

YOUNGSTERS' MOTIVATION TO COMPLY WITH ONLINE GAMES RULES

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Introduction

Online internet games are information technology based entertainment (Griffiths et al., 2004). Online games generally referred to those computer or video games that players play via computer network and internet. In the olden days, there were only text-based role playing games. Computer games at present, however, usually made up of a virtual world simulating real life environment and science fiction settings (Weibel et al., 2007), for example, graphical operations can enable players to enjoy more user friendly interfaces and multimedia effects than those provided by traditional Multi-User Dungeons (MUDs) (Hsu and Lu, 2004). Besides, players can play against other users. Players in the virtual world can enjoy the flexibility provided by the game designers that you can play solo or in group. Usually, social communication and interaction can be carried out via on screen test box. Game providers usually will enable them to communicate between the groups of people within the same game or across game zones, i.e. they are not playing the same game, for example car racing, but are playing different games. Massively multiplayer online role-playing games (MMORPG) are one of the most up-to-date fashionable internet-based only computers games. This form of game is a well-developed multiplayer world with a sophisticated and comprehensive world both auditory and visually (Griffiths et al., 2004). These virtual environments in the internet are often crowded by human controlled virtual characters to participate in simulated adventures. There is a noticeable staggering trend in using virtual characters to interact online. As social interaction is a basic need of people, the social elements of online games could be a key to explain their popularity (Weibel et al., 2007). Besides, games are considered as a good method to promote brand name. Games online such as Nike and Tango are used to boost the popularity of the brand and collect information via players online (Spero and Stone, 2004). Latest research nowadays mainly focus on negative impacts of online games on adolescent playing, for example, the effects of playing aggressive games and addiction (Griffiths et al., 2004). While it is not uncommon to see those players gamers cheat during playing games, few or even no research has studied how to enhance rules compliance, this paper aims to fill this gap from the angle of two traditional motivation theories: theory X and theory Y.

Popularity of online games

Online game did not exist a decade ago. Yet, millions of players all over the world enjoy the fun of multi-players online games (Weibel et al., 2007). Popularity of online games can be best represented by the following five reasons: (1) because the games can be played simultaneously with many people at the same time, some people play for social reasons. Mahjohn in facebook, for example, provide a chat box for players online to chat with the others while they are playing the

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games at the same time. Players can enjoy the games and chat with those whom you do not know or with friends and colleagues invited which can save much transportation and time costs (2) while there might be restrictions in initiating violent activities in real world such as killing the people, bullying the animals, such kind of 'dreams' can come true in virtual world, for example, youngster can enjoy shooting the animals (<http://game.hoplay.com/playgame.php?id=11484>) without paying a price for it; (3) being able to play alone, for example, one can play goldminer on web; (4) game-specific features, for instance, character role-play, casting magic; and (5) other features such as character building, strategic thinking, exploring etc. After all, there is evident shown that the most popular games features among both adult and adolescent players were those the social features (Griffiths et al., 2004), this might be able to explain the popularity of Facebook and why the Asian Richest people Mr Li Ka Shing have become a shareholder of it finally. Games providers which include KTZone, Asiadog, Games.com challenge players to reach specified targets. Within the five-year-period in 2000-2005, the number of online gamers in the USA increased by more than twofold to 17 million people; near 90% of youngsters aged between 12–17 use the Internet and 81% of them play online games (Weibel et al., 2007). It is predicted that the global market value of online games will soar from US\$ 5.2 billion in 2006 to more than US\$ 9.8 billion in 2009. The number of users in the online games rises sharply as well. Take Taiwan as an example, it is estimated that 40% of the Internet users have played online games (Hsu and Lu, 2007). One of the most popular and largest scales of online games nowadays among all the multiplayer online role-playing games (MMORPG) is Everquest which has more than 400,000 people all over the world playing it. There are approximately 2000 players play the game simultaneously at each and every time slot (Griffiths et al., 2004).

