Communication With the Social Environment in Multiplayer Online Games:
The Turkey Case

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ABSTRACT

The process of massive multiplayer online gamers and their social environment is analyzed in this context. Video games offer a platform for players to develop essential social and emotional skills with online gamers, such as predicting behaviors, providing support, and building relationships. Gaming serves as a communication channel, and games played in groups promote increased socialization instead of isolating individuals. Supporting each other during gameplay strengthens friendships, and MMOs ensure that ties with old friends are not broken. Multiplayer games can help players form lasting social connections and memories by fostering a positive and enjoyable gaming experience. Through shared experiences, players can form close bonds and support each other in difficult situations. Online gaming enables individuals who have never met face-to-face to establish strong and meaningful friendships. Players may be meticulous when recruiting people to their group to ensure that they are skilled, friendly, trustworthy, and will enhance their gaming experience.

KEYWORDS

Communication, Multiplayer Online Gaming, Socializing

INTRODUCTION

People play video games for various reasons, primarily for fun and entertainment. Video games offer an engaging and immersive form of entertainment that can be enjoyed individually or with others. The challenge presented by video games, such as solving puzzles or defeating enemies, attracts many players. These games also serve as a means of escape from reality, allowing individuals to immerse themselves in a different world. Competitiveness is another motivation for some players, as they seek to prove their skills against others. Additionally, playing video games can provide a way to relax and unwind after a long day.

Furthermore, video games can facilitate socialization and connection, particularly in multiplayer games. Such games allow players to interact, form friendships, and engage in shared activities. The research discussed in this article focuses on the motivations of individuals who play massive

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multiplayer online (MMO) games and their communication within the social environment. It aims to explore the intricate relationship between games and players, specifically examining player motivation, friendships, and family dynamics.

This study aims to provide insights into these areas by analyzing interview responses. The findings can guide game developers in enhancing player experiences and meeting evolving needs and expectations. As video games have evolved beyond mere entertainment, they now play a significant role in building communities and fostering social connections among players. The research emphasizes the potential of games to create thriving communities by improving player communication, promoting group play, and encouraging social activities.

The first research question focuses on understanding the motivations of players in group games. Socialization plays a crucial role in video games, offering players opportunities to connect, form relationships, and engage in enjoyable activities together. Multiplayer games often require teamwork and communication, fostering a sense of community and friendship. Additionally, multiplayer games provide a platform for competitive play, instilling a sense of rivalry and accomplishment.

The second research question explores how friendships are formed through MMO games. For many players, video games serve as a means to socialize and connect with friends. Multiplayer games offer an entertaining way for friends to spend time together, even when physically distant. They also provide opportunities to meet new people and expand social circles. Online gaming communities facilitate interactions among players who share common interests, transforming the way people make friends.

The third research question investigates the relationship between players and their parents. Given that players are primarily young and children, this research delves into the dynamics, potential conflicts, and player reactions within family relationships. The impact of online gaming on family dynamics depends on factors such as gaming frequency, game types, and parental attitudes toward gaming. Gaming can bring families closer together through shared experiences and bonding. However, it can also strain relationships if it becomes a source of conflict or neglect of other responsibilities. This article attempts to illuminate three issues in the social environment through user experience research in this rapidly growing industry. The first is why players play together, the second is the depth of virtual friendships, and the third is family conflicts. These questions were studied:

What are the socialization, motivation, fun and perspectives of players entering a massive multiplayer online game (MMO)?

How are groups formed in multiplayer online games? How is the recruitment of new members determined? How does the group eventually break up?

What are the attitudes of families towards games? What is the reaction of the players?

RESEARCH FOCUS: TURKEY AND MMO

Over 3 billion people worldwide reported to be engaged in gaming activities in 2021 (Statista, 2021). It is estimated that approximately half of computer owners use their devices for gaming purposes. In Turkey specifically, the gaming industry has experienced substantial growth, with the number of gamers increasing from 36 million in 2020 to 41 million in 2021, making it one of the largest gaming markets globally (Turkish Gaming Industry Report, 2021).

Analyzing the demographic characteristics and behavioral habits of mobile gamers in Turkey reveals interesting insights. It is reported that 78 percent of adults in Turkey play mobile games, with 44 percent of them falling within the age range of 21 to 35. Furthermore, a significant portion, 46 percent, of mobile gamers play for more than 10 hours per week (GameinTurkey, 2021).

