

The Relationships among MMORPGs, Gamers, and Add-ons

TREO Talk Paper

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Abstract

The consumption of video games has become a significant economic, cultural, and entertainment phenomenon worldwide. Massively Multiplayer Online Role Playing Games (MMORPGs) are an important type of such games. In MMORPGs, gamers often play games with add-ons to enhance their gaming experience. This study addresses the following two questions: (1) What is the relationship between gamers and add-ons in MMORPGs? (2) How do MMORPGs factors (such as quality and updates) influence the games and add-ons, and the relationship between gamers and add-ons? We develop a research model (see Figure 1) and describe a quantitative method we plan to use to test the relationship between game quality and gamers, the relationship between gamers and add-ons, the effect of add-ons on the relationship between game quality and gamers, and the effect of game updates on gamers, add-ons, and game quality. Expected results and implications for practice are discussed.

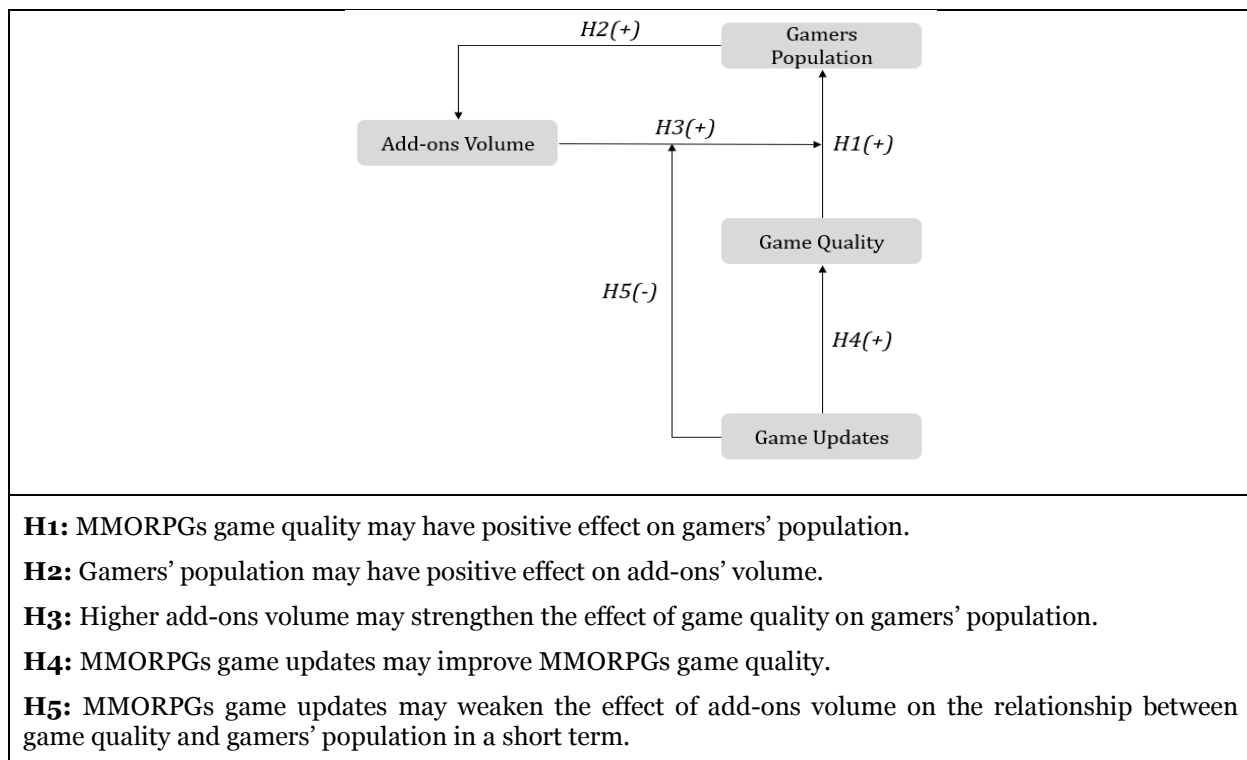


Figure 1. The Research Model and Hypotheses