CHAPTER V
CONCLUSION AND IMPLICATION

5.1 Conclusion

This study examined the use of impolite language in the MOBA gaming community, focusing on the types of impolite language used, how it is employed, and the underlying reasons for its use. The findings highlight several key insights :

1. The types of impoliteness strategies used by gamers in the game is categorized as follows: **Positive impoliteness** is the most frequently used 200 times (53.76%), **Bald on record impoliteness** used 124 times (33.33%), **Negative impoliteness** used 43 times (11.56%), **Sarcasm or mock politeness** is rare used 5 times (1.34%), **Withholding politeness** was not observed (0%).

2. The study found that impolite language among MOBA gamers primarily consists of insults, expletives, blaming, and derogatory remarks. These forms of impolite language are often used to express frustration, demoralize opponents or teammates, and cope with the emotional pressures of competitive gameplay. The anonymity of online interactions and the competitive nature of MOBA games create an environment where such language is more prevalent.

3. The study revealed that emotional frustration is the primary driver behind the use of impolite language, with players often turning to insults as a means of venting their dissatisfaction with the game or their teammates' performance. In addition, the influence of gaming culture, particularly the behavior of popular influencers and content creators, plays a significant role in normalizing impolite language within the gaming community.

Anonymity also allows players to act without fear of direct consequences, further contributing to the frequency of toxic communication.

In conclusion, while impolite language remains a significant issue in the MOBA gaming community, there are opportunities for both developers and players to make meaningful changes that foster respect, collaboration, and emotional well-being. By focusing on these areas, the gaming community can move toward a more constructive and enjoyable experience for all participants.

5.2 Implication

The findings of this study on impoliteness strategies in the MOBA gaming community have several important implications for both game developers and the broader gaming community. These implications can help guide future strategies to reduce toxicity, promote positive behavior, and create a healthier gaming environment.

1. Implications for Game Developers:

- Designing Games with Emotional Regulation Features: The study highlights that emotional frustration is one of the key drivers of impolite language in MOBA games. Therefore, game developers should consider incorporating features that help players manage their emotions, especially in high-pressure or competitive situations. For example, incorporating breaks or "cool-down" periods after intense matches or providing notifications encouraging players to take a break could reduce the likelihood of players venting frustration through toxic language. In addition, developers could implement systems that give players more control over their gaming experience, such as options to mute or filter offensive language.

- Promoting Team-Based Collaboration Over Individual Success: The findings suggest that the competitive nature of MOBA games contributes to impolite language.

Developers can shift the focus from individual performance to team collaboration. This could be achieved by incorporating in-game systems that reward teamwork, communication, and positive player interactions, rather than just personal achievements or ranking. Games that prioritize collective success can encourage players to support one another rather than resorting to blaming or insulting teammates.

- Enhancing Moderation Systems: As impolite language is often used with little fear of consequences, developers should continue improving moderation systems to ensure accountability. This includes implementing effective reporting mechanisms, penalties for toxic behavior (e.g., temporary bans or reduced matchmaking privileges), and clear consequences for repeated offenses. In addition, game developers could enhance automatic chat filters to detect and block harmful language, creating a safer space for players who prefer not to engage with toxic communication.

- Encouraging Positive In-Game Behavior through Rewards: Another significant implication for developers is the opportunity to create systems that reward positive behavior. For instance, players could earn in-game rewards, such as cosmetic items, titles, or special privileges, for promoting respectful communication, assisting teammates, or consistently demonstrating good sportsmanship. Such incentives could help shift the community_s focus from negative to positive behavior, creating a more inclusive environment.

2. Implications for Community Managers and Moderators:

- Fostering a Positive Gaming Culture: Community managers and moderators should play an active role in cultivating a respectful and supportive environment within gaming communities. This includes developing community guidelines that emphasize the importance of respectful communication, sportsmanship, and kindness. Additionally, moderators should actively engage with players by encouraging positive conversations, hosting events that promote collaboration, and

supporting players who exhibit good behavior.

- Implementing Peer Moderation Systems: Since many players are influenced by their peers and the overall culture within gaming communities, community managers can introduce systems that empower players to actively contribute to maintaining a positive atmosphere. Peer moderation systems, where players can report and reward positive behavior, can help reinforce good communication habits and create a sense of collective responsibility for the community_s well-being.

3. Implications for Content Creators and Influencers:

- Setting Positive Examples: Content creators, particularly those with large followings, play a crucial role in shaping the culture of the gaming community. This study's findings underline the influence that popular streamers and YouTubers have on their audiences. Therefore, content creators should use their platforms to model positive behavior and encourage their followers to do the same. By demonstrating good sportsmanship, respectful communication, and healthy competition, influencers can have a significant impact on reducing the normalization of toxic language.

- Campaigning for Anti-Toxicity Initiatives: Influencers can also take an active role in raising awareness about the importance of combating toxicity in gaming. They can collaborate with developers or gaming communities to promote anti-toxicity campaigns, such as "Good Vibes Only" or similar initiatives that encourage kindness, teamwork, and respect. Hosting challenges or competitions that reward positive interaction could also inspire their audience to engage in more constructive behavior.

