A Study of University Students' Addiction to Online Games from the Perspective of Demand Level Theory

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Abstract: University period is an important stage of life development. During this period, we need to accumulate more knowledge and skills, constantly improve quality and cultivation, and lay the foundation for future study and work. Appropriate online games can relieve the pressure of study and life, release emotion and relax mood, so as to invest more efficiently in more onerous study and life. However, a small number of university students spend a lot of time, money and energy trapped in online games, which can not extricate themselves, damage their body and mind, and delay their studies. Based on Maslow's hierarchy of needs theory, this paper analyzes the harm and reason of university students' addiction to online games, and puts forward reasonable suggestions on how to get rid of their infatuation and treat online games correctly.

1. Introduction

Online games with its unique heroin like viscosity characteristics - "if you don't come to play, you can't run away when you come", attract many players, and become an important entertainment way for many university students. China Youth Network Campus News Agency recently conducted a questionnaire survey on 682 university students playing online games in China. The results show that nearly 60% of university students play games for more than one hour every day, more than 30% of university students stay overnight because of playing games, more than 40% of university students think that playing games affects their health, more than 60% of university students have consumed games, and half of the game funds of university students come from living expenses.

It's undeniable that online games can enrich our lives, relieve our stress, release our emotions and relax our mood to some extent, but at the same time, like Pandora's box, they also derive evil, due to improper thinking and poor self-control, a small number of university students are addicted to online games, playing in dormitories, in class, staying up late at Internet cafes or playing all night, which destroys the work and rest rules, affects their physical and mental health, neglects their studies, and even imitates the game plot to commit violence and crime.

2. The Harm of University Students' Addiction to Online Games

2.1 Harm to health.

Long time focus on online games, overload of body operation, will lead to vision loss, neurasthenia, cervical and lumbar lesions; online games need to be responsive, quick to use, high-intensity concentration, which will make the nerves in a high tension state; lack of necessary exercise before sedentary electronic products, lack of proper exercise of physical functions, will increase the risk of obesity; often stay up late or even play online games all night, will lead to irregular life and immune decline; addicted to online games will inevitably compress the normal time of eating, sports, learning and rest, disrupt the normal pace of learning and life, which will affect your health in the long run.

2.2 Harm to psychology.

In the virtual world of online games all day long, it lacks the ability to cultivate oneself to be a person and deal with life in reality, the ability to take care of oneself in life, the skill to deal with interpersonal relationship, and the skill to deal with collective life. It alienates its relationship with teachers and classmates, and repels its communication with classmates. For a long time, great changes will take place in the mental outlook, such as unkempt, trance, dull eyes, slow response and strange behaviors. To realize the lack of intimate friends, angry family, students away, character will become withdrawn, paranoid, irascible, indifferent. Facing some violent, pornographic and murderous game content for a long time, it will change the outlook on life, values and society imperceptibly, and unconsciously bring the way to deal with things in online games into reality.

2.3 Harm to school work.

Addicted to online games, we often see individual university students sitting in the hidden corner, back row and other weak positions monitored by teachers, creating conditions for playing online games on their own mobile phones, not listening to classes, resulting in poor classroom effect, often failing to complete homework or copying others' homework, or even not handing in homework. After class do not review, do not do homework, the exam is bound to hang up, accumulate to a certain number of subjects lead to repetition, or even failure to complete studies.

3. An Analysis of the Reasons why University Students Indulge in Online Games from the Perspective of Five Levels of Demand Theory

Maslow's hierarchy of needs theory was put forward in 1943 by Abraham Maslow, an American psychologist. In the book, human needs are divided into five levels: physiological needs, security needs, love and belonging needs, respect needs and self-realization needs.

Physiological needs refer to the most primitive and basic needs of people. Safety demand refers to the pursuit of physical and psychological security. The needs of love and belonging refer to the needs of people eager to get care and understanding, friendship, love, trust, warmth, etc. The need for respect means that people want to have a stable social status, be highly valued by others, and be respected by society and others. The demand of the highest level of self-realization demand refers to the realization of personal ideal and ambition, the exertion of personal ability to the maximum extent, and the realization of self-realization1.

From the perspective of Maslow's demand level theory, this paper analyzes the reasons why universities indulge in online games:

3.1 Satisfaction of higher level physiological needs.

The contemporary university students were born in the age of material abundance, and they did not lack food and clothing from small to large. Therefore, the basic physiological needs can be met in real life, and they do not need to meet through online games. However, a small number of university students get a higher level of physiological satisfaction through online games.

3.2 The security needs in mind are met to a great extent in online games.

In online games, we can play any role we want. It can be chivalrous, powerful, prodigal, miser, devil, monster, etc. we can show our ideals, desires, ambitions and even evil without any cover. We can get everything we want in virtual space because of its virtuality No one knows our real identity. We can let out our dissatisfaction without fear of the constraints of morality, responsibility and principle, the vision of others, fully display our personality, and make people forget the troubles in learning and life. There is no restriction of school rules and regulations, no pressure of learning, no trouble of being human, the body and mind are relaxed, and the great sense of security and satisfaction in the virtual world are obtained.

