

MASTER'S THESIS

Interactivity as a Predictor of Mobile Gaming Stickiness: An Exploratory Study Based on the Theory of Interactive Media Effects

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ABSTRACT

This thesis focuses on the objective of increasing mobile game stickiness, and the Theory of Interactive Media Effect provides ideas that interactive affordances can stimulate actions to accomplish basic psychological needs that people desire to fulfill. Players are therefore self-determined to engage with interactive game interface, and the subsequent attitudes and behavioral intentions will be influenced by the message conveyed. In light of the theoretical framework, this research employed Chinese mobile game players as an example to investigate the relationship between dimensions of Video Game Interactivity (VGI) proposed by René Weber and basic psychological needs outlined in Self Determination Theory (SDT), followed by their impact on mobile game engagement and the likelihood of continued play. The structural equation model demonstrates that once the game designer increases controller responsiveness, exploration possibilities, and perceptual persuasiveness of the mobile game, players' basic psychological needs for competence, autonomy, and relatedness will be met, resulting in increased engrossment and enjoyment, as well as a greater desire to continue playing the game in the future. Furthermore, social interactivity yield fairly good results when incorporated as a supplement dimension. Even though social interactivity cannot solely predict on the subsequent stickiness of the mobile game, it has positive impact on feelings of autonomy, competence and relatedness among players, as well as play engrossment.