

Attitudes of Thai Male VDO Game Players Choosing to Use VDO Games' Female Characters

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Abstract

This study aims to investigate the online social phenomenon related to the attitudes of Thai MALE GAMERS opting to use female characters in video games. The subjects were Thai male game players interacting in gaming community on social media--Facebook. Data were collected by using a non-participatory observation of talks about female characters among gamers in online community. A participatory method used to collect the data was an open-ended questionnaire including a talk with gamers via Facebook. The study aims to pave the way for more study and design of unique VDO game characters in Thai gaming industry in the future. It was found that the 118 Thai male game players used different platforms to play games (89% by personal computer, 45.8 by console, 71.2 by mobile, and 2.5 by other devices e.g. a hand-held game console). It was also found that the majority of online gamers put more emphasis on sexual desire by gazing at women's figures in the games. Fewer respondents revealed their imagination to compensate for what they lack in reality such as the beloved or daughters.

Keywords: VDO games, Characters, Sexual desire, Imagination, Gender

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Introduction

The current game industry plays an important role in the entertainment media business which has a large economic and social role. It is worth the amount of money as it brings about the development of human creativity. Game culture is a tool to study science, technology and other related sciences. Video games are useful for human existence and improve the quality of life. An example of this situation is Mats Steen, a Norwegian (Lord Ibelin Redmoore) who has a physical problem, the duchenne muscular dystrophy (DMD), making him unable to walk. After his death, his father revealed that he used a wheelchair in daily life. However, playing the game *Warcraft* developed by Blizzard Entertainment helped to fulfill his dream and desire. He used a character -- Lord Ibelin Redmoore in the online world. In the video game, he played the role of a noble man, who is flirting and a detective.

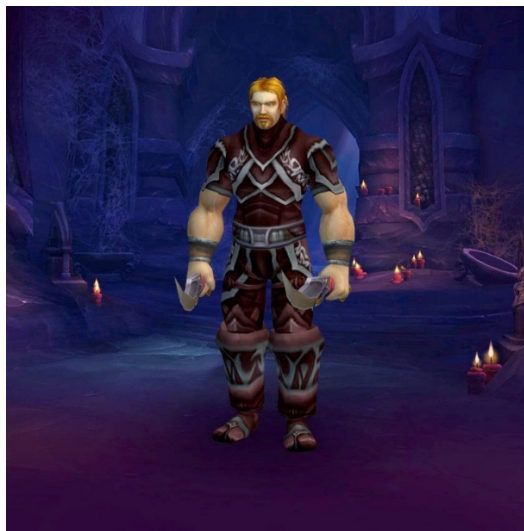


Figure 1 : Lord Ibelin Redmoore

<https://bergensia.com/only-after-mats-was-dead-did-the-parents-understand-the-value-of-his-gaming/>

Mats has explored the world, taking a simulated adventure, which could not be realized in reality --whether it is getting into a forest or discovering a city and having friends in the game. One of his friends who uses character *Nomine* said, based on what Mats wrote in his blog on "Love," he was a runner and a passionate love when meeting another player (alias) who used the character "*Rumor*." From Schaubert research (2018), Mats said, "In this other world, women will not see wheelchairs or anything different. They will get the spirit, heart and mind of mine which is in a healthy and handsome body because almost every character in the virtual world looks good" (Schaubert, 2018, "Disabled: An amazing secret life in the online world of my son, Paragraph 4). It can be said that Matt and Lord Ib. Lyn Reid Moore have become one.



Figure 2 :Lisette / Rumour

<https://www.bbc.com/news/disability-47064773>

Mats found a friendship with friends in the world of video games, and belonged to a guild called *Starlight*. He was loved by his friends until the day that Mats died. It was amazing that his friends in the virtual world spent money flying from different countries to attend his funeral ceremony, according to his father.

Anne Hamil, a 65-year-old retired psychologist, joined the game *World of Warcraft* using the character *Chit*. She said that the video game world is amazing. It is useful to those who do not succeed in real life as expected by others. *Starlight* guild is a meeting group that does not require the disclosure of personal details. Friendship is created by the players discovering each other's favorite habits without being aware of physical appearance. .