Online games rules

There are six components in internet games: 1) Variable, 2) quantifiable outcomes, 3) Value assigned to possible outcome, 4) Player effort, 5) Player attachment to outcome, 6) Negotiable consequences and last but not least Rules. Although they are common elements in online games, they help us distinguish from one game to the others (Dovey, 2006a). In view of this, rules are vital in games making. Distraction on any online games causes failure of a game.

Generally speaking, there are two different kinds of play rule: 1) Ludus - rule-based games, for instance, chess and mahjong. Players have an exact idea on whether they have won or lost the game. 2) Paidia - open-ended games. Here we might apply the term to simulation games like Las Vegas Goldminer. Players have no clear idea on whether they have win or lose the games. The games designed like a dynamic sandbox and there are no endings. Players can only count the number of hurdles they have passed but can never see words such as "you are the winner" as it can be found in car racing games etc (Dovey, 2006b).

Cheating and/or rule breaking behaviors online

The cheat-proofness of a game ensures fairness of the game to all players. Online games designers also concern whether the game is able to detect and prevent cheating in different forms by other online game players. Cheat proofing characters become more important if games winners are entitled to have some presents. It is undeniable that game cheat-proofness may not be effortlessly guaranteed via third party seal as in a classic e-commerce website. Users build up their confidence towards a game's cheat-proofness little by little through their gaming experience and understanding the cheat-proof protocols adopted. After all, similar to the perceived security control of a website, the cheat-proofness perception of a game can be anticipated to have a noteworthy impact on player trust in an online game (Gao, 2005).

In order to win a game among all the players or to achieve a sense of success, some players may act against rules set by the game programmers. It is not uncommon to see players steal weapons from the other players. These players might attack online games via various ways which include hacking user ID, modifying data, exposing information and obtaining the password from the other players without permissions. They bypass firewalls and other relevant security systems to infect other servers with a virus, they can then encrypt important data of another users (Anonymous, 2003). Many notebook users of wireless access points do not have sufficient security features to protect computer networks from hackers' attack. By means of simple tools, for instance, notebook computers and PDA can be used to get access to the computer network; youngster can decode the information transmitted to the destined access point or interfere wireless signals. These equipments can be used to interrupt all the information transfer within the network as long as the attackers are near the transmission devices. It is probable for a network attacker to impersonate the server and establish an access point. Access points can be bought at a cheap price and configured with some degree of computer knowledge easily. Frankly, the scoundrel access point only requires a stronger signal than the existing access point so as to interrupt the signals from users. When the users connect to the attacker's computer, the attackers can ask the users to give his/ her password and/ or some other imperative information. After that the attacker can use the account and password to attack the network on net. It is not a difficult task to search a Wireless packet analyzers for the captioned purposes from the Internet. By way of this, attackers can obtain the account names and passwords of a user easily provided that this information is sent over a wireless network without protection properly. The attackers can then subterfuge as a user to attack the user's corporation if there are not enough security measures. Similar camouflaged attacks are much more difficult in the computer network (Choi and Loo, 2004).

Another common method for getting Jamming Jamming can break communication between users and the access point. The attacker can, by some means, listen to the conversation first and collects background information of the players simultaneously. After obtaining necessary information, he breaks the conversation and impersonates the jammed user to continue communication. It is certainly not realistic to expect 100 per cent network safety for players online. Information technology alone cannot get to the bottom of all the security problems (Choi and Loo, 2004).

Undeniably, all the existing dangers of a conventional wired network are due to wireless technologies. Maintaining a secure wireless network is an ongoing process which needs larger effort than a conventional traditional network (Choi and Loo, 2004). To overcome the actions done by hackers, Game programmers and information technology personnel has proposed and implemented plenty of solutions to online games rules security. Take for instance; they have proposed cryptographic algorithms which protect against malicious and hacking at the same time.

Compliance of rules in the internet and cheating behaviours

Compliance behaviors depend on an individual's expectations of remuneration from their actions, associated with the norms and results of their behaviors. It is beyond all doubt that Individual and organizational calculative restraining forces can affect the chances of compliance, equally important is combinations of the compliance strategies with suitable management techniques (Lai et al., 2007).

