1.2 Motivation

Participation in MMORPGs is constantly increasing, and to which is boosting revenue (Hsieh, 2008). The gaming industry encourages the development of MMORPGs in the hope of discovering new approaches to game design that will entice gamers to constantly play their MMORPGs, which will constantly earn them a greater share of the online gaming market. However, online games have led to a number of social problems, such as online game addiction. Although they are frequently well-discussed, high engagement of play—MMORPGs is not much discussed in systematically investigated in the current literature.

Highly engaged behavior involves significant MMORPGs usage with non-pathological computing behavior, such that it describes those who spent a great deal of time playing MMORPGs, without serious deleterious effects. However, spending an excessive amount of time in MMORPGs can affect academic performance, due to a reduction in time allotted to schoolwork, sacrificing sleep time in order to play MMORPGs, and difficult to waking up for class. Therefore, it is imperative to draw attention to the negative effects resulting from engaging in playing MMORPGs. Educators worry about their effects on learning problems and parents worry about their effects that playing MMORPGs affects on their children’s health.

On the other hand, since values influence people’s behavior and achievement (Fries, 2007), some research indicates that obtaining achievements through online games is an important reason beneficial (Whang, 2004). Therefore, to understanding students’ achievement value is an important issue today.

Mental models are cognitive concepts that can be used to demonstrate personal values to help people to understand complex
issues, and assist them in their decision-making and action planning (Craik, 1943). Thus, the mental model building can help researchers understand the causes of an individual’s behavior, and assist in their growth, by solving social or learning problems (Capelo, 2009). However, even with there are many ways of discovering and expressing mental models (Langan-Fox, 2000), but none of them has the advantages of strict theoretical foundation and easy to read of understanding. Thus, improving the mental model building approach has become critical in this study.

Final text

1.2 Motivation

Participation in MMORPGs is constantly increasing, which is boosting revenue (Hsieh, 2008). The gaming industry encourages the development of MMORPGs in the hope of discovering new approaches that will entice gamers to constantly play their MMORPGs, which will earn them a greater share of the online gaming market. However, online games have led to a number of social problems, such as online game addiction. Although they are frequently discussed, high engagement of MMORPGs is not systematically investigated in the current literature.

Highly engaged behavior involves significant MMORPGs usage with non-pathological computing behavior, such that it describes those who spent a great deal of time playing MMORPGs without serious deleterious effects. However, spending an excessive amount of time in MMORPGs can affect academic performance, due to a reduction in time allotted to schoolwork, sacrificing sleep in order to play MMORPGs, and difficult waking up for class. Therefore, it is imperative to draw attention to the negative effects resulting from engaging in MMORPGs. Educators worry about their effects on learning, and parents worry about their effects on their children’s health.

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Mental models are cognitive concepts that can be used to demonstrate personal values to help people understand complex issues, and assist them in their decision-making and action planning (Craik, 1943). Thus, mental model building can help researchers understand the causes of an individual’s behavior, and to assist in their growth by solving social or learning problems (Capelo, 2009). However, there are many ways of discovering and expressing mental models (Langan-Fox, 2000), but none has the advantage of strict theoretical foundation and easy of understanding. Thus, improving the mental model building approach is critical in this study.