

遊戲中的說服機制與實況直播文化

林日璇

區分「傳統媒體」及電子遊戲最大的獨特特色即為其特有的互動性。此演講將針對遊戲中能比其他形式的傳播方式達到更高說服效果的現象，探討其中的理論機制。透過兩個研究檢驗玩遊戲、看遊戲及看電影等模式，對於閱聽者情緒、認知及自我概念的調節中介理論模型。此外，將從內在動機等理論解釋並呈現目前電子遊戲於運動方面的正向應用。此演講將同時以現有理論基礎談到近來非常熱門的遊戲實況直播文化。

Persuasion in Games and Game Streaming Culture

LIN Jih-Hsuan

The unique feature distinguishing digital games from other “traditional media” is its interactivity. This talk will discuss the mechanisms in digital games which result in stronger persuasion compared to other forms of communication. Two studies will examine this issue by comparing digital game playing with other modes and test a moderated mediation model of identification on players’ affect, cognition, and self-concept. In addition, positive applications and theory of intrinsic motivations explaining effects of digital games on exercise will be covered. The speech will end with the latest popular phenomenon of the game streaming culture.