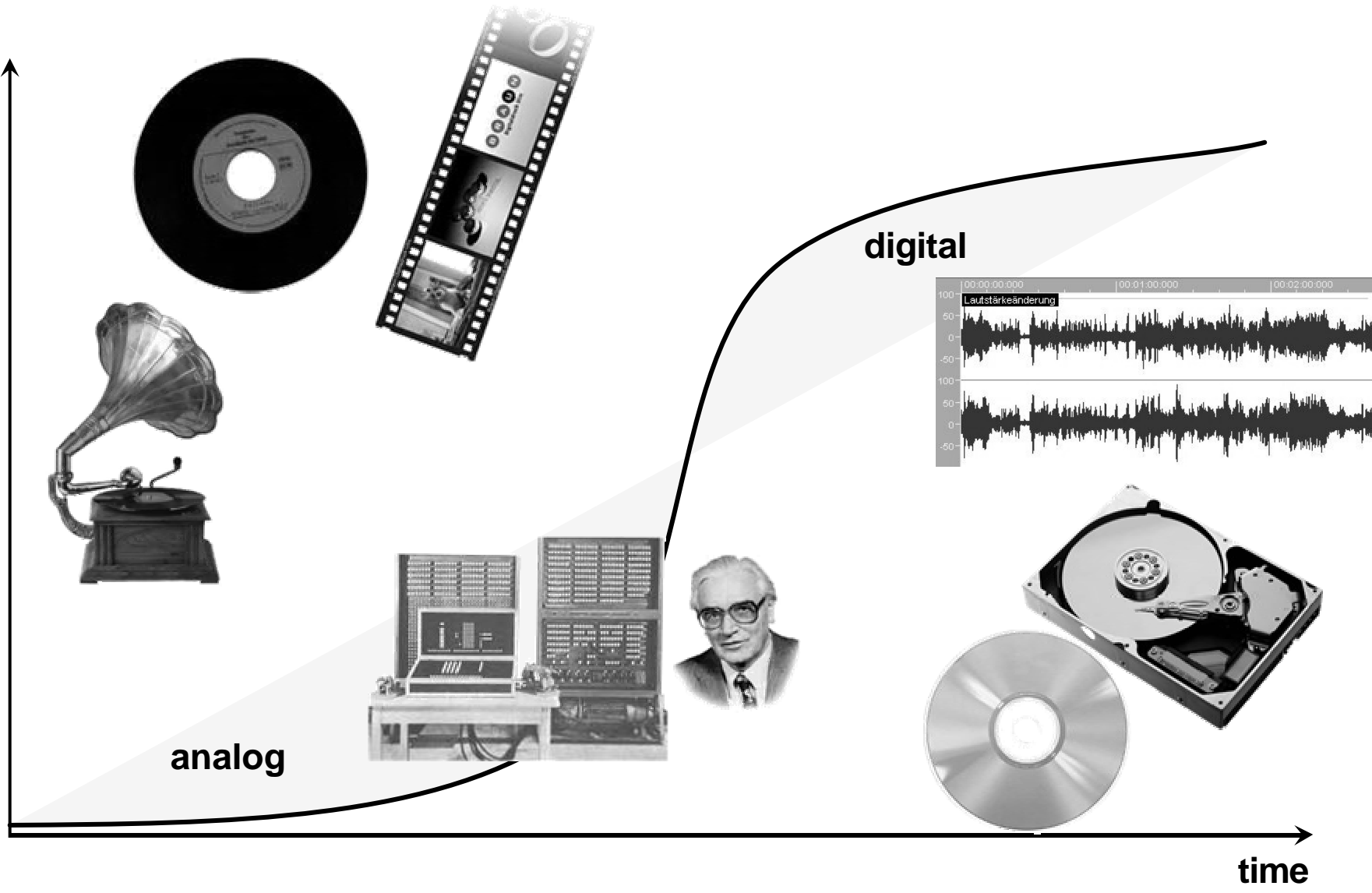
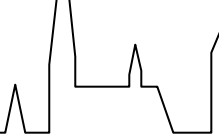


- **Objects of Convergence change from technical to social**
- **Pressure now is on convergence of customer communication**
- **Privacy maybe price to pay**

