Research on the Construction of Digital Threshold in Building Nurture Games--Take Moor Park as an Example

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Abstract: As a carrier of many players' childhood memories, the mobile game "Moor Manor" attracted a large range of attention once it was launched in 2021, attracting a large number of players to return. This study takes the construction and cultivation game Moore Manor as the research object, uses the audience survey method and in-depth interview method to study the digital threshold structure of the construction and cultivation game, and initially discusses the reasons for the popularity and hot discussion of the mobile game Moore Manor after its launch. The study found that the game scene of the mobile game Moore Manor awakened the collective memory of the public, the virtual social interaction in the game increased user engagement, and the construction and cultivation game as a digital threshold space became a virtual utopia for teenagers.

Keywords: threshold limited space; collective memory; moore manor

1 Introduction

Ten years ago, games were available on the web, on CD-ROM, or a stand-alone device. There are antagonistic games such as Mario and the King of Boxing; card games such as fight landlord, and spider solitaire. One of the most popular games for growing vegetables and building manor farms was the web version of Moorland at the time. In the game, players became moles Mole, watering and planting different crops, stealing or helping to collect vegetables, raising livestock, and other functions were all popular at that time.

In recent years, building-and-learning games are gradually popular among teenagers. Teenagers create their worlds in role-playing games. Building-and-learning games have high freedom, and players can freely build houses, cities, islands, and even their own countries in the games. We have observed that the online game Moore Manor, which carries the childhood memories of many players, has attracted a wide range of attention as soon as it was launched. After it was relaunched in 2021, Moore Manor attracted a large number of players to return.

This study takes the building of the nurture-like game Moore Manor as the research object. From the perspective of threshold space and collective memory, this study studies the digital threshold structure of the building of a nurture-like game, and preliminary discusses the reasons

why the mobile game Moore Manor exploded and triggered hot discussion after its online launch.

2 Literature Review

2.1 Review of the literature on threshold space theory

There are much researches on the threshold space in different fields, and the phenomenon of the big fire of the build-nurture game has also caused research from many perspectives.

In the field of journalism and communication, foreign scholars Michael Duignan has studied the threshold space. Sally Everett; Lewis Walsh; Nicola Cade conceptualize the holiday-related physical and digital space used to create new consumption way of the space, and proposed a new conceptual framework, namely through food festivals to understand the local development heritage city can be "leveraged" and "near threshold space" "(physical and digital) and the" creative resistance "mode, This helps small producers survive the gentrification of internal cities and the marginalization of economic coercion.

Foreign scholar Jens Eklinder Frick; Vincent Hocine Jean Fremont; Lars - Johan Age; Aihie Osarenkhoe has studied the benefits and drawbacks of different stages of its use for inter-organizational digitization efforts, showing that threshold Spaces separated from structures that should be changed increase the risk of developing incompatible systems, finding appropriate freedom, ambiguity, and community within threshold Spaces, It is essential for the transition of information and the incorporation of mandatory changes.

2.2 Literature review of formative games

In the study of games and collective memory in the field of news communication, Paul Connerton once proposed that memorial ceremonies and physical practices are the main ways to convey and maintain a memory. Jan Assmann believes that media plays an important role in the storage and continuation of collective memory. He believes that cultural memory exists in society as a "cohesive structure", which relies on media for demonstration and transmission and contains the unique reusable text, image, and ritual system of each society and era. Provide a sense of wholeness and uniqueness to the group to promote identity.Domestic Zhang Yimeng scholars from the perspective of the collective memory of our country's community to develop games has carried out detailed research, its research on the "Moore manor" mobile game, for example, the main mining for this game is how to activate, reconstruct the childhood memories of game players, the study found that total through scenes, virtual body practice, and media activation awaken people's childhood memories; At the same time, in the path, meaning, spiritual core three aspects of the reconstruction, that is, the game preset to add new elements, toys, functions and social interaction and utopian spiritual core reconstruction in the reconstruction of the "post-1995" childhood memories. However, the domestic scholar Yang Kunlin explored the innovation in the interaction design of nurturant games from the perspective of "Internet + public welfare", and studied the integration of nurturant games into the public welfare protection of migratory birds under the new

media environment. Foreign scholars Tseng Fan-Chen; Huang Tzu-Ling; Pham Thi Tuan Linh; Cheng T.C.E.; Teng Ching-I studied how to cultivate the loyalty of online game players from the perspective of media richness. The research results show that two of the four aspects of media richness effectively enhance the sense of presence, interactivity, and quick relationship, which in turn strengthens the loyalty of players. However, although these studies focused the aspects of collective memory, "Internet plus" and media richness, they ignored the construction of digital threshold.

These studies do not examine the phenomenon of building and formative games from the perspective of digital threshold construction research, and therefore do not answer the question of this research.

