

Second Life

Mi experiencia personal

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**Lo más importante, por
ahora:**

¿Qué es Second Life?



Básicamente, un mundo virtual donde los usuarios tienen sus personajes e interactúan con otros.





SECOND[®]
LIFE

MARKETPLACE

**En particular, trabajaremos con su tienda
virtual, de la que poseemos datos.**

Try Marketplace with our new search engine!

Categories

- Animals
- Animations
- Apparel
- Art
- Audio and Video
- Avatar Accessories
- Avatar Appearance
- Avatar Components
- Breedables
- Building and Object Components
- Buildings and Other Structures
- Business
- Celebrations
- Complete Avatars
- Gadgets
- Home and Garden
- Miscellaneous
- Real Estate
- Recreation and Entertainment
- Scripts
- Services
- Used Items
- Vehicles
- Weapons
- Xstreet SL
- Everything Else

Communities

- Tiny
- Goth



Featured Items



Party Glamour Dress (HUD)
Maitreya, Beleza, Slink and...

★★★★★ Reviews (2) **L\$199**

Jana & Little's SL World



:::SAMURAI HQ::: Gavin Skins
and MOD Shape Bundle

★★★★★ Reviews (1) **L\$2,000**

:::SAMURAI:::



eXxEsS Hair : Vedma Demo

★★★★★ Reviews (0)

eXxEsS Hair

L\$0

Cabe preguntarse...

¿Por qué queremos estudiar esto?

Emprendimiento

- **Linden Dollars**
- **De a poco va generando mayores ingresos (\$500 millones de dolares – Noviembre 2015)**

Descripción de los datos

En base a sus tablas

Tabla 1: stores

Variable	Tipo de dato
store_id	int(11)
store_name	varchar(128)
store_location	varchar(256)
owner_name	varchar(128)
number_of_items	int(11)
join_date	varchar(64)

CasperTech
Sold by: Casper Warden
Joined: March 15, 2009

- Profile
- Policies
- Inworld Store
- Search filters:
- Category:

Business	10
Gadgets	2
Home and Garden	1
Recreation and Entertainment	2
Scripts	4
- Price:

L\$0 – L\$10	3
L\$11 – L\$100	0
L\$101 – L\$500	5
L\$501 – L\$1,000	6
L\$1,001 – L\$5,000	5
Over L\$5,000	0

 to
- Prim count:

<input type="text"/> to <input type="text"/>
--
- Permissions:
 - Copy
 - Modify
 - Transfer

[Refine search](#)

Items per page: 12 ▾ Sort by: Relevance ▾

<p>CasperLet Elite networked rental system \$1795 CasperLet - Elite networked rental system Reviews (51) CasperTech by Casper Warden</p>	<p>Rez-Free! A free, fast, robust & huge build Rezzar for servers Reviews (126) CasperTech by Casper Warden</p>	<p>CasperVend Complete FAT PACK - Massive saving! Vendor... L\$2,995 CasperVend® Complete FAT PACK - Massive saving! Vendor... Reviews (105) CasperTech by Casper Warden</p>
<p>CasperVend PREMIUM VENDORS 10 Premium Vendors - Create your own self-functioning perfect sit poses. - Set up to 50 vendors or more points. - Only 1 prim required for each vendor. - Separate avatars for each vendor. - NO NOTICATES. - NO REZ NOTICATES. - Really easy camera controls. - User friendly interface. - Recommendations 500+ users! \$1,995 CasperVend® - Premium Vendors :: Elite Web-Based Netwo... Reviews (48) CasperTech by Casper Warden</p>	<p>SimpleSit The creator - Create your own self-functioning perfect sit poses. - Set up to 50 vendors or more points. - Only 1 prim required for each vendor. - Separate avatars for each vendor. - NO NOTICATES. - NO REZ NOTICATES. - Really easy camera controls. - User friendly interface. - Recommendations 500+ users! \$1,495 CasperTech SimpleSit Sitter - Set perfect sit poses to... Reviews (23) CasperTech by Casper Warden</p>	<p>CasperUpdate Product Update System Keep all your products up to date! Reliable, efficient, secure! L\$1,395 CasperUpdate - "Low Lag, Low Nag" Product Update Serv... Reviews (2) CasperTech by Casper Warden</p>
<p>CasperVend FREE VENDORS 10 Premium Vendors - Create your own self-functioning perfect sit poses. - Set up to 50 vendors or more points. - Only 1 prim required for each vendor. - Separate avatars for each vendor. - NO NOTICATES. - NO REZ NOTICATES. - Really easy camera controls. - User friendly interface. - Recommendations 500+ users! FREE CasperVend® - FREE Networked vending system! Fast, rel... Reviews (50) CasperTech by Casper Warden</p>	<p>L\$0</p>	<p>L\$0</p>

