

Steven R. Van Hook, PhD

*Science Circle Visit*  
*WELCOME!*

**Educare Virtual World  
Learning Center**

*June 4, 2022 / 10:00 AM PT SLT*  
*Western Hemisphere*

*June 11, 2022 / 9:00 PM PT SLT*  
*Eastern Hemisphere*

# Abstract & Bio

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**Abstract:** Think back on your first days in a virtual world: A confounding jumble of pop-up options blocking the scenery; embarrassing moments stuck bouncing off walls — that's what we may recall. The Educare region provides a gentle first-time orientation for newcomers (and hesitant returnees) to explore VW education possibilities. For this 'tour' please land at the Orientation Dome, give it a quick walk-through, then climb the stairs to the large lit Auditorium above. Throughout your visit, please try to adopt the perspective of a first-time VW visitor. You'll be asked to share that imagined experience as you visit Educare region resources and rides. Welcome!

**Bio:** Dr. Steven R. Van Hook has developed and taught mixed-format courses in cross-cultural communications and global affairs for the University of California and other universities in the United States and abroad. He's been a newspaper columnist, radio talk show host, TV news anchor, and television bureau chief in Moscow covering the fall of the Soviet Union. He has directed international public education campaigns through the United States Agency for International Development. He has a PhD specializing in transcultural learning, and is published in scholarly journals including SAGE, and UNESCO's *Prospects*.  
Research website: <http://wwmr.us>

:: Play 'Audio' Stream In-World ::




## *Educare Radio*







- **Over 1,000 favorite world songs**
- Educare region-wide 'audio' stream
- Free no-commercial radio play:  
<https://station.vocast.com/624e3a1aac8d2/>
- Feel free to stream to your own regions:  
<http://s1.vocast.com:11298/stream>



Educare Radio

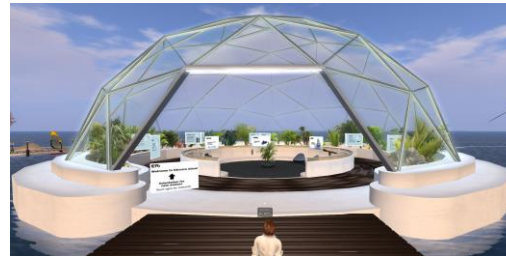
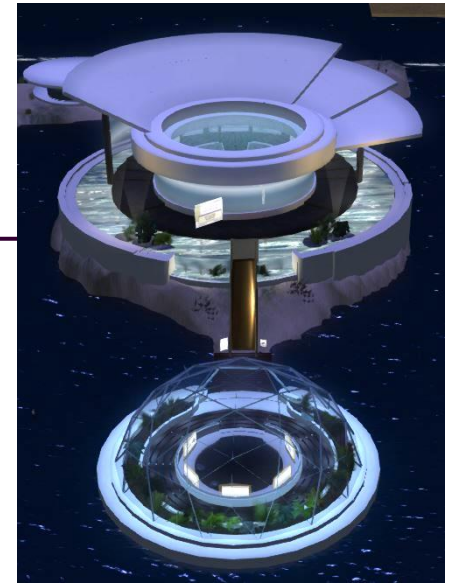
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Current Song:  
Boz Scaggs - Harbor Lights

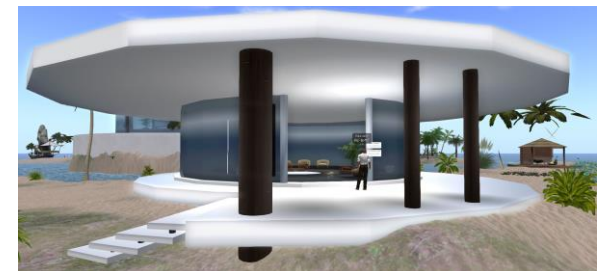
Mirrors:    

# Educare Region

- Nonprofit educational NGO
- Simplified experience
- Orientation for educators
- Introduction to VW teaching



Landmark



# Courses Designed / Developed / Taught

## BA & MA On-Ground, Online, & Mixed

Steven R. Van Hook, PhD  
<http://wwmr.us>  
[steven@wwmr.us](mailto:steven@wwmr.us)

### UCLA / UCSB Extension

- EmpowerEd Course Designer
- Writing for Marketing & Advertising
- Working with the Media
- Marketing Principles & Practice
- Writing for Public Relations
- Integrated Marketing Communications
- Global Communication Management
- Fundamentals of Global Management & Marketing
- Principles of Business Administration & Management
- Global Economies & Issues
- Speaking Skills for the Global Marketplace
- Communications Skills for the Business Professional
- Fundamentals of International Advertising

