

How Social Capital Mediates the Relationships between Interpersonal Interaction and Health: Location-Based Augmented Reality Games

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Abstract : Recently location-based augmented reality games (LBS+AR) have become increasingly popular as a major form of entertainment. Location-based augmented reality games have provided a lot of opportunities for face-to-face interaction among players. Prior studies also indicate that the social side of location-based augmented reality games are one of the major reasons for players to engage in the games. However, the impact of the usage of location-based augmented reality games has not been well explored. The study examines how interpersonal interaction affects social capital and health through playing location-based augmented reality games. The study also investigates how social capital mediates the relationships between interpersonal interaction and health. The study uses survey method to collect data. Six-hundred forty-seven questionnaires are collected. Structural equation modeling is used to investigate the relationships among variables. The causal relationships between variables in the research model are tested. The results of the study indicated that four interpersonal attraction attributes, including ability, proximity, similarity, and familiarity, are identified by ways of factor analysis. Interpersonal attraction is important for location-based augmented reality game-players to develop bonding and bridging social capital. Bonding and bridging social capital have a positive impact on the mental and social health of game-players. The results of the study provide academic and practical implications for future growth of location-based augmented reality games.

Keywords : health, interpersonal interaction, location-based augmented reality games, social capital

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