

DIGITAL GREETINGS FOR DIGITAL COMMUNICATION

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Abstract

Greeting is an act of communication in which human beings intentionally make their presence known to each other to show attention to and to suggest a type of relationship. Expressing best wishes for someone, sending gifts or even sending a special message. However, the current lifestyle in the IT era may shift the message-sending style. For them, smartphones and other digital media are more interesting than mail. This paper is intended to create a mobile-based greeting that contains a small game. Developing the application, the researcher conducts qualitative approaches to the Game Development Life Cycle (GDLC), which includes 6 stages: analysis design, game content, production, testing, and maintenance. It is the utmost hope that the new IT-based greetings model could facilitate easier, more fun, and more enjoyable, especially for children and youth. This research is still ongoing and the researcher would like to present a smartphone-based greetings model. Research findings show that mobile-based greetings, including games, is the most feasible model to send as a greeting message through WhatsApp and WeChat..

Keywords: mobile, multimedia, greetings, game, interactive

I. INTRODUCTION

Greetings constitute a deliberate form of communication where individuals purposefully acknowledge each other's presence, expressing attention and signaling a specific kind of relationship—often marked by cordiality—or social standing, be it formal or informal, when individuals or groups intersect. These acts of acknowledgment may precede a conversation or serve as passing salutations, whether encountered on a sidewalk or along a trail. The customs of greetings are deeply rooted in cultural nuances and are subject to change based on specific situations, social hierarchies, and the nature of interpersonal connections within a given culture. [1], Greetings are a universal aspect found in every human culture, manifesting audibly, physically, or a blend of both. Salutations extend beyond face-to-face

interactions and find expression in written forms like letters and emails. While diverse cultures and religions cherish unique occasions, there are universally valued moments, such as birthdays, celebrated across all walks of life. The celebration of a birthday is, essentially, a tribute to one's life. Recognizing and commemorating this day holds significant meaning, evoking deep emotions in individuals. Whether through the organization of birthday parties, the exchange of thoughtful gifts, or the conveyance of heartfelt birthday messages, expressing best wishes on this occasion creates a profound sense of appreciation and love.[2].

In our contemporary world, the pace of global reading has reached unprecedented levels. A significant portion of our time is devoted to screen immersion, navigating through digital media, engaging with social networks, and participating in various online discussion forums.. [3]. While the internet is undeniably integral to modern life, it simultaneously signals a state of emergency concerning risky behaviors. Numerous studies

underscore the potential for internet addiction, which can inflict detrimental impacts on social interactions, personal habits, and cognitive abilities [4]. For young children, exposure to diverse pedagogical approaches, encompassing various forms of play, is essential. This includes fostering an environment where they can freely ask questions, take initiative, and engage in exploration. Moving beyond the confines of a traditional “religion lesson circle,” children should be encouraged to navigate, explore, and interact within, through, across, and around their surroundings. Numerous challenges, both recognized and yet to be identified, persist. Therefore, continual research into the theory and practice of early childhood religious education remains crucial for addressing these challenges and advancing our understanding of effective pedagogy in this context [5]. The pursuit of enhancing the quality of religious education propels both institutions and families to redefine their educational approaches. The notion of quality in education is intricate and multidimensional, with various stakeholders offering diverse definitions in different contexts. The complexity of educational theory and practice complicates the definition of quality in higher education. Stakeholders, ranging from educators and students to professional bodies and society at large, hold varied and sometimes conflicting perspectives on what constitutes quality. These divergent views underscore the ongoing necessity for continual improvements in educational processes.

As the profile of youth evolves over time, and parenting and community dynamics undergo shifts, the methods of teaching in schools and universities remain relatively static. This persistence, with little acknowledgment of the significant generation gap, underscores the need for a comprehensive reassessment and adaptation of teaching methodologies to align with the changing landscape of youth and society [6]. Understanding how young people learn holds profound implications for their future opportunities and overall well-being. Recognizing the distinctive characteristics of each generation in terms of how they perceive the world, interact with authority, influence family and community dynamics, and pursue their goals is crucial. To maximize the likelihood of their success, it is imperative to identify and adapt to the unique learning

processes of the 21st-century learner amid diverse and complex influences. This exploration will concentrate on three key generations: Generation X (Gen X, 1965–1985), Generation Y (Gen Y, 1978–2000), also known as Millennials, and Generation Z (Gen Z, 1995–2012) [7].