The gaming industry in Turkey has attracted considerable investment, with the country's start-up ecosystem receiving a total of USD 1.1 billion in investments in 2021, and USD 266 million specifically allocated to the gaming sector. Notably, most of the investments were directed towards game studios, particularly those focused on developing mobile games (GameinTurkey, 2021).

LITERATURE

Online gaming, including massively multiplayer online games (MMOs), allows players to connect and interact virtually over the internet. It has gained popularity, introducing complex social dynamics and interactions among players. Online gaming provides opportunities for players to communicate, collaborate, and compete with each other in virtual environments, leading to the formation of social networks and communities. Researchers explore the multifaceted relationship between gaming and socialization, considering aspects such as the immersive and social features of MMOs, gaming motivations, multiplayer features, real-life social impact, and the benefits and drawbacks of gaming on social interactions.

Pöyhtäri (2016) emphasizes that MMOs offer complex social behaviors and interactions, extending beyond mere gameplay. Skopljaković (2019) highlights that multiplayer online games foster interaction, enabling the formation of social networks, teamwork, and friendships. Clark (2014) discusses gaming communities where players communicate and collaborate, emphasizing gaming as a chosen method of communication. Yee (2006) and Lazzaro (2021) note that gaming preferences vary, with some seeking virtual socializing while others enjoy immersive adventures. Concerns have been raised about social isolation and disconnection due to excessive gaming, but online gaming also facilitates socialization, teamwork, and friendship development. Hazar (2016) and Horzum et al. (2008) raise concerns about prolonged gaming and social isolation, particularly among children. Karabulut et al. (2021) find that entertainment is the primary motivation for gaming, with socialization being less influential. Uluyol et al. (2015) identify personal enjoyment and leisure as the main reasons for playing games.

Social interaction in online games includes cooperating on quests, solving puzzles, and casual conversations. Multiplayer features contribute to the social aspect of gaming, with teammates enhancing enjoyment. Kallio et al. (2011) identify different mindsets in gaming, with sociability varying based on the purpose of gaming. Skopljaković (2019) suggests that playing games with like-minded individuals enhances social experiences.

Some studies suggest that video games used as educational tools can enhance learning outcomes, highlighting the potential benefits of incorporating gaming into education. Concerns about negative impacts on social lives, relationships, and communication are raised, but not all studies find significant associations between gaming and isolation. Certain violent games may disrupt socialization due to behavioral disorders. Concerns about physical effects include inadequate physical activity, poor nutrition, and musculoskeletal problems. However, hand reaction time improves with increasing game playing time. Game addiction is discussed as a non-substance-related disorder, associated with behavioral problems, mental health issues, academic failure, and aggression. Recommendations for prevention activities and parental support are mentioned. Boys display higher levels of computer game addiction, possibly influenced by game content that appeals more to them. Game content can influence players' perceptions and emotions. Overall, online gaming involves complex social dynamics and interactions, raising concerns about social isolation but also facilitating socialization, teamwork, and community formation. Further research is needed to understand the multifaceted relationship between gaming and social interactions in different contexts and populations.

METHOD

Design

In the literature, qualitative content analysis is widely recognized as a systematic approach for analyzing qualitative data. The approach involves identifying patterns, themes, and concepts within the data to generate meaningful insights and understanding (Lindgren et al., 2020). Content analysis is utilized to condense and abstract a sizable amount of textual data and directly extract participant messages (Gupta et al., 2018), without imposing a researcher's viewpoint, in order to gain fresh insights into the study phenomena. To address the study's central question, " What are the most effective ways to facilitate

socialization and promote meaningful interactions among players in Massively Multiplayer Online (MMO) games, considering the diverse factors that influence social dynamics and the challenges associated with fostering social connections?" We employ a semi-structured approach, which refers to the process that players go through when making decisions related to social interactions, forming connections, and fostering social dynamics in MMO games. By following this approach, we aim to provide a comprehensive understanding of the factors that contribute to socialization patterns and the challenges associated with fostering meaningful social connections in MMO games.