4. Implications for Players:

- Encouraging Self-Reflection and Emotional Regulation: For individual players, the findings highlight the importance of self-awareness and emotional regulation. Players who feel frustrated or upset during gameplay should be encouraged to reflect on their

emotions and consider healthier outlets for their frustration. Taking breaks, engaging in self-care, or utilizing in-game tools to mute toxic language can help players maintain a positive mindset. Players also have a responsibility to contribute to a positive atmosphere by being mindful of their language and engaging with others respectfully.

- Promoting Sportsmanship and Empathy: Players should also be encouraged to view online games as opportunities for growth, teamwork, and enjoyment rather than as a zero-sum competition. Emphasizing the value of sportsmanship, empathy for teammates, and mutual support can create a more inclusive and welcoming environment for all participants. By fostering positive relationships with fellow players, the gaming experience can become more enjoyable and rewarding.

5.3 Recommendations

Based on the findings and implications of this study, the following recommendations are made to reduce the use of impolite language and foster a more respectful and positive environment within the MOBA gaming community:

1. Recommendations for Game Developers:

- Incorporate Emotional Regulation Tools: Game developers should consider incorporating features that help players regulate their emotions, especially during high-stakes matches. These tools could include reminders to take breaks, time-out features after intense games, or mini-games designed to help players relax between sessions. These interventions could help players manage frustration more effectively and prevent emotional outbursts that lead to impolite language.

- Reward Positive Team-Based Behaviors: To shift the focus from individual performance to team collaboration, developers should create systems that reward positive interactions, teamwork, and communication. Players who demonstrate sportsmanship, helpfulness, or encouragement toward teammates could earn in-game

rewards, such as skins, achievements, or rankings. This could reduce the emphasis on individual success and promote collective well-being.

- Strengthen Reporting and Moderation Systems: Developers should continue improving the tools available for reporting toxic behavior, ensuring that players can easily flag impolite language and receive feedback on the actions taken. Additionally, the implementation of automated chat filters and stronger enforcement of penalties (e.g., temporary or permanent bans, matchmaking penalties) for players who engage in toxic behavior would help deter impolite language.

- Incorporate Mental Health Resources: Given that emotional frustration is a major cause of impolite language, developers could consider adding mental health resources or support within the game. This could include providing links to mental health hotlines, offering in-game tips for managing frustration, or developing a system that helps players cope with competitive pressure more effectively.

2. Recommendations for Community Managers and Moderators:

- Develop Clear Community Guidelines and Education Programs: Community managers should establish clear guidelines that emphasize the importance of respect, kindness, and good sportsmanship in the gaming community. These guidelines should be visible and reinforced through educational programs or campaigns that promote positive communication. Regularly reminding players about the impact of toxic language can help reduce its prevalence.

- Introduce Peer Moderation Features: Community moderators can implement peer moderation features that allow players to support each other in maintaining a positive environment. This could include systems where players can report toxic behavior, vote on the appropriateness of interactions, or reward teammates who demonstrate

positive and supportive communication. These features empower the community to collectively create a better gaming environment.

3. Recommendations for Content Creators and Influencers:

- Promote Positive Communication Models: Influencers and content creators should actively promote positive and respectful communication on their platforms. By modeling good behavior during their streams or videos, influencers can set an example for their large audiences. They can also engage in discussions about the importance of kindness, teamwork, and empathy in the gaming community.

- Create Anti-Toxicity Campaigns: Influencers can collaborate with developers, organizations, and the gaming community to launch anti-toxicity campaigns. These campaigns can raise awareness about the harmful effects of impolite language and encourage players to engage in positive behavior. Initiatives such as ―Good Vibes Only‖ streams or charity events can also help spread messages of kindness and inclusivity.

4. Recommendations for Players:

- Practice Self-Reflection and Emotional Control: Players should be encouraged to practice self-reflection and emotional control when engaging in competitive games. If a player feels frustrated or upset, it is important to take a moment to step back, breathe, and recognize their emotions before reacting. Tools like self-regulation tips, in-game emotional prompts, or simple reminders to stay calm could be helpful in this regard.

- Foster Positive Peer Relationships: Players can contribute to a healthier gaming environment by building supportive relationships with their teammates and encouraging positive behavior. Instead of focusing on blaming others, players should communicate constructively, offer helpful feedback, and focus on collaboration. Developing a sense of camaraderie and respect in-game can go a long way in reducing negative interactions.

- Report Toxic Behavior: Players should take responsibility for reporting toxic behavior when they encounter it. By reporting instances of impolite language or unsportsmanlike conduct, players can contribute to maintaining a respectful gaming environment. Furthermore, by refraining from participating in or responding to toxic language, players can set a positive example for others.

5. Recommendations for the Broader Gaming Community:

- Cultivate an Inclusive and Welcoming Culture: The gaming community as a whole should actively work to cultivate an inclusive and welcoming environment. This includes creating spaces where players of all backgrounds, skill levels, and identities feel respected and valued. Community-run events, forums, and discussions that promote positivity and inclusivity can help shift the overall tone of the gaming experience.

- Normalize Conversations About Mental Health and Emotional Well-being: Addressing the mental health aspects of gaming—such as dealing with frustration, stress, and anxiety—can play a critical role in reducing toxic behavior. The gaming community should normalize conversations about emotional well-being and provide resources for players who are struggling. By de-stigmatizing mental health

challenges, players may feel more comfortable seeking help and using healthier coping strategies.