### California Lutheran University

- Principles of Marketing
- International Marketing
- Cross-Cultural Marketing Communications
- Global Issues

**UCLA** Extension



California Lutheran  
UNIVERSITY



### National University

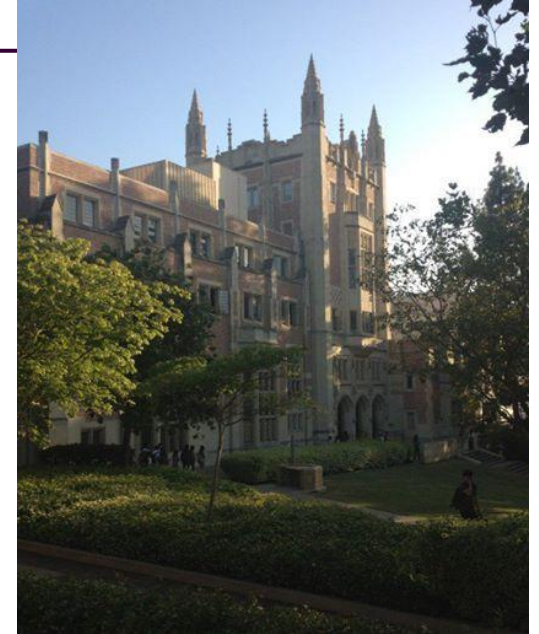
- Campaign & Program Management
- Campaign & Program Evaluation
- Legal & Ethical Issues
- Integrated Marketing Communications
- Strategic Writing
- Mediated Messaging
- Communication Technologies
- Persuasion
- Art of Public Speaking

[Link](#)

# Academia Realities

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- Lower state funding
- Demographic dip
- Lower enrollments
- Stressed administration
- Limited budgets
- Adjunctification of faculty
- COVID class conversions
- Cuts into dining and dorms
- Furloughs and layoffs



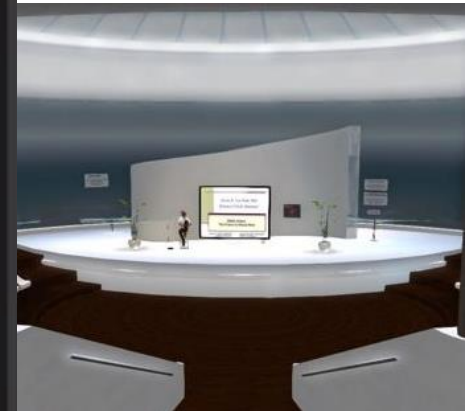
**The Year That Pushed Higher Education to the Edge**  
*Chronicle of Higher Education*

zoom

# Virtual World Tours in Zoom



- > Low Lag
- > Audio & Video Fidelity
- > Single & Group Tours
- > Zoom Familiarity
- > No VW Curve



# Rosedale & Scoble on Future Tech

- The 'sense of place' in 3D is magical
- Study gravity by flying thru universe; virtual overlay learning; 3D models for complex equations
- Best use may be in-world seminars and gatherings



[Video](#)



[Scoble & Rosedale Transcript](#)



*'VR headsets are a blindfold to the real world ... We have to answer the question, why would I be there? Why am I using that space? We've got to get to that.'* – Philip Rosedale



[Second Life founder returns to revamp his original metaverse](#)

# A Dimensional Sense of Space



Landmark



**Science Circle  
Open-Air Auditorium  
in Second Life**



# Cosplay

**Superhero cosplay makes you a better person for one science-backed reason:**

- Heroic stories and experiences can create a unique emotional response: [elevation](#)
- Ninety-one percent of participants who saw a superhero poster stayed afterward to help, whereas only 75 percent of people who saw the neutral poster did.
- In a [virtual reality study](#), half of the participants were given the power of flight, like Superman. The second half got to fly, too — but as passengers in a helicopter. Flying participants generally helped more quickly than helicopter participants



# Walk in Another's Skin

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Participants develop increased empathy for differences and suffering by VR immersion and experience

- *Gender Switch*
- *Race Switch*
- *War Zone Experience*
- *Wheelchair Accessibility*
- *Etc.*

*Stroking a black rubber hand reduced a participant's implicit racism score*

He refers to virtual reality as an "empathy generating machine" to give people experiences they can't have in any other way.

# Visualizing ‘Doing’ Helps Us Learn

## SCIENTIFIC AMERICAN®

- ‘Visualization and action are intimately connected, involving the motor cortex. Thinking about our body doing something—raising an arm or walking forward—activates the motor cortex directly.’
- ‘This ability to trigger the motor cortex by imagining an action offers great promise in therapies for patients recovering from stroke and for athletes or dancers working to develop expertise in their craft.’
- ‘As we get older, the motor cortex has to work harder to imagine actions, so exercising our visualization skills remains important throughout our lives.’