Traditional motivation theories

It is highly impossible that all the hacking activities can be identified by the access point and server itself. While improvement in games' design and security check can lower the chance of

cheating behaviors via hacking etc, some people suggest to educate the owners of notebook computers to be aware of the security threats in using these devices (Choi and Loo, 2004). It is never in doubt that how to enhance compliance has long been regarded as a mystery for regulatory scholars (Prior, 2000). Rooted in 1770, the theory of motivation was based on Adam Smith's proposition that men are selfish. They try to maximize their gains subject to the constraint they face. "Performance is a function of ability and motivation" (Erez and Isen, 2002) Motivation is the set of processes that arouse, direct, and maintain human behaviour toward achievement of certain goal (Cesare and Sadri, 2003). Motivation is determine by free will, goal directedness and sustaining the actions of individuals in relation to their perceived desires. It is the values which activates human behavior in response to their goals. Motivation is the incentive of any individual which led them to act or not to act. Psycho biologically speaking, perceptions of positive or negative phenomena stimulate an individual's behavior (Moody and Pesut, 2006).

Theory X

The basic postulation of Douglas McGregor's Theory X is human are not self motivated. They need to be threatened with punishment, control and coercion (Li, 2007). Punishment of violators is one of possible ways to achieve certain level of compliance. A well-developed system of reward and punishment, therefore, is necessary. Jeremy Bentham's research reviews that the compliance level depends on the *level of penalty* and the *chance of being caught*. This review forms the basic foundation of Nobel laureate Gary Becker's well-known theory on law and punishment. Other researchers, however, contend that reward is an important approach to ensure compliance. Behaviour of violations can be explained by the direct tangible end results of their acts (Kuperan and Sutinen, 1999). In the light of this, prosecution and punishment as one of the best ways to cure the non-compliance acts. Apart from that, level of punishment also influences the end results of compliance behaviors. Increase the probabilities of detection would lead to an decrease in the number of people who have committed an offense of being caught (Lai et al., 2007).

Theory Y

In stark contrast, however, theory Y assumes that people are self-motivated, they can be trusted and can exercise prudence subject to constraints and rules (Cooper and Phillips, 1997, Morden, 1995), external control and the threat of punishment are not the only ways for bringing about effort toward organizational objectives (Stroh, 2005). As a result, only limited supervision is sufficiently required (Morden, 1995). Trustful relationships can be built between people, a major criteria in their attaining high performance, called for meeting the antecedent condition of credibility (Burack, 1999). By adopting Theory Y, Maslow saw as an built-in trait of human beings that people should be treated like a precious member in our society (Kock, 2005). Without trust we lack the credibility for open, mutual communication and learning. The win-win approach of high trust is the ideal vehicle for noteworthy synergy. It removes the negative energy which are usually focused on variances in character, position and creates a positive cooperative power. To construct and build a trustful relation through open communication: people need to disclose, consult the opinions of the others, listen, and be positive (Rogers, 1995).

These two theories, however, represent two polar cases that could not be easily found in their pure form in our real world (Kock, 2005), a combination of the two is more likely to offer the best picture in ensuring motivation (Cole, 2004, Li, 2007, Kressler, 2003). Besides, studies which have done previously have illustrated that there is only limited success in the use of disciplinary

action with the aim to motivate people, largely because punishment is time and again held to be less effective than positive reinforcement (Li, 2006). Punishment is doubtful to be effective if it is not recurrent and of mild intensity (Peters, 1991). Nevertheless, these theories can provide us an alternative way in observing human behaviors and means to motivate youngsters in compliance of games rules.

Conclusions

Human nature is always both interesting and challenging so as compliance behaviors among all the game players in our virtual world. Though theory X and Y provides a picture of two incompatible extreme cases, they provide us insight on the importance of disciplinary actions (theory X) and the importance of communications (theory Y) on establishing games rules. After all, Compliance should be viewed as a social progression that alterations develop gradually over a long period of time among stakeholders (Lai et al., 2007).

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