Tabla 2: products

Variable	Tipo de dato
product_id	int(11)
product_name	varchar(128)
product_link	varchar(256)
product_price	int(8)
product_description	varchar(1024)
product_rating	float
product_ratings	int(11)
store_id	int(8)
cat_first	varchar(128)
cat_second	varchar(128)
cat_third	varchar(128)
cat_fourth	varchar(128)
permissions	int(11)

General maturity level: Business > Retail > Rental Systems

CasperLet - Elite networked rental system Version 1.22r9



q Zoom/View Images (3)

Details Features Contents Reviews (51)

Welcome to CasperLet!

The goal of this system is to provide you with a feature rich, stable, good looking rental network with very low resource usage.

You'll be able to use this system to rent our stores, streams, anything you like! It's so fast and SO EASY you'll be up and running in no time.

With only 1 SCRIPT per box (versus 21 with HippoRENT), by switching to CasperLet you're bound to get a much less laggy sim!

Of course, you get the same committed support my customers shout about.

Here's a partial list of current features:

- A cool meter-style rent box, which looks pretty funky! It is designed to be rezzed on the floor, and has a popup prim for notices. It's designed mainly for land or store rentals.

L\$1,795

Add To Cart

Add To Cart As Gift

Get the demo version



CasperTech
Visit The Store
Sold by: Casper Warden

Land Required

This item requires that you have access to land in Second Life in order to unpack and use it.

★★★★★ Reviews (51)

Permissions: ✓Copy ✓Modify Transfer

Prim count: 1

Mesh: Partial Mesh

★ Add To Favorites



+ Share this Item |

Flag this item

Tabla 3: reviews

Variable	Tipo de dato
id	int(11)
product_id	int(11)
name	varchar(128)
date	date
rating	int(11)
comments	int(11)
review_id	int(11)
review	text (utf8)

So Easy :)
 Posted April 06, 2011 by autumncurl Wirefly 

As a new shop owner a and first time rental manager i found the CasperTech items easy to use and manage. The web interface is second to none. All items are great to look at.

Casper is very friendly and has a great system for answering questions and is always happy to help.

Casper also takes on any feedback which is reflected on his regular updates - always improving the products.

Very Happy :)

Was this review helpful?

[Comments \(0\)](#) [Permalink](#) [Flag this review](#)

Tabla 4: comments

Variable	Tipo de dato
id	int(11)
rid	int(11)
name	varchar(128)
date	date
comment	text (utf8)

Comments

on November 26, 2011, Rin Mortenwold said:

There are 2 skirts inside the box, the one named "Rin's Strip Mini Skirt D w/s - Tex II v1.4 (pelvis)" have suspenders. I just checked it right now and the perms on both skirts are still the same Copy/Mod.

Sometimes when SL is having problems it doesn't let you modify anything

[Flag this comment](#)

Trabajos realizados

Lamentablemente...

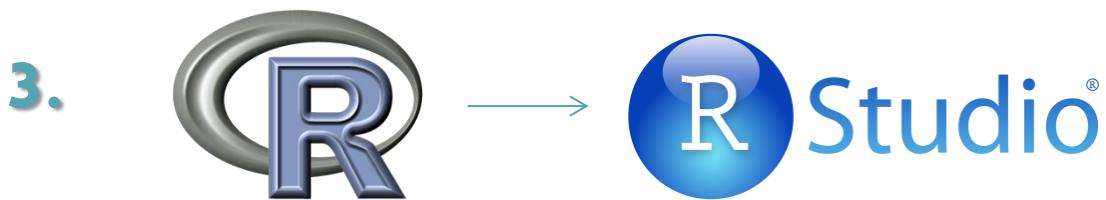
- **Trabajos interesantes: 10%**
- **Limpieza de datos: 90%**

No obstante:

Se listarán las cosas que, a mi juicio, han sido las más interesantes que he hecho dentro de este trabajo hasta ahora.

Herramientas utilizadas

Las más relevantes



Parte 1

Análisis de Sentimiento

Antes de profundizar...