A. Digital Greetings

Greeting card is a card containing a message of good wishes, usually sent to someone to celebrate an event such as a birthday. So it be is an illustrated piece of card or high quality paper featuring an expression of friendship or other sentiment. The purpose of greeting card is to congratulate, to wish or to show sympathy for someone's achievement. It can be family, friends, or someone that you thing they are special. [8]

Why video is used for greeting

The greatest take away from technology has become a valuable lesson in how to deliver a more powerful, memorable message. While these principles came out of hearing people speak, nowadays they apply across many mediums. A video greeting card is an electronic card that contains a video message or animation, instead of a traditional written message. These types of cards can be sent via email or shared on social media platforms. Here are a few things to keep in mind when creating or sending a video greeting card [9].

- Keep the video short: Videos that are too long can be difficult to watch and may not hold the viewer's attention. Keep your video greeting card short and to the point.
- Make it personalized: Personalized video greetings are more likely to be watched and appreciated. Use the recipient's name, and make references to shared experiences or inside jokes.

People want to hear positive, life-affirming things. They want optimism, hope, belief. They want the art of possibility. Give people an idea or dream of how life COULD be, if only we took action, or changed a behavior. Rally people around a common vision.

An estimated 62.9 percent of the population worldwide already owned a mobile phone in 2016. The number of mobile phone users in the world is expected to pass the five billion people by 2019. The mobile phone penetration is fore-

casted to continue to grow, rounding up to 67 percent by 2019 [10].

Christmas Greeting

For example, Christmas greetings encapsulate a diverse and evolving tradition that spans cultures, generations, and communication mediums. From traditional sentiments to modern expressions, the exchange of Christmas greetings remains a heartwarming and integral part of the festive celebration.[11]

The meaning are:

1. Tradition and Warmth: Concept: Christmas greetings embody a rich tradition of expressing warmth, love, and good wishes during the festive season. Whether conveyed in person, through cards, or digitally, these greetings aim to share the joy and spirit of Christmas with friends, family, and acquaintances.
2. Diverse Cultural Expressions: Concept: Christmas greetings vary across cultures, reflecting unique traditions, customs, and languages. From the classic "Merry Christmas" to culturally specific greetings, the diversity of expressions adds a colorful and inclusive dimension to the festive season.
3. Evolution in Digital Age: Concept: With the advent of technology, Christmas greetings have evolved from traditional cards and letters to digital messages, emails, and social media posts. E-cards, animated messages, and virtual greetings now offer creative and interactive ways to extend festive wishes.
4. Personalization and Creativity: Concept: Personalized Christmas greetings, whether handwritten or customized digitally, demonstrate thoughtfulness and care. Creativity in crafting unique messages, incorporating humor or heartfelt sentiments, enhances the personal touch of the greetings.
5. Religious and Secular Blend: Concept: Christmas greetings often navigate a blend between religious and secular sentiments. While some greetings explicitly reference the religious significance of Christmas, others focus on the universal themes of joy, peace, and goodwill, catering to diverse audiences.
6. Global Connectivity: Concept: In our inter-

connected world, Christmas greetings transcend geographical boundaries. Friends and family separated by distance can exchange warm wishes instantly, fostering a sense of togetherness despite physical separation.

7. Corporate and Business Greetings: Concept: Businesses often extend Christmas greetings to clients, customers, and employees. These greetings serve not only as goodwill gestures but also as opportunities for companies to express appreciation and strengthen professional relationships.
8. Social and Community Impact: Concept: Christmas greetings go beyond individual exchanges, contributing to the broader social and community spirit. Greetings exchanged within neighborhoods, communities, and social groups foster a sense of unity and shared celebration.
9. Eco-Friendly Greetings: Concept: In recent times, there is a growing emphasis on eco-friendly Christmas greetings. Digital greetings, recyclable cards, and sustainable messaging reflect a heightened awareness of environmental impact during the festive season.
10. Timeless Tradition: Concept: Despite the evolving modes of communication, the tradition of exchanging Christmas greetings remains timeless. The act of sending and receiving warm wishes continues to be a cherished aspect of the holiday season, fostering a sense of connection and joy. [12]

II. Research Method

This study uses Game Development Life Cycle (GDLC), a multimedia development method with stages that are carried out systematically to build a digital game, and consists of several stages. Development is carried out by game developers, who are usually between one person to a large game industry [13].

