Successful Cases and Ways of Operating Knowledge Crowdsourcing to Gather Players

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GAME DEVELOPERS CONFERENCE™ CHINA
SHANGHAI INTERNATIONAL CONVENTION CENTER
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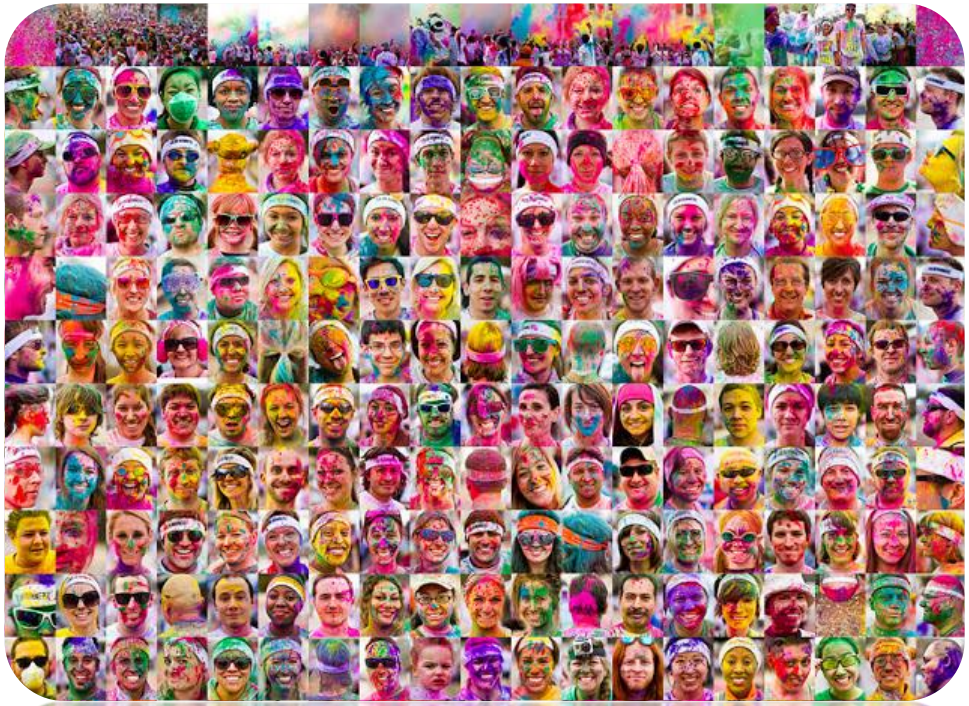
In 2012, The Color Run held events in over 50 North American cities. 60, with a total of more than 600,000 participants of different ages, genders, colors, and professions. It is called "**the happiest 5K on the planet**."

Interaction because of the difference in ages, genders, professions, educations, lines of work … ?