SCIENTIFIC AMERICAN  
**MIND**

[Article](#)

[Avatars & Personality Link](#)



# Virtual Job Fairs & Exchanges

## The State of Virtual International Exchange

Inside Higher Education

“There are many more than one ways to engage young people online in collaborative projects and in dialogue.”



## Virtual Job Recruiting Expands Access to Students

Inside Higher Education

“A new survey from the National Association of Colleges and Employers found that graduates from historically marginalized populations benefited from virtual job recruiting.”

# Sense of Place

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“Students expressed their higher-education experience through images of where they have been, and where they are ...  
The common theme: broadening horizons.”

“A Sense of Place” slideshow  
[The New York Times](#)



# Key Educare Landmarks

## EDUCARE LANDMARKS

A Nonprofit Program for International Educators & Students

Steven R. Van Hook, PhD / Kip Roffo in SL

<http://wwmr.us>

### Welcome to Educare

First steps for a new avatar

### Main Hall

Our large-group meeting space

### Workspace

Smaller gatherings and conferences

### Treehouse Meet Spot

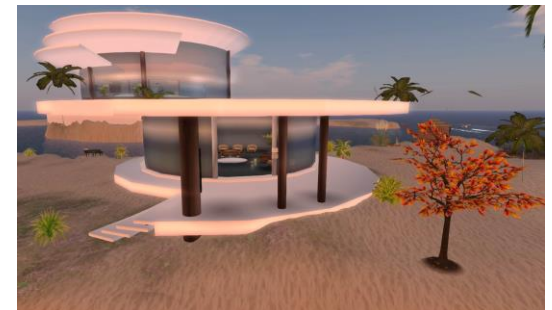
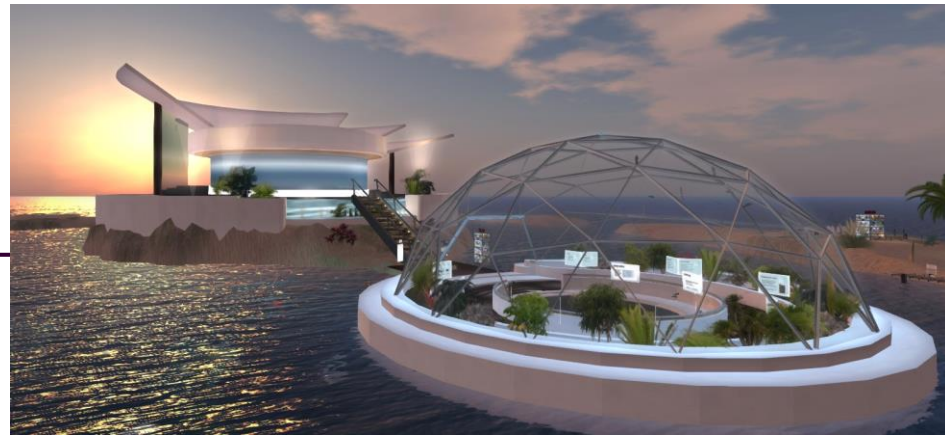
Chill and chat by the beach

### Educare Sandbox

Rez and build your own stuff

### Sunset Cove

Campfire chat, tai chi, healing hypnosis, touch the Buddha
























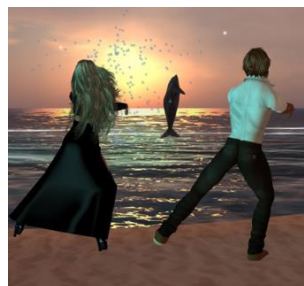
# Resources & Rides



**:: Click 'Tickets to Ride' Sign for Landmarks ::**

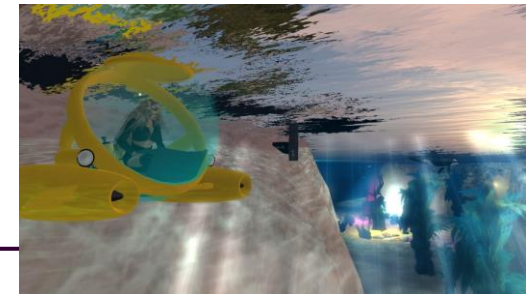
JOIN THE EDUCARE GROUP FOR ALL-RIDE ACCESS