Game Development Life Cycle covers six phases, including: (1) Analysis. The developer determines the type of game to be made; (2) Design. Before a game is actually produced, it needs to be made: (a) Game Design Document. The document covers all aspects that are close to reality, so the making of the game includes aspects of prototype; (b) First prototype. At this stage a prototype

is created that allows you to develop a method which fully implements your ideas; (c) Bug fixing and balancing. Identify bugs and overcome them in programming; (3) Game Content. In this stage, collecting that will be used in the assembly phase, from marketplace or third party; (4) Production. In this stage, making game assets and source code is made. The results of this stage are games that can be played in the form of: (a) Formal Details prototype - a game that can be played with win-lose rules, the relationship between views, and works well; (b) Refinement prototypes - most mature prototypes only require beautifying work and are almost perfect to market; (4) Testing. Thorough evaluation of the game in seeing its suitability in appearance, values, concepts, and design. Testing is done to determine whether the game can run well, after programming. The result of this stage is that all bugs must be removed, or changes made in the programming. Many developers do this testing by distributing their products widely through online, so that more input is obtained. The result of this stage is the readiness of the game to be marketed; (6) Maintenance. In this stage several things are done namely bug fixes, special show premiere, marketing, community management.

A. Research Object

The object of the research is digital greetings application, and the research locations are conducted in Sunday School in China. Respondents consist of youth and Subject Matter Expert (SME) in communication, theology, multimedia and information technology.

B. Data Analysis

The data is analyzed using the analytical descriptive method and interpreted in a narrative way based on the research findings. Analyzing and data processing carry out with six stages including data gathering, preparing data for analysis, careful reading, developing the code, presenting the data and analyzing the data [14]. The data is collected from interviews and questionnaires with details: (1) Questionnaires with open-ended questions are used to find useful information that supports the theory, the information is needed for model development, information on whether a student can perform the command to play the mobile mathematics game,

as well as assessing the quality of the learning model that is developed, (2) Interviews with open-ended questions are used, hence respondents can give information that is not limited from different perspective. Depth interviews are necessary to obtain data about the product and the learning process to play the game. All interview transcripts are stored in text documents; (3) Observations are conducted to obtain data about the learning process while playing the game.

III. RESULTS AND DISCUSSION

A. Analysis

The first phase of Game Development Life Cycle data collection was conducted using open-ended questionnaire and interview in three cities. The respondents were mostly young people with smartphones gave answers to these questions.

Questionnaires used in the first phase

1. If you compare digital greetings with printed one, could you explain which one is interesting and easy to use?
2. How do you greet your friends? There are many methods as shake hands, mail a greeting card, send messages using smartphones?
3. People need interactive media using smartphones, playing augmented reality, and games, but some people still like printed greeting card. How about you?
4. According to your opinion, which parts of text greeting message is interested to you?
5. According to your opinion, which parts of text greeting message is not interested to you?

Data was collected from 34 young people. After processing the data using NVivo qualitative data processing software, the greeting model may be designed. In answering the the above questions, majority of the respondents stated the following statements.

1. Most of the respondents prefer internet and social media over book and printed media.
2. Most respondents prefer sending message through smartphones.
3. Most of respondents always use smartphone for everyday activities, getting information for enhancing their knowledge, and

sending message.

4. Almost all respondents agreed that the image of message is interesting.
5. Many respondents are not fond of the long text in the message.

B. Design

The second phase Pre-production would be to decide the concept of applications developed and storyboard design. Storyboards was used to present the whole stories of the application.

C. Game Content

The third phase was the stage that assets were collected for use in the next phase.

D. Production

The third phase Production was the stage that the preliminary game was produced. GameMaker Studio was used to produce the game.

F. Testing

The fourth phase Testing was the stage that the preliminary game was tested. The evaluation of the game conducted by expert in theology, communication, and information technology. The evaluation of preliminary product was conducted by subject matter expert in education, information technology, and social science, individual testing, and testing of small groups, then the product was revised. Below are the questionnaires that should be used by subject matter expert to evaluate the application.