¿Para qué?

Dos librerías útiles

- **TextBlob (Python)**
- **SentiStrength (Java)**

Usaremos ambas a través de Python, y compararemos los resultados.

Variables de cada librería

- **TextBlob:**
 - **Polarity:** **Valor entre -1 y 1**
 - **Subjectivity:** **Valor entre 0 y 1**
- **SentiStrength:**
 - **Positive Sentiment:** **Valor entre 1 y 5**
 - **Negative Sentiment:** **Valor entre -1 y -5**

Script de Ejemplo

```
from textblob import TextBlob
import subprocess, shlex

#Funcion para obtener el sentimiento del review haciendo uso de SentiStrength.
def RateSentiment(sentiString):
    #open a subprocess using shlex to get the command line string into the correct args list format
    p = subprocess.Popen(shlex.split("java -jar C:/SentiStrength.jar stdin sentidata C:/SentStrength_Data/"),
                         stdin=subprocess.PIPE, stdout=subprocess.PIPE, stderr=subprocess.PIPE)
    #communicate via stdin the string to be rated. Note that all spaces are replaced with +
    stdout_text, stderr_text = p.communicate(sentiString.replace(" ","+").encode())
    #remove the tab spacing between the positive and negative ratings. e.g. 1      -5 -> 1-5
    stdout_text = stdout_text.decode().rstrip().replace("\t","")
    return stdout_text

string_ejemplo1 = 'I love you so much, darling.'
string_ejemplo2 = 'I really hate you, stupid.'

# SentiStrength
sentiment1 = RateSentiment(string_ejemplo1)
sentiment2 = RateSentiment(string_ejemplo2)

print(int(sentiment1[0]))
print(int(sentiment1[1:]))
print(int(sentiment2[0]))
print(int(sentiment2[1:]))

# TextBlob
sentiment1 = TextBlob(string_ejemplo1).sentiment.polarity
sentiment2 = TextBlob(string_ejemplo2).sentiment.polarity

print(sentiment1)
print(sentiment2)
```

¡Probémoslo!

A futuro...

Emociones

Parte 2

Graficando y analizando con R

Antes de profundizar...

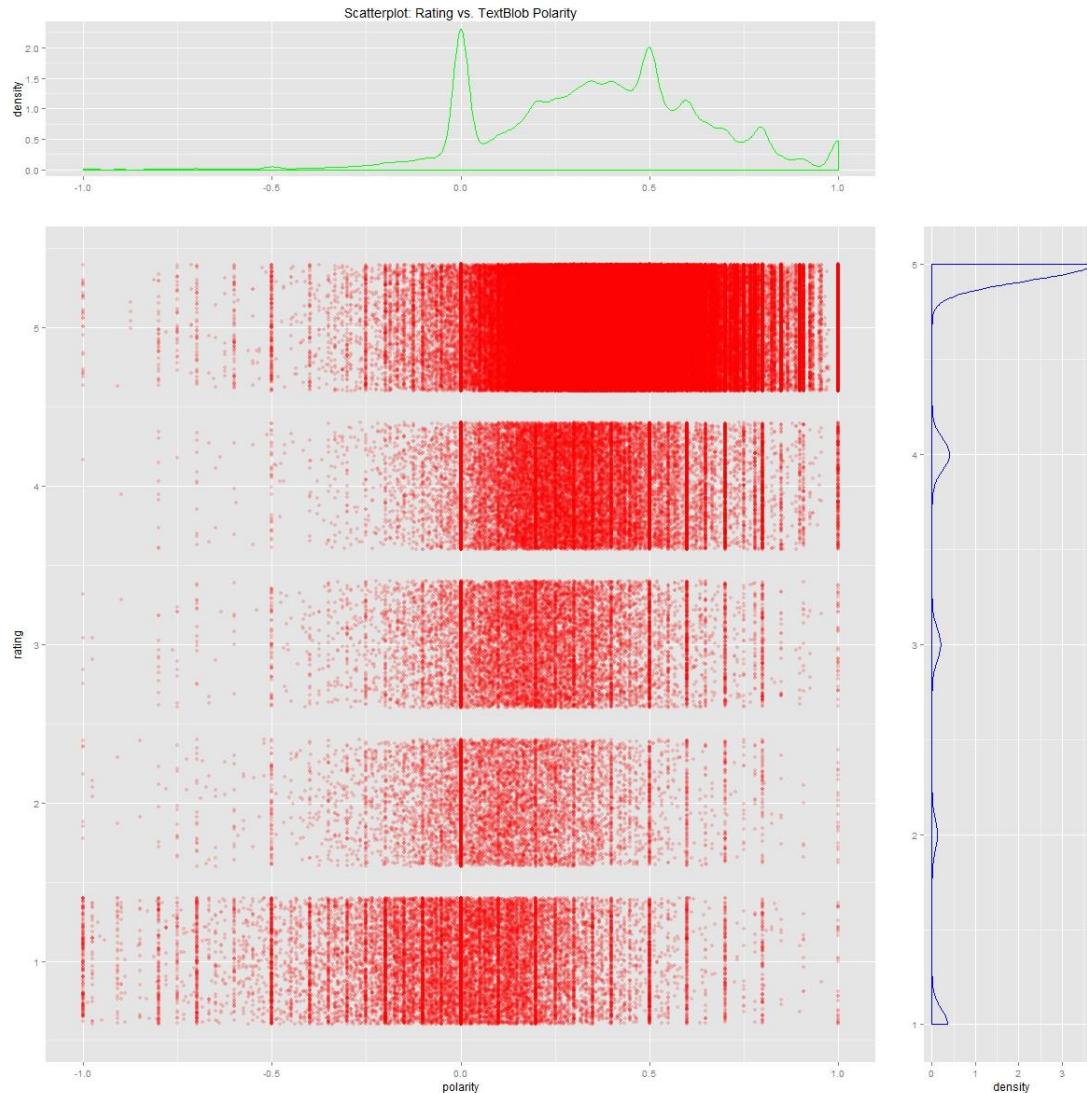
¿Por qué ya no Python?

