從結構理論分析線上遊戲產業
之經營者與玩家的互動

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摘　要

　　本研究以結構理論為基礎，探討玩家及經營者行為之間的互動關係。抽樣對象以目前國內最大遊戲經營者智冠科技股份有限公司為研究對象，線上遊戲玩家則以其所代理的「仙境傳說」以及「金庸群俠傳」遊戲使用者為研究對象。

　　本研究透過資料分析及探討獲得以下結果：第一、在未來線上遊戲市場中，業者將從傳統遊戲供應商轉型成為遊戲服務商；第二、豐富社群關係為玩家長期停留在遊戲中的主要動力。第三、在線上遊戲經營中，對經營者而言，玩家的管理是一項困難，但卻非常重要的課題。組織應該更重視如何透過三個動態循環(組織計劃、資源、規範)，推動線上遊戲虛擬社群之經營策略，使經營者與玩家成為生命共同體，持續進行良性且正向的互動。第四、目前經營者與玩家之間存在溝通盲點，彼此間無法進行良性的雙向互動，雙方認知落差造成玩家與經營者的隔閡。

　　本研究貢獻有二點：第一、本研究採用結構理論，運用在線上遊戲，說明線上遊戲經營者與使用者動態的交互關係，對虛擬社群經營與發展的影響。第二、透過個案分析進行線上遊戲虛擬社群經營之研究，期待有助於業界經營虛擬社群。

關鍵字：結構理論、虛擬社群、線上遊戲

Investigating the Interaction between Online-game Industrialist and Users in the Light of Structure Theory

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Abstract

This research attempts to investigate the virtual communities of on-line game industry. Based on structure theory, we try to examine the issues regarding interpretation, resource and norm of on-line game industry. Our study adopts interviewing method to collect data from on-line game participants.   Our target sample is the most popular on-line game in Taiwan, and subjects are game players and company stuff members.

There are four findings in our study. First, this game company will transform from a game producer into a game services provider.   Second, rich cyber relationship keeps players enjoying the on-line game life day after day.   Third, the game producers have to focus on management of on-line game community, keeping and attracting game players. Finally, a lack of smooth and structural communication between the industrialists and players leads to conflict.

There are two contributions from this study.   First, we use structure theory to capture the behavior of on-line game company and players, and describe the interaction and conflict between them.   Second, our findings provide some suggestions for the management, and several implications of on-line game community.

Keywords：Structure theory, Virtual community, Online game