

# TODAY'S AGENDA

## **13:00 Opening notes**

Marko Turpeinen / Network Society research program

## **13:15 Introduction to virtual worlds and real-money trade of virtual assets**

Vili Lehdonvirta / DCC research group

## **14:00 Design and social acceptability of virtual assets systems**

Mikael Johnson / SoberIT, TKK

## **14:30 Advertising and branding in virtual worlds**

Fernando Herrera / DCC research group

## **15:00 Break**

## **15:15 Research agenda: Virtual consumerism**

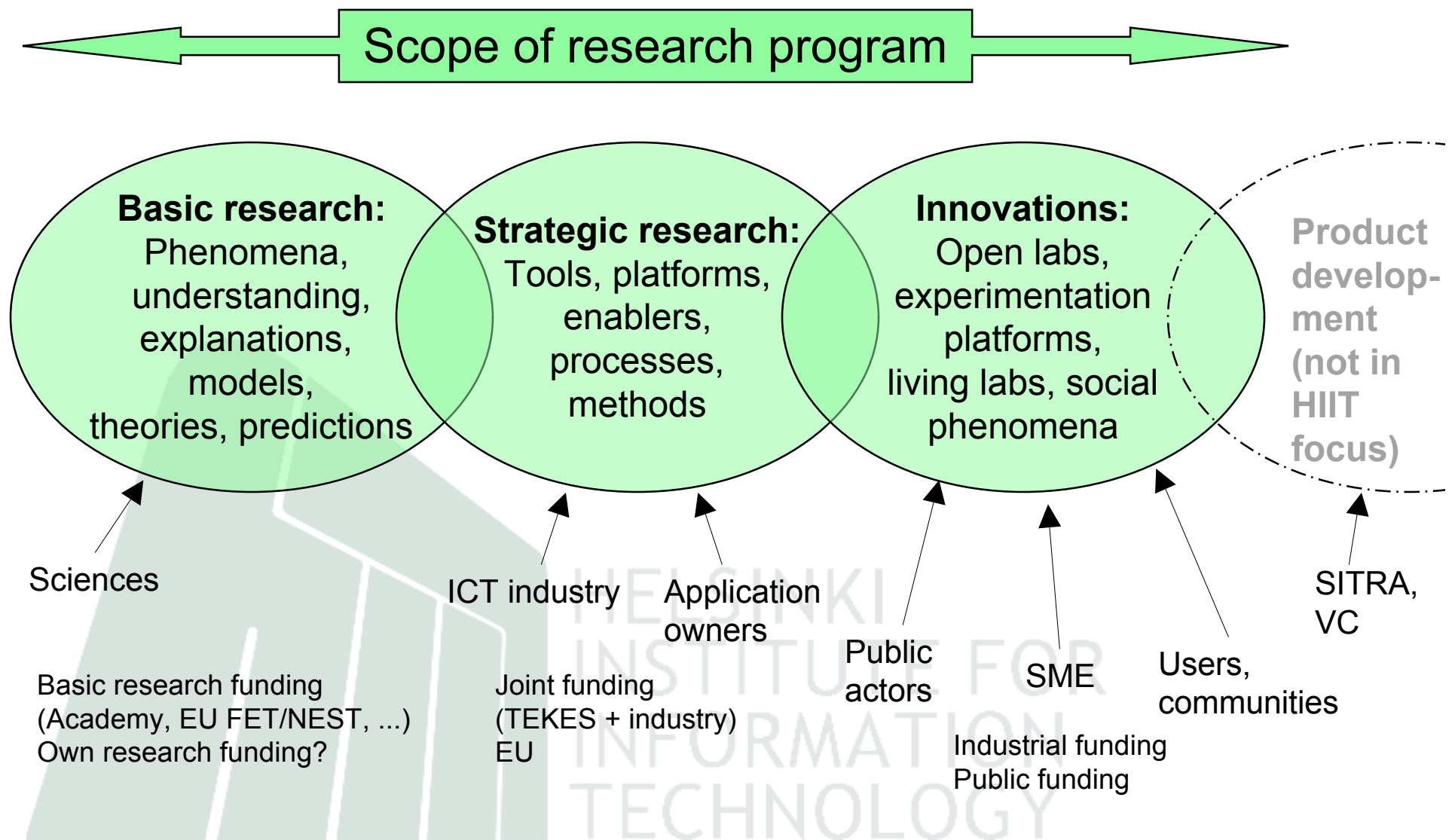
Vili Lehdonvirta / DCC research group

## **15:45 Group discussions: Where to go from here?**

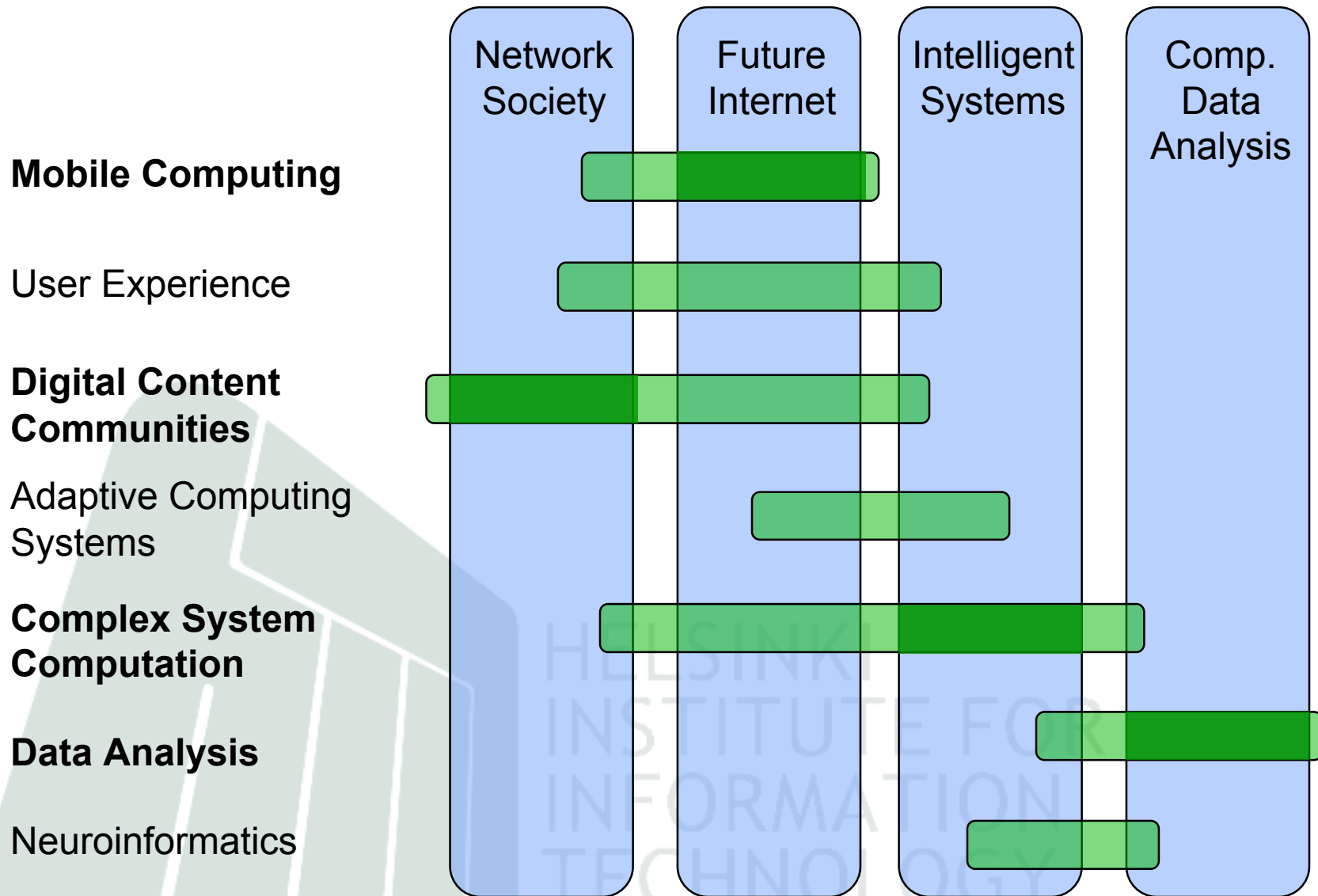