3.3 Enjoy love and belonging in online games.

Many online games have perfect team building functions. You can form a team at any time

because of a task. This team is like a big family, with full trust, intimacy, cooperation, mutual care and care between teammates, facing the difficulties and obstacles in the game. If someone is in trouble, you will come up with your own ideas and try your best to help them to rescue, so that you can feel full love and sense of belonging.

3.4 Have strength or kindness in online games to meet the needs of respect.

In online games, you can cultivate patiently, pursue the highest level and the best equipment, or you can be a leader or leader by yourself; you can be a philanthropist and a knight errant who robs the rich and helps the poor. In a word, you have a certain strength in the virtual world of online games, or you can do good deeds everywhere, which will be appreciated, respected and loved by others.

3.5 Self-realization needs achieved in online games.

In the virtual world of online games, you can completely abandon everything in real life and become your ideal self again, the hero dreams you want can be realized in online games, the rich dream you want can be realized; even in online games, we can get married and have children. All the things we can and can't realize in real life can be realized in online games, and we don't have to face too many limitations in realizing life.

All the five demands in Maslow's demand theory should be fully realized in online games, which is the main reason for university students to indulge in online games. They are addicted to the virtual world to escape the pressure of study and employment, so they can temporarily paralyze themselves and meet their five demands, which is also the reason why university students enjoy online games.

4. Suggestions for Correct Treatment of Online Games

We can call the five needs as the five nutrients. To get rid of the addictive state of online games, we must find the five nutrients that can meet our own needs in real life. Below from Maslow's demand level theory to find the five nutrients far away from bad online game habits.

4.1 A higher level of physiological pursuit requires effort.

If we want to have a richer material life, we need to study hard and work hard from the student's time, constantly accumulate knowledge, improve working skills, make ourselves better and better, be more competent for work, and constantly accumulate material wealth in work, so as to meet our pursuit of higher material life.

4.2 Happy study, healthy life and safety building.

Strengthen the body, work and rest reasonably. Strengthen physical exercise, ensure a strong physique, plan your daily life reasonably, work and rest reasonably, rest on time, study hard, and ensure your physical safety. In order to better restrict themselves, we can make a schedule, insist on getting up on time, having classes on time, going to bed on time, and reduce the time of playing online games every day.

Develop hobbies and divert attention from online games. Cultivate a hobby that you like very much but never have the chance to carry out, then keep enthusiasm and persevere. If necessary, you can find like-minded partners to dig and dig together. When you raise your interest to a certain height, small achievements will naturally gain a sense of security in your heart. People's energy is limited, this aspect of energy put more, contact with the energy of online games naturally less.

Plan for your study and life. "All things are done in advance, but not in advance". Make a good plan for your study and life, and work hard to achieve every goal according to your feet, constantly affirm yourself and motivate yourself, so as to strengthen your sense of security.

Treat the pressure of study and life correctly, turn the pressure into the power of struggle, and keep a positive and optimistic attitude.

4.3 Build and maintain good interpersonal relationship, meet love and sense of belonging.

Our study and life can not be separated from collectivity and other people. Therefore, as university students, we need to establish and maintain good interpersonal relationships to meet our love and sense of belonging in reality.

Actively communicate with others. See teachers and students actively say hello, actively help students, actively undertake the work of class collection and dormitory cleaning.

Be tolerant. "When the water is clear, there is no fish; when the people are clear, there is no apprentice." In the process of communication with people, learn to tolerate the shortcomings of scholars, accept the imperfections of others, let others correct their own mistakes and improve their own shortcomings in a warm atmosphere, and broad mind will win more friendship for themselves.

Treat people sincerely. Have the awareness of others, always consider from the perspective of others, and think for others. When students encounter difficulties, they should take the initiative to lend a helping hand and create a warm and harmonious interpersonal relationship. Mencius said, "those who love others will always love them, and those who respect others will always respect them." At the same time of active efforts, you will also be the beneficiary of this atmosphere. Only in this way can you win trust, love and sense of belonging.

4.4 Strive to be better and create respected conditions and opportunities.

Respect is not simply to treat each other with courtesy, but to recognize the value and identity of each other in the deep heart. In order to get real respect from others, we must strive to improve our self-cultivation, improve our comprehensive strength, and constantly improve our ability to learn, behave, live independently, and think independently, that is, to learn how to behave, work, think, learn and survive. "If you are in full bloom, butterflies will come to you" . And strive to be better, then you can win the chance of being respected.

4.5 Make continuous efforts to meet the needs of self-realization.

For those who have achieved, their profound knowledge, outstanding talents, brilliant wisdom and immortal achievements are mostly obtained from hard work. university students need to set up lofty ideals, and at the same time recognize that the process of turning ideals into reality is long-term, arduous and tortuous, which will not be achieved overnight, and will inevitably experience the difficulties and frustrations of "We must first work hard, strain our muscles and bones, starve our body and skin, and be empty and disordered." Cultivate their perseverance and tenacity, indomitable spiritual quality, use their own advantages, and constantly strive to achieve personal ideals, social values, and ultimately achieve the needs of self-realization.

Conclusion

We can't live in virtual online games all our lives, but we always have to go back to real life to face everything in our study and life, so we need to play our own initiative, completely get rid of the bad habit of addicting to online games, and actively look for the five nutrients in real life. It is our right choice to strive hard and create our own happy life.

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