

台灣大學生網路遊戲之沉迷行為與影響

林素琪, 陳俐文, 劉旭冠

科技管理學系

管理學院

lwchen@chu.edu.tw

摘要

Abstract

The purpose of this study was twofold. The first purpose was to investigate the behavioral intention of obsessive gamers. The second purpose was to identify their motivation and effects of obsessive gaming. Twenty-nine students with online game obsession were recruited for in-depth interviews to reveal their underlying subjective experiences with Massively Multiplayer Online Role-playing Games. Grounded theory methodology was used for data analysis. The interview transcripts were analyzed and coded with three levels - text-based category, sensitizing concept, and the theoretical construct. The results indicate that gamers are engaged and motivated via risk-taking and self-challenging activities; however, obsessive gamers are not necessarily addicts. Games improve certain degrees of community spirit and activism. The major issue is that excessive gaming can cause health problems.

關鍵字：Online Games, Internet Addiction, Game Addiction, Grounded Theory