Historical View of Mobile Social Game Evolution in Japan: Retrospective Analysis of Success Factors

Toshihiko Yamakami

Software Solution, ACCESS

Nakase 1–10–2, Mihama-ku, Chiba-shi

Chiba, Japan 261-0023

Email: **Toshihiko.Yamakami@access-company.com**

Abstract—The Internet is famous for its fast-incubating capability. Mobile social service engineering is one of the fastest examples of that capability. The dynamism of mobile social service engineering has discouraged any reasonable systematic analysis. The author attempts to parse the dynamism using an historical approach. Mobile social service engineering in Japan has only 4 years of evolutionary history. However, retrospective analysis is one of the only feasible research approaches to analyze the massive repercussions of this evolution. The author gives a descriptive analysis of changes of industrial landscape over the last 4 years. Then, the author discusses six different view models to parse the three landmark mobile social games in Japan.

Toshihiko Yamakami, He joined ACM in 1982 and now a life-time member of ACM. He obtained the master degree at Information Science, Univ. of Tokyo in 1984. He obtained the doctor of Engineering at the graduate school of Engineering, Kagawa University in 2007. His major interests include social service engineering and mobile business model engineering. He is senior specialist of ACCESS, Chiba,Japan. He is also a part-time lecturer of graduate school of Information Science and Technology, Univ. of Tokyo, Japan.