Kevin Bertolini: Moving Average Strategy

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Virtual Worlds

A virtual world is an online community that takes the form of a computer-based simulated environment through which users can interact with one another and use and create objects.

eg. Buildabearville

 Club Penguin

Habbo Hotel

Minecraft

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Newsgroups

Users discuss news

Eg reddit

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Internet Forums

User discuss issues and problems

Eg yahoo answers

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What can you do in an online community?

Each online community has different
• Functions- the reasons for the online community
• Features- the things users can do in that community
• Target audience – the types of people at which the online community is aimed.

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Pros

-Other peoples opinions
-Huge amount of infomation
-Infomation can be easily changed and kept up to date
-People from different parts of the world can collabarate

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CONS

-Content could be inaccurate, bias or just untrue

-Need an internet connection to access all this infomation

-disorganised as no one is incharge, may contain many errors

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Infomation is acessible to everyone through ict

People can communicate, collabarate and share ideas on a global scale

Infomation is constantly updated

Users rather than editors decide whats important