

From "Gathering People for Fun" to the Construction of Multiple Meanings: Analysis of Game Communication of Online Game Players

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Abstract. Nowadays, with the innovation and progress of social media and social ways, people's social needs are gradually expanding, and social ways are also becoming diversified. As a national social sports game, Honor of Kings has reconstructed and innovated people's social activities in social functions and ways in recent years. Now players come to Honor of Kings not only for fun, but also for more diversified motives. This paper analyzes and studies the players of Honor of Kings through semi-structured interviews, and analyzes them from the four dimensions of individual, group, virtual and reality, so as to explore the different meanings of the king's glory to different players.

1 Introduction

As a social based mobile game, Honor of Kings has changed the social mode of people to a certain extent in the development of recent years. As a mobile game under Tencent, Honor of Kings can make up for the entertainment that conventional social tools lack. The login methods of King glory are divided into QQ login and Wechat login. According to the financial report of Tencent in the third quarter of 2021[1], as of the end of the third quarter, the monthly active account of Wechat was 1.26 billion, which increased by 4.1% compared with the same period of last year. The monthly active account number of QQ intelligent terminal was 574 million, so its player base is very large. It is precisely because of the synchronization of data with QQ and Wechat that players can directly play with friends on QQ and Wechat, eliminating the need to add new friends in the game. At the same time, friends who become known in the game can also initiate friend applications on QQ and Wechat in the game, which not only improves the social space, but also gives players more possibilities to socialize.

2 Analysis of Game Behavior Motivation of Online Game Players

2.1 Fictitiousness

2.1.1 Virtual Individual

2.1.1.1 Self-discipline and Ability Improvement

In a competitive game, players will improve their skills and improve their abilities. In order to understand different heroic skills, some players will practice repeatedly in the training camp, so as to achieve the effect of preparing for different battles anytime based on knowing oneself and the enemy. At the same time, players will also practice their common heroic moves or moves in the training camp to improve their game level.

"I don't usually play matches or qualifying by myself. I always play in the training camp by myself, mainly to be familiar with some heroes I don't play. As long as I know myself and my opponent, including what his skills and his general mechanism are, when I hit him, I will have a score in mind."

2.1.1.2 Aesthetic consumption behavior

There are consumption options such as hero skin, battle order gift pack and sky curtain in the Honor of Kings. Players will purchase them and use them in actual combat. Some players make game decoration consumption such as skin and battle order gift packs, mainly to improve their game experience and make them more comfortable in the process of playing games.

"I will also buy some special settings in the game, such as the Emoji battle gift pack in the game or the sky curtain, because this is quite interesting, making me have a feeling of personalized customization."

At the same time, some players will buy skin for their heroes, and some players buy skin for their heroes because of their beautiful appearance and limited series.

"I was in class for a while before, so I unloaded the game. But I saw on Weibo that Li Xiaoyao's limited skin was online after. Because I like Yao very much, so I

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download back the Honor of Kings and bought this skin.”

Some players hold the attitude of collecting. In order to obtain the golden name of "the hero's full skin" for war display, they consume the skin.

“Then sometimes I will pursue the whole skin, because if the whole skin is used, the hero's name will become golden now in Honor of Kings. I will buy all the skin of the hero for the golden name.”

2.1.1.3 The anonymity of the virtual world, showing a different self

According to "media context theory", the change of media will inevitably lead to the change of social environment, and the change of social environment will inevitably lead to the change of human behavior. In the game of Honor of Kings, everyone is playing the game as a virtual identity. Therefore, people's personality has changed relatively in different environments. Some players are quiet and introverted in real life, but operate bravely in the game, carrying all the teammates. Some players socialize like fish in water in reality, but they are dull and silent in the game. The operability of the game gives some players the right to be confident, and also gives people great space to discover all their possibilities.

2.1.1.4 The love for the game world view or hero

In order to distinguish from historical figures, the game of Honor of Kings has its own world view, which include The Great Wall team, Jixia college, Yucheng and so on. Different heroes will connect with each other through their own stories, forming the current king continent. Behind the game, each hero has his own unique story. Some players will learn how to play the hero because they love the hero inside. At the same time, some players like the CP in the Honor of Kings story, so they prefer one or more heroes.

