

The Role of Social Policies in The Development of Electronic Games in The Field of Public Opinion

Xin Huang *

Department of Labor and Security, East China University of Political Science and Law, Shanghai, China

* Corresponding Author Email: 22073101032@ecupl.edu.cn

Abstract. With the development of video game, the status of video game in society has been rising. On the one hand, the value of video game does contribute to the development of society, but on the other hand, there have been many problems with the development of game like the impact of violent games on teens and Gaming addiction. According to the "Statistical Report on the Development of the Internet in China", as of December 2018, the number of people addicted to games in China has reached 27.5%. Therefore, how to develop game has become a topic of great concern for the government and game makers. This study tries to find the relationship between social policy and video game development in the field of public opinion through the case study method. Provide policy theoretical support for how to develop video game. The study found that social policy does work in video game development in the field of public opinion by changing people's perception of video game.

Keywords: Social policy; Video game development; Public opinion; People's perception; Game value.

1. Introduction

Since 1952 the first video game Noughts & Crosses has been exploited by A.S. Douglas, the game is evolving faster and faster. The birth of interactive video computer games, the boom of console gaming in the 80s. Until now, due to the rapid development of internet technology, the series of game forms such as video games, mobile games, and VR are constantly emerging, novel game experiences are constantly innovating, and the value of games is constantly reflected, the game industry has entered a stage of rapid development. Why game develop so fast? How game influence our society? How should we develop the game? People have never stopped exploring and developing the video game.

Grant Tavinor talked about the problems related to videogames in general, such as, how to define video games as an art? Does the player influence the structure of the game to a certain extent? For traditional art forms, the audience cannot influence the work itself, but the emergence of video games seems to reveal new possibilities. the relationship between games and the concepts of fiction, virtual, and simulation; Is video games an ontological entity, a computer program, or something else [1]? This study shows us a comprehensive view of video game by solving the above problem. Nick Dyer-Witford and Greig de Peuter's book Games of Empire: Global Capitalism and Video Games Combining immaterial labor, cognitive capital, and video game research, study how virtual video games can unite the power of global capital in the real world and become an important means of cultivating and exploiting immaterial labor [2]. Telling us about the relation between video game and Digital Labor. Graeme Kirkpatrick links video games to the social imagination, arguing that the impact of video games on the social imagination should not be underestimated, as it is not just an entertainment tool, but an important part of contemporary cultural symbols, and a tool for producing social imagination, which told us how video game can influence our cultural ideology [3]. Not so long ago, Sotamaa, Olli make an article on game development. He tried to show that exploring the different layers of game development cultures can reveals how local factors and histories connect in complex and sometimes unpredictable ways to organizational cultures and modes of production [4].

The number of research of video game make us know more comprehensive and deeper about related field involved in the course of video games development, such as culture, society, art and so

on. To make people aware of the important role of video game development in the development of society, so as to strengthen people's work on it. How should we develop the video game. The following research is going to figure out how social policy can influence video game development in China. Attempts were made to provide a social factor for the question of how to develop video games.

2. Literature Review

2.1. Research on the Value of Electronic Games

In order to figure out the problem of how to develop video game. It is necessary to know the value of video game itself. Wu Guanjuan first proposed video games as the ninth art today in the article "The Ninth Art". Ma Hongliang believes that games have positive educational value in training human resources and promoting learning, which can promote the development of players' problem-solving skills, multitasking, innovation, management and other abilities, and help children acquire knowledge that cannot be learned in the classroom [5]. Han Qingnian and Li Yi believe that games can be used as a carrier of knowledge, an exploratory learning process, which will bring challenges and excitement to players' thinking, so that players can socialize in game role-playing [6]. At the same time, the video game has the spiritual core that can spread traditional culture, and has the ability of cultural education, Xu Qing and He Jia advocate that the design of the video game and the researcher find the balance between the inheritance and innovation of traditional culture, integrate it into the game, and create cultural products that young people love, so that the public can feel the charm of traditional culture, so as to better realize the purpose of education, dissemination and innovation and development of traditional culture [7]. Zhu Zhiting and other scholars believe that video games are a new field of multidisciplinary interpenetration, and their talents "should be eclectic, proficient in the use of information technology, and have considerable humanities and artistic literacy" [8]. These study on the value of video games not only can tell the reader why video games are important in our life but also let reader know the Knowledge and talent in all aspects required for the development of the video game.