Figure 3 :Chit / Anne

<https://www.bbc.com/news/disability-47064773>

Game industry in Thailand

Based on the importance of video games for society as mentioned above, since in the past, the game industry of Thailand has not been very successful as it should have been with in terms of its own amount of value of intellectual property. Based on the survey results on the animation game and characters industry in 2016 and forecast for

2017-2018 by the Ministry of Digital Economy Promotion Agency (DEPA), the total value in the gaming industry in 2015 was worth 14,227 million baht. In 2016, its total value was 16,329 million baht, with the total forecast value of 18,238 million baht in the year 2017. The total forecast for 2018 was worth 20,528 million baht.

These figures were similar to those from the 38th year issue of Thansettakij newspaper, number 3,376, dated June 21-23, 2018, with the content in the news, "Hot game market worth about 30,000 million." From an interview with Mr. Santi Lothong, the president of Thailand E-Sport Federation (TESF), it was estimated that the overall value of the gaming industry in Thailand was more than 30,000 million baht. This gave it an important role as the E-sport which was then added as a demonstration sport to the 18th Asian games, 2018 in Indonesia. Six games were selected for the competition, as shown in Table 1.1

Table 1: List of games that were selected for the 18th Asian Games

Title	Platform	Genre	Developer
League of Legends	PC	MOBA	Riot Games
Arena of Valor or RoV	Mobile, Nintendo Switch	MOBA	Timi Studio Group
StarCraft II	PC	RTS	Blizzard Entertainment
Hearthstone	PC, Mobile	Card Game	Blizzard Entertainment
Pro Evolution Soccer 2018	PC, Playstation 4, Xbox, Mobile	Sport	Konami Digital Entertainment
Clash Royale	Mobile	Tower Defense	Supercell

Three games from Thailand were selected to participate: Hearthstone, Star Craft II and Arena of Valor or RoV. The importance of video game entertainment is not only to entertain players but also to make money in the entertainment industry in Thailand and abroad as well as the mass industry in other areas such as hardware manufacturers, programmers or those who have a stake in the gaming industry, especially art designers. This research aimed at studying character design and the avatar's choice of characters used in the online world, which becomes a culture of contemporary society. The DEPA data pointed out the importance of producing intellectual property with the design of characters. The consumption value in 2015 totaled 1,560 million baht, and in 2016, 1,679 million baht. The growth rate was 7 percent, classified as imports for consumption. In 2015, the total value was 1,151 million baht, and in 2016, 1,243 million baht, with the growth rate of 8%. The production value for domestic use in 2015 was 409 million baht, in 2016, with a total value of 430 million baht, with a growth rate of 5%. The export value in 2015 totaled 12 million baht, in 2016, with a total value of 14 million baht, with a growth rate of 17 percent.

Based on the data from DEPA 2016, the value of production work, classified by equipment and channels of export totaled 100 million baht via consoles, 79 million

baht via mobile / IOS, 39 million baht via mobile/andriod, and 20 million baht via computer. The production value of the work with its intellectual property classified by the form of device and channel of export was 23 million baht for the system console, 102 million baht for mobile/IOS, 68 million baht for mobile or mobile/andriod, and 3 million baht for computer. Out of the grand total value of 16,327 million baht, the classification of work based on distribution channels was 41% via the online channel, 22% mobile android, 20% mobile IOS, 13% console, and 4% offline, respectively.

Objectives of the Study

The scope of this study is limited to the video games that are distributed on multi-Platform such as game (title) on Play Station 4, Xbox, Nintendo Switch and Personal computer. The reference was made to the hiring of production of the most combined value equipment and being the manufacturer with the least 'self-retarded assets that are weak, and the most intellectual property of its own, including the popular distribution channels. The significance in the online world of this study is male people choosing popular gender of characters until it becomes a culture in the online social phenomena.

Research Question

What are the attitude that make male gamers prefer to use the gender as characters in video games?

Hypothesis

Male gamers use female characters because of the sexual attraction that causes sexual satisfaction.