3 Method

3.1 Audience survey method

What's the buzz about the return of Moore Park? How do teenagers achieve identity transformation and symbolic resistance to their parents' culture in building and learning games such as Moorland? From the perspective of collective memory, how does Moore Manor activate users' childhood memories?

This paper tries to answer the above questions by using the research methods of audience survey and interview.

Hypothesis establishment:

Based on the above questions, corresponding hypotheses are proposed here:

H1: The more complete the virtual community within the formative game, the more serious the anxiety of users.

H1a: The higher the degree of self-consistency of virtual communities within nurse-like games, the more serious the anxiety of users.

H1b: The more smooth a game is, the more serious the user's anxiety will be.

H1b: The higher the level of social satisfaction in a formative game, the more anxiety the user will feel.

H2: The more complete the virtual community within a nurse-like game is, the easier it is to activate user memories

H2a: The higher the degree of self-consistency of virtual communities within nurse-like games, the easier it is to activate user memories.

H2b: The more smooth a game is, the easier it is to activate user memories.

H2b: The higher the degree of social satisfaction with formative games, the easier it is to activate user recall.

A total of 205 subjects were recruited. After removing invalid questionnaires, 149 valid samples were obtained with a recovery rate of 72.68%.

The corresponding research object of this hypothesis is the audience of the Moore Manor game.

Firstly, we take a representative sampling of this group, and select "post-95" and "post-00" as the study population. Second, we compiled an overall sample box of people who had played Moore Park on mobile; Thirdly, we stratified multistage sampling of the sampling boxes with a 95% confidence interval and 3% sampling error. Select a sample of players with different characteristics. If access is denied, the next player interviewed is then sought to make up for it.

The process of data collection, collation, and analysis was completed on October 19, 2022. The main contents of the survey are as follows: (1) confirmation of basic information: including age and gender. (2) The part of "the more perfect virtual community" can reduce the dimension to the degree of self-consistency, smoothness, the satisfaction of life, entertainment, and social needs of the virtual community. (3) The part of "identity transformation" can reduce the degree of dependence on the virtual community and the identity integrity of virtual characters. The questionnaire consists of 16 questions, including 3 single-choice questions and 13 matrix questions. Through the combination of online and offline distribution, WeChat moments, Qzone, microblog hyper talk, questionnaire star sample database, and offline distribution.

3.2 In-depth interview method

The interview questions are mainly divided into three parts.

The first part mainly involves the basic information of the respondents, including their work or school pressure, economic status, age, and the type of games they dabbled in.

In the second part, the dimensionality of research questions is reduced to interview questions. The usage of opponent games (duration, frequency, scene, etc.) and views on opponent games (why I like to play them, views on functions, and comparison with my childhood Moore Manor, etc.) are expanded from this game to mobile games for cultivation.

The third part, preparation, deals mainly with questions that may be dug deep.

In the process of interviews and research, the researchers tried to avoid four ethical issues and deviant behaviors emphasized by the scholar Al-an Bryman: (1) damage to the research participants; (2) Do not use informed consent documents or materials; (3) Invasion of the privacy of study participants; (4) Deceiving research participants. In addition, if the interviewees have any questions or dissatisfaction during the interview, they can keep silent or quit halfway. The interview materials that the respondents declared that they did not want to be published were not included and quoted in this study.

This study conducted 20 minutes of semi-structured in-depth interviews with 10 interviewees of the game audience of Moorland. The interviews began in September 2022 and ended in October 2022. The respondents first included friends who had been playing the mobile game Moore Manor. Secondly, more research samples were collected by distributing the questionnaire Star questionnaire. According to the maximum sampling principle of the qualitative research method, when the 10th respondent is collected, all the interview content is sufficient to answer the research question, and the sample collection is closed. The respondents are different in age, occupation, education level, location, and time spent in contact with the mobile game Moore Manor, with a low degree of homogeneity. The interviews were conducted by telephone interview, WeChat text interview, and one-on-one face-to-face interviews.

The results of the interviews were compiled into a verbatim manuscript totaling 1764 words. The interview content was processed by Yu Jingyang. The basic information of the respondents is shown in the table 1.

Respondents	Age	Whether or not they played Moore Farm in their childhood	Work and school stress	How long do they play games every day	Degree of self-consistency and smoothness	Degree of game dependence	Interviews with key points
Zhao	21	Yes	Large	3h	6	Large	
momo	19	No	Small	4h	8	Large	The relationship between the degree of self-consistency and smoothness of a game and the degree of dependency of a game.
Ziying	31	Yes	Small	2.5h	4	General	
Liang	25	No	Large	3h	7	Large	
afei	28	No	Small	4h	8	Large	Where do you spend the most time in the game
Lou	24	Yes	Large	1h	3	Small	
ruru	30	Yes	Large	2h	5	General	What is the original intention of playing games? Is it satisfying?
Nang	27	No	Small	2h	7	General	
susu	18	Yes	Large	1h	9	Large	The relationship between academic stress and social relaxation in games
Mufeng	26	Yes	Small	1h	5	Small	The Influence of childhood memories on mobile games today.