Setting and Participants

The study focused on individuals with prior MMO experience and did not take into account their socio-economic or demographic characteristics. The research methodology was ethnographic, and it centered on the participants' experiences with social interactions and connections in MMO games. The study population comprised 11 individuals from different regions of [country/region] who had extensive experience in MMO gaming and perceived themselves as having an interest in socializing within the game, regardless of their in-game achievements or demographics (Young, 2022). Table 1 displays individual characteristics, including age, city/region, gender, gaming status, and occupation. In the qualitative method, the saturation point determines the number of researchers. However, Hennink and Kaiser (2022) proved that between 9-17 is statistically sufficient, provided that the subject, geography, and people are homogeneous. In this article, people playing as a team (same subject) gamer (same people) living in Turkey (same geography) were interviewed. According to Hennink and Kaiser (2022), it is necessary to increase the number of speakers when heterogeneous elements increase (e.g. people playing alone, comparing French players with Turks).

The speakers were coded as gamer1, gamer2,...for adults and gamerch1, gamerch2,...for children (table 1).

FINDINGS

Socialization Preference

Some have observed that computer game platforms are not only a game but also a place where friendships are established or maintained. It is a medium where old friends are met, from the ties that go back to the first school friendship to newly acquired virtual friends.

Table 1. Participants

#	Age	City	Gender	Status	Job
1	18	Malatya	Male	Single	Preparation to university entrance test
2	25	Bursa	Male	Single	Private security
3	23	Switzerland	Male	Single	Turkish origin-software engineer student
4	29	Switzerland	Male	Married	Turkish origin- Professional army
5	28	Trabzon	Male	Married	Market owner
6	27	Istanbul	Male	Single	Venture capital
7	10	Istanbul	Male	Single	Student
8	10	Istanbul	Male	Single	Student
9	9	Istanbul	Female	Single	Student
10	27	Istanbul	Female	Single	Graphic
11	28	Ankara	Male	Married	Finance

The composition of game groups typically consists of individuals who share a long-standing history of friendship originating from primary school, high school, university, neighborhood, or workplace. (gamer6)

Online gaming goes beyond being just a platform for games; it can also serve as a social media-like meeting place. Players can form relationships, make friends, and interact with others in an entertaining way. Integrating social media into games allows players to invite their contacts and receive game-related news. Offering discounts for group purchases incentivizes socialization, as players collaborate and communicate to achieve common goals. Group purchases also provide cost savings and a sense of shared accomplishment. These strategies foster a sense of community, strengthen bonds, and enhance the overall gaming experience, encouraging players to work together and collaborate.

Online gaming brings together people with shared interests, fostering strong friendships even among those who have never met in person. The shared passion for games and gaming culture provides a strong foundation for connection. Collaborative gameplay encourages teamwork and cooperation, leading to close bonds. Communication in games allows players to get to know each other and build relationships. Trust and reliance on each other in achieving game goals strengthen these connections. Online gaming communities offer a sense of belonging and camaraderie, providing a place for players to form meaningful relationships with like-minded individuals.

During my gaming experiences, I engaged in gameplay through online communication with friends I met virtually. (gamer1)
I developed deep and varied friendships with individuals whom I have never met in person, without relying on visual cues. (gamer1)
players from different countries establish friendships with one another in the global gaming community. (gamer6)

Online gaming encourages teamwork, cooperation, and understanding of each other's strengths and weaknesses. Communication in games allows players to build relationships and support each other in difficult situations. Working together to achieve common goals fosters trust and respect among players. Struggling against a common enemy in MMOGs can bring players closer. Video games develop problem-solving skills, prediction abilities, empathy, and emotional intelligence. Players spend more time with online friends than their families, sharing passions and goals. *The friendships we formed through gaming evolved into a closely-knit community resembling a familial bond. (gamer3)*

I developed meaningful friendships that eventually transformed into a familial connection. (gamer4)

Playing games can lead to friendships that extend beyond the virtual world, and this can be facilitated through social media and online tools. Players who socialize online may visit each other in person to deepen their bonds. Online gaming brings together individuals with shared interests, and when close relationships are formed, players may want to explore their shared interest further by engaging in gaming-related activities together. Online gaming communities offer a sense of belonging, and players may seek to continue their friendships and strengthen their sense of community by meeting in real life.

