Research on the Effect of the Degree of Online Game Involvement and Interpersonal Communication on Leadership Effectiven

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ABSTRACT

The objective of this research is to probe into the relationship between leadership effectiveness of the organization leaders in real world and in virtual world. Network community is equal to another kind of organization, so we must discuss the leader ability in it. We can learn leadership is a social phenomena which is interesting to scholars, but it is seldom mentioned about leadership effectiveness in the virtual world. In the past, relative studies about leadership always paid attention to the topics in the real world, but lack relative studies about the virtual world. Owing to this, the research is based on previous research background and motivation, and uses Internet games as media to probe into what the effect between leadership in real world and in virtual world is. Then, we analyze factors of leadership effectiveness via the degree of involvement and the mode of interpersonal interactions. According to the result of the study, leadership effectiveness is affected by the degree of involvement, and the scenario design of the game also affects the perception of involvement degree. The undergraduate students are the main affected group, and also the involvement of Internet games certainly affects the behavior of life in the real world.

Keywords: the degree of involvement; interpersonal interactions; leadership effectiveness

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