

Article

Motives for Playing Free-Fire Online Video Game Among 13 to 17 Years Old School Students in Chennai

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DOI: <https://doi.org/10.24321/2395.3810.2023012>

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How to cite this article:

Sagayaraj MP. Motives for Playing Free-Fire Online Video Game Among 13 to 17 Years Old School Students in Chennai. *J Adv Res Jnl Mass Comm* 2023; 10(3&4): 26-31.

Date of Submission: 2022-11-02

Date of Acceptance: 2023-01-03

A B S T R A C T

The research article would be analyzing the motives for playing free-fire online video game among 13 to 17 years of school-going students in Chennai. The rise of online gaming has aided in gaming addiction which leads to various physical and psychological problems. The study chose 100 samples to assess the different factors such as social needs, personal needs, affective needs, tension-free needs. Based on the analysis done, male players were more compared to female players. Players of the free-fire online video game, feel happy when they are ranked high among their friends. Though many factors impact the players, affective needs play a significant role in influencing players towards laying online free-fire video game.

Keywords: Free-Fire, Gen Z, Motives, Online Video Game, Uses, Gratification

Introduction

The advancement of science and technology has been tremendously broad and deep in this postmodern culture. The development of science and technology has made it possible for the internet to have a significant influence on individuals. As a result of this and the fact that it offers access to a vast amount of information, the internet has become central to the lives of many people. As a result, people started employing media for many different purposes. Today, a variety of media are used to gratify a range of wants and desires, as opposed to earlier times when media were employed to deliver or broadcast a specific message to a target audience. Online video games are a form of media. Young people who play online games like Free Fire are more likely to experience emotional trauma, sleep loss, despair, suicide. The most recent danger that is badly affecting many young people in our nation

is online video games. The reliance on smartphones as a source of entertainment has grown since the outbreak. As a result, playing video games online is a very popular pastime that many children engage in for relaxation.

Review of Literature

Innovation and experimentation have always characterized the history of video gaming. The tendency of many researchers and consumers was to look for any entertainment value that might be gained from the new technology when each new electronic device, such as the valve, silicon circuit, television, radio, so forth, was developed. In the late 1960s, digital games first appeared. But even while the invention and production of many digital game-related businesses were sparked by digital games, a number of today's significant corporations have incorporated these new technologies into their core businesses. John Kirriemuir (2006). Early in the 1970s,

the first commercial video games were released, but it wasn't until the 1980s that the psychological and psychiatric literature began to record the first cases of video game addiction. Griffiths et al. (2012).

For instance, the Japanese company Sony changed its name to Sony in 1956, though its involvement with gaming consoles would not start until the last decade of the century. Similarly, Tokyo Telecommunications Laboratory, a company increasingly focused on transistor-based products, produced playing cards for nearly 80 years before expanding into electronic technologies. John Kirriemuir (2006). There are differing opinions on when the first computer game was created, with arguments based on both chronology and definition. Noughts and crosses (also known as Tic-Tac-Toe) were created by Alexander (Sandy) Douglas in 1952 for the EDSAC, the first stored-program computer to provide a regular computing service. Rutter and Bryce (2003).

William Higinbotham created a simple tennis simulation that ran on a lab oscilloscope six years later, in 1958. The game, which is sometimes cited in the literature as the first computer game, immediately became the main draw for visitors to the lab. The Spacewar video game was created in 1962 by a team led by Steve Russell. In this two-player game, the objective was to shoot at your opponent's ship without hitting the sun. Over the following few years, the game was replicated or altered by numerous US academic organizations, becoming the first game to be made available outside of a single research institute. John Kirriemuir (2006).

The text-based adventure game ADVENT (short for Adventure) was created in 1967 for mainframe computers, which marked a significant turning point in the history of video games. This game entered the market for personal computers around the beginning of the 1980s. The increase in pre-built home computers that occurred in the early 1980s was the cause. Sir Clive Sinclair introduced a line of inexpensive computers in the UK. These were the first computers with keyboards. These computers served a variety of additional functions, although they were mostly employed as home video game consoles. John Kirriemuir (2006). Shotton released the first empirical study, particularly on gaming addiction in 1989. It involved 127 participants, almost all of them male teenagers or young adults who admitted to being "hooked" on home video games for at least five years. Griffiths et al. (2012).

IBM introduced its 8088 processor-based PC in 1981. This development served as a platform for ambitious game designers. The distinction between personal computers and video game consoles started to dissolve in the 1980s, terminology related to computer games and video games are still frequently used interchangeably today. Nintendo introduced the Famicom, often known as the Family

Computer, in 1983. Genesis was released in 1989 after SEGA's 1985 introduction of the SEGA Master System. SEGA adopted significant character branding through its video games, similar to Nintendo. John Kirriemuir (2006).

In 1991, Nintendo released the Super NES (SNES), an improved version of the Famicom, in response to SEGA's competition. The Jaguar, an Atari console, was the first 64-bit console to be released, in 1993. Many gamers found the console to be out of their price range. SEGA responded two years later with the 32-bit Saturn. Although SEGA's penultimate hardware platform, Saturn, showed promise and hosted a number of iconic games, including NiGHTS, its career was short-lived due to the introduction of Sony's PlayStation in 1994. John Kirriemuir (2006). In general, males are significantly more likely than females to report problems relating to their gaming. Griffiths et al. (2012).