Table 1: Basic information of the respondents

4.Research findings and discussion points

4.1Sample feature description

A total of 149 valid samples were collected in this questionnaire. From the descriptive analysis, the respondents' use of the mobile game Moore Manor showed the characteristics of low frequency and low duration of use. 41% of the respondents "haven't played the game for a long time". And 35% of respondents have spent less than 30 minutes playing Moor Park in the past month.

4.2 Description of structural analysis results

4.2.1 The more complete the virtual community in the nurse-like game is, the more serious the anxiety of the users will be.

Looking at Pearson correlation analysis, virtual community since the degree of contact with the user's game anxiety showed a significant positive correlation ($r = 0.587$, $P = 0.000$), indicating that the user of the Moore manor game the higher satisfaction and degree of each function module, the easier it is for "Moore manor" mobile game produce anxiety, research hypothesis H1a supported. There is a significant positive correlation between the smoothness of formative games and the user's game anxiety ($r=0.551$, $P=0.000$), which indicates that the smoother the game is, the more likely the user is to feel anxious about the mobile game of Moore Manor. The research hypothesis H1b is supported. There is a significant positive correlation between the satisfaction degree of users' social needs and users' game anxiety in formative games ($r=0.544$, $P=0.000$), which indicates that the higher degree of social satisfaction users get from the game of Moore Manor, the more likely they are to become dependent on the mobile game of Moore Manor. The research hypothesis H1c is supported. In conclusion, hypothesis H1 is supported.

4.2.2 The more perfect the virtual community in the nurturer game is, the easier it is to activate user memories.

Looking at Pearson correlation analysis, virtual community self-consistent degree and activate the user memory present a significant positive correlation ($r = 0.65$, $P = 0.000$), indicating that the user of the Moore manor game the higher satisfaction and degree of each function module, the easier it is produced by "Moore manor" mobile game activation childhood memories, research hypothesis H2a supported. There is a significant positive correlation between the smoothness of formative games and the degree of activated user recall ($r=0.425$, $P=0.000$), which indicates that the smoother the Moorland game is, the easier it is for users to activate their childhood memories by Moorland mobile game. The research hypothesis H2b is supported. Developing games demand for people's social degree of satisfaction and activate the user memory presenting a significant

positive correlation (r = 0.73, P = 0.000), indicating that the user of the Moore manor game allows users to obtain a higher degree of social satisfaction, the more likely it is to be "Moore manor" mobile game activation of childhood memories, research hypothesis H2c supported. In conclusion, hypothesis H2 is supported.

This suggests that the level of refinement of the virtual community in the Moorland mobile game is an important factor in the success of the game after launch, and the same is true for building and development of games. For the mobile game Moore Manor, the degree of perfection of the virtual community lies in the self-consistency, smoothness, and social satisfaction of the virtual community. These factors will affect the satisfaction and liking of each functional module of the game, and the satisfaction of users has a significant impact on the continuous investment of time in the game. According to the conclusion of this study, the self-consistency degree of the virtual community is significantly positively correlated with the game anxiety of users, and the self-consistency degree of the virtual community is significantly positively correlated with the recall degree of activated users. "Moore Manor" mobile game virtual community is very self-consistent, smooth, and users have a high degree of social satisfaction, which greatly improves users' satisfaction and love degree, thus significantly affecting users' anxiety level about "Moore Manor" mobile game, and making it easier to generate childhood memories.

On the other hand, although the function and mode of scene construction are similar in different building and development games, the scene style and character sets are different. Because the mobile game of Moore Manor continues the scenes and characters of the web version of Moore Manor, such as "Little Moore" and the pet "Ram", it can greatly stimulate the user's childhood memories and urge the user to reconstruct the game scene in their memory in the mobile game of Moore Manor.

5 Discussion

By the audience survey research method, and interview method, we obtained the following conclusion: "Moore manor" mobile game aroused the public's collective memory game scene, the game's virtual social increased user viscosity, self-consistent and fine in the game function, as the form of the digital threshold space as a virtual teenage utopia.

5.1 Game scenes evoke collective memory

The game narrative provides a basic structure for game creators. At the same time, the game narrative also needs users to participate in it, and can only be perfected by users' cognitive imagination.

In the mobile game of Moorland, not only the elements of the web version of Moorland have been added, such as the classic gameplay, the original game characters, home scenes, etc., but also many new elements have been added, such as the Strawberry Music Festival held in the game. In the social environment under the epidemic situation, offline large-scale events are often canceled

because they cannot gather together. However, the online music festival in the game just meets the interest and social needs of young people at present, and memories are rebuilt and reconstructed. Compared to the web version of Moore Park, the game's scenes are also more realistic and easier to immerse users through the 2.5D and 3D view of the game technology.