The interpersonal relationships formed within the virtual environment extend into the realm of physical reality. (gamer2)
Contrary to initial perceptions, games are not as detrimental as they may appear, as evidenced by my personal experience of traveling to Istanbul as a guest of an individual whom I originally met in a virtual setting and subsequently developed a close friendship with. (gamer3)

I have encountered fellow players during my gaming experiences, and we anticipate the opportunity to convene in person once the pandemic subsides. (gamer5)

Preference for Playing as a Group

Single player games are designed for individual play, focusing on personal challenges and objectives. Multiplayer games, on the other hand, emphasize teamwork and collaboration to achieve common goals. Single player experiences are more solitary, while multiplayer games foster social interaction through in-game communication. Single player games involve competing against AI or high scores, whereas multiplayer games encourage team cooperation. Objectives in single player games revolve around completing challenges, while multiplayer games involve competing against other teams or working together towards shared goals. A speaker describes the solo player well:

Solo players are more like gamer, they prefer a game with a story and try to finish all the chapters. (gamer6)

Multiplayer games offer enjoyment, socializing, team success, and the opportunity for positive interactions. Players find happiness in sharing and desire the fun to continue. Collaborative gameplay creates shared history and positive memories. Competition adds excitement, while relaxation and escapism make players reluctant to end the experience. Multiplayer games foster social connections and allow players to form bonds through shared challenges and successes. Positive interactions and laughter contribute to the desire for continued gameplay.

Engaging in gameplay alongside my companions brings me great enjoyment and a profound sense of happiness. (gamer3)
I derive immense pleasure from the collaborative gaming experiences we partake in. (gamer4)
The camaraderie and laughter we share during our morning sessions persist until we part ways for work, with the anticipation of resuming our gaming activities in the evening. (gamer5)
The enjoyment derived from these experiences is abundant and truly delightful. (gamer6)

Playing music and watching video clips were listed as other elements that increase enjoyment while playing games. They can add additional layers of engagement and entertainment to the gaming experience. Music can enhance the mood and atmosphere of a game and help create an immersive experience. In some games, music may also be synchronized with gameplay to increase the feeling of intensity or excitement. Video clips, such as cutscenes or animated sequences, can provide additional context, backstory, or character development for a game. They can also help break up the action and provide a sense of progression or reward for the player. To increase enjoyment in group games, funny videos, music of all kinds, and humorous cartoons are shared. Whether it's through creating a more immersive atmosphere, providing context and backstory, or simply offering a break from the action, these elements can help make the gaming experience more enjoyable and memorable for players.

During our gaming sessions, we immerse ourselves in a variety of musical compositions that serve as a backdrop, creating a dynamic atmosphere. Additionally, we indulge in watching humorous video clips, adding an extra layer of amusement to our gaming experience. (gamer6)

Chatting while playing games is part of socializing. For some players, chatting is even as important as playing. Chatting can help players form social connections and build relationships with other players. Since the games last longer, the conversation is likely to get deeper over time. In many multiplayer games, teamwork is essential for success. Chatting can help players communicate with

each other and coordinate their efforts, making it easier for them to work together and achieve their goals. Chatting can help players share the experience of playing a game together. Whether they're laughing about a funny moment, discussing strategy, or simply chatting about their day, chatting can help players feel connected to each other and create positive memories. For some players, video games can provide a form of escapism and stress relief from real-life challenges. Chatting can help players relax, unwind, and forget about their problems for a little while.

During the course of the game, we engage in constant communication with one another, dedicating a significant amount of time to interactive discussions. (gamer4)
This combination of gameplay and conversation enhances our overall enjoyment of the gaming experience, as we find pleasure in both playing the game and engaging in lively conversations. (gamer6)

Skopljakovic (2019) highlights those conversations during gaming cover diverse topics beyond the game itself. Players discuss everyday problems, significant events, career concerns, and sports results. Interacting in video games enables players to form social connections, even without meeting in person. Chatting and playing games together facilitate personal connections and deepen relationships. Sharing personal information and interests in the gaming community provides support and escapism from real-life challenges. Common interests, like sports and career concerns, further enhance connections. Chatting in video games allows players to engage in discussions ranging from daily life to more serious matters, fostering an interesting and engaging environment.