It's interesting to see Sony enter the video game industry. Nintendo released the Nintendo 64 in 1996, it went on to become the fifth most popular video gaming console in history. The handheld console industry experienced a new battle between Nintendo and Sony's offerings between the end of 2004 and the beginning of 2005. The console used both internet and wireless technologies, enabling a school of kids to play the same game from a distance and with a wider user base. John Kirriemuir (2006).

Nazara Technologies Limited, established in December 1999, is a multi-platform gaming and sports media business with operations in India as well as emerging and developed markets such as Africa and North America. Kushal Dey (2020). According to the available research, young male adults and teenage boys appear to be more likely to engage in hazardous video game play. However, little is known about the nature and scope of these issues. Griffiths et al. (2012). Nokia unveiled the N-Gage, a portable gaming system with mobile phone capabilities, in 2003. Since then, the number of games on mobile phones has significantly increased. This information demonstrates how video game creation has increased significantly and become more accessible as science and technology have advanced. John Kirriemuir (2006).

University students may be more prone to developing video gaming addictions. This is due to a variety of factors, including their flexible tuition and study schedules, easy access to high-speed broadband around-the-clock, many stressors related to adjusting to new social commitments and living away from home for the first time. Griffiths et al. (2012). The above information about the emergence of online video games along with the gradual and rapid growth of science and technology vividly explains also the emergence of video game addiction.

71% of internet users in China, where there is the largest

gaming market in the world, play games across several platforms. In China, gaming accounts for 14% of all advertising and entertainment spending, which is more than in developed nations. However, compared to other mature gaming economies, just 36% of users pay for online games. Kushal Dey (2020). The United States of America is the second-largest gaming market in the world, with 61% of internet users engaging in cross-platform gaming. In the USA, 4% of all advertising and entertainment budgets are spent on gaming. Here, 60% of all gamers make payments for their online games. Kushal Dey (2020).

Japan is the third-largest gaming market in the world, with 59% of internet users engaging in cross-platform gaming. Gaming accounts for 8% of all advertising and entertainment spending in Japan. Here, 61% of all players make payments for their online games. Kushal Dey (2020). With 52% of internet users playing games across various platforms, the United Kingdom is the sixth-largest gaming market in the world. 4% of all advertising and entertainment budgets in the UK are spent on gaming. 59% of players here pay for online gaming. Kushal Dey (2020).

When compared to these above countries, India's gaming sector is young and developing, facing difficulties with rural digitization and development. India, with more than 60% of the population under the age of 35, is one of the largest prospective markets for online gaming in terms of size. India's market for online gaming is about to expand. Kushal Dey (2020). India is one of the most populous nations in the world, with approximately 622 million Internet users and 690 million smartphone users, respectively. Despite this, India is still relatively new to both mass-scale computer and telephone access, which gained ground in the mid to late nineties. The majority of gamers in India haven't used the older consoles, while console gaming is slowly gaining popularity, PC gaming is more widespread. More lately, the majority of Indian gamers are using their mobile phones. Xenia Zeiler (2022).

Authors Justin W. Bonny and Lisa M. Castaneda (2022), claim that individual differences in video game engagement and genre preferences have been linked to player motives and uses of video games as well as psychological factors that affect social relationships. The goal of the current study was to determine how closely multiplayer online battle arena MOBA players' match preferences corresponded to these variables. The participants in the current study were chosen from a worldwide MOBA tournament. The research revealed that playing video games was the best way to encourage social interaction.

Need for the Study

According to a recent statistic from the WHO, more than two billion individuals play video games worldwide, by 2023,

that figure is expected to reach three billion. Video game addiction affects 3-4% of gamers. 3.05% was determined to be the global prevalence of gaming disorder in a 2021 systematic review and meta-analysis. That indicates that there could be up to 60 million people who have a gaming disorder. The general population exhibits symptoms of gaming disorder in 0.3% to 1% of cases. 8.5% of young people (8 to 18) have a gaming disorder. Despite the fact that 49% of all American adults have played video games, barely 10% identify as "gamers."

Objective

The objective of the study is to identify the motives associated with the free-fire online video game.

Theoretical Framework

The study is about "Motives for playing free fire online video game among 13 to 17 years old school students in Chennai." According to this, the researcher has chosen the "Uses and Gratification Theory," which is applied to assess various motives for playing online games.

