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<th>Teens online : examining reward seeking behavior in cyberspace</th>
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**Project Title:** Teens Online – Examining Reward Seeking Behavior in Cyberspace

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**Supervisor:** Asst Prof May Oo Lwin

**Collaborators:** A/P Theng Yin Leng and Mindawati Wijaya

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**Objective:**
To test if different types of rewards in genre of games (4x2 Factorial Design) affect children's knowledge, attitude, and behavior towards the game and themselves.

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**Theoretical Framework:**
- **Skinner’s Reinforcement Theory**: The main idea that reinforcers can control behavior. Consequence which give reward increase a behavior.
- **Expectancy Theory**: Motivation to perform a given behavior is a product of the probability of reinforcement given effort, and of the incentive value of the reinforcer to the performer (Atkinson, 1958).
- **Self-Fulfilling Prophecy**: People autonomously change their behavior to agree with a prophecy (Bragg, 2002)

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**Methodology:**
- Sample: 400 students aged 13-16 years old
- Children will be asked to imagine various scenarios with game screenshots and a description & picture of the reward
- A questionnaire comprising of questions regarding attitude, behavior, and knowledge will be answered by them
- Results will then be analyzed with SPSS

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**H1:** Teens receiving Physical Tangible and Recognition Rewards will have lesser knowledge, and less positive attitude & behavior towards the game and themselves, as compared to the players receiving Virtual Tangible and No Rewards.

**H2:** Teens in Social game genre will be more motivated to play social game genre in the future as compared to those in the Independent game genre.

**H3:** In Social game genre, Recognition rewards will make teens to have more positive attitude and behavior towards the game and themselves as compared to recognition rewards given in Independent game genre.

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**Types of Rewards (4 Levels):**
- Physical Tangible Rewards
- Recognition Reward
- Virtual Tangible Rewards
- No Rewards

**Games Genres (2 Levels):**
- Social Network Games
- Independent Games

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**Example of Recognition Reward in Social Network Game**

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**Fig 1:** 4 x 2 (Type of Rewards x Genre of Games) Factorial Design