Within our gaming sessions, we delve into various topics encompassing subjects such as relationships, sports, career aspirations, and even personal matters like my military service. These discussions cover a wide range of subjects that are on our agenda, providing an opportunity to share and exchange thoughts and experiences. (gamer6)

Conversation can get ahead of the game. A work-orientated environment without plenty of conversation, pleasure and fun is not attractive. Some of the MMO games can also be played alone. However, the people we talked to stated that they do not prefer this. One of them stated that he could play the game on both computer and PlayStation. However, he added that he played the game on the computer because his friends did not have a PlayStation. A possible strategy for PlayStation (or competitors) is to provide discounts or instalments if a group of players purchase together.

On occasions when I am unable to join the game promptly, I find solace in listening to the profound conversations taking place within the Discord rooms, which serve as our online communication channels. This allows me to stay connected and engaged with my friends, even if I am unable to actively participate in the game at that moment. (gamer6)
To ensure inclusivity among our group, I opt to play games on the computer instead of the PlayStation console since some of my friends do not possess a PlayStation. This decision enables all members of our gaming community to participate and enjoy the gaming experience together. (gamer 8)

It is emphasized that it is more enjoyable to succeed as a team. There are many studies that sharing increases happiness. For example, sharing achieves the happiness among spouses (Pagani et al., 2020), contributes to a healthy life (Burke & Arslan, 2021), and improves work efficiency (Aknin et al. 2020). In a multigenerational study conducted on those who have lived since 1938, those who achieve the highest satisfaction in life are those who establish quality relationships. In addition, meaningful relationships can protect the body, brain and emotional health (HSAD, 2023).

The experience of engaging in collaborative gameplay, communication, and achieving objectives as a team is inherently more enjoyable and rewarding compared to solitary gameplay. (gamer 7)

They are meticulous when recruiting people to their group. In many multiplayer games, teamwork is essential for success. Gamers want to form groups with players who are skilled, knowledgeable, and reliable so that they can work together effectively and achieve their goals. The dynamics of a group can have a big impact on the gaming experience. Gamers may want to recruit people who are friendly, communicative, and easy to get along with so that they can have a positive and enjoyable gaming experience. They expect him to behave in a way that will not disturb the harmony of the existing group. The most important criterion for joining the group is to be a person who will enjoy chatting and playing. They also want to ensure that they can trust their teammates to work together effectively and support each other.

We refrain from adding newly acquainted individuals to our WhatsApp group until we ascertain that there is mutual enjoyment in both conversing and playing together. (gamer6)

The number of group members is slightly higher than those who play on any day. An average of 5 team members are needed in a game. If a member cannot participate with various excuses, a substitute member can take his/her place in the game.

To maintain a manageable dynamic, we limit the group size to 10 members, although the specific requirements may vary depending on the game, typically necessitating a minimum of 5 players to gather. (gamer6)

As the number of people participating in the team increases, it is more enjoyable. However, they stated there is chaos when the number exceeds 2-5 people. The idea that Skopljakovic (2019) emphasized more players bring more enjoyment is misleading and that there is actually a decline in marginal return after a certain number of participants. With more players in a team, there may be more voices and opinions to consider, making it more difficult for players to communicate effectively and make decisions. Coordinating the actions of a large team can be challenging, especially in fast-paced games where quick decisions and split-second timing are important. With a larger team, there may be more opportunities for miscommunication or misinterpretation, leading to mistakes and confusion. With a larger team, there may be more people with different goals or objectives, which can lead to conflicting opinions and conflicting approaches to gameplay. This can result in a lack of coordination and reduced effectiveness as a team. With a larger team, it may be easier for individuals to feel that they are not personally responsible for the outcome of the game, leading to a lack of motivation and reduced effort.

The enjoyment and satisfaction of our gaming experience increase when more individuals join us, as we are able to provide mutual support and look after one another. (gamer7)
If the number of participants exceeds four, the game environment tends to become chaotic. It is typically more enjoyable to have a smaller group of 2-3 close friends, as larger numbers can lead to a disruptive and disorganized atmosphere. (gamer 8)

Şahin and Gözün Kahraman (2021) found that boys engage in gaming more frequently than girls and use games as a means of socialization. Team games, in particular, have a higher participation of boys. Several factors contribute to the gender disparity in gaming habits. Historically, video games were marketed primarily to boys, creating a perception of gaming as a male-oriented activity. The lack of representation and visibility of female gamers in media may discourage girls from gaming. Gender-

based stereotypes can also influence activity preferences, with boys encouraged towards competitive and aggressive activities, while girls are steered towards more passive and creative pursuits. Girls may find interest in other activities like sports, music, or the arts, diverting attention from gaming. Education and social relationships can also take precedence over gaming for some girls. The gaming community may lack sufficient female role models, hindering girls' sense of inclusion. Participants acknowledged the mixed-gender structure but noted girls' reluctance to commit to time-consuming MMO-style games with complex stages.

