Virtual worlds and massively-multiplayer online games are rich sources of information about large-scale teams and
groups, offering the tantalizing possibility of harvesting data about group formation, social networks, and network
evolution. They provide new outlets for human social interaction that differ from both face-to-face interactions and
non-physically-embodied social networking tools such as Facebook and Twitter. We aim to study group dynamics in
these virtual worlds by collecting and analyzing public conversational patterns of users grouped in close physical
proximity. To do this, we created a set of tools for monitoring, partitioning, and analyzing unstructured conversations
between changing groups of participants in Second Life, a massively multi-player online user-constructed environment
that allows users to construct and inhabit their own 3D world. Although there are some cues in the dialog, determining
social interactions from unstructured chat data alone is a difficult problem. However these environments lack many of
the cues that facilitate natural language processing in other conversational settings and different types of social media.
Public chat data often features players who speak simultaneously, use jargon and emoticons, and only erratically adhere
to conversational norms.