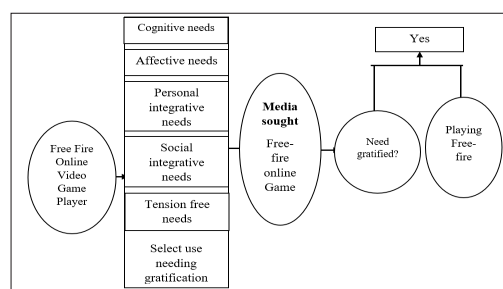


Figure 1

Research Methodology

The research approach chosen for the study was the explorative research approach. The design employed for the study was a descriptive research design. Population - The target population includes all male and female students who are playing an online free-fire video game. The study sample comprises male and female students between the age group of 13 – 17 years old who fulfill the inclusion criteria. The sample size comprises 100 male and female students who are playing an online free-fire video game in four different settings. The sampling technique used was a structured interview questionnaire method. The tool includes demographic variables and factors such as social need, personal need, affective need, tension-free need.

Rating Scale to Assess the Factors Who were Playing the Online Free-Fire Video Game

The reliability of the tool was established by the split-half method and the 'r' value is $r = 0.9$ for factors and $r = 0.88$ for playing an online free-fire video game. The score indicated a high correlation and the tool was considered

highly reliable. Both descriptive and inferential statistics were used. Frequency and percentage were used to identify the factors. The Chi-square test was used to associate the factors affecting the online free-fire video game with demographic variables. The significance was tested by 'p' value, 'r' value and Anova.

Table I

S. No	Value	Score
1.	Strongly Disagree	1
2.	Disagree	2
3.	Neutral	3
4.	Agree	4
5.	Strongly Agree	5

Analysis

In the case of affective needs, the F value satisfies with the F_{crit} value. Hence the hypothesis is accepted. P-value obtained from the test doesn't satisfy the condition $p < 0.05$. This infers that the need is not significant between the groups of means. Based on the analysis done, it is observed that Male players were more when compared to female players in playing the online video game Free Fire. From the survey, it is evident that different age groups were involved in playing the game. Mainly 15 -16 years age group players were involved more when compared to the 13 - 14 years of players. Only a few players were at age of 17 years. Generally, the players engage in playing when they are left out alone or bored, or frustrated. They played the online game by thinking of it as a platform to burst out their stress and anger.

While playing games, the individual forgets about their worries and real-life problems. Many players play online games to make more friends. They play often to be in touch with their friends. By making friends, they can show their skill of playing, winning, comparing their position with others. Players of the free-fire feel happy when they are in higher ranking among their friends. Though there are many factors that impact the players, Affective need plays a significant role in influencing more players towards playing online Free-Fire video game.

Interpretation and Findings

There are more male respondents who play the free-fire video game than female respondents. Out of 100 respondents, 61 respondents are male and 39 respondents are female. The frequency of playing the free-fire online video game. Out of 100 respondents, 37 students play the free-fire online video game daily which is significantly higher out of which 26 are male respondents and 11 are female respondents. There is a significant influence on affective needs among students playing free-fire online video game.

In view of all the statistical analysis and interpretation, it clearly states that affective needs play a significant role among the players who are playing online free-fire video game. Hence, my descriptive study inferentially proves affective needs are greater than all the other needs such as social needs, personal needs, tension-free needs.

When compared to other demands, social needs and economic variables have a strong correlation. Economic and social elements together have a score of 0.016. The variable and the association are both positive. None of the factors have a significant impact on those in lower social classes. Social and personal needs have a 40% influence on lower middle-class individuals. Social and personal needs have a 70% influence on persons in the upper classes. Social and personal needs have a 50% influence on upper-lower-class individuals. Social and personal needs have a 60% influence on upper-middle-class individuals. According to the foregoing explanation, social and personal needs are crucial to the economic influence of demographic variables.

Conclusion

The investigator has derived the following implications from the study which are vital concerns in the field of communication and media. These concerns would eventually benefit young people and others in general. They are communication practice, communication administration, communication education, communication research.

Communication plays a vital role in enabling the importance of identifying factors and motives affecting the free-fire online video game. This can be motivated by the following things. Insist the practice of reading books other than spending a lot of time on a mobile phone playing the free-fire online video game. Educating parents and elders on the importance of being aware of the negative consequences and disadvantages of playing a free-fire online video game and any video game in general. So that they would be able to guide their own children and students to shun them from playing online video games. Teach the target audience group about the causes and consequences of playing an online video game so that they would be aware of the negative consequences and be away from playing such games.

Ensure the students learn more about the drawbacks of playing free-fire online video game. Students should engage in recent trends like attending workshops, seminars, panels, group discussions rather than wasting time in the free-fire online video game. Articles on the effects of playing free-fire online video game should be made available in all journals, newspapers, magazines and published in other print media. The effects or drawbacks should be made available on social media platforms in the form of short films, interviews, songs, other forms. Information about the

factors associated to free fire online video game literature should be made available in libraries for students in the reference section.

Work along with the institution's or government's governing body to develop guidelines for monitoring students' internet activities. Run professional-led update programs on the effects of online video game addiction. Give adolescents and young people the chance to express their sentiments through activities like group discussions, in-depth interviews, personal counselling, family counselling, cognitive behaviour therapy, etc. in order to identify the triggers for such feelings.

Encourage further study on assessment of prevalence factors of playing free fire online video game of all age groups. Disseminate the finding through conferences, seminars, publishing in professional national and international journals, social media platforms such as YouTube, Facebook, Instagram in various creative and effective forms.

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