

Associations between Game Users and Life Satisfaction: The Role of Self-Esteem, Self- Efficacy and Social Capital

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Abstract : This study makes an integrated investigation on how life satisfaction is associated with the Korean game users' psychological variables (self-esteem, game and life self- efficacy), social variables (bonding and bridging social capital), and demographic variables (age, gender). The data used for the empirical analysis came from a representative sample survey conducted in South Korea. Results show that self-esteem and game efficacy were an important antecedent to the degree of users' life satisfaction. Both bonding social capital and bridging social capital enhance the level of the users' life satisfaction. The importance of perspectives as well as their implications for the game users and further associated research, are explored.

Keywords : life satisfaction, self-esteem, game efficacy, life-efficacy, social capital

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