

NGO 단체의 온라인 활동과 기부 앱에 관한 연구

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Study of Online activities of NGOs and Donation Application

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요 약

본 연구는 기부문화에 대한 일반 대중들의 인식의 변화를 위해 누구나 손쉽게 다가갈 수 있는 게임을 제안하며, 이를 모바일 앱으로 구현하고자 한다. 본 연구에서 제안하는 앱은 NGO 단체들의 대표적인 온라인 활동 중의 하나가 될 수 있으며, 노래 게임을 이용하기 때문에 기부에 대한 부담보다는 재미를 느낄 수 있는 게임 앱이다. 본 연구를 통해 다양한 게임 형태의 기부 앱이 많이 활성화되며, NGO단체나 기업, 그리고 SNS를 통해 대중적인 기부문화 정착에 이바지 할 것으로 기대된다.

▶ Keywords : 기부, 노래, 게임, 앱, 비정부기구

Abstract

This paper proposes a simple, approachable game via mobile application in order to change the attitudes of the general public towards donation. This game can become one of many representative online activities of NGOs(Non Government Organization). Also, as it is a song game, the public can enjoy it rather than feeling pressure. This study is expected to energize the industry of donation applications and contribute to the settlement of a popular giving culture through NGOs, corporations, and SNS(Social Networking System).

▶ Keywords : donation, song, game, application, NGO

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I. Introduction

The rapid economic development and the maturation of civic awareness of the Korean society drew a lot of attention towards international volunteer work and NGO activities. Especially, World Vision and Compassion were established during the Korean War to save the lives of poor Korean children who lost their families and houses because of the war[1]. Thanks to the help, Korea shifted its position from a beneficiary country to an aid country. Such support is not an exclusive property of foreigners that aided our country but rather a public property that everyone should take part in. But it does not seem easy to find a right organization or an application that helps the general public do good easily. Moreover, donation systems via automatic withdrawal every month do not give much satisfaction to donors.

To supplement such drawbacks, this paper suggests a donation application that uses a simple game. It provides an opportunity to donate without much economic pressure. Furthermore, it is very convenient to use this application because there is no need to learn many different processes of donations according to the organizations that donors are willing to pay for. As well, people can feel pleasure by donating via songs. These strengths of the application will contribute to the diffusion of the giving culture in Korean society.

The study composes of three following chapters. Chapter 2 introduces the online activities of NGOs and currently existing donation applications. Chapter 3 offers the system structure and the main screens of the game application this paper suggests. Lastly, chapter 4 concludes and proposes future studies on this topic.

II. Relevant Studies

2.1 NGOs Online

Nowadays, many NGOs are actively conducting a large part of their campaigns and fundraising online due to the fast growth of IT and the popularization of smart terminals[2]. Those methods lead to an easy participation of the public. As a result, donation and volunteer work are spreading towards the many and unspecified public unlike the past when only some celebrities or the wealthy would be involved.

Some representative examples of online activities of NGOs are as follows.

First, NGOs publicize themselves through their websites. Compassion[3], for instance, recruits volunteers on its webpage. Also, the sponsors of Compassion can write letters to their sponsor children on the webpage.

Second, communities via SNS are pushfully activated. SNS such as Twitter and Facebook are used to promote campaigns and tighten the bonds among volunteers.

Third, NGOs sell products on which their CI(Corporate Identity)s are printed through their online shops. In addition, local products of aid countries are also sold online. Plan Korea has Plan Shop[4], Good Neighbors has Givestore[5] and Unicef, Unicef Shop[6].

Fourth, NGOs develop applications and mobile contents such as flash mob and lip-dub UCCs that promote campaigns. For example, Good Neighbors provides a service that shows the distance between sponsors and their sponsor children via GPS.

2.2 Donation Application

Recently, not only NGOs but also corporations and individuals are paying attention to donation and actually participating. 'Give Talk', 'Bubble Finger',

'Big Walk' are some donation-related applications. However, one big drawback of many existing donation applications is that they only feature donation. Joy could be only found from the act of donation itself. To illustrate, users of 'Give Talk' can donate money according to the amount of their calls. After calls, the application is automatically implemented, and users can select one of many sponsoring organizations. Also, 'Bubble Finger' is a game where users pop bubbles and the items they buy lead to donation, but the problem is that the game is too simple to make it interesting.

Including such applications, following table shows some examples of NGO campaigns and applications.

