

A Position Paper for W3C workshop on Adaptive Share Button in Mobile Browser

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Introduction

At 2015, it is expected that people spend are spending 2.8 hours per day using internet through mobile devices. (Source: KPCB, Internet Trends 2015) Also, people are spending more time on Internet and their behavior are changing has changed from using desktop or laptop for internet to mobile since on 2013.

To make a profit from the mobile contents consumed by users, mobile contents providers are utilizing mobile advertisements and 'share button' to help expanding the contents and let more users consume their contents make users consuming their contents.

Problem Statement

As we can see in Figure 1, however, there are too many 'share buttons' in contents.

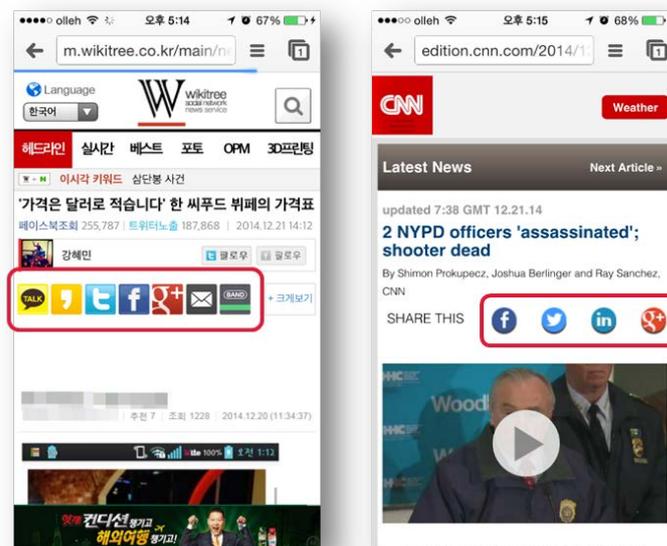


Figure 1 'Share buttons' in mobile contents

It distracts the user from concentrating on contents. Too many icons are positioning ahead of content.

Our approach

To solve the problem mentioned above, we defined and developed the function that can call the information about the applications installed in users' devices, so that web browsers utilizing that.

That is to say, in share button, users only can see the services that already exist in their devices. That is to say, users come to see the only share buttons of the services that have already existed on their devices.

To provide the service, we defined the new tag for deciding which services to be included are including in share button set, developed the functions to request the data of the installed application on browser, and also developed JavaScript library to perform these functions.



Figure 2 Screen shot of Customized Share Button

The sequences offer the functions are described explained below.

- 1) By using '<-share-content>' Tag as user defined tag, mobile contents providers decide which services are included in share button set.

- 2) Mobile browser loads the contents, and then calls the JS lib to process <-share-content>
- 3) JavaScript library requests the information to the mobile OS whether the services the mobile contents provider defined are installed or not.
- 4) Mobile OS responds the installation status and comparing based on app. package information
- 5) Browser creates and renders the customized share button

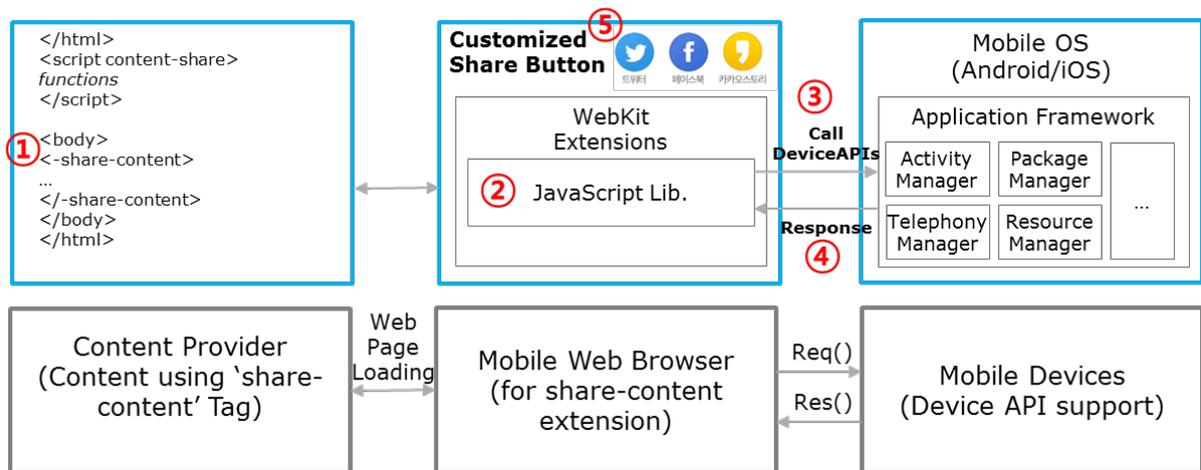


Figure 3 Overall process of <-share-content> tag operation

Suggestions

Customized share bottom set is necessary in mobile web browsing to share effectively. To do so, the interface should be defined that which can read the installation status of the applications of the device on mobile web browser. Contents providers, browser companies and mobile OS companies should cooperate in order to make these functions operate in lucrative manner and increase customers' convenience at the same time.