Algo que nos interesaría probar...

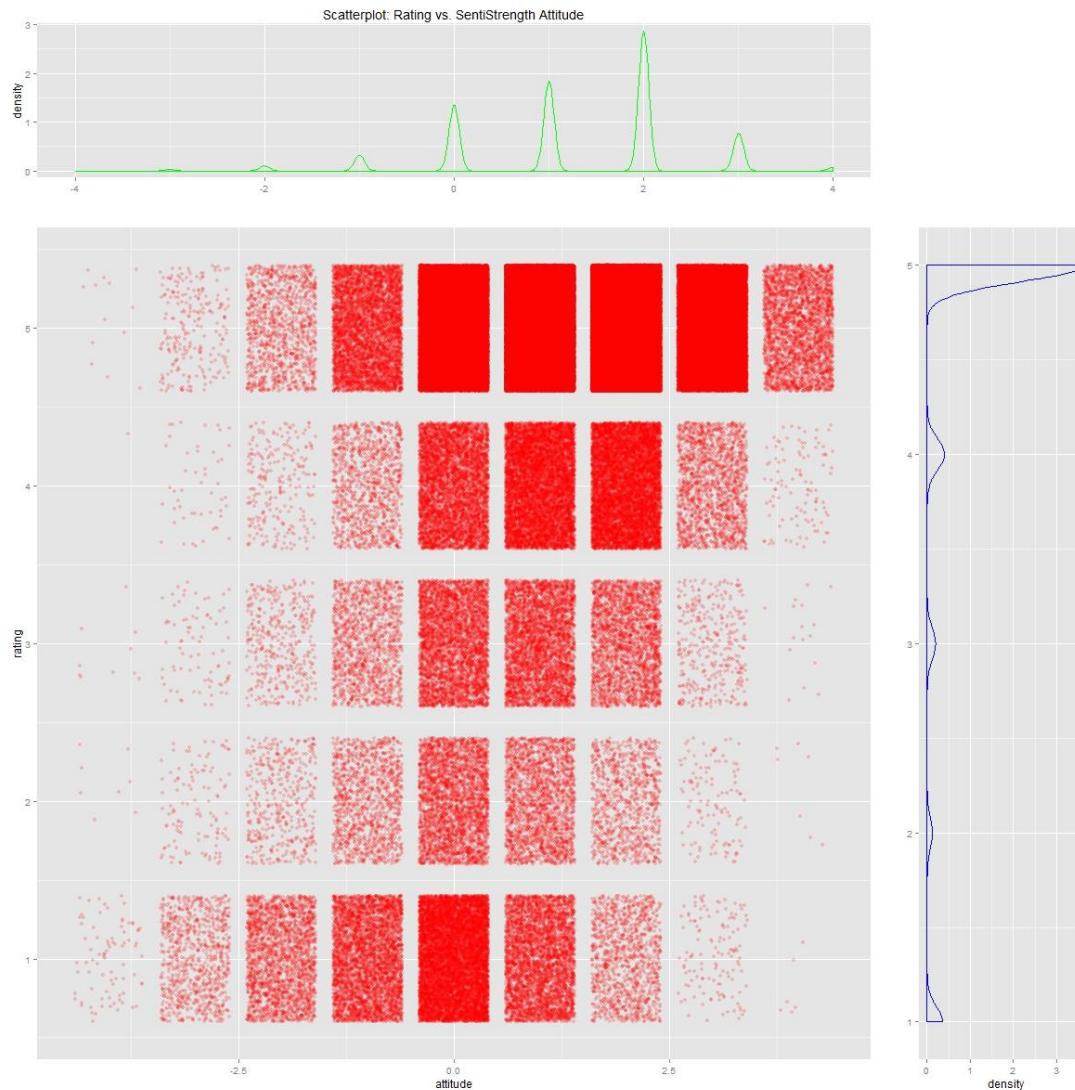
**¿Es el sentimiento obtenido un
fiel reflejo de la valoración dada
dentro de un review?**