Methodology

This study uses Sigmund Freud's psychoanalytic theory for qualitative analysis and percentage statistics for quantitative analysis to interpret the results on gamers' choices of genders of the character they play in the game. The examination is on attitude influencing the choosing of character gender. It is a case study of cultural behavior in the online world, and in order to understand the modern world that can extend to the character design industry in Thailand. The emphasis is on having innovation in design guidelines which is based on understanding consumers. The purpose is to increase the total value of exports and domestic use with high value prospects in the game industry by considering the proportion of manufacturers who have their own intellectual property and are contract manufacturers, with the total mass value less than as being importers/ distributors. In other words, it can be said that Thailand is a source of consumption rather than being a product owner.

Data Collection

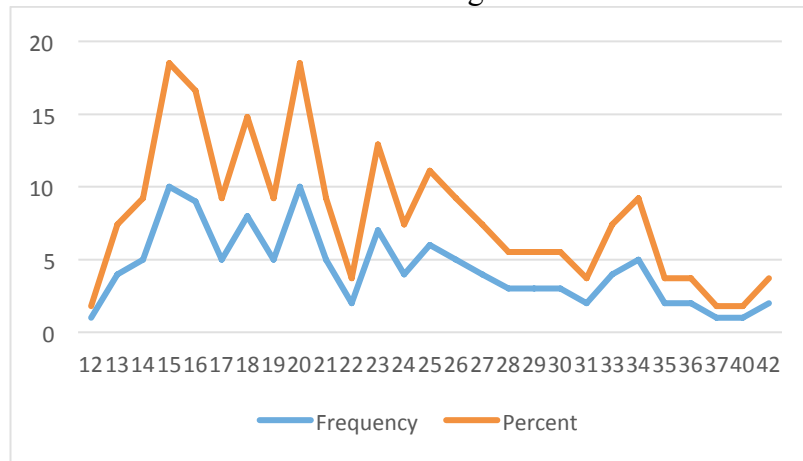
Data were collected by using a non-participatory observation of talks about female characters among gamers in online community. A participatory method used to collect the data was an open-ended questionnaire including a talk with gamers via Facebook. The subjects are Thai male game players interacting in gaming community such as

play station Thailand group (ps4th group) and Overwatch Thailand community on social media.

Analysis

From the open-ended questionnaire in the online community on Facebook, it was found that out of the 118 Thai male game players, the average age was 22 with the youngest age of 12 and the oldest was 42. The standard deviation was 7.1.

Table 2: Age



The subjects' levels of education were 41.5% of Secondary School / High School level, 39% with a Bachelor's degree, 8.5% with higher than bachelor's degree and 11% not specified.

Table 3: Education

Education	Frequency	Percentage
Secondary School / High School	49	41.5
Bachelor's degree	46	39
Higher than bachelor's degree	10	8.5
Not specified	13	11
Total	118	100

The levels of income were 18.6% with less than 15,000 Baht, 17.8% with 15,001-25,000 Baht, 5.9% with more than 30,000 Baht, 10.2% with no income, and 11% not specified.

Table 4: Income

Income	Frequency	Percentage
Less than 15,000 Baht	22	18.6
15,001-25,000 Baht	21	17.8
More than 30,000 Baht	7	5.9
No income	13	10.2
Not specified	43	11
Total	118	100

From the sample group, the popularity of games ranged from 10.2% MONSTER HUNTER: WORLD and Overwatch, followed by 8.5% Ragnarok M: Eternal Love, 7.6% Black Desert Online, 5.1% PLAYERUNKNOWN'S BATTLEGROUNDS, 2.5% Phantasy Star Online, 1.7% League of Legends, 1.7% Diablo III, 1.7% Tom Clancy's Rainbow Six Siege, and 50.8% ETC.

Table 5: Popularity of games

Game title	Frequency	Percentage
MONSTER HUNTER: WORLD	12	10.2
Overwatch	12	10.2
Ragnarok M: Eternal Love	10	8.5
Black Desert Online	9	7.6
PLAYERUNKNOWN'S BATTLEGROUNDS	6	5.1
Phantasy Star Online 2	3	2.5
League of Legends	2	1.7
Diablo III	2	1.7
Tom Clancy's Rainbow Six Siege	2	1.7
ETC.	60	50.8
Total	118	100

The Thai male game players used different platforms to play games--89% by personal computer, 45.8 by console, 71.2 by mobile, and 2.5 by other devices e.g. a hand-held game console.

