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Abstract
With the popularization of Internet and development of information industrial technology, online game software industries develop speedily and become a potential area which everyone wants to get into it. To meet players' needs, industries are working hard on computer graphics, special effects, and entertainment functions to keep their competence in online game market. However, players are apt to change, and curious. In present marketing ways, most industries start to make their products more custom-made. Then, do game industries still use the old ways to design games? Do they meet players' needs after they tried hard? For players, what do they like or what point do they focus on? What basis for game industries to design a new game? These issues are what game industries focus on. Therefore, this research is based on the most popular role playing games to study players' preference on the art design, fictitious life function design, staple commodities design, and to investigate with questionnaire. Form March to May of 2005, we link those questionnaires to each well-known game websites, discussion area, and Bulletin Board System to let players of role playing games game to fill in.
We got 1134 effective questionnaires, and they shows that players have different preference on character design, scene, special effects, fictitious life function and commodities, especially on styles of character design and special effects. The result of this research shows that players' preference change by players' gender and subjectivity.
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