

# BMF CP63: Gaming experience, isolation, social distancing, and disconnection from the outside world

*AISDL Team*

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“[...] To alleviate the boredom, after catching a fish, Kingfisher would press all three buttons before swallowing the fish. Pressing the buttons has gradually become somewhat of a new technological ritual.”

—In “Innovation”; *The Kingfisher Story Collection* [1].

## 1. Project description

### 1.1. Main objectives

The current study is conducted to examine the following research questions:

- How are Animal Crossing: New Horizons (ACNH) game players’ time of isolation/social distancing during the COVID-19 pandemic associated with their disconnection from the outside world?
- How are Animal Crossing: New Horizons (ACNH) game players’ frequency of playing games during the COVID-19 pandemic associated with their disconnection from the outside world?
- Do game players’ feelings about the games (i.e., rich experience, aesthetics, imaginativeness of the game) moderate the association between the frequency of playing games and their disconnection from the outside world?

Findings from this study are expected to contribute to understanding the association

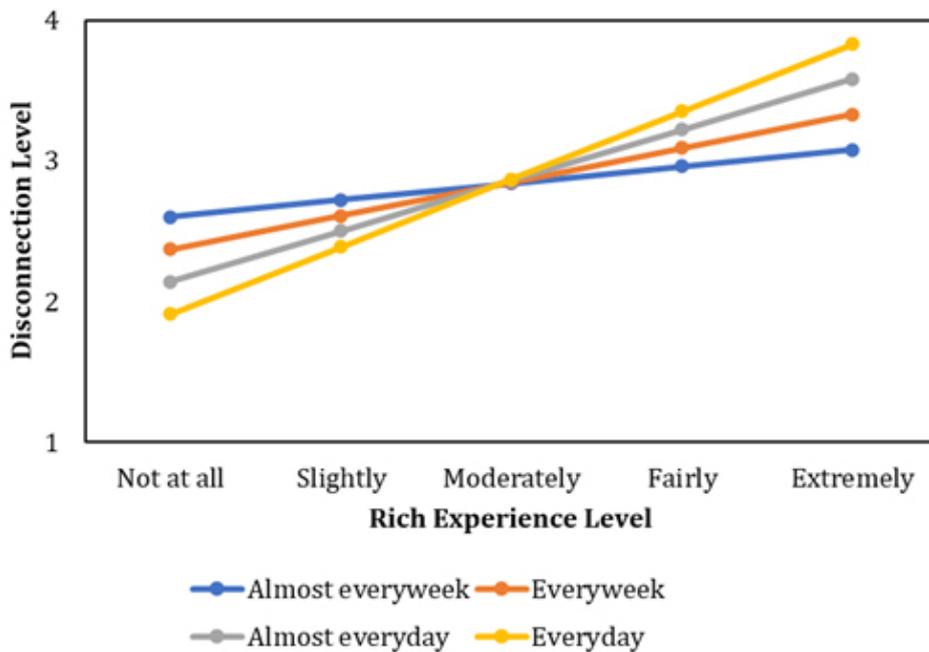
between game players' perceptual factors and game-playing experiences [2].

### 1.2. Materials

The mindsponge theory will be used for conceptual development, and Bayesian Mindsponge Framework (BMF) analytics will be used for statistical analysis on a dataset of 640 ACNH game players from 29 countries around the globe [3-6]. The bayesvl R package, aided by the Markov chain Monte Carlo (MCMC) algorithm, will be employed for statistical analyses [7]. For more information on BMF analytics, portal users can refer to the following book [8]. Data and code snippets of this initial analysis were deposited at <https://zenodo.org/records/10589212>.

### 1.3. Main findings

The preliminary analysis shows that the feeling of the game's rich experience is associated with game players' disconnection from the outside world, but the association is conditional on the frequency of playing ACNH (see Figure 1).



**Figure 1:** Estimated disconnection level based on the rich experience level and ACNH-playing frequency

## 2. Collaboration procedure

Portal users should follow these steps for registering to participate in this research project:

1. Create an account on the website (preferably using an institution email).
2. Comment on your name, affiliation, and desired role in the project below this post.
3. Patiently wait for the formal agreement on the project from the AISDL mentor.

If you have further inquiries, please contact us at [aisdl\\_team@mindsponge.info](mailto:aisdl_team@mindsponge.info)

If you have been invited to join the project by an AISDL member, you are still encouraged to follow the above formal steps.

All the resources for conducting and writing the research manuscript will be distributed upon project participation.

AISDL mentor for this project: **Minh-Hoang Nguyen**

AISDL members who have joined this project are Quan-Hoang Vuong and Viet-Phuong La.

The research project strictly adheres to scientific integrity standards, including authorship rights and obligations [9], without incurring an economic burden at participants' expenses [10].

## References

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