# Ongoing Convergence

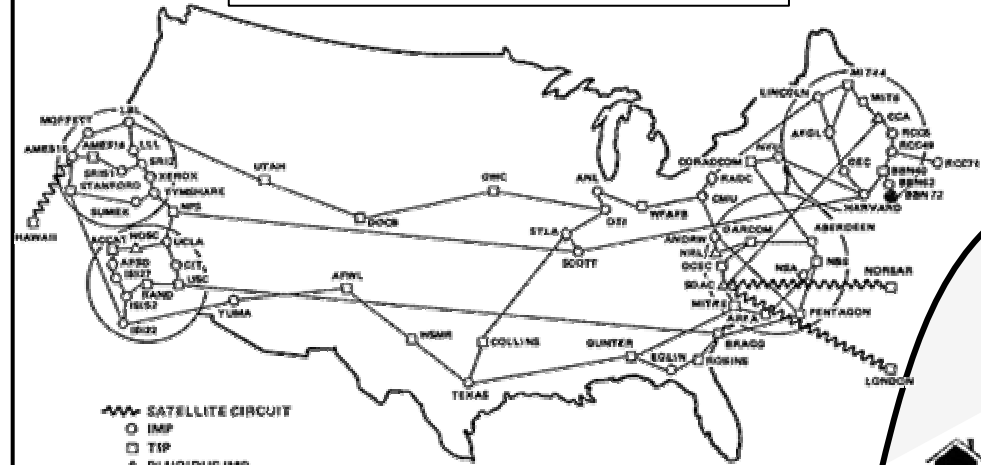


# 1. Computer & Communications (CMC)



# 2. Convergence of Networks

**ARPANET, USA 1980**

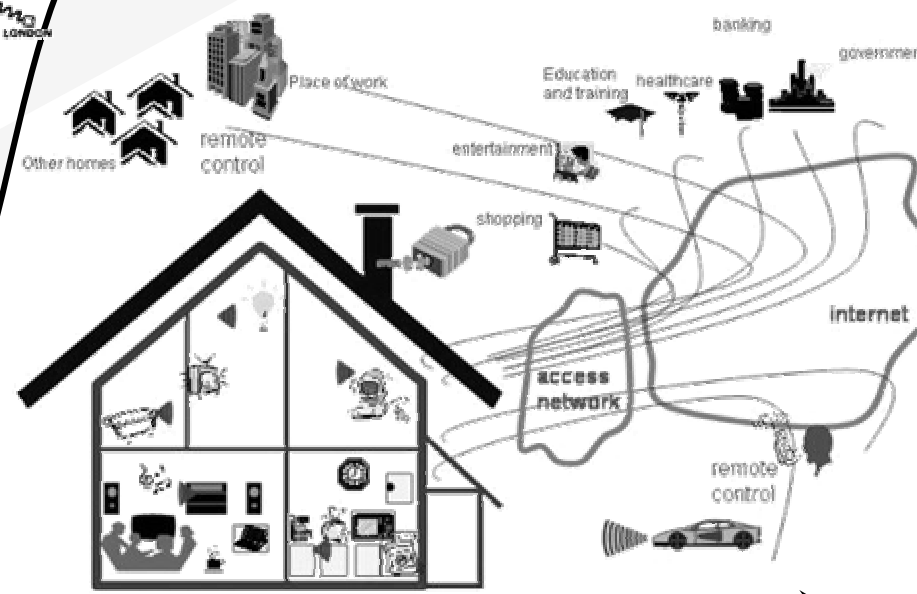


- SATELLITE CIRCUIT
- IMP
- TIP
- △ PLURIBUS IMP
- ◇ PLURIBUS TIP
- CSO

(NOTE: THIS MAP DOES NOT SHOW ARPA'S EXPERIMENTAL SATELLITE CONNECTIONS)  
NAMES SHOWN ARE IMP NAMES, NOT (NECESSARILY) HOST NAMES

