

Editorial: Social media and Games

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Welcome to the second issue of the Journal of Digital Media & Interaction (JDMI). For this issue we've assembled a set of articles dedicated to discussions of the uses and impacts of social media in youth, and another group discussing game design and methodologies. We continue our mission to address digital communication technologies and its interactive impacts, methodologies and possibilities.

Thus, we open this issue with the article "*A Model for the Quantitative Assessment of Freedom of Choice in Adventure Digital Games*", from Sotiris Kirginas and Dimitris Gouscos which is focused on the concept of freedom in player interaction with digital games, aiming at contributing to the formalization of the concept of freedom of choice and to use this concept in the evaluation of different adventure digital games.

To follow, we have the article "Interactive Media as a socialization agent: Influence of WhatsApp among Adolescents in Nairobi", from Denish Ouko Otieno and Alfred Akwala, examining the influence of WhatsApp mobile application on adolescents, namely, the parental control of teenagers' use of WhatsApp and motivations. The findings show that using WhatsApp interferes negatively with school outcomes, sleep levels, and that parents are not able to control their teen's using the app.

Continuing in the African continent, we move to Nigeria, with the results of a research on the "Increased Consumerism in a Networked-Nigeria: A Study on the Effect of E-Malls and Social Media on Youth Spending", from Ayodeji Olalekan Awobamise. The study is focused on the relationship between electronic shopping malls and ads in social media and the consumption by Nigerian youths; the results of this research show the existence of a relationship between online shopping malls and youth spending patterns.

The article "*E-mail marketing: caso de estudo InnovAction*", by Marta Gomes, Dora Simões and Arnaldo Santos present the main results from the evaluation of an e-mail marketing communication campaign making use of the "InnovAction" magazine. The authors show that although email is not a new communication tool, in fact, it continues to be important in marketing campaigns. The main result of the research is that the size of the campaign and adding events associated with the release of products are major factors on the email marketing campaign results.

The last article is about "Designing a Pervasive Adventure Gamescape: Avoiding the Pitfalls in Creating Augmented LBGs for Playful Learning", from Katriina Heljakka and Pirita Ihamäki, reporting on an urban game adventure built for harnessing the potential of location-based games for school-aged children. It puts forward important pedagogical dimensions that should be thought of when proposing an urban gaming experience for formal educational contexts. However, more important than the things that push this project apart is their main concern. And, from different perspectives they all see games

and gamification as ways of empowering individuals, helping people develop their competences and increase their engagement throughout their learning endeavours.