

26th February 2009

University of Lincoln

CGP3001 Content Creation and Management

The Evolution of Social Networks & Gaming

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What is a “Social Network”?

...a person's family, neighbors, and friends with whom they are socially involved”^[1]

[1] Social network definition <http://dictionary.reference.com/browse/social%20network> Accessed 24/02/09



Social Networks Online

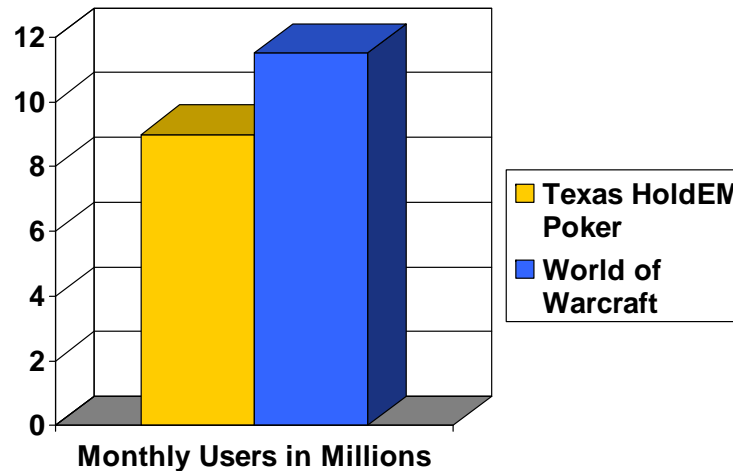
The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The Myspace logo, consisting of the text "myspace.com" in black lowercase letters inside a black rectangular border.

- Socialise and share
- Development opportunities – Applications and games



Gaming

- Texas HoldEM Poker – 9 Millions users ^[2]
- World of Warcraft – 11.5 Million Users ^[3]



[2] AppData http://www.appdata.com/facebook/mostpopular/redirect/category/9/mau/1/group_by/1/page/1/sort/mau Accessed 25/02/09

[3] World Of Warcraft Subscriber Base Reaches 11.5 Million Worldwide <http://eu.blizzard.com/en/press/081223.html> Accessed 17/02/09



The MMO Social Structure

- “Living Social Networks” ^[4]
- Rule Sets
- Guilds
- User Generated Content

[4] MMO's Building Whole Societies http://www.amd.com/us-en/Processors/ProductInformation/0,,30_118_9485_9488%5E9563%5E9599%5E9990,00.html Accessed 22/02/08



Social Promotion



Figures 1 & 2 Star Wars Galaxies MMO



Current Technologies

- XBOX LIVE :
 - Avatar
 - Gaming
 - Chat
-
- Vivaty Scenes: ^[5]
 - 3D Scenes
 - User Content



Figure 3 <http://www.vivaty.com/>
[5] Vivaty <http://www.vivaty.com/> Accessed 22/02/08.



The Evolution

- Playstation Home
- Rich media content
- Social Games

- Nuriem ^[6]
- Custom Avatar
- Mini-Games

- Fully interactive social networks

[6] Product News http://www.gamasutra.com/php-bin/news_index.php?story=17526 Accessed 21/02/08



Conclusions

- Social network similarities
- Web 2.0
- The future is the MMO

“Five years from now a social networking site without a 3D universe will look like a dinosaur” [7]

[7] Virtual worlds set for sake-up <http://news.bbc.co.uk/1/hi/technology/6431207.stm> Accessed 21/02/08



Any Questions?

Thank You



Bibliography

[1] Social network definition <http://dictionary.reference.com/browse/social%20network> Accessed 24/02/09

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[5] Vivaty <http://www.vivaty.com/> Accessed 22/02/08.

[6] Virtual worlds set for sake-up <http://news.bbc.co.uk/1/hi/technology/6431207.stm> Accessed 21/02/08

[7] Product News http://www.gamasutra.com/php-bin/news_index.php?story=17526 Accessed 21/02/08

Figures:

1 & 2 – Star Wars Galaxies MMO

3 <http://www.vivaty.com/>