Primero, un análisis gráfico

TextBlob



SentiStrength



¿Se explica?

**Pareciera haber una tendencia,
pero no es muy clara.
Hagamos uso de otra
herramienta.**

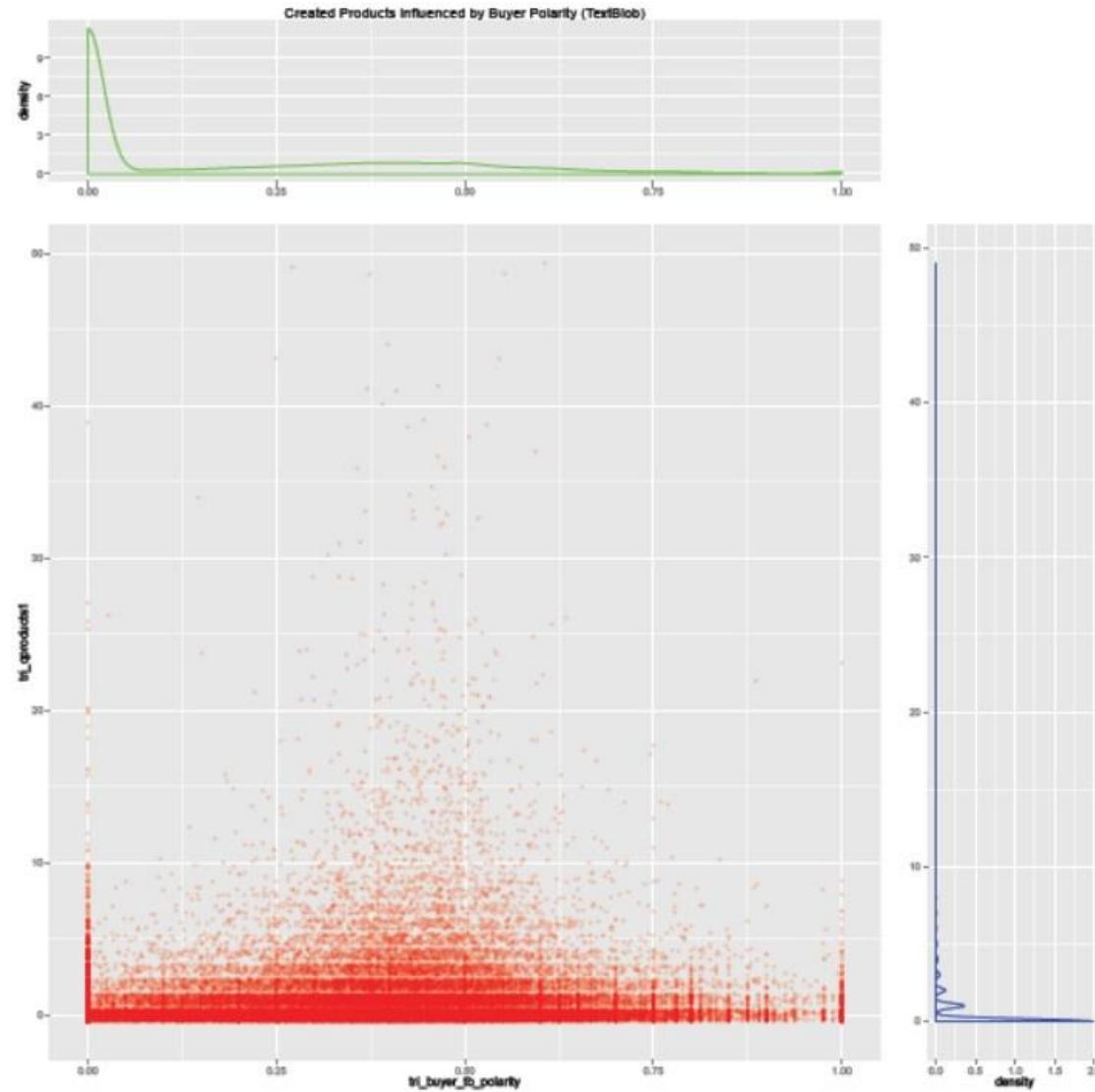
Veamos la correlación

- **TextBlob:**
 - Pearson: 0.4360039
 - Spearman: 0.3843179
- **SentiStrength:**
 - Pearson: 0.4365711
 - Spearman: 0.3752016