Table 1 Donation-Related Applications

Type	Description
UNI Fingers(6)	Sharing decorated pictures of fingers via Facebook
GiveTalk(7)	Donating according to the call volume
BigWalk(8)	Donating according to the number of steps
Miracle of 100won(9)	A Facebook application on which users raise funds by themselves for a certain period
GivePlus(10)	Accumulating points according to the remaining call volume to donate money

2.3 Song Application

People recently give more attention to songs as the popularity of audition programs grew. At present, 'Talk Song(11)' is a song-related application which is a social networking karaoke service. This application includes an audition feature, and the songs sang on this application can be shared with others via SNS.

This study also introduces a song-related application. Users can have fun singing or playing

games like matching the lyrics(7). However, it is something more than mere fun. Donation, which is not that easy to approach, is grafted to this song game. Giving culture would be energized with this application where users can enjoy songs and donation at the same time.

III. A Proposal for an Application

3.1 Intention

This study suggests a mobile singing game which utilizes the popularity of audition programs in Korea. The aim is to disseminate the giving culture in Korea. The game will take an important part in the online activities of NGOs.



Figure 1 Concepts

The main structure of this application is divided into three functions: singing, donating and games. Users can sing songs and save them on the application on the singing part. On the donating part, users can donate the accumulated points earned by singing. When the points are not donated right away, they are kept on 'My Page' and can be used at any time. In addition, this application helps users donate more easily by connecting many NGOs which originally have many different donation sites.

3.2 System Structure

The system structure of the donation application is as follows in Figure 2.

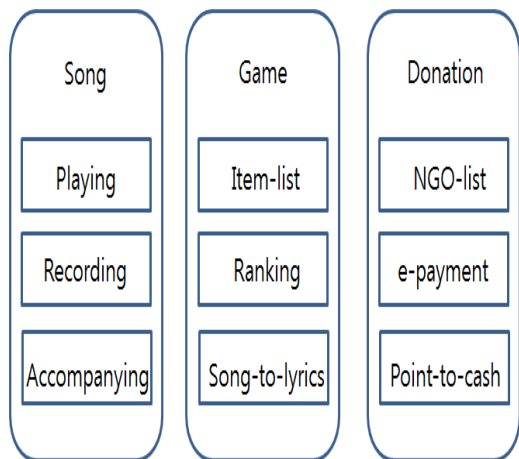


Figure 2 System configuration

1) Song Function

The song function provides lyrics and accompaniment. Users can sing to the accompaniment, and the songs are saveable. What is more, users can also compare and contrast their saved songs with original songs.

2) Game Function

Game and ranking adds more interest by stimulating rivalry. The game function will motivate users to visit the application periodically.

In the word matching game, users sing a song aloud without full lyrics. Purchasing items can help users achieve higher scores, and they can eventually donate their points earned through the game.

Main items are as follows: Word Hint, Sentence Hint, Chorus, Clap, Singing off keys, Decreasing the number of warnings[12].

3) Donating Function

For those who are not well aware of donating processes, users can select various donation sites conveniently on this application. People can easily donate through enjoyable songs and games without any pressure unlike the prevalent prejudices towards donation.

Points are given to players according to game

results, and users can donate them regarding their preferences of sponsoring organizations. Additionally, users can spontaneously purchase items and the money paid for the items is also donated. However, this simple donation-through-game application is differentiated from other studies in that it entertains pleasant and spontaneous donations and that it provides users with many choices of donations.

3.3 Implementation

The general structure is like a karaoke system with many donation features added in order to promote some easy donations. The first page of the application is as follows.



Figure 3 The First Page of the Application



Figure 4 Games

VI. Conclusion and Future Studies

Some typical online activities of NGOs are as follows:

First, NGOs advertise their organizations through their websites. Second, communities are formed and vitalized via SNS. For example, bonds among volunteers are strengthened via Twitter and Facebook. Third, NGOs sell their own products with their CI printed on or local products of aid countries. Fourth, mobile contents like flash mob and lip-dub UCCs are produced, and many applications are developed.

Especially, mobile applications have strong impacts on the society in that they understand the willing of the public to donate and make it easier to do so. Entertainment is also accompanied at the same time.

With the advantages of mobile applications, the new game application introduced in this paper has three big expectations. First, it can help the public access donation more easily and break negative prejudices towards it. Second, various viral and emotional marketing and the rapid spread of information through SNS such as Twitter, Facebook and etc. can easily popularize the application and increase its users who are potential donors. Third, NGOs can cooperate with corporations to intensify the use of the application, gather more funding and make more donations.

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