Abstract

As part of the commemoration of the 100th anniversary of Marshall McLuhan (2011), the LabCom Interdisciplinary Research Group has been carrying out a selfreflective experiment in both virtual and real scenarios: Second Life, Twitter, Elluminate and Google Wave. It seeks to explore the possibilities these platforms offer as scenarios for exchanging ideas and academic "writing", as well as for supporting and recording research processes. This process is a research performance, and seems to be a valid choice in action-research, as well as an experiment on academic writing using new formats. This printed article supports the explanation to global questions and topics, and presents the experiments carried out on each platform under the name of collaboratory. This is a starting point for a reading alternative aimed at entering what can be called a link where users will be able to explore the outcomes of each experiment in the digital scenario in http://labcom.javeriana.edu.co.

Keywords

Digital culture, McLuhan, virtual scenarios, action research, performance.