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Abstract
This study is exploring the action and meaning of the on-line game players.
This study adopts content analysis, document analysis method, participation observation method and depth interview method. A period of two years of participation and observation was spent on this study and the major findings were:
1. The players build up an interest group in cyberspace, if they get support from their cyber society they'll spend more time and money on the game.
2. The points won on the game can be transformed from the cyberworld into real money. This could be the reason players are attracted and can't help themselves from connecting to the on-line game companies.
3. The players common fantasy has become the basis to help on-line game players communicate with each other.
4. Recently members from the same family playing the game have increased, this has influenced and improved the way they communicate and relate with each other.
Based on these findings, researcher has provided some suggestions for the industry of on-line games or others who would like to develop on-line games for players.
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