

**What Happens When Games Users Have a Tool to Play Better: The effect of mobile accessibility to game user's usage duration and game involvement**

| 발표자 | 이보경(가천대학교)\* / 전성민(가천대학교)\*\*

[요약]

In the domain of IS, game was used as a tool to enhance the results of decision making, education and more. In another stream of research, researchers focused on revealing the motive of people playing games. This study focuses on the effect of the tool; increased accessibility via mobile, to online game using patterns and behaviors. Due human reaction towards competition, technology acceptance and the online game's gambling traits, it is expected that the increased mobile accessibility (tool) will increase and intensify the game playing behavior. Also, it is expected that the in-game purchase will increase as well.

In depth interview with both game service providers and players is planned to confirm that the mobile version acted as a tool to increase accessibility, rather than a additional game. Survey along with an interview is to be conducted to find relevant play and spending patterns if they are to exist.

**핵심주제어: Competition, Mobile Accessibility, Online game, TAM, Usage Behavior**

\* dasleben@gachon.ac.kr

\*\* smjeon@gachon.ac.kr