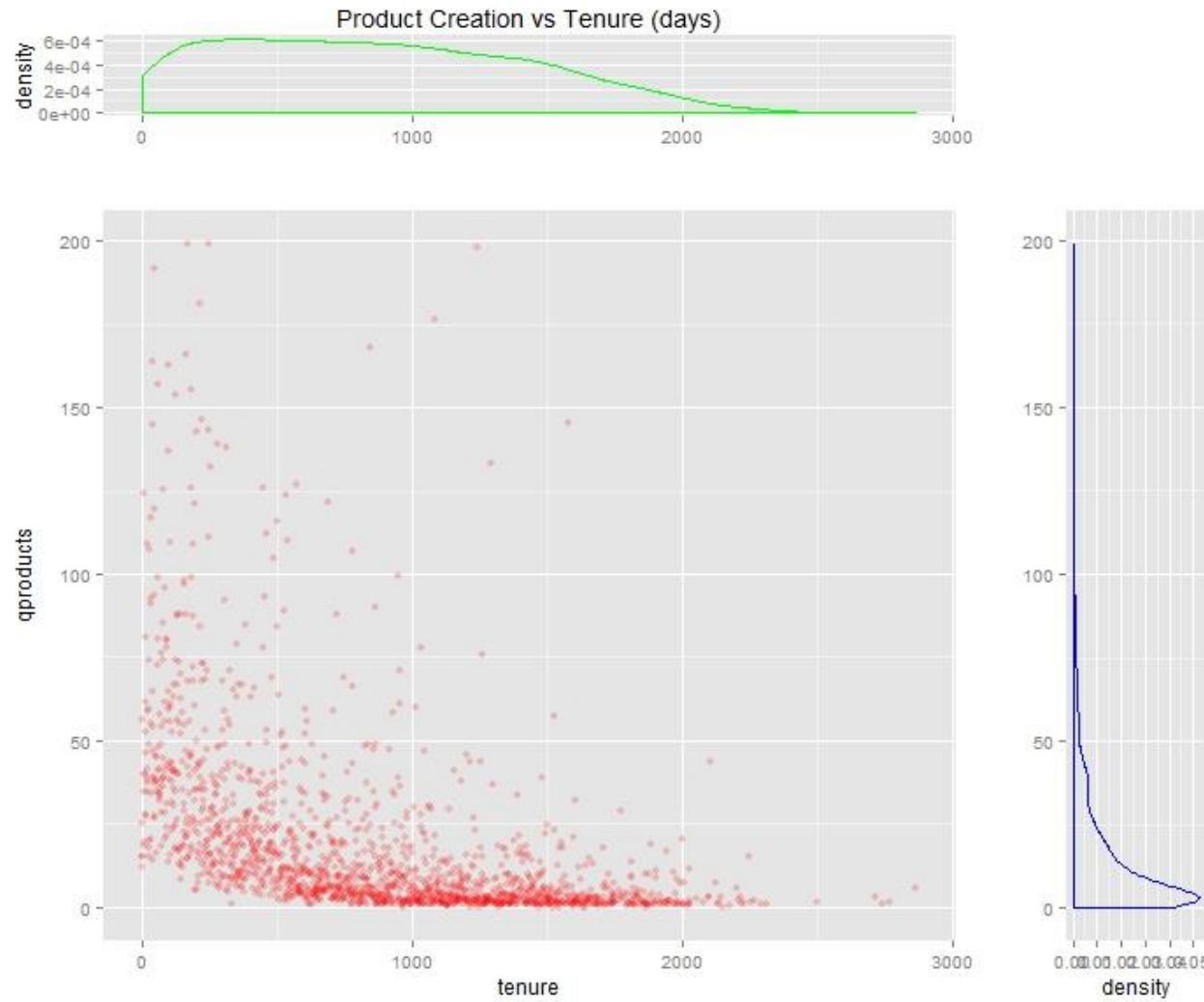
Otros análisis interesantes

que hemos podido encontrar dentro del Marketplace.

Productos vs. Sentimiento