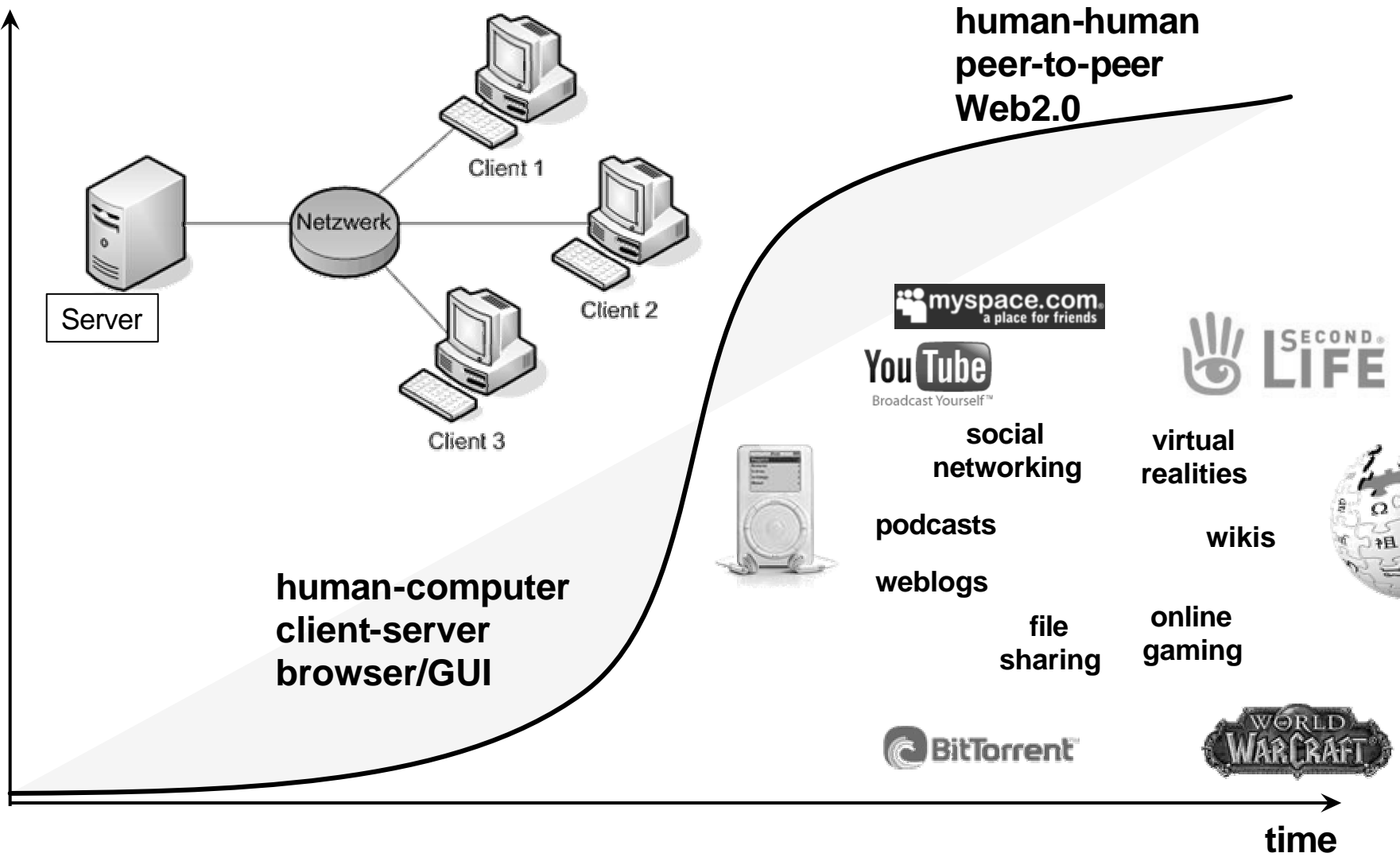
**few restricted networks**

**ubiquitous computing**



**time**

# 3. Convergence of business process models



human-human  
peer-to-peer  
Web2.0

Server

Netzwerk

Client 1

Client 2

Client 3

human-computer  
client-server  
browser/GUI

myspace.com  
a place for friends

YouTube  
Broadcast Yourself™

SECOND LIFE

social  
networking

virtual  
realities

podcasts

wikis

weblogs

file  
sharing

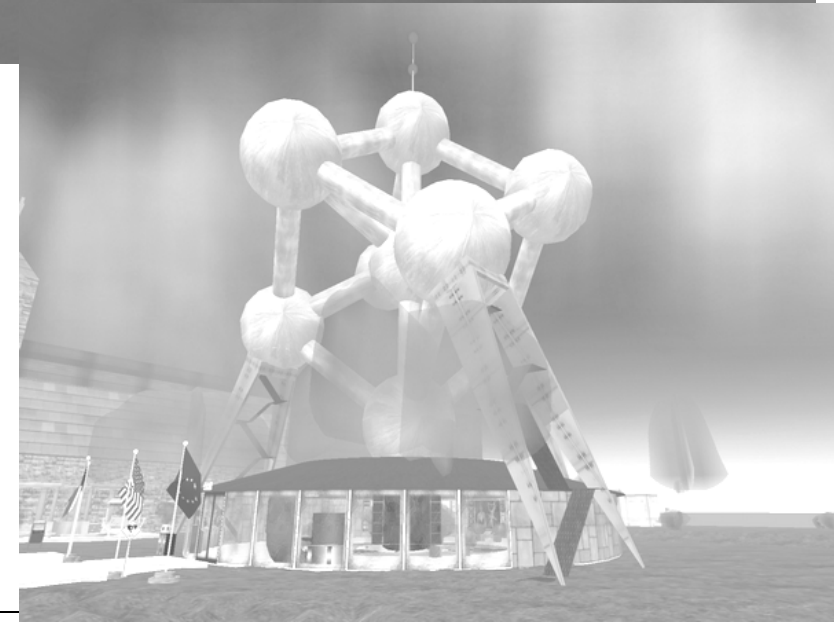
online  
gaming

BitTorrent

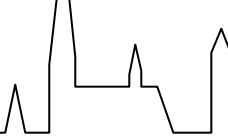
WORLD OF WARCRAFT

time

# 4. Convergence of customer communication Virtual worlds - Second Life



# 9. Social Convergence. Miss Selection in Second Life







**Is Privacy the price of convergence?  
Follows social the technical conversion?**