In addition to the study of game value, the study of game motivation is equally important. Malone proposed a set of intrinsic motivation theories for games, which divided intrinsic motivation into two categories: individual motivation includes challenge, curiosity, control, and fantasy, and collective motivation includes cooperation, competition, and respect [9]. Shang Junjie and other scholars have found that game motivation is the most basic and operational value, which emphasizes the use of games to stimulate learning motivation, in addition, they found that game thinking can go beyond the game form, and design non-game learning activities as "games", and the spirit of games is the most meaningful value, and learners can treat the learning process and results with the spirit and attitude towards games. At the same time, they found that video games have educational value: they can stimulate learning motivation, they can be used to build gamified learning environments or learning communities, and they can develop knowledge, abilities, emotional attitudes and values [10].

2.2. Evaluation of Existing Research

Since the development of video games, scholars have never stopped researching the value of video games, and if we want to develop video games with high quality, we must understand the value that video games bring to us. Scholars have studied the value of the video game in detail from the embodiment of the value of the video game to the mechanism of the video game, and the study of how the video game itself affects the value. These studies provide a theoretical basis for the high-quality development of video games. It can let the government and video game makers understand the fields and technologies that need to be faced for the high-quality development of video games. However, simply studying the video game itself has limitations on the development of video games, and if people's attitudes and cognitions towards games do not change, then it is difficult for people to realize how the game itself develops, and it is difficult for people to maximize the development effect of video games. How can people realize video game's value? This study is going to try to through

two cases of the development of video games in China in order to solve this problem. Fill in the gap in how social factor affect the development of video games.

3. Relationship between Social Policy, Public Opinion, and Game Development

3.1. Overview of Key Research Issues

This study tries to deal with the problem of how social policy works in video game development. Of course, before looking at this question. It is necessary to know whether People's perceptions of games can affect the development of the game.

In China, due to a series of social problems caused by the game like Gaming addiction, Violent games and so on, many people especially parents very much against the development of video game. Regardless of the quality of the game people who against video game all call video game spiritual opium ignoring the educational, cultural, and other values of video games. This behavior leads to a decrease in the quality requirements of video game manufacturers, and people's perception of the value of video games is defective. This had a fatal impact on the development of the video game.

In conclusion, People's perception of video game will affect the development of video game. Under this result this study will Split into two questions. How social policy influence public opinion? And whether public opinion effect People's perceptions of games?

3.2. How Social Policy Influence Public Opinion

Facing with various problem of video games, Chinese government has set a lot of social policy like "Notice on Further Strict Management to Truly Prevent Minors from Becoming Addicted to Video Games". This paper will take this policy as a case study how social policy influence public opinion.

In the process of implementing "Notice on Further Strict Management to Truly Prevent Minors from Becoming Addicted to Video Games", people can see that there are a lot of news and messages about the anti-addiction policy on the Internet. It includes the reasons for the introduction of the anti-addiction policy, the specific policy measures to prevent addiction, and the establishment and improvement of the game anti-addiction system by major game manufacturers. "The Chinese Communist Party News Network" asked the person in charge of "Notice on Further Strict Management to Truly Prevent Minors from Becoming Addicted to Video Games" policymaking about this policy and published it. This report contains background to the issuance of the notice, the main content of the notification, the notice strictly restricts the consideration of the time that video gaming enterprises provide video gaming services to minors, how to better promote enterprises to implement the notification requirements and what role should families and schools play in preventing minors from becoming addicted to video games? After this social policy being published, game companies have successively released anti-addiction measures for minors. The famous video game "Genshin impact" published "Genshin Impact" anti-addiction system for minor adjustment and compensation rules, stipulating that Minors can only log in to the game from 8 p.m. to 9 p.m. on Fridays, Saturdays, Sundays, and statutory holidays, and the cumulative online time cannot exceed 1 hour. Other time will not be allowed to log in to the game. In China's "2021 Game Industry Public Opinion Ecology Report", it is also proposed that anti-addiction is now a hot topic of public opinion. Various phenomena show that the government's policy decision-making and implementation process can arouse public attention and discussion.

