The Relationships among MMORPGs, Gamers, and Add-ons

TREO Talk Paper

Qiunan Zhang

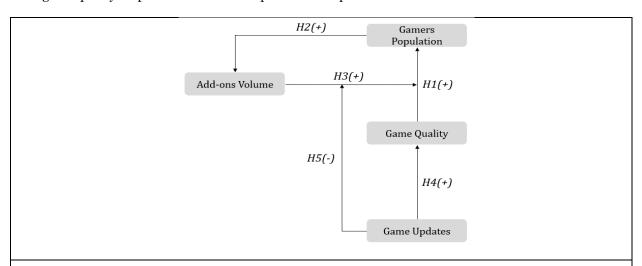
University of Memphis qzhang4@memphis.edu

Xihui Zhang

University of North Alabama xzhang6@una.edu

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.



H1: MMORPGs game quality may have positive effect on gamers' population.

H2: Gamers' population may have positive effect on add-ons' volume.

H3: Higher add-ons volume may strengthen the effect of game quality on gamers' population.

H4: MMORPGs game updates may improve MMORPGs game quality.

H5: MMORPGs game updates may weaken the effect of add-ons volume on the relationship between game quality and gamers' population in a short term.

Figure 1. The Research Model and Hypotheses