

An Information Treat Approach to Improving the Quality of Life of Seniors: Social Experience Design in the Virtual Word

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Abstract—*As network interaction increases, social experience design has been increasing in its importance. Interpersonal interaction is an essential part of social experience design. Gifts play an important role in society in social rewarding and the expectation of reciprocity. In the virtual world, gifts can be represented through an intangible format, as “information treats.” The author discusses the characteristics of “information treats.” Then, the author proposes an information treat theory that deals with social interaction in the virtual world from the viewpoint of virtual gifts. Then, the author describes how the proposed approach impacts social services and senior services.*

Keywords—Social experience design; service engineering; quality of life; seniors; virtual world;



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