At the same time, the hot search and super talk on Weibo, and when the game went viral online, also triggered a lot of discussions, such as # return to Moore Manor #, # Healing Moment of Moore Manor #, and other topics, which quickly spread on Weibo, moments of friends and Douban. Many players share their personal childhood experiences of playing Moorland on social platforms, which arouses many people's resonance and memories and arouses more players' curiosity about mobile games. This kind of discussion that individual narrative leads to the collective narrative is also stimulating the collective experience and collective memory of the post-95 and post-00 generations.

5.2 Virtual social interaction increases user engagement

The construction view of memory proves that memory will be selected, changed, and interfered with the development of The Times. When the memory enters the stage of reinterpretation, the constructor reinterprets the memory according to the specific needs and constructs the culture in line with the realistic logic by strengthening and highlighting some symbols, covering and ignoring some memories.

The "post-95" and "post-00" who played the web version of "Moore Manor" in those years have become 20-year-olds when the mobile game went online. Faced with the pressure of working and studying in society, the liminal space in the mobile game Moore Manor has become a place for this generation of young people. For these players, Moorland is a symbol of their carefree childhood. While reminiscing about the classic game scenes, they are also being cured by the slow-paced game life of growing vegetables and breeding, just like a paradise.

In addition, the game as a medium also connects players to the Moorish world. Moorland acts as a liminal space, where players dress up their avatars and invite their friends over to their in-game homes to fish, water plants, watch fireworks together at castles, or build estates and run restaurants together. Not only does it facilitate connections between friends, but it also allows players to be physically distant across domains in this virtual space, satisfying their social needs. The relevant answers of interviewees also corroborate this view:

Susu, the interviewee, said: "I'm tired of working during the day, and colleagues are not friends. Playing Moore Manor mobile game after work and chatting with friends online is not stressful, so it's a short time to relax."

The interviewee, Jules, said: "I started playing this game because I played Moore Manor when I was a child. I naturally had a curiosity. When I played the mobile game, I found that the game community design was very good, and I could meet friends during the construction process, which reminded me of the friends I knew when I was a child playing Moore Manor."

5.3 Utopia in the virtual

McLuhan understands games on a social level, not as an extension of the human body, but as an extension of the social body. Games are artifacts, designed to allow a community to live a meaningful life.

As a virtual community, Moore Park has the patterns of real life, but is more ideal than real life. In real life, because the influencing factors are too diverse and complex, efforts may not be fruitful, nor can you choose the ideal career as a job, and Moore Park meets this point. Players can harvest vegetables and crops by watering them in time, regardless of natural and man-made disasters; Players can freely choose the ideal occupation, through the effort to earn moles of beans, in exchange for beautiful clothes, and home decoration; Players can freely create the landscape and landform of the manor to satisfy their aesthetic imagination; Players can have a place to watch the sunset and beautiful scenery when they are tired and don't want to study or work, or go fishing in the lake at home, realizing an escape from the fast pace of real life in the slow life. When we are on a childhood Moore manor the length of the interviewee, and were impressed with the Moore manor game level and on Moore manor mobile game module satisfaction further in-depth interviews and trying to get answers, we found that childhood ever played Moore manor can only allow the user to produce curiosity to Moore manor mobile game, The key to retain users is the user's recognition of the self-consistent degree of Moore Manor mobile game. The interviewees' answers also support my idea:

Respondents teddy boy said: "I played the game because the publicity was very hot, although I did not play Moore Manor as a child, friends around me are playing, so for a social purpose I also played the game.Then I found that the game's social system did very self-consistent well, and some good friends can not meet in reality, the game to get together is also quite interesting."

As a liminal space, the mobile game "Moore Manor", with its anti-structure state, enables teenagers to temporarily release the pressure of social structure in a specific time and space, and play a role in resolving social conflicts, promoting social cohesion, and maintaining the existing social order. It can be seen that as an online virtual space, the mobile game "Moore Manor" is the escape and confrontation of players from real life, and it is also the spiritual home and utopia.

6 Conclusion

Building and learning games such as Moore Park provide a digital threshold for teenagers, a space where they can escape the real world for a while and act as a stress reliever. In addition, Moore Manor awakens people's childhood memories through scene reproduction, virtual body practice ,and media activation, and arouses users' collective memories. Therefore, Moore Manor becomes users' lost childhood and virtual utopia. "Moore manor" mobile game for threshold space structures, and user's childhood memories awakened the worth of other game developers to think and learn. The daily tasks and social functions of the game alone cannot retain most users for a long time, so game developers have to think and redesign how to retain users for a long time by studying the data of the game during its big fire through short-term user interest and resonance.

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