2.1.2 Virtual group

2.1.2.1 Make up for the social gap in reality

In the process of playing games, some players will find companions to play games together to make up for the gaps in real social life and meet their social needs. In the course of the game, it is easier to have emotional collision between players through the cooperation between games.[2] If you appreciate the game level of the other party, or feel that you have a very tacit understanding during the game, it is possible to further contact the player after the end of a game [3].

2.1.2.2 Equal social space to show the warmth of people

In the Honor of Kings, when players play in the king's canyon, everyone's identity is very equal. Although the two sides compete in the process of the game, the game

is not only for game communication as well as winning and losing, but also for the warmth and warmth of the people shown in the virtual world [4].

“When I was in high school, I changed my ID to Do Well in Math and Science Test for the sake of good luck. Then several other people also changed their names, saying that I wanted to get 749 points in the test and Fighting for the College Entrance Ex-amination. When they saw our ID in the opposite side of the game, they sent us cheering words for the college entrance examination. Sometimes, for example, on the night of the first day of the lunar new year, when it is past zero, some people in the game will say happy new year to each other, even they don't know each other.”

"It should be once met a I like the king of glory the player name, it is the only, some good name may have been trademarked, then met a very interesting name is CAI xu is at that time, we have a relatively hot star, then these three words are the enemy of the players are taken, then we have peace in the game development, Then we talked all the time, which was a very magical experience, and then we added friends and played together."

2.1.2.3 Virtual social communication to expand social space

In the process of the game, players and players in the game between the cooperation between more likely to produce emotional collision. Appreciating the other player's level of play, or feeling that the other player and you have a good understanding during the game, you are likely to have further contact with the player after a match.

"Actually has a quite unexpected thing, that is, before there was a time when playing with my roommates, double row, and then met a lanling king, is a playing field, and then I was playing the middle road, I was to go with his catch, then caught several, then he has saved me several times in the game, then I will triumph in the game is in office the lanling king, After the end of the Lanling king pulled me to play games, and then also pulled my roommate, Lanling king is very fierce, I remember that I was star Yao two, and then he suddenly took us have been winning, and then has been playing to my king. This thing let me quite surprise at the time, because he is his we play the game, he is just went in and then open mic asked did we there is no one, at that time, I was actually very club could, because I don't talk to strangers in the game, so I only open mic said at that time, I said I have a friend he said, come in, but he is in the process of playing games, He wouldn't turn on the mic, he wouldn't even turn off the phone, he wouldn't listen to what we were talking about, so we didn't have an open mic, so I think it was actually quite comfortable, so I think it was quite memorable."

2.1.2.4 Team work and aim to win the game

Honor of Kings is a 5V5 team competitive mobile game. The focus of the game is team cooperation. In the process of playing the game, communicating with

passers-by teammates in time to win the game together is also the charm of team cooperation games [5].

“There was a game in which I didn't know who was going to qualify, and then everyone played their own game at the beginning, so it was easier to get caught. Then, one of the teammates opened a Mac to encourage everyone and command everyone to play in the team. Everyone played well, and the team led and cooperated well. After winning, we say nice together, which makes me feel that strangers can also cooperate well.”

2.2 Reality

2.2.1 Realistic individual

2.2.1.1 Pursue higher rank and honor

Honor of Kings is a 5V5 competitive MOBA mobile game. Its competitiveness is essential, and it is also the reason why many players are addicted to it. In addition to the leisure and entertainment methods such as matching and fighting, Honor of Kings also has the mechanism of qualifying and peak competition.

“Although it is said that it is a virtual thing, since you have started playing this game, or in the game experience, I think that getting a higher rank and honorary title is actually a positive feedback to yourself, and it can also make you gain some happiness.”

At the same time, Honor of Kings has the determination of the regional honorary title. Some players will play the game because they want to obtain the honorary title or the reward that symbolizes the honorary.

“I remember that after I became a king, in order to play a chess star, I spent the whole night alone and finally got the chess star. I think this will give me a sense of achievement, and when I put it on the game homepage, I will feel that my efforts have not been wasted.”

2.2.1.2 Release of pressure

Defeating the opponent in the game and winning the game can make the player feel very "cool", and the pressure in real life is well released in the game.

