

Factors influencing the video game addiction: A study of Online Gaming Community in Sri Lanka

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Abstract

Despite recent research findings on the benefits of video game play, majority of the general Sri Lankan society perceives video gaming have a negative influence on the players. The present study seeks to examine the factors influencing the playing of video games among people in Sri Lanka thereby identifying the base cause of video gaming and the impact it causes on its players. A representative sample of 100 respondents of the online gaming community, www.gamer.lk, participated in the study. Primary data were collected through online questionnaires using Google Forms. The data were analyzed using descriptive statistics, regression and correlations analysis. The study concludes that players' accessibility and intent as well as gaming genre preference have a positive effect on the level of video games play while the influence of social factors represents an insignificant effect on video gaming. These findings bring new insights to overcome the addiction to video gaming and adverse effects of video gaming to lifestyle of the people.

Keywords: *Gaming genre, social factors, video gaming.*