Table 6: Device used

Platform	Percentage
PC	89%
Console	45.8
Mobile	71.2
Other devices	2.5

It was also found that the majority of online gamers put more importance on sexual desire by gazing at women's figures in the games. The detailed findings from the open-ended questionnaire are shown in the table below.

Statement	Interpretation
<p>"Like looking at the boob, looking at the ass, having more muscles like."</p> <p>"Beautiful to look at than male."</p> <p>"I will see the breast, see the beautiful ass. Better than watching a man's ass."</p> <p>"RPG. Games are usually a 3rd person. We see all the characters clearly disproportionate. That is exactly the same as we dress the doll but in the game, we want our characters to be beautiful and</p>	

<p>match our own tastes. The part not wanted is the buttocks.”</p> <p>“Women are more attractive than male characters.”</p> <p>“Women make the game more playable. The world looks bright. Games like FFXV, where the protagonist group has only male. Turned to the left, found a man of glasses. Turned to the right, found muscles, I didn't want it.”</p> <p>“I don't want to see a man's ass for 1000 hours.”</p> <p>“Shapely woman.”</p> <p>“Looking more comfortable than male characters.”</p> <p>“Who would want to look at men ass? A female character prettier.”</p> <p>“When playing like watching ass.”</p> <p>“Looking at the buttocks and breasts.”</p> <p>“Don't want to see the ass, male characters, playing time.”</p> <p>“Unacceptable to look at the ass of men for 500 hours.”</p> <p>“Want to see cute characters.”</p> <p>“Like to see beautiful things.”</p> <p>“Will look at the man ass shaking throughout the game, crazy or not, it must be beautiful, like the female character. To want to play the game.”</p> <p>“Horny.”</p> <p>“Boob.”</p> <p>“Beautiful.”</p> <p>“Played more comfortably than the male character. Looks beautiful, even the low-end female characters like to make good.”</p> <p>“We wouldn't want to look at the butt of the male characters until the end of the game, if you can choose.”</p> <p>“Used to play the male character in Lineage II and felt that he was wrong. The female character plays and entertains more visually. Why do I have to look at the ass of men running? Instead of</p>	<p>Sexual desire through gazing</p>
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<p>looking at the ass, the woman ran much more entertainment.”</p> <p>“Like the shape of a woman's body, sound.”</p> <p>“I like to see the female character’s ass. Cute and cute. I can't dressed up a man to be handsome.”</p> <p>“To sit and sit tightly for 2-3 hours, probably not. If it's ass and boob, watch it all day.”</p>	
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Respondents revealed their imagination to compensate for what they lack in reality, based on what they said in the open-ended questionnaire as shown in the table below.

Statement	Interpretation
<p>“Cute, beautiful, cuddly, wanting a daughter.”</p> <p>“Would like to try to play the role in the game as heterosexual fashion story in the game.”</p> <p>“I don't have what women have.”</p> <p>“I want a girlfriend like that.”</p> <p>“I like games that can design a character or appearance of the dress you like and variety.”</p> <p>“The male is the main body (instead of myself). The female is used instead of the daughter or the couple with our character (Wifu).”</p> <p>“Small, easy to hide, beautiful dress, sometimes fall in love with the character.”</p> <p>“Because there is no way in real life or perhaps wanting to dress up a sexy woman or a cute girl.”</p> <p>“Want to be cute and lure.”</p> <p>“Because I am a man, I like female characters. The game is customizable to compose a very long time. Because like creating women in our motto, exactly the way we want. In the world it can't. But the game can do it for me.”</p> <p>“Feel more like a man.”</p> <p>“Lovely.”</p>	<p>Imagination</p>

Conclusion

From the data obtained, it was found that the sample played most games with the third person perspective. The player could see the body of the character as the he imagined. And he could create the character according to his own desire to compensate for the missing things in real life. That is a sexual matter based on the relative instincts of human beings, which corresponds with the psychoanalytic concept of Sigmund Freud. According to Freud, imagine, play and dream are to turn away from reality. The dream is a picture instead of the present hope, which is exemplified by Mats (Lord Ibelin Redmoore) whose walking disability was substituted by the unreal physical appearance and sexual desire in the dream world through video games. It can be seen that the attitude that makes Thai men choose the most female characters is their own sexual desire and what they lack in reality which video games can help to compensate for.

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