-  [Yellow Submarine Ride](#) (underwater tour)
-  [Board Games](#) (chess and checkers)
-  [Air Balloon](#) (soar the island)
-  [Sail-Surfer](#) (ride the waves)
-  [TED Talks](#) (videos: be a better you)
-  [Treehouse](#) (chill and chat by the beach)
-  [Tai Chi](#) (short-form)
-  [Healing Hypnosis](#) (hypnotherapy video)
-  [Dealing with Self-Doubt](#) (video)
-  [Storytime: Annie](#) (audio / read along)
-  [Storytime: The Dwarf](#) (audio / read along)
-  [Storytime: Seal Woman](#) (audio / read along)
-  [Watermelon Drinks & Dancing](#) (Educare Radio stream)
-  [X Marks the Spot](#) (undersea tour)
-  [Sea of Monsters](#) (surround video)
-  [Sea of Holes](#) (surround video)
-  [Seagull Flight](#) (surround video)
-  [Must Be An Angel](#) (surround audio)
-  [Sea World](#) (surround audio)
-  [Lectures & Podcasts](#) (audio and video)
-  [Educare Sandbox](#) (group use)



# Rides & Resources

:: Region-long tunnel with immersive video/music ::

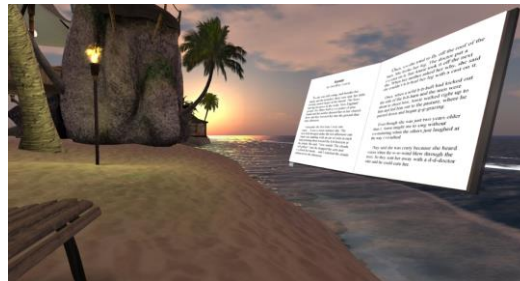
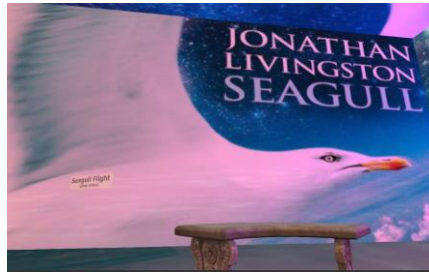


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# Rides & Resources



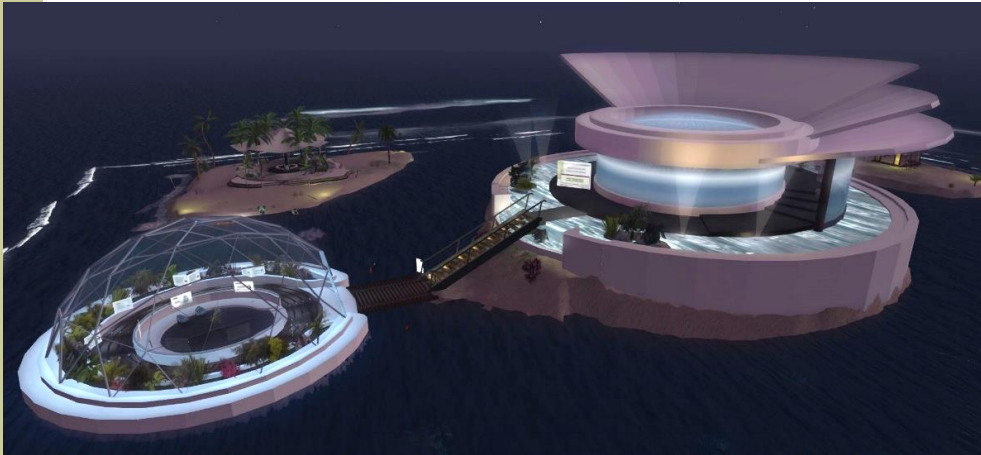
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# Educare Virtual World Learning

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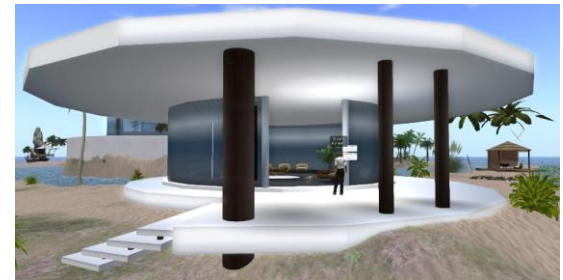


Free educator and student  
VW orientation resources,  
meeting space, English  
read-along books, video  
libraries, career and  
personal development

***by Educare Research inc***

***Non-profit 501(c)(3) Educational NGO***

***Free Access***



# Contact

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## Steven R. Van Hook, PhD

Channel Islands Harbor  
California, USA

- <http://wwmr.us>
- <http://educares.net>
- [steven@wwmr.us](mailto:steven@wwmr.us)

