

線上遊戲虛擬資產交易模式探索 以及玩家社交關係對交易信任之影響

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摘要

本研究採用深度訪談探索線上遊戲玩家間虛擬資產交易行為，並執行驗證性實地研究，以瞭解玩家間社交關係對信任程度的影響。研究結果除提供完整虛擬資產交易資訊外，並證明：1.在線上遊戲虛擬資產交易中，與交易對方具有熟悉性則對其交易信任程度會高於對完全陌生的玩家；2.且熟悉程度越高，則對其交易信任程度經常也越高；3.與交易對方為同一次團體成員，則對其交易信任程度高於對非同次團體的信任程度。

關鍵詞：線上遊戲、虛擬資產交易、信任

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An Exploratory Research on the Virtual Assets Transaction and the Effect of the Relationship among On-line Game Players on Trust

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Abstract

This study performed the in-depth interview method to explore the OLG virtual assets transaction behavior. Study also utilized the field study to examine the effect of relationship among players on transactional trust. Results provide the complete information of virtual assets transaction, also produce the following discoveries. (1) In OLG virtual assets transaction, acquainted players have the higher level trust than strangers. 2) The more familiar relationship between players, the higher level trust they will have. 3) Players belong in the same subgroup have higher level trust than players who do not belong in the same subgroup.

Keywords: On-line game, virtual assets transaction, trust