As female gamers, we engage in gaming activities; however, our preferences for game genres differ from those of male gamers, and we tend to participate less frequently. (gamer9)
Despite inviting our girlfriends to join us, only a few decided to participate initially, but eventually, they chose to discontinue their involvement. Specifically, they expressed reluctance to commit to long-term gaming sessions similar to our own. (gamer6)

The most important factor in the disintegration of the group is the change of priorities. There is no time left for playing games and socializing. As people grow and mature, their interests and priorities can shift, and they may no longer have the same level of interest or time to dedicate to gaming. This can lead to decreased engagement in the group and eventually, the group may dissolve. Additionally, life events, such as a change in job, a move to a new location, or the start of a new relationship, can also disrupt a person's priorities and lead to decreased participation in the gaming group. Especially changes in career and private life (girlfriend, marriage, etc.) prevent the group from gathering.

Due to shifting priorities and changes in our lives, socializing through gaming is no longer a top priority for us. Our time has become limited due to professional commitments, relationships, marriage, and the responsibilities that come with starting a family. (X11)

Concerns of Parents

Families find games harmful because children fall behind in their health and studies. They view video games as addictive and believe that excessive gaming can lead to neglect of other important aspects of life, such as schoolwork, relationships, and physical health. Some video games contain violent content, and families may be concerned that exposure to this type of content can lead to aggressive behavior or desensitization to violence. They worry that excessive gaming can lead to social isolation, as the gamer spends more time in a virtual world than in real-life relationships. They believe that video games can be a major time-suck and that the time spent gaming could be better spent on other activities, such as exercise, reading, or spending time with friends and family. They worry that exposure to stressful or violent content in video games can have a negative impact on a person's mental health. However, families expressed no concern in terms of friendship.

During the period of preparing for university, my family was quite strict and concerned about my academic performance. However, as time has passed, their involvement has decreased, and I have also reduced the amount of time I spend playing games. (gamer1)
My family was worried that excessive gaming would negatively impact my studies and health. (gamer2)
My parents were constantly warning me about the games, finding them useless and unnecessary. (gamer6)
They constantly expressed their concerns, considering games to be useless and unnecessary. In fact, my parents advised me to quit gaming and focus more on my studies. (gamer6)

The authority of the family is more pronounced in children or adolescents. Instead of building mutual understanding, the child seems to prefer to manage the situation. When the parent gets angry,

the child pretends to stop playing. Children may stop playing video games as a show of respect for their parents' authority. Children may stop playing video games if their parents' anger makes them feel upset or intimidated. Children may stop playing video games if they understand that their parents' anger is related to a specific issue, such as excessive screen time or poor performance in other areas of their lives. When the situation calms down, he plays again. Instead of knowing he should quit the game because of his responsibilities in life, he exhibits this behavior because he fears the parent. Sadly, a fear culture exists between children and parents.

I managed to handle the warnings from my family by taking breaks from gaming for a while and then resuming play. (gamer6)
My father allows me to continue gaming, but my mother gets angry, and when she expresses her anger, I temporarily stop playing. (gamer8)

Families do not interfere in their children's gaming as age and status change. Status includes studying university, having a profession and earning money. As children grow older, they become more mature and able to manage their own time and activities, which can lead to a decrease in parental interference in their gaming. In this case, they must prove to the family that they do not interrupt their other duties during the whole gaming process. However, as they become more independent, they may resist interference from their parents, which can lead to a decrease in parental involvement in their gaming. As they reach adulthood and start to pursue their own goals and interests, their priorities may shift away from gaming, leading to a decrease in parental interference in their gaming.

As I have grown older, my parents have become less involved in my gaming activities and no longer have any issues with it. In fact, they show understanding and acceptance. (gamer2)
Initially, my father used to react strongly, but after I started studying computer engineering at university and acquired a job, he became more lenient and allowed me to continue gaming. (gamer3)
As I mature, my parents no longer concern themselves with my gaming habits. (gamer4)
With my financial independence and involvement in my own business, my parents have no objections to me playing games. (gamer6)

Hopefully, parents may come to understand the importance of gaming for their children, either as a source of relaxation, a social outlet, or a source of enjoyment, and may choose not to interfere.