Productos vs. Tenure



Parte 3

Ecuaciones Estructurales (SEM)

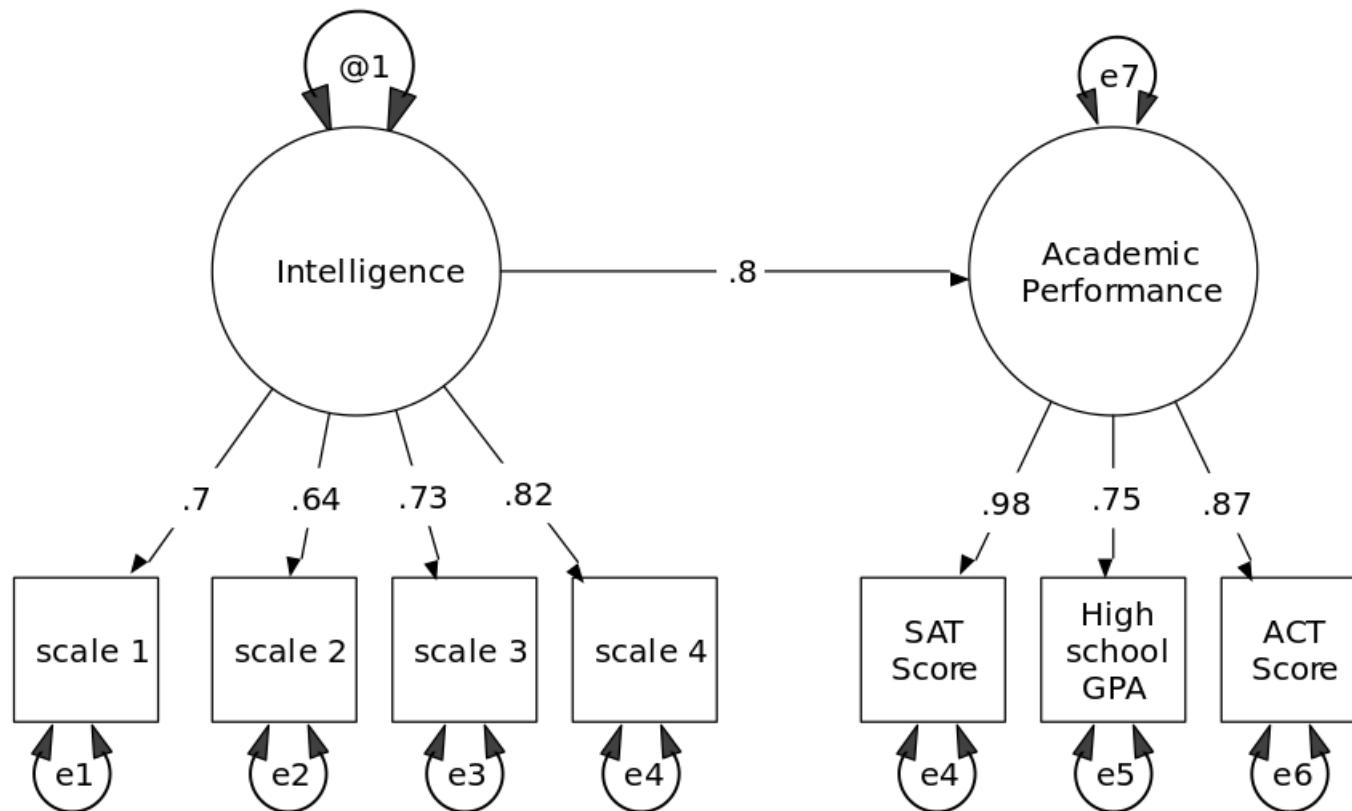
Antes de profundizar...

