# Study of happiness in the context of online games

E-mail: 345142@ mail.dyu.edu.tw

## ABSTRACT

Online game is a very popular leisure activity in recent years. The market value of on-line games is increasing markedly and number of players is rapidly growing. Therefore, the on-line games user's behavior has becoming an important area of research. While many studies have engaged in exploring this field, few empirical studies have been conducted on the exploration of online game users' behavior by using happiness perspective. This study incorporates social influence and flow experience as belief-related constructs to predict users' happiness of on-line games, and then discuss the relationship between happiness, quality of life and quality of work life. In this study, a web-based questionnaire was used to collect data and PLS technique will be used to verify the hypotheses. An empirical study involving 267 subjects was conducted to test the model. Overall, the result reveals that flow experience and social influences significantly affect happiness, and then influence life quality and work life quality. The results are expected to provide further insight into online game design and marketing.

Keywords : on-line game　happiness　flow　social influence　quality of life　quality of work life

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