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# Trends on Interactive Platforms for Social Media through Web2.0

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**Abstract**— With the rapid development of the Internet, social networking on Web2.0 becomes a novel social media for mass communication. It relies on new online technologies and practices to enable ordinary people to share opinions, insights, expertise, experiences, and interests with each other and further reduce the barriers to collaboration, skill-building and discovery. Web2.0 as the next generation of networking services emphasizes social interaction and share of user-generated content in a collaborative environment. It has evolved and transferred the Internet into a platform by supporting rich digital media technology for the development of innovative business, educational, and cultural applications. In conjunction with Web 3D technology, social networking has already begun to foster an intuitive and immersive system that allows effective visual communication and delivers real time natural interactive experience for enhancing user motivation and engagement compared with the traditional static and text-oriented online information systems and content management systems.

**Keywords**- social media; cultural engagement; Web2.0

## I. INTRODUCTION

This research examines the potential for cultural institutions (e.g. museums and libraries) to interact with online and on-site knowledge-based communities of interest using social media such as wikis, blogs, Facebook and 3D Social Virtual Worlds (SVW). It further investigates the potential of social media based communication strategies to improve user experience. This paper presents an augmented interactive platform to incorporate social media into traditional online digital archives for cultural engagement enhancement. This paper also discusses the key issues including information enrichment, user interaction and communication forms and examines different cultural practices involving user content generation, e-interpreting, and role-playing. The paper concludes that social media can greatly enhance cultural engagement on the augmented interactive platform which enables facilitating social interaction, self-motivation, and creative thinking. The augmented interactive platform as a social media hub will allow users of interest to co-generate their own hypermedia-based interpretations of the collections, leading to a personalized cultural experience for sharing and collaboration.

In this paper, we take the Mobile Games – games on cell phones – as a specific case of study, and studies the

development trends of Web 2.0-compliant social media in China.

## II. MOBILE GAMES IN CHINA

Mobile games are video games played on a mobile phone, smart phone, PDA or handheld computers. In China, people are mostly getting familiar with mobile games via their mobile phones.

For most mobile phone users in Chinese cities, it could be observed as the most usual way of leisure to play with the simple but interesting games embedded in their mobile phones. With the continuous increase of mobile phone users in China, the size of mobile game market has been expanded day by day. In 2003, the Chinese mobile game market started to get enlarged massively. In recent years, development of mobile game market, and hence the revenues of mobile game providers, have been increasing unceasingly. Meanwhile, the potential scale of mobile phone game market also obtains a considerable expansion.

The game industry, which is in the highlight during the recent years, has started to indicate a strong trend of great changes, from traditional offline PC games to online games running on different platforms and terminals nowadays. The prosperity of business models related to online games has brought the perspective and business opportunity to the vendors. The mobile game market is at its beginning stage and will probably become the next domain of concentration for the future game industry, especially in countries like China, which is experiencing a “jump” of communication technology, embracing next-generation technologies and services from a rather low basis.

Within the fast and busy daily life of Chinese business population in big cities, mobile games are found to be a way for temporary leisure and refresh in short periods of spare time: riding a bus or subway car, waiting for someone, before or during a break of a meeting, etc. However, in classrooms mobile games could also become a challenge to teachers whose students might be concentrating on the games in their mobile phone. Anyway, mobile games could be understood to be a substitution or complementary of PC-based or TV-based video games.

### III. ANALYSIS OF THE TECHNICAL TREND

A variety of technologies for mobile games are used widely, including text message (SMS), multimedia message (MMS), GPRS location identification, WAP and so on. Mobile games are dependent on the technologies that are deployed on the phones. According to difference in the technological model, existing mobile games can be divided into WAP games, SMS games, and KJAVA/BREW games. In the past year of 2007, SMS games was still occupying the majority share, standing on 70.4% of Chinese mobile game market. Because of the support of over 200 million WAP users (predicated to be over 230m in late 2008), the market share of WAP games came to 21.2%. The market share of the KJAVA/BREW was still very small, as a result of the technical limits of terminals.

Nightmare Creatures was developed by Gameloft as a 3D action/adventure video game for platforms including PC, Sony PlayStation and Nintendo in late 1990s. The Mobile Games division of Gameloft is known to be at a leading position in the industry, and has established a rich set of Java-based game products for mobile phones.

Recently, based on the existing advantageous position in mobile game industry, especially the design of games for handsets equipped with Java, BREW and Symbian OS, Gameloft has just launched the plan to develop games for the Apple iPhone, expecting the release of 15 games in 2008. This is matching well with the Chinese mobile phone market, since the majority of uses are already getting familiar and interested with iPhone, like they used to be with Java games. Fashionable consuming concepts usually spread quickly in young user communities, covering millions of potential consumers within weeks.

Anrufen Online is one of WiSTONE's Massive Multiplayer Online Role Playing Game (MMORPG) products originally designed for Symbian S60 platform & devices. After over a year's sophisticated development, this product has become the first online game for Symbian S60 platform in the market in China today.

The game also implies that the birth of this product is to answer the earnest summons of the massive market, with an

expectation to become a milestone of mobile games in China. Going along with the "Web 2.0" trend of PC-based Internet, the inter-connected, convergence-oriented network of mobile phones could also be seen as part of the future ubiquitous Internet, upon which users are expecting strong and active participation in the service system. Decentralization and long-tail effect are also existent in the mobile service domain.

### IV. MOBILE SERVICE IN FUTURE CHINA

Along with continual increase of China mobile subscribers and improvement of mobile communication network, mobile services market has experienced very important expansion in China. In the initial stage of mobile services, basic voice service and SMS held the primary position. Meanwhile in present, although driven by the diversification trend of mobile services, voice and SMS is also occupying about a half of the market in the country. In 2007, the profit of SMS has amounted to 52.17 billion Yuan. In the mobile telecommunication service market of China, two giant companies, China Mobile and China Unicom, occupy the majority of market share, and in fact, China Mobile has both more mobile subscribers and business volume than China Unicom, and China Mobile has greater influence than China Unicom. With the rise of mobile multimedia technologies, CMMB (Chinese Mobile Multimedia Broadcasting) has become a new role-player in the game, providing users' decoding-enabled mobile phones with broadcast media contents from terrestrial and satellite distribution network.

In present, WAP and mobile entertainment services have gradually become new directions of growth, and the volume of users of WAP and mobile entertainment services have been increasing continuously. The game entertainment (MMS), the mobile phone banking, WAP, mobile phone mailbox, online chatting and etc. have already started to act as part of some Chinese users' life. In the foreseeable future, online mobile office and mobile business will become the new points of development in the mobile market service of China.

As a summary, Internet is developing towards mobile terminals at an astonishing speed, which indicates the tremendous marketing value of future mobile service world in China.