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<th><strong>Title</strong></th>
<th>Teens online : examining reward seeking behavior in cyberspace</th>
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<td><strong>Author(s)</strong></td>
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To test if different types of rewards x genre of games (4x2 Factorial Design) affects children’s knowledge, attitude and behavior towards the game and themselves.

**Objective**

- 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).

**Theoretical Framework**

**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

**Hypotheses**

- **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.

**Game & Reward Conditions**

**Types of Rewards**

- Physical Tangible
- Recognition
- Virtual Tangible
- No Rewards

**Games Genres**

- Social Network Games
- Independent Games

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

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Project School: Wee Kim Wee - School of Communication and Information
Project Title: Teens Online – Examining Reward Seeking Behavior in Cyberspace
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