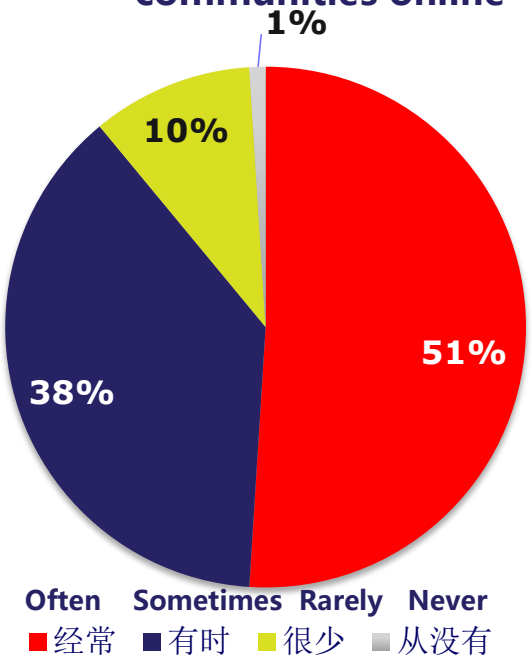
We don’t think so……



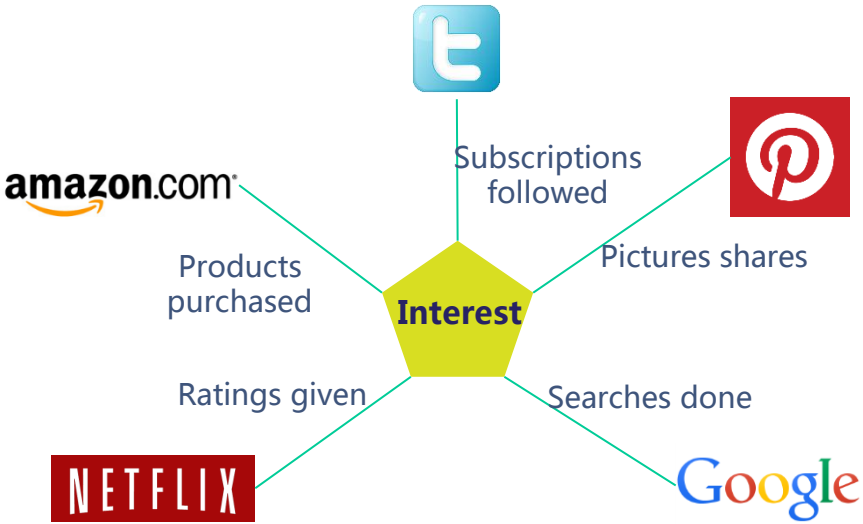
交互，来源于兴趣

Interaction based on interest

Frequency of main social media users searching interest communities online



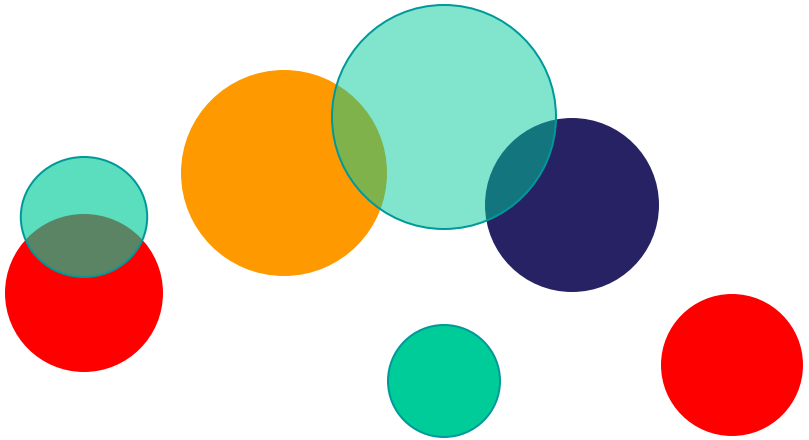
Interest becomes the driving force behind users' behaviors



Source: Nielsen, Demands and Behaviors of Mobile Social Media Users, July 2014

* Main social media users refer to those representative users on Weixin, Sina microblog

Users' behaviors are based on 3 action dimensions of interest



Users get needed info, but are more enthusiastic about **giving their opinions**

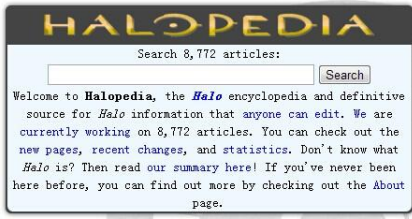
1st dimension

Behaviors based on this dimension are mainly **reading and browsing**

2nd dimension

3rd dimension

Groups interested in certain issues contribute their cognitive surplus and create contents; they are self-generating



