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When the Past Is Still in Mind: Using Nostalgia to Create Adoption for Online Games

Research Idea

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Abstract

Inspired by the recent hype about Pokémon Go, a popular augmented reality-based game for smartphones, we aim to reveal that individuals use this game for the most part due to nostalgic reasons. In regard to previous research focusing nostalgia, we assume direct effects of nostalgia factors, such as attitudes about the past, yearning for the past and evoked nostalgia, on the intention to use and to continuously use online games. With this research, we expect to contribute to existing literature as the use of games might be also grounded – next to well-known perceptions studied previously – in nostalgic reasons. This might also explain the phenomenon that so many individuals started using this game immediately after becoming available on mobile app stores /Smartphones.

Keywords: Nostalgia, online games, intention to use, continuance, Pokémon Go.