Maxwell McCombs and Donald Shaw, communication scholars at the University of North Carolina, has been found that the prominence of mass media issues has an important impact on the public agenda, so it can be seen that the implementation of social policies affects the agenda setting of mass media, and the policy issues are paid attention to and discussed [11]. In the process of implementing "Notice on Further Strict Management to Truly Prevent Minors from Becoming Addicted to Video Games", it has the same principle.

News and information on the policy to prevent minors from becoming addicted to video games increased the prominence of video game addiction prevention on the Internet at that time and affected some judgments of people who paid attention to video games.

In this way, people can know that social policy can affect the agenda setting to make impact on public opinion. But how can social policy affect the agenda setting?

In the era of mass communication, the importance of different social issues often depends on the attitude of the news media towards different social issues and the degree of prominence of the news. With the investigation and research of American scholar Weaver, Japanese scholar Toshiro Takeshita and others, the mechanism of agenda-setting theory has become clearer. People divide it into three patterns: Aware Model, Salience Model and Priority Model. People can make a clear answer on how social policy can affect the agenda setting using Aware Model and Salience Model.

Aware Model tells us that whether or not a topic is reported in the mass media can affect the public's perception of that "issue". With Aware Model, it can be analyzed that the mass media reported on the anti-addiction policy. Let people understand the policy background and measures to prevent addiction and affect people's perception of the problem of teenagers' game addiction.

Salience Model shows us the prominent emphasis on a few issues in the media will cause the public to pay attention to these issues. People can use this model to analyze that in reality both authoritative media and the public have focused on the implementation and impact of the anti-addiction policy, reducing the news and discussion about other aspects of the game, such as game version number, game content, and problems. It emphasized the help of anti-addiction policies for youth development and game development.

Through the analysis above, it can be concluded that targeted social agenda setting can form a specific public opinion orientation.

After analyzing the social phenomenon caused by the social policy "Notice on Further Strict Management to Truly Prevent Minors from Becoming Addicted to Video Games" with using the theory of agenda-setting function and the mechanism of agenda-setting function, it is finally concluded that the implementation of social policies will lead to the agenda-setting of mass communication and targeted attention to policy issues, thus influencing the public opinion orientation.

3.3. Whether Public Opinion Effect People's Perceptions of Games

Through a questionnaire survey of some people in Shanghai, it can be found that in addition to experiencing the game yourself, 100 percent of people will learn about the content and development of the game from Video platforms such as Bilibili and Tiktok, over a half of people learn it from large gaming forums and nearly 33 percent of people learn about it from Weibo, Xiaohongshu and other large social platforms. This phenomenon shows that instead of game's quality itself, the social issue of the game is also important for video game development. Public opinion is formed in social issues. The following study will use the case of a certain video game works "The Divine Damsel of Devastation" in "Genshin impact" to analyze whether public opinion effect People's perceptions of games.

People's Daily, Wen Wei Po, Xinhua News Agency, Jiefang Daily and other authoritative media and publishing houses, after the publication of the work "The Divine Damsel of Devastation", all highly praised the work of "Genshin Impact". Wen Wei Po praised it as a "new cultural symbol" and Xinhua News Agency praised it as a cultural feast. The National Humanities History, sponsored by the People's Daily, has made a detailed analysis of the allusions to the lyrics in "The Divine Damsel of Devastation". Even the CCTV Network Spring Festival Gala in 2023 will have a performance of "The Divine Damsel of Devastation". The video views in Bilibili have already over 34.44 million. Overseas video views have exceeded 7 million as early as September 8, 2023. Besides, not only do the authoritative media and publishing houses and Ordinary people have a lively discussion and reporting of the content of the work, but also a variety of secondary creations have been derived, including not only ordinary people on the Internet, but even national first-class and second-class actors and performers have participated in the secondary creation.