CONCLUSION AND DISCUSSION

MMOs serve as a social platform, maintaining connections with old friends. While concerns exist about children isolating themselves through excessive gaming, multiplayer games actually promote socialization. Single-player games focus on individual progress, but social games emphasize teamwork, enjoyable conversations, and supporting each other. Game breaks provide opportunities for expressing problems and bonding. Despite playing for entertainment, socialization is a significant aspect for players, who even prefer not to play when friends are unavailable (table 2).

Video games foster important social and emotional skills, allowing players to predict behaviors, provide support, and build relationships. Shared experiences, communication, trust, problem-solving, and empathy facilitate close bonds and mutual assistance. Friendship can be strengthened through visits, providing new avenues to explore shared interests. Games enable global friendships and language improvement. However, if players lack intimacy within their families, relying solely on gaming friendships can be problematic. Gamers share personal information, discuss various topics, and form a supportive community. Positive social interactions, shared experiences, competition, and relaxation contribute to the enjoyment of multiplayer games and the formation of lasting connections

Table 2. Social bounding formation in MMO gamers

Virtual friendship gets stronger through	Socialize in the virtual environment through	Share their inner thinking through	Members are recruited through	Ideal number of team members are chosen	Group separate
shared experiences, communication, trust, problem-solving, empathy	strong bonds, shared interests, sense of community	interact with each other, form social connections, discuss a variety of topics	skilled, friendly, trustworthy, will	coordinate their efforts, communicate effectively	changes in priorities and life events due to carrier and marriage

(Aknin et al.2020). Chatting during games enhances socialization, and players engage in activities like listening to music, watching videos, and consuming snacks. When recruiting players, gamers prioritize skills, friendliness, and trustworthiness to enhance the gaming experience. Larger teams can lead to coordination difficulties and chaos, so optimal team sizes typically range from 2-5 players. Group disintegration usually results from changing life priorities and time constraints rather than internal conflicts. Managing these changes is crucial to prevent group dissolution.

Families have conflicts with their children about play due to school and health reasons (Table 3). Their children's strategy to prevent this conflict is to pretend to quit the game. The child does not quit the game to fulfil his responsibilities. This conflict is finished with changes in the child's status, such as age and occupation. Children may stop playing video games when their parents get angry for various reasons, including fear of consequences, respect for authority, emotional impact, and understanding the situation. It's important for parents to approach the situation in a constructive and supportive manner and to engage in open communication with their children about their concerns.

Girls are less keen on MMO games than boys. Occasionally, girls were included in the boy groups, but this did not last long. Girls do not want to devote their time to "long-term games.

According to the findings obtained, game companies should develop socialization strategies and game-related strategies. We recommend these MMO providers (machine, plays etc.) to promote friendship, socialization, e-sports, and collective actions. In the light of the findings, some strategies that can be followed may be:

- **Community building:** The main point is to build community through the game and to increase the communication between them to ensure continuity of friendship and game playing. It may be advisable for companies to encourage the establishment of groups of old or virtual friends. For those who play as a team, the collective spirit, enjoyment and chat are at the forefront.
- **Discounts:** Game companies may offer discounts on group subscriptions, in-game payments, etc. to support the concept of togetherness behind group play. One friend's subscription can be offered to another friend for free.
- **Tournaments, events, and activities:** The attachment of group members will create a strong loyalty to game companies. Game companies promote players in the same group to meet together and realize a social activity besides playing games. For example, a joint discount coupon can be offered for eating outside in a fast-food restaurant, playing bowling, going to movies, and visiting an exhibition.

Table 3. Relationship with parents

Child Period- Interference	Adult Period-Tolerate
stop playing video games when their parents get angry due to fear of consequences, respect for authority, emotional impact, and understanding the situation	families tolerate due age and maturity, independence, different priorities, and understanding.

