

An Analysis of Swear and Emotional Words Used by King Glory Users in the Game

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Abstract: Games play a vital role in shaping the character and behavior of people, especially young people. King of Glory has recently become one of the mainstream games in Chinese society, with a high profile, a large player base, and a relatively young average player age. The purpose is to analyse the swear and emotional words in the game of King of Glory. This paper takes the live playback in the last year of Billie as the research object, collects the three word categories of swear word, emotion-label word, and emotion-laben word when the host plays games in the video, and makes a timely analysis of the collected typical data. The result is that the most common words used by most players in the game are emotion-laben words, swear words, and emotion-label words in descending order; the frequency of swear words, emotion-label words, and emotion-laben words in the three Honour of Kings anchor groups increases with the decrease in the number of anchor fans. The reason why gamers use swear words and emotional words frequently might be because it is closely related to the competitive nature of the game and the matching mechanism of the game that leads to the ups and downs of the game users.

Keywords: Game, Swear Words, Emotion-label Words, Emotion-laben Words, King of Glory

1. Introduction

Until now, the topic of gaming has been controversial in China. King of Glory has become one of the mainstream games in Chinese society in recent years. It has a high profile, a huge 93.7 million players and a relatively young audience that is mostly under 30 years old (as of the first quarter of 2023) [1]. Therefore, it has gradually become an important part of Chinese society and culture, and has an impact on all aspects of adolescent behavior. Recently, with the development of the game, many players also found that after playing King of Glory, their daily swear words became more frequent, their temper became a lot more irritable, and some