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The Profit Model of Capitalism in the Internet Age and the Change of Time Order — a Case Study of Online Games

Tong Xin Shen Chao

Abstract: From the perspective of time order, this paper explores the profit model of capitalism in the Internet Age, thus constructing a new time order by taking youth online game players for example. First of all, the study shows that the ultimate goal of game producers is to get the players' time committed to the games. The profit model of online game producers and operators is to occupy people' s time by force, leaving the youth addicted to online games. Second, there are three types of youth players. The first type are those who feel deeply bored and hopeless in their work and life, acquiring rich emotional experience and psychological satisfaction in online games. The second type are those who seek for relaxation, treating online games as leisure yet overusing their lives by time superposition. The third type are those who regard online games as their jobs, hoping to become rich through online game competitions. The new profit model of capitalism in the Internet Age is changing people' s view of time and the time order.

Keywords: the profit model of capitalism in the Internet Age; online game; player; time order

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