Questionnaires used in the fourth phase

1. Is the content organized well in order completing the topic?
2. Does the graphic interface meet the principle of graphic design?
3. Does the flow of information meet the general user requirement?
4. Can user access the scene his/her need in proper time without an error?
5. Can the application run on variety of mobile device?
6. Can the application run on mobile device anywhere?
7. What is the feature to be improved?

As a result of answering the above questions, the expert of three kinds of fields namely educa-

tion, information technology, they stated the following statements.

1. Most of respondents stated that the content was organized well and it should be enriched with the new subject.
2. Most of respondents stated that the backgrounds and text looked good. It would be better if the resolution of images could be improved.
3. Most of respondents stated that the flow of information was moderate.
4. Most of respondents stated that the user can access the application moderately. The application could not be accessed using internet network. One of the experts was not sure if it would run on mobile phone using internet well without delay. Audio and image should be synchronized.
5. Unfortunately the application cannot run on mobile device easily. Some users do not know how to install the file with APK format on their mobile device.
6. The application can be accessed anywhere using internet network, unless the bandwidth is too low. But it is good including the multimedia content access.
7. The application could be built in the APK format and published at Play Store and AppStore, so audience can download using their mobile phone easily.

As a result of the Testing phase, the application should be revised and fix the problem based on the evaluation.

G. Maintenance

The maintenance of a game system is a multifaceted process that involves technical, community-oriented, and regulatory considerations. By staying proactive in addressing challenges and adapting to the evolving gaming landscape, developers can ensure the longevity and success of their game systems.

1. Technical Updates: Concept: Regular technical updates are crucial for the maintenance of a game system. This includes patch releases, bug fixes, and improvements to ensure the game runs smoothly, addresses security vulnerabilities, and provides an optimal user experience.

2. Content Expansion and Updates: Concept: Keeping players engaged requires continuous content expansion and updates. This can involve adding new levels, characters, storylines, or in-game events to provide fresh and exciting experiences, fostering long-term player retention.
3. Server Maintenance: Concept: Ensuring the stability and reliability of game servers is fundamental. Regular maintenance routines, server optimizations, and scaling infrastructure to accommodate player growth contribute to a seamless online gaming experience.
4. Community Engagement: Concept: Maintaining a healthy gaming community is essential. This involves monitoring forums, social media channels, and other communication platforms to address player feedback, concerns, and to foster a positive and inclusive gaming environment.
5. Anti-Cheat Measures: Concept: Game systems must continuously evolve to combat cheating and unethical practices. Implementing and updating anti-cheat measures is vital for maintaining fair play and preserving the integrity of the gaming experience.
6. Compatibility Updates: Concept: As hardware and software technologies evolve, game systems need to adapt to ensure compatibility with the latest devices, operating systems, and peripherals. This includes optimizing graphics, controls, and performance for different platforms.
7. Data Security and Privacy: Concept: Maintaining robust data security measures is imperative to protect player information and ensure privacy. Regularly updating security protocols, encryption methods, and adherence to data protection regulations contribute to a secure gaming environment.
8. Performance Optimization: Concept: Game system maintenance involves ongoing performance optimization. This includes refining code, minimizing resource usage, and addressing bottlenecks to enhance the overall efficiency and responsiveness of the game.
9. Player Feedback Integration: Concept: Actively incorporating player feed-

back into updates is essential. Listening to the community helps identify issues, preferences, and areas for improvement, fostering a collaborative approach to game system maintenance.

10. Regulatory Compliance: Concept: Adhering to legal and regulatory requirements is a critical aspect of game system maintenance. This includes compliance with age ratings, content regulations, and other legal standards applicable to the gaming industry.

IV. RESEARCH LIMITATION

Limitations of research in model development:

- (1) The research and development that consists of 5 phases is still in progress, and only the first until fourth phase was conducted: and (2) The fifth and sixth phase will be conducted after the application will have been revised.

V. CONCLUSION

Based on the objectives and the results obtained in this initial study, it can be concluded as follows:

- (1) The information derived from the initial research is used as a guideline for developing mobile learning;
- (2) The Developing of Digital Greeting based on Game Development Life Cycle that consists six phases.
- (3) The first until fourth phase has been conducted. The research findings show that digital greeting is a model of message that can be developed.

For future work, the Digital Greeting model needs to be developed in the next phases.

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