## **16:30: Wrap-up and closing notes**

Marko Turpeinen / Network Society research program

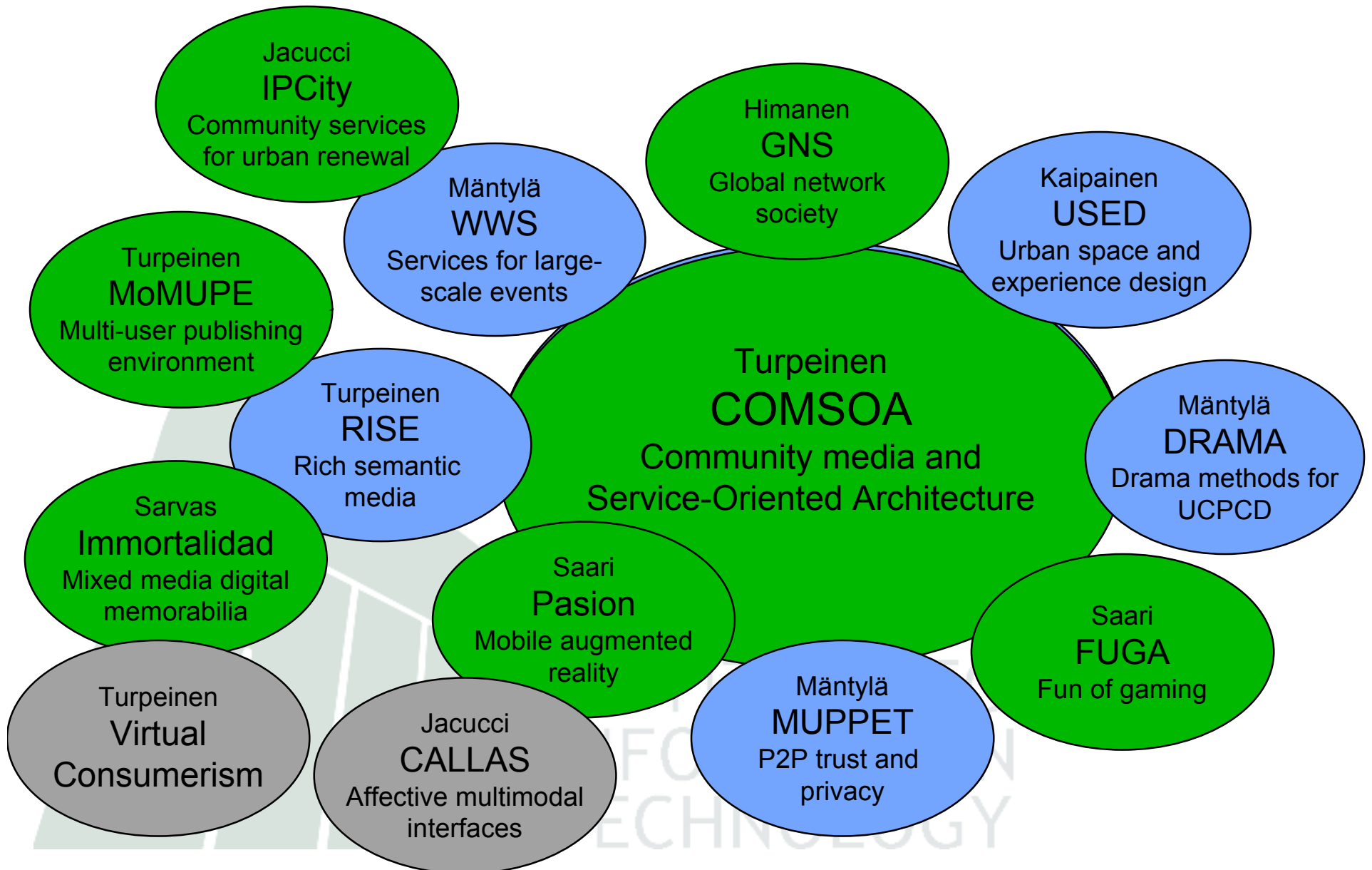
# HIIT End-to-End Methodology



# HIIT Research Programs & Groups



# Network Society 2006



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