Read → **Comment** → **Creat**

One-way creation of contents

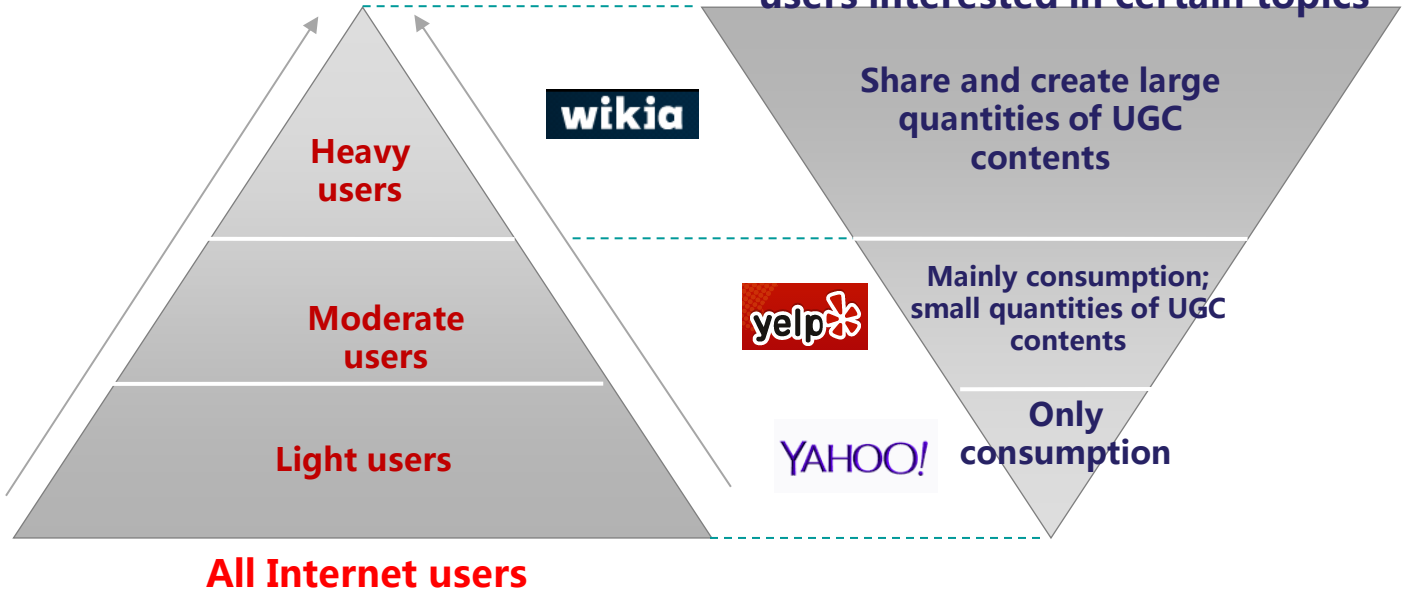
Users participate and express their opinions

Users create contents through coordination

Wiki and Q&A knowledge communities become a gathering place for heavy users

- Wiki and Q&A knowledge communities pool the knowledge of users, and create contents of value
- Quality contents in turn attract more users, forming the Internet "Matthew effect"

Heavy users contribute most of the cognitive surplus

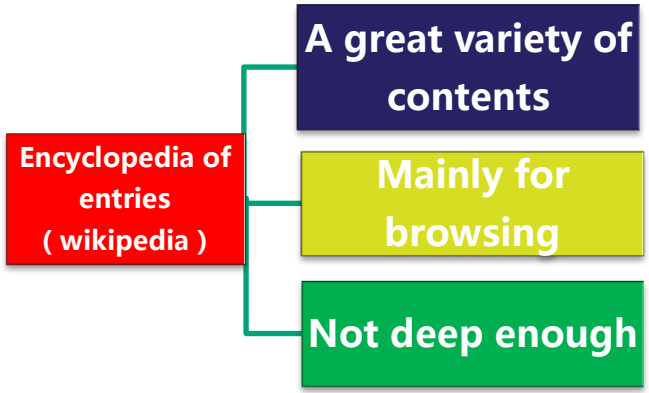


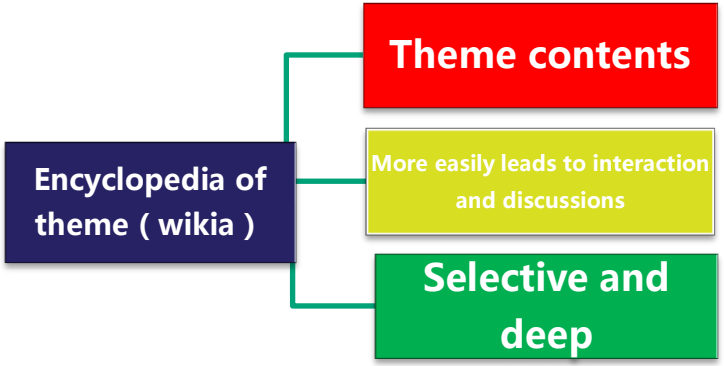
Museum or theme park?

Encyclopedia of entries
or wikia?

An encyclopedia of entries

is like a museum or an encyclopedia, offering huge variety of contents, yet making it impossible for users of get a deeper understanding of the issues that interest them.





An encyclopedia of a certain theme is like a theme park, revolving around a conceptual element, and presenting all kinds of details. **It is more suited for the operations of interest communities, gathering together users of same interests.**

The largest Halo3 wiki has **8700** articles, created and edited by 1,500,000 registered users.