¿Qué son? ¿Para qué las queremos?

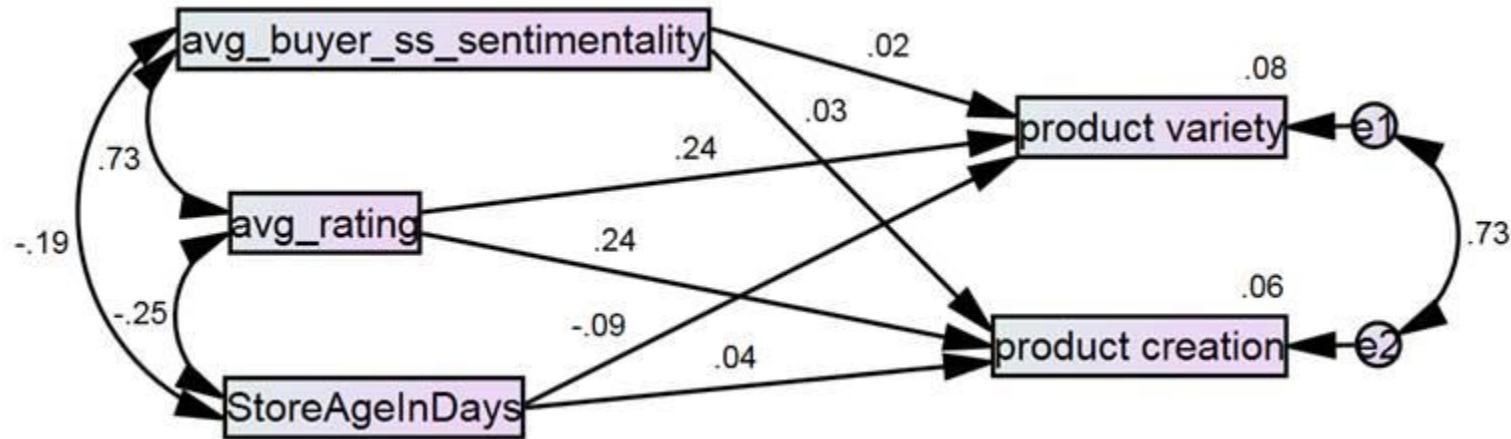
Elementos importantes de una SEM

- **Variable observada:** **Medición (cuadrado).**
- **Variable latente:** **Explicada a través de variables observadas (círculo).**
- **Variable independiente:** **Variable que no es explicada por ninguna otra (no confundir con variable observada).**
- **Variable dependiente:** **Variable explicada por otra(s) (no confundir con variable latente).**

Ejemplo



Modelo preliminar



*En vez de utilizar la **sentimentalidad de SentiStrength**, en nuestro ejemplo aplicado usaremos la **polaridad de TextBlob**.

Código del modelo en MPlus

```
TITLE: Second Life 2010 snapshot
DATA: FILE IS SEM2010.dat;
VARIABLE: NAMES ARE prod cat tenure age reviews rating ss_sent tb_sent;
           USEVARIABLES ARE prod cat age rating tb_sent;
MODEL:
  tb_sent WITH rating;
  rating WITH age;
  tb_sent WITH age;
  prod ON tb_sent rating age;
  cat ON tb_sent rating age;
  prod WITH cat;
```

Resultados

MODEL RESULTS

		Estimate	S.E.	Est./S.E.	Two-Tailed P-Value
PROD	ON				
TB_SENT		0.459	0.348	1.318	0.188
RATING		0.302	0.058	5.231	0.000
AGE		0.000	0.000	-0.937	0.349
CAT	ON				
TB_SENT		0.261	0.275	0.948	0.343
RATING		0.216	0.046	4.723	0.000
AGE		-0.001	0.000	-8.177	0.000
TB_SENT	WITH				
RATING		0.096	0.004	26.816	0.000
AGE		-2.068	1.331	-1.554	0.120
RATING	WITH				
AGE		-25.427	8.032	-3.166	0.002
PROD	WITH				
CAT		10.286	0.243	42.413	0.000

Parte 4

¿En qué estamos ahora?

¿Dudas, consultas?

¿Opiniones?

Fin

¡Muchas gracias!