- **In-game communication:** Many multiplayer games include in-game communication tools, such as voice chat or text messaging, which allow players to communicate with each other while they play.There may be applications to facilitate the transfer of what they think while playing the game and their expectations from their friends through words, images, icons, etc. Criticizing the game after the game is over can also strengthen sharing.
- **Social media integration:** Some multiplayer games may allow players to connect their social media accounts, which can allow players to find and connect with friends or other players. The game company can help to find friends who like to play games via social media. In addition, groupings on interests are encouraged alongside friends. With applications that encourage virtual friendship, relationships can be developed within the framework of games shared on topics of common interest.

Promoting foreign language learning in games can be done through in-game language options, language-focused games, language-focused servers, in-game language lessons, and multiplayer language exchange. By making language learning fun and engaging, games can be a powerful tool for improving language skills and increasing cultural understanding.

- **In-game language options:** Multiplayer games can offer language options for players, allowing them to choose which language they prefer to use in the game. This can give players the opportunity to practice and improve their language skills while playing.
- **Language-focused games:** Some games are specifically designed to teach a foreign language. These games can include language-learning activities and exercises that help players improve their vocabulary, grammar, and speaking skills.
- **Language-focused servers:** Multiplayer games can offer language-focused servers where players can only use a specific language, such as Spanish or French, to communicate with each other. This can create an immersive environment for language learning.
- **In-game language lessons:** Some games can include built-in language lessons, where players can learn new vocabulary and grammar through interactive activities and games.
- **Multiplayer language exchange:** Multiplayer games can offer opportunities for language exchange, where players from different countries can play together and practice speaking with each other.

Games can provide opportunities for tourism mobility through virtual tourism, location-based games, gamified tours, and virtual reality games. By making tourism more engaging and interactive, games can encourage players to explore new destinations and increase the overall popularity of tourism as an activity.

- **Virtual tourism:** Games can provide a virtual representation of real-life locations, allowing players to explore and experience different places without physically traveling there. This can help increase awareness of different tourist destinations and generate interest in visiting them in real life.
- **Location-based games:** Location-based games use GPS technology to create games that are played in real-life locations. Players can explore their local area or travel to new places to play the game. This can encourage players to explore new destinations and learn about the history and culture of the place they are visiting.
- **Gamified tours:** Gamified tours combine the elements of games and tours, creating a fun and interactive way to experience a city or region. Players can follow a game-like map to visit different landmarks and complete challenges along the way. This can make tourism more engaging and enjoyable, encouraging players to explore new destinations and visit again in the future.

- **Virtual reality games:** Virtual reality games can provide a highly immersive experience that allows players to explore and experience different locations in a realistic way. This can be particularly beneficial for players who are unable to travel due to physical or financial limitations.
- **Accommodation and security:** People who meet each other in the virtual environment and search for affinities can be encouraged to become members of accommodation sites. One of the main problems in this accommodation site is security. When staying in the house of an unfamiliar person, there may be some uneasiness for both the guest and the host. However, these game groups can help to overcome the security problem and cause mingling by organizing game nights together in a physical environment.

In conclusion, games can provide opportunities for tourism mobility through virtual tourism, location-based games, gamified tours, virtual reality games, and visit. By making tourism more engaging and interactive, games can encourage players to explore new destinations and increase the overall popularity of tourism as an activity.

Game companies can play a significant role in helping parents manage excessive game playing in children by providing parental controls, age-appropriate content, education and awareness, game design, and partnering with organizations. By taking these steps, game companies can promote healthy habits and help prevent excessive game playing in children.

- **Parental controls:** Game companies can provide parental controls in their games that allow parents to set limits on the amount of time their children can spend playing. This can help prevent excessive game playing and ensure that children have a balanced lifestyle. While socialising the child with his/her friends, an hour limit can be set or the games can be divided into more frequent stages and breaks in the game can be provided.
- **Age-appropriate content:** Game companies can label their games with appropriate age ratings to help parents choose games that are appropriate for their children.
- **Education and awareness:** Game companies can provide resources and information to parents about the potential risks associated with excessive game playing and how to manage it.
- **Game design:** Game companies can design games that promote healthy habits and encourage breaks during gameplay. For example, they can include reminders to take breaks, encourage physical activity, or provide opportunities for social interaction with friends and family.
- **Partnering with organizations:** Game companies can partner with organizations and institutions that focus on promoting healthy habits in children to develop programs and initiatives that encourage moderation in game playing.

COMPETING INTERESTS

The author of this article declares there are no competing interest.

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