The popular game My Name is MT has **7700** different pages on Joyme wiki.

Features of theme wiki：

Huge quantities; comprehensive; deep; rich in contents; continuous updating.

统计

页面统计	
页面 （本wiki的所有页面，包括讨论页面、重定向页等）	7,796
已上传文件	2,184

Animal Forest wikiの stories of Japanese game fans

How should we run……

Products and operations. Users' contribution can be fun.

Edit box

Data contributed by users

1 doesn't go along with 25

Is Prof. Du here ?

Please continue to update your camp !

Could there be any other websites more detailed .....

Use the coolest way to turn the contribution into a “divine tool”

Minimize costs, and maximize expressive force

Joyme wiki：Turn contents into a tool, which is regarded by fans as a “divine tool”

Traditional mobile game media: too much text; poor user experience

刀塔传奇女武神难度5通关组合技巧

时间：2014-09-24

刀塔传奇女武神的对决难度5也是一个比较难的难度，玩家可以在这个难度中获得橙色装备卷轴战斗的碎片，所以一定要击在必得的，那么女武神的对决难度5要怎么过呢？游戏米小编在此给大家分享一下女武神的过关攻略吧。

点击查看：刀塔传奇精品专区

刀塔传奇女武神的对决难度5

推荐阵容一：

小黑+白虎+冰女+巫妖+死亡先知

小黑，拥有沉默和冰箭两个控能，可以禁魔和减速敌人，大招是全屏伤害，这个阵容也主要是全屏一波流，强调速战速决，如果不能速战速决，就需要足够的控制技能。

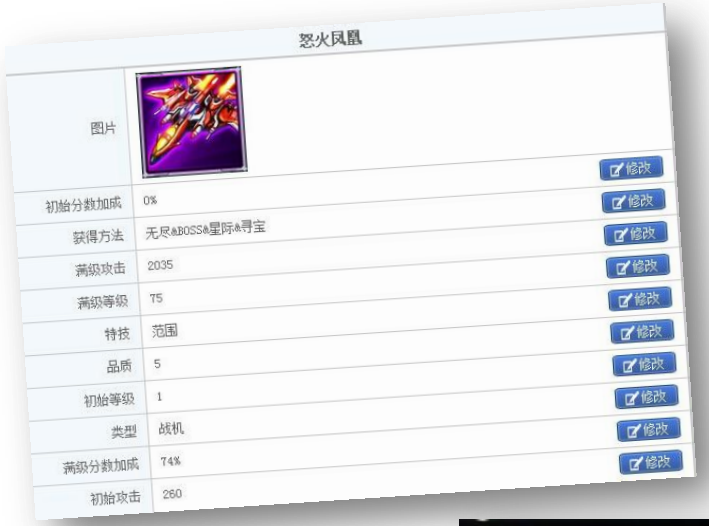
白虎，开场的虎啸能提高队友第一波伤害，之后的月神箭可以就晕敌人前排美杜莎，最好是将美杜莎控制到死，伏击技能能够为队友提供敏捷光环，大招也是全屏魔法伤害。

冰女，有冰冻这个控制技能，大招也是成羚的全屏魔法伤害，紫色技能能够缓缓的回复队友能量，所以也是一个不错的法师。

巫妖，冰甲技能能够暂时提高队友的护甲，霜星和连环霜冻能够对敌人造成大量的范围魔法伤害，也是十分给力，紫色技能减零能够削弱敌人的魔法抗性，间接提高四个法师的魔法伤害。

死亡先知，作为前排，擅群中击拥有较高的伤害，还有沉默技能，大招能够对敌人造成大范围大量伤害，还能够回复血量，作为前排续航能力很强。

这个阵容玩家们注意使用好英雄的控制技能，死亡先知的沉默要沉默到火女和黑鸟，最好是能够全部命中，之后小黑的沉默接上，能够让对面的黑鸟开不出大招就死掉，火女也是，之后英雄横连开大，也就好过了。



If you know more than what I do

Bring it on!

Next……We will apply our successful operations experience in games to anime and manga , bringing the fans rich contents and exciting experience. **And more……**

Currently, online contents related to anime and manga are mostly (over 90%) series (manga or video clips). The needs of the fans to share, communicate, re-create and derive are far from being met.

