

## COMPLETION REPORT

### Research Summary

More than seventy percent of the hundreds of millions of Chinese young netizens play digital games. The figures in the Japanese games fulfill Asian aesthetics, and more real life characters are added to the scenarios. So they are popular with Chinese, just like *Final Fantasy*, *Jan Sangoku Musou* and *KOEI Games of Sailing* are very prevalent. We believe that Japanese digital games are a key media to spread Japanese culture in Information Time. They play an important role in helping Chinese Youth to know and understand Japanese culture.

Considering this background, we implemented this study. Firstly, we explored the culture elements in the performance of the Japanese digital games by carefully analysis of some cases. We think that game music, pictures, figures and scenarios are distinct cultural identical and the game is the result of technology and designers' cultural backgrounds interacting with each other. We completed the sub-report called *the Analysis of Japanese Cultural Elements in Digital Games*. Then, We randomly selected a number of players from the network to do focus interviews, trying to understand the affect of cultural factors in the Japanese game on players' daily life, habits, attitudes, values and so on. We developed the survey framework of influences on the China Youth of Japanese digital games, including wearing apparel, video programs, habits, and customs and so on. We completed another sub-report *the Impact of Japanese Digital Games on Knowing Japanese Culture*. On this basis, we designed and developed the questionnaire named *The affect of Japanese video games on understanding Japanese Culture* which consists of four parts, the first part is the basic information, the second part is the game habit, the third part is Japanese games and the view of Japanese culture, the fourth part is the identity of Japanese cultural factors inherent in the Japanese digital games. After the completion of questionnaire, we conducted a pilot study in a school. The questionnaire was revised and improved based on the pilot results. We used web-based survey and paper survey to collect data. Anyone can join our survey if s/he likes. After one month, more than 600 young people, including middle school students and university students from 29 provinces of China, took apart in our survey.

Through case studies, focus interviews, questionnaires, we initially draw the following conclusions: The cultural elements in Japanese digital game influence Chinese youth on understanding Japanese culture. Images, music, characters and other elements accelerate them to understand the Japanese culture. In order to complete the tasks, some players had a spontaneous learning behavior, and arouse the interest of Japan. Both of them are conducive to the diffusion of Japanese culture. Some Japanese games showing violence, pornography effect the Chinese youth on judging to Japan, while do harm to the Chinese youth.

This study has yielded fruitful results. We completed three sub-reports: *the analysis of Japanese cultural factors in digital games*, *the Impact of Japanese Digital Games on Knowing Japanese Culture* and *The survey report of impact of Japanese video*

*games on understanding Japanese culture among adolescents* .We presented the general report *The Influences of Japanese Digital-Game on Chinese Youth to Understand Japanese Culture* by integrating the three sub-reports. At the same time, the research group also published an academic paper in *International Conference on Education, Culture, and Human Development* which will be held in Suzhou, China in this July. One academic paper will be published on one of journals in Chinese Social Science Citation Index.

Publication of the Results of Research Project:

Verbal Presentation (Date,Venue,Name of Conference, Title of Presentation, Presenter, etc.)

7/17,2011,Suzhou,*International Conference on Education, Culture, and Human Development* , The investigation to the impact of Digital-Game upon Chinese teenagers: Taking Japanese games as an example, Suli Li

Thesis(Name of Journal and its Date, Title and Author Thesis,etc.)

*Modern Distance Education Research*(reviewing), The Influences of Japanese Digital-Game on Chinese Youth to Understand Japanese Culture.

Book(Publisher and Date of the Book, Title and Author the Book,etc. )