모바일 미디어의 어포던스 형성을 위한 인포테인먼트 디자인

Infortainment Design for the Formation of the Affordance of Mobile Media

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Keyword
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Abstract

The convergence of devices is fast and diversified in the present mobile media environment, and various information contents have been created at the same time. Such an environment can provide distinctive and advanced services, and the users participate and make their choices more actively ever. Therefore, it is widely recognized that providing sensational and natural communications environment through mobile media is important.

Prior to the use of advances in technology and changes in the environment according to the look and usability of mobile media properties, according to the information content of the access process and the acceptance and response and cognitive aspects, and the resulting effects and a lot of interactivity affect perception is likely to act through the formation of the Affordance factors and empirical aspects of the provision of infotainment on the properties and design factors leading to the concept through the study summarized. Based on those findings, we Affordance form factors and infotainment design factors other conceptual connectivity that you have to verify and research results, efficient infotainment for the formation of the design elements and their previous prerequisite Affordance factor relationship by forming , the information content through mobile media infotainment design model was refreshed.

Perceptive affordance can lead to the use of information contents in the process of forming communications using mobile media, and it can also bring about infotainment, an empirical aspect of the users. Both affordance and infotainment are the primary factors which must be considered when forming information contents and developing designing of mobile media. Thus, the usability of mobile media must not stay at the phase of understanding information, but be considered and applied before the acceptance phase of information contents coming with mobile media by expanding the infotainment design based on the affordance, which causes users to conduct particular actions, Through research based design model to provide effective