Designing for Social Urban Media: Creating an Integrated Framework of Social Innovation and Service Design in China

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Abstract. In recent years, social media and social networking are increasing the global crucial topics. More and more people in China begin to merge into this virtual networking. Meanwhile, the continuous expediting of urbanization also occurs in the real world. It is a big challenge for designers to coincide with the new trends of city and media. New design thinking frameworks and methodologies will be needed to solve the emerging problems in the cities of China. As being designers with social responsibility, we have a critical quest that is how to design for the social innovation, sustainably for the most people and improve the social life in the context of developing local and cultural city environment. The trend of service innovation leads a new round of economic growth, which is happening in China. We developed a new framework with three perspectives about social innovation, i.e., social interaction, social integration and social inclusion. To solve the problems brought from urbanization, we need the holistic perspectives with the integrated methods of social innovation and service design. The case studies, which devoted to create the innovated application and service for the urban life in China, show the power of integrating the urban and media together in design thinking and implementation.

Keywords: Social Media, Design Framework, Urban Media, Service Design, Social Innovation.

1 Research Background: Socialization Trends in China

1.1 Urban as New Platform for the Research

Due to the rapid development of urbanization, both the social and environmental have emerged many problems in China, especially in the large cities, e.g. Beijing, Shanghai. Some of the major issues are:

- **Traffic:** Beijing has become one of the world's most congested cities. Despite the government has introduced “odd-even” license plate traffic restriction and
restricted the number of new car purchasing, travel is still a big problem. As a result, the traffic accidents, exhaust pollution are becoming increasingly serious.

- **Population Aging:** With the improvement of living conditions and sustainable family planning policy, China has gradually entered into an aging society. More elderly people living in the city and the number of empty nest families began to increase which, proposed new requirements to the social medical, health and service system.

- **Environment:** environmental pollution has become critical, the air pollution, noise pollution, heat island effect, water shortages, etc., are seriously threatening people's health and the quality of life.

- **Society:** As the economic is in the state of transition, people live in large cites feel more stressful and anxiety about their life and work. Social justice and other issues also lead to dissatisfaction. These problems reflect the current social situation. However, as more concern has been paid and new technologies development, it is possible to solve these urban issues by innovation [1].

### 1.2 Social Media as a New Way for Social Innovation

When the Chinese government mentioned the inclusive development in the government’s conference in 2010, design disciplinary meets a new challenged future in China. Design practice will be more focused on the social inclusion and public service. Particularly, based on the popularity and development of social media and digital media in China, the social network provided a new platform for service design in cyber space, which also enabled the feasibility for the social innovation.

The new technology platform are not only computers but also mobile and Internet. Most cyber service can be provided through these cheap and flexible devices, including mobile phone, portable devices, tablet PC or cloud client. However, the mobile network and Internet in China cannot satisfy the requirement of high bandwidth for so many users perfectly. The current situation in China includes a high popularization of smartphones, a large number of clients and low bandwidth. Restricting Interaction and service design by these Chinese technology characteristics, it is a starting point for participants to design for China. Appropriately designed applications on healthcare, education and entertainment will create a new market and shorten the distance between information societies with low-income by utilizing new technology all over the world.

### 1.3 Mixed Social Life in China

We focus on exploiting the social media innovation topic. Social media innovation is design for the people and will have extensive and intensive impact of society. The social media is in the profound change now. The change is pushed forward specifically by the revolution of Internet media and mobile media. It reflects on following points: the revolution of social media advances the communication processes by the social group center, enhances the relationship among the groups and improves the activity of social individuals. New social media has become a bridge bringing real social life and cyber space closer. It has brought the possibility of creating a ‘flat world’, which passes off as much of statement as possible and gives