Baidu tieba's One Piece forum has 8 million active users monthly. However, the forum itself fails to formulate structured knowledge

黑胡子的来历是什么？
为什么在过去的五年里，美的胸部一再变大？
罗罗诺亚·索隆
签到
10,000,000
谁是胜者？恶魔果实能力大对决！
每周之星
路飞：决战就全部交给我好了
按集数
按详情
影子熊
你的人头现被悬赏
$ 999,999,999
签到
招募你的船员，开始冒险吧！
谁是草帽海贼团第十人？
晒出动画里最感人的画面，赢取人物公仔
按最新排列
按顺序排列
东海篇（1--60）
观看到55集
阿拉巴斯坦篇（61--130）
TV原创篇（131--143）

篇章分类

东海冒险篇	阿拉巴斯坦	TV原创	空岛	海军要塞G8
长鼻岛	司法岛	旗帜猎人	恐怖三桅船篇	Spa island号篇

当前热门话题 更多>>

- 路飞的妈妈是谁？
- 路飞的老婆是谁？
- 索隆的眼镜是怎么瞧的？
- 路飞的妈妈是谁？
- 路飞的老婆是谁？
- 索隆的眼镜是怎么瞧的？

主要角色速览 更多>>

按海贼团分类 ▼ | 按性别分类 ▼ | 是否使用恶魔果实 ▼ | 种族 ▼

从路飞到女帝
从路飞到女帝结婚
从路飞到女帝结

赏金排行（截止100画） 更多>>

姓名	绰号	赏金	组织	备注
青椒	首领	超过5亿（全盛时期）	花之国暴力团青椒家族	原海贼前任八宝水军第12代栋梁

One Piece's wiki homepage

Cooperation with mainstream video websites

海贼日历

动画 <点击查看完整剧集>

第300集	点击播放
第301集	点击播放
第302集	9月30日更新

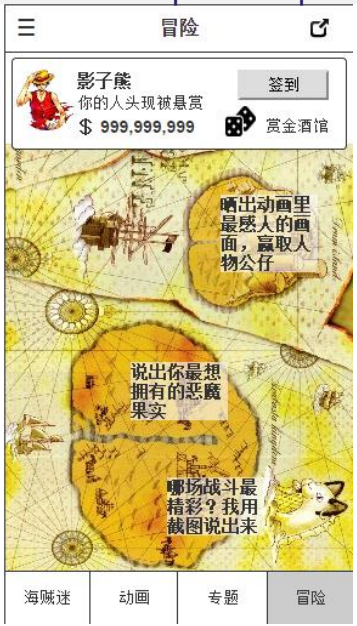
漫画 <点击查看完整剧集>

第300集	点击播放
第301集	点击播放
第302集	9月30日更新

常用工具

One Piece's wiki mobile terminal APP

- "One Piece Fans" channel weekly pushes to fans the most popular roles voted according to plot development, and share a piece of knowledge of anime everyday
- "Topics" channel categorizes different topics and episodes; fans interested in a certain topic can get all the information they want
- "Adventure" channel organizes various activities for fans; active participants can win points or toys
- The points won by Manga fans can be used to buy tools. This is to further promote participation.



Examples

Cultural themes

IP cores

IP vehecles

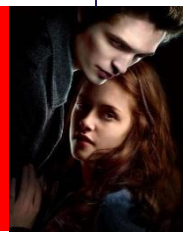
Vampire culture

twilight

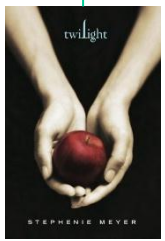
the Vampire Diaries

Count Dracula

Movie



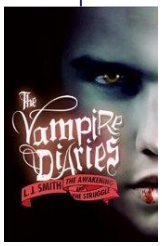
Novel



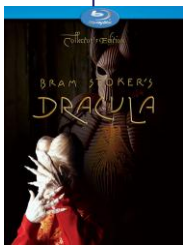
Manga

TV series

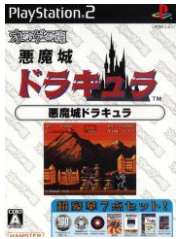
Novel



Movie



Game



Novel

Entertainment

I love Marvel, I want to know everything about Marvel

Game

I love games, I want to know everything about games

Lifestyle

I love constellation. I want to know everything about constellation

Thank you!