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**Mrs. Dorothy Koo and Dr. Ti Hua Koo Centre for Interdisciplinary
Evidence-Based Practice and Research**
2023-2024 Wednesday Lunchtime Seminar Series

**Demystifying the Dimensions and Roles of Metaverse Gaming Experience
Value: A Multi-Study Investigation**

29/05/2024 | 12:30 - 13:50 (Hybrid Mode)



RHB 108, Research Complex, HKSJU, 6 Wai Tsui Crescent, Braemar Hill,
Hong Kong



Zoom Meeting ID: 965 1422 4894

Despite the importance of understanding Metaverse Gaming Experience Value (MGEV) for the design and prosperity of metaverse gaming, prior research has not yet provided context-specific theoretical knowledge of its dimensions and roles, nor offered practical insights into enhancing experience value among metaverse gaming players. To address this knowledge gap, we conducted an abductive, multi-study investigation to develop a multi-dimensional typology of MGEV, demonstrate its nomological validity, and propose a person-centered approach for investigating MGEV. First, we performed qualitative manual coding of online textual reviews to identify six MGEV dimensions and proposed a two-axis typology of the MGEV that categorizes these dimensions according to both motivation (intrinsic versus extrinsic) and activeness-based (active versus reactive) perspectives. Second, based on a total of 7,581 reviews of 75 Metaverse gaming experience providers over seven years, we developed a deep-learning classification model to automatically code the textual data and composed a panel dataset. Then, using the panel dataset, we demonstrated the nomological validity of the MGEV typology by validating the relationships between MGEV dimensions and players' word of mouth. Third, we applied a person-centered approach to the coded data using cluster analysis and uncovered three player groups with diverse MGEV profiles (i.e., intrinsic value-dominated, extrinsic value-dominated, and mixed) and metaverse gaming participation characteristics. Our work contributes to theory and practice by identifying the context-specific and fine-grained dimensions of MGEV, establishing a valid MGEV framework, and revealing multiple player groups with different MGEV profiles.

Speaker: Dr. Phil ZHOU, Zhongyun

Zhongyun (Phil) Zhou is an Associate Professor at the School of Economics and Management at Tongji University. He holds two Ph.D. degrees from the University of Science and Technology of China and the City University of Hong Kong. His current research interest focuses on the usage and impacts of emerging digital technologies (especially those related to artificial intelligence and the Metaverse) for sustainable development. He has published 60+ publications, including 40+ journal articles in Journal of Management Information Systems, Journal of Business Ethics, European Journal of Information Systems, Information & Management, Decision Support Systems, Journal of the Association for Information Science and Technology, and others. Phil is currently Guest Associate Editor for Journal of Management Information Systems (special issue on the Metaverse), Senior Editor for Information Systems Journal (where he is also co-editing a special issue on QCA) and Information Technology and People, and Associate Editor for Electronic Commerce Research and Applications and Industrial Management & Data Systems.



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Chaired by: [Dr Monica Law](#) and [Dr Celine Cui](#)

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