

BP TRIES SECOND LIFE FOR EMPLOYEE ETHICS AND COMPLIANCE

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ABSTRACT

A team from the University of Illinois at Chicago School of Public Health CADE worked with BP staff to develop a prototype counseling site in Second Life. This site allows employees to report anonymously on ethical issues to upper management. The combined use of Second Life and business enterprise data capture/management make this a very unique and groundbreaking project..

THE PROJECT

The challenge was to develop a site where employees can report issues to BP and have anonymity. The content of these issues may range from simple human resources problems to reporting a leak in a pipeline. The entire project was done to produce a prototype because BP Ethics and Compliance Group (ECG) already had a live telephone-based reporting system that worked successfully.

The primary challenge was to create an application that allowed employees to enter the SL through the BP web site, be assigned an avatar with id/password/email address, a case id and be teleported with ease to the counseling site. A counselor would be paged to meet the employee in the SL room and all communication recorded and associated with the case ID. Lastly, accommodations needed to be made to allow the employee to return for more counseling sessions, thus maintaining anonymity throughout the process.

Steps in the Process

Administrative Side

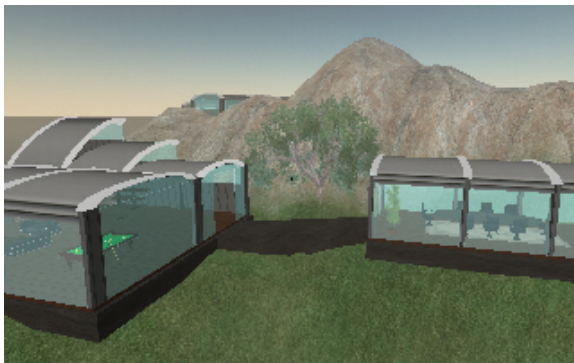
Build an online Administrator Web Site that sends and receives information from the resources in Second Life.



- *Edit User Accounts* receives information from the New Avatar Room and will update the information in the New Avatar page in the Employee site;
- *Create or Edit Rooms* receives information from the Avatar Detector in Second Life and sends information to the New Avatar page in the Employee site;
- *View Logs* page receives chat logs from the Conversation Recorder in Second Life and displays them for later review by Administrators;
- All data is stored in SQL Server, programming done using .NET and C#.

Build a counseling room in Second Life where all communication cannot be heard outside the room and employees can use with ease.

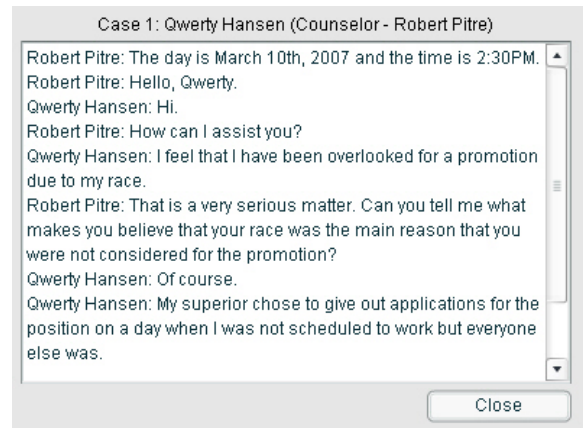
- Include a comfortable and easy to use interface;
- Created an *avatar detection system* that alerts a Counselor (instant message or email) to the arrival of an Employee avatar;
- Created a working *conversation recorder* that captures chat conversation and posts it to a database;
- Included an in-game (in counseling room) tutorial for basic interface (movement, object manipulation, camera movement, and chatting);
- Create a video monitor that streams video to provide training as necessary to the employee;



Counseling Rooms



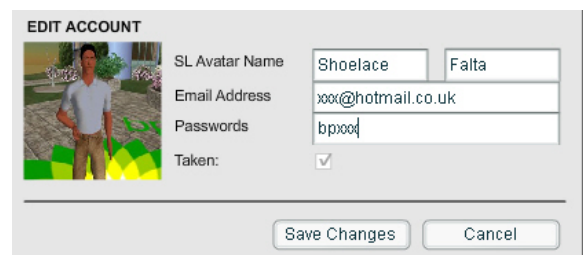
Counselor



Log File Capture of Conversation

Build an inventory of avatars, and associated identifications and island permissions.

- Created 10 original avatar designs (Skin, Shape, Eyes, Hair, Clothing) with modify/copy/sell rights;
- Created easy to use vendors to distribute the avatar designs and send registration info to the BP web site;
- Provided a secure environment through modifying access rights and permissions in Second Life;
- Created a process to allow new avatars into the Island while maintaining Security;
- Created access points to main locations on the Island that can be accessed from within Second Life or from the Web Site.



Editing the Avatar Information

Employee Side

Build an Employee Web Site that eases the Employee into Second Life.

- Developed a new avatar page that provides the employee with all of the information that they will need to enter and use the counseling service in Second Life;
- Provided a follow-up page that allows employee to schedule another meeting for further discussion of an ongoing case;
- Provided a Second Life tutorial page to provides information to move through the BP counseling environment in Second Life (movement, object manipulation, camera movement, and chatting).

Creating a new SL OpenTalk Account

Step 1: Download and install Second Life

<http://secondlife.com/community/downloads.php>

Step 2: Select an avatar type



Employee Selects Their Avatar

If you would like to register for another meeting within Second Life, please fill out the following form:

Meeting Request Form

OpenTalk Email Address

Case ID (Optional)

Counselor (Optional)

If this is a followup case or you wish to see a specific counselor, please enter that information above. Otherwise, leave those fields blank.

Submit Request for Followup Meeting

IN CONCLUSION

A great prototype was developed here. However, scale is the greatest difference in this Prototype version that CADE staff developed and the Final version that we CADE staff can deliver. The Final version would boast an increased number of Ethics Counseling Rooms, a stock of 100 avatars to distribute to Employees, as well as Web Sites that can organize the massive amount of data produced by this system.

ABOUT CADE

The Center for the Advancement of Distance Education (CADE) is a self-supporting unit within the School of Public Health at the University of Illinois at Chicago. CADE brings innovative technologies such as games and simulations to a wide audience both in the field of public health and beyond. CADE specializes in unique, integrated, user-centric solutions. For more about CADE's work in virtual worlds, see <http://www.advancedrealities.com>.