“I feel that this game can also be used to release my pressure. If you are particularly bored today or there are some bad things in your life, you can use this game to release your pressure.”

2.2.1.3 Personal ability improvement and emotion management in reality

In the short time of the game, many emotions will change with the rhythm of the game. Through the game's internal training, players can better manage their emotions in real life.[6]

“In this game, I will learn how to work in a better team, and then control my emotions and learn some better ways to deal with it. For example, it is better to summarize the reasons after playing rather than

continuing playing. This also makes me feel that the game is actually just an entertainment. Don't worry about winning or losing and it's not easy to have friction with others.”

2.2.1.4 Fragmented media is more suitable for passing time

The game time of Honor of Kings is usually about 15 minutes. Players can pick up their mobile phones to play games at any time in their spare time, which is very suitable for passing the time.

“It is no different from social apps such as Tiktok and Weibo, but it can kill time better than other apps. One game lasts for 15 or 20 minutes, and two games last for an hour. I regard it as a pastime game. For example, it has a stand-alone mode. When you take the high-speed railway or when the network is bad, you can use this stand-alone game to pass the time. I think Honor of Kings has given people who like to ride high-speed trains a quick way to kill time.”

2.2.1.5 Purchase game extensions

Honor of Kings cooperates with other brands to sell game extensions. Some players will buy extensions because they like this game.

“Because my brother also plays the game, he is a primary school student, and he will buy some Honor of Kings extensions at home. Last time, we bought a whole box of Pop Matt collaboration with Honor of Kings and put it at home. It's lovely.”

2.2.2 Realistic group

2.2.2.1 Promote realistic friendship and maintain relationships

Honor of Kings logs in the game through QQ and Wechat, which is more convenient to play with real friends. During the game, the cooperation and communication between teammates can promote the relationship between friends. At the same time, Honor of Kings players can play the game conveniently and quickly, and the time of a game is not long, they are more willing to maintain their feelings through the game. Meanwhile, Honor of Kings enriches the social experience of players and creates more common memories between players.

“As a flavoring agent or a color enhancer of life, it certainly brings some positive effects to me sometimes in interpersonal communication, and makes some friends who might have been ordinary become more and more familiar and chatty. At the same time, it is also a topic in life. I think it is of great practical significance to me in terms of the role of narrowing interpersonal relations.”

“The most impressive thing was actually in 20 years, during the pandemic, and then I taught a friend of mine to play the game, and he was not very good at playing the game of King of Glory at that time, and she played

the game as a novice. Actually I have certain experience, I more than she did so for a year or two, and then I will take her to play and then I taught him how to play the hero, then such as how should be the hero, and then explore the grass hidden view these games such as consciousness, I have taught her, it is in the process of actual combat, will all these things I'll teach him, And then we took him and played video games and stuff like that, and we played for about three months, and then he became really good, and it wasn't that bad. So I actually feel a sense of accomplishment about it."

2.2.2.2 Cultivate team spirit

Honor of Kings builds a "small society" in the game. In the game, the players play their respective roles. Some play as Center crazy output, some play as meat shield to resist damage and enter the team. Some play as the core of the team to control the rhythm of the game, command the team to develop the push tower, and some protect the teammates to assist in the output. This shows the social division of labor to a great extent, and also promotes the social identity of players in the game, in which players learn how to get along with people better in the real world through team cooperation time and again, give full play to their role, and maximize the interests of the team.

"In this game, I will learn how to work in a better team, and then control my emotions. Then, I will have some better methods to deal with it. For example, instead of playing at the top, I would like to summarize with my friends what is wrong within the replay. Honor of Kings allows me to learn more about getting along with others and how to cooperate with each other in the team."

3 Conclusion

In the tendency of virtual individuals, people will find themselves in the virtual world, which is another form of integrity and compensation of self personality. In the real personal level, people often play games because of their vanity and sense of achievement. At the same time, it will also improve themselves because of this game and meet various needs in real life. In the social aspect, the virtual groups in the game have extended people's social ways and social trends to a certain extent, and enriched people's social experience. For the real group, the game of Honor of Kings strengthens the relationship between people and makes the distance between people closer. The diversified output of the game players gives the game more significance and importance, which makes the value and significance of the Honor of Kings unique in the hearts of every player.

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