

My-place-ness Approach for Social Service Design: Lessons from the Evolution of Internet Services

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Abstract— Since the Internet has penetrated into everyday life, it is crucial to design services in the socially-empowered way. However, technology-driven engineering has placed too many functions into services without considering an appropriate evaluation of the comfort of long-stays. The technology-augmented space has too many possible interactions that threaten the fundamental comfort of human beings. A distinction between the treatment of space and the treatment of place is required in order to provide the building blocks of social services in the virtual world. The author proposes a so-called “my place” theory based on my-place-ness to cope with these conflicts between human beings and technology-empowered spaces. The author provides a two-dimensional view model of my-place-ness and a layered view of a functional model of my-place-ness..

Keyword—My-place-ness, service engineering, social services, socially-empowered service



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