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## **Moderating effect of online communities on openness of game mods**

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### Abstract

This study examined how different characteristics of online communities and collaborative motivation amongst participants influence the open-ness of MMORPG (Massively Multiplayer Online Role-Playing Game) modification. Since literature indicate that game modifications enable participants of game communities capture important benefits including enjoyment, elevated reputations, between career prospects, learning, and access to valuable resources (Hertel, Niedner et al. 2003; Lakhani and Von Hippel 2003), we found that the collaborative motivation-openness intention relationship is moderated by the orientations of community participation by employing an online questionnaire. In addition, empirical results indicate that extensive collaborative motivation of technical modification is more strongly related to openness of MMORPG modification as the participations of online community shows trust-based orientation and share-based orientation. Finally, this research refines out the understanding of boundary conditions under which characteristics of online communities may create space for the implication of user innovation.