Under the guidance of such social public opinion, " The Divine Damsel of Devastation " can be said to be the best game work in the game circle at that time. The evaluation of this work became not only the Cultural Export, but also the Cultural Inheritance. It can be seen that many people who have not played games before will come into contact with and enjoy the work " The Divine Damsel of Devastation ". On the Internet, people's evaluations of the work " The Divine Damsel of Devastation " are almost all positive, and people's perception of the game "Genshin Impact" has changed from a simple game to a cultural carrier that combines modern art and traditional culture.

After analysis of this case, it can be said that the quality of the game itself is the condition for the change of people's cognition of the game, and social public opinion is the catalyst for the change of people's cognition of the game. Through the guidance of public opinion, people's perception of the value of games can be changed.

4. Conclusion

By analyzing how social policy affects the orientation of public opinion and whether the orientation of public opinion leads to a change in people's perception of the value of games, people can understand the mechanism by which the implementation of social policies can change people's perception of the value of games by influencing the orientation of public opinion. It provides a theoretical basis for the social public opinion environment to achieve the ideal role of education, enlightenment, and cultural dissemination in the development of high-quality games and people can have a clearer understanding of the impact of policies on public opinion and people's cognition in the process of implementing national policies. This study finds that social policy has effect on video game development. This impact is not only on the game itself, but also on public opinion and people's perception. Through two cases above, it can be seen that a good environment for the development of video game not only contains people's need for high-quality development of games, but also includes the transformation of people's perception of video game quality. This study provides a theoretical basis for public opinion on game-related social policies, which is conducive to the high-quality development of games and reduces the obstacles in the high-quality development of games.

Finally, this study only tries to find a relationship between social policy and video game development in the field of public opinion, so only two cases were analyzed to deal with how social policy affects the orientation of public opinion and whether the orientation of public opinion leads to a change in people's perception of the value of games. It hard to find the deeper logic on how to use social policy to reduce friction in video game development. In the future, more cases and data can be used for further analysis of this issue.

References

- [1] Grant Tavinor. Videogames and Aesthetics. *Philosophy Compass*, 2010, 5: 624-634.
- [2] Nick Dyer-Witford, Greig de Peuter. *Games of Empire: Global Capitalism and Video Games*. Paperback, December 8, 2009.
- [3] Graeme Kirkpatrick. *Computer Games and the Social Imaginary Polity*, October 30, 2013.
- [4] Sotamaa, Olli. Studying Game Development Cultures. *Games and Culture*, 2021, 16(7): 835-854.
- [5] Ma Hongliang. The Educational Value of Video Games: New Perspectives from American Studies. *Open Education Research*, 2009, 15(01): 105-109.
- [6] Han Qingnian, Li Yi. Discussion on the Role of Online Games in Online Education. *Distance Education in China*, 2003, (15):73-75.
- [7] Xu Qing, He Jia. Translation and Application Design of Traditional Cultural Elements in Digital Games. *Design*, 2022, 35(04): 113-115.
- [8] Zhu Zhiting, Deng Peng, Sun Liwen. Entertainment and Education Technology: The New Frontier of Educational Technology. *China Educational Technology*, 2005, 5: 11-14.

- [9] Malone, T. W., Lepper, M. R. Making learning fun: A taxonomy of intrinsic motivations for learning. New Jersey: Lawrence Erlbaum Associates, 1987: 223-253.
- [10] Shang Junjie, Pei Leisi. Reinventing the way of learning: the core educational value and application prospects of games. China Educational Technology, 2015, 5: 41-49.
- [11] McCombs M E, Shaw D L. The agenda-Setting Function of Mass Media. Public opinion Quarterly, 1972, 36(2): 176-187.