

A Review of the Research on College Students' Online Game Behavior

Xiaoning Dou^{a*}, Keiwei Lei^b and Xiaohui Wang^c

Xi'an Eurasian University, Xi'an, 710065, China

^a825566508@qq.com; ^b17375732@qq.com; ^c498805851@qq.com

*The corresponding author

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Abstract. With the rapid development of economy and the rapid improvement of people's living standards and the arrival of the intelligent era, online games on the lives of young people, especially college students, the growing impact of this issue has aroused widespread concern in academia. This paper studies the opinions of domestic and foreign scholars on online games for college students, their advantages and disadvantages, reasons for indulging in online games, motivations, factors of online game consumption experience, etc., and finally summarizes the research results at home and abroad.

Introduction

Online game is an interactive entertainment mode with electronic equipment as the operating platform. The operating platform currently includes home console, handheld console, arcade and computer. The first three are often called video games, while the second are often called computer games. After decades of independent development, video games and computer games began to have some technical integration, and their characteristics began to cross each other. Therefore, video games also include computer games in some books. At present, the types of online games are very rich, including role-playing, simulation, adventure, action, strategy, sports, music, puzzle and so on.

At present, online games have become a huge emerging industry, and the market size of online games is constantly expanding, reaching 1789 billion yuan in 2016. With its operation mode and unique advantages, online games occupy the mainstream position in the entertainment field.

College is a critical period for college students' physical and mental development. Physical and psychological aspects are yet to be gradually mature, and their self-control ability is relatively poor, which makes college students vulnerable to online games. How to well coordinate the relationship between learning and entertainment, and how to correctly guide college students not to indulge in online games, this paper hopes to solve these problems through a large number of data analysis and research.

Foreign Research Status

In digital game-based learning, Prensky points out that new ways of thinking have emerged as a result of Internet video games and increasingly sophisticated technology. In particular, he analyzed the reasons why games attract people. Game is a form of play, it makes people nervous and enthusiastic participation; The game has rules, it makes people understand the structure of things; Games have goals, they bring people, they bring motivation, games are adaptive, they immerse people; The game can win, it brings people self-satisfaction; The game has the conflict, the competition, the challenge and the opposition, it stimulates people's adrenalin secretion; Games have problem solving, it ignites people's creativity and so on[1]. In the don't disturb me, mom, I'm learning, points out that most adults (including critics), due to the complexity of itself will not operate the modern game, they play games on the false or exaggerated information is hearsay to most, in fact, the game can teach a lot of skills, including problem solving, language and cognitive skills, decision making ability, multitasking ability and cooperation ability[2].

As early as in 1996, professor Young K.S. from university of Pittsburgh in Bradford conducted a survey on Internet addiction symptoms, including online games, among students in a certain

university through telephone interview and face-to-face survey. He found that about 80% of them were highly dependent on the Internet, especially online games[3]. In 2004, 4GAMER, a famous Japanese computer game website, conducted a survey on Japanese computer online game users, and investigated the characteristics of different groups of online game players, including game time, game types and other aspects. The analysis results are very valuable for reference.

American psychologist Goldberg first proposed Internet addiction disorder as an independent symptom. He described the concept and symptoms of IAD, but did not conduct further empirical research[4]. Through a series of empirical studies, Young K.S from the university of Pittsburgh developed and improved Goldberg's concept. According to the method of investigation and evaluation, the diagnosis of online game addiction is as follows: first, psychological thirst, when you don't surf the Internet, you will be in a great rush. Second, it is difficult to control online behavior; Third, this kind of out-of-control online behavior affects life, study and other social functions[4]. In The article "Game Design: The Addiction Element", Geoff Howland, a famous Game designer, elaborated on The reasons why online games are addictive and became a required textbook for practitioners in The field of online Game development and marketing. These reasons include the motivation to complete the game, the motivation to compete, the motivation to improve operational skills, the motivation to explore, the motivation to get high scores and so on[5].

Davis proposed the idea of "pathological Internet use" (PIU). He believed that Internet use would lead to many obvious characteristics, including emotional changes during use, failure to fulfill responsibilities, and strong sense of guilt. His research has touched on the causes of Internet addiction, and such research can help people more clearly determine the causes and symptoms of addiction, which is very helpful for practical work[6]. Griffiths put forward the theory of online game addiction, which includes: first, the influence of computer game addiction on imagination and fantasy life; Second, the reason for playing games is related to people's motivation. Third, the Internet game addiction is a kind of oral, dependent or individual display; Fourth, there are different modes between different users, which are connected with the computer game media[7].

Domestic Research Status

In recent years, there have been more and more researches on online games in China. Peking University even offers a course named "general theory of electronic games", namely "e-sports course", which teaches basic e-sports knowledge, including research and development, development, management and fun of electronic games. Chen jiang, the keynote speaker, plans to spend 30 class hours and 15 weeks to put students on a new cognitive track of video games. Zhu wei, associate professor and deputy director of the communication law research center at China university of political science and law, took a stand against Chen in an article in the procuratorial daily. "Even though Peking University and other universities have 10,000 so-called reasons and significance for offering video game courses, we still firmly oppose them." "It could hurt one in 10, 000 families, millions of parents and ignorant children," he said.

According to zhu wei, "the bellwether of this kind of course is wrong. "If a child's understanding does not rise to the level of the original intention of the Peking University course, the parent's supervision might be destroyed. "It is more important for teenagers to know that there are good games in the world," Chen told the media. And the so-called "good game", is in the process of playing the game, the harvest is greater than the effort.

Yang Pengzai on a paper published in 2007 that network game the influence factors of consumer behavior has the following two kinds: network game consumption experience and perception of the product, also is the system properties, in the network game consumer behavior influence factor of the inductive analysis, he thinks that the factors in product attribute is interactive, images, content and attachments, and the factors of the main experience is a virtual community[8].

In 2008, based on the marketing model, Lin dong analyzed the main factors influencing online game consumers' willingness, such as demographic characteristics, consumption characteristics and consumption experience, in the study on factors influencing online game consumers' willingness to consume, and also established the factor model influencing consumption behavior[9].

Dong Jianrong, etc in 2007 published "based on the network game product attributes and consumer behavior research for college students game addiction - for example," pointed out that in the experiential and virtual sex is one of the important attributes to attract college students' consumption network game, that is, the game's graphics and sound communication patterns and the rules of the game, the game directly for college students to meet the psychological needs[10].

Conclusion

In terms of research contents, foreign similar researches mainly focus on the causes, influencing factors, types of online games, advantages and disadvantages of online games and characteristics of online game players. In terms of research methods, there are not only qualitative research, but also quantitative research. In terms of technical methods, there are not only theoretical analysis, but also empirical research and other research methods. From the perspective of research results, considerable research results rely on the actual survey data, and the result analysis is objective. It mainly provides valuable opinions on the scientific guidance and management of online game behaviors of college students. Domestic similar research, from the research content, mainly on the impact of online games and properties of the study; In terms of research methods, most of them are qualitative research on online games, while quantitative research is in the initial stage. From the perspective of research results, considerable research results are based on the correct understanding of online games, with subjectivity, mainly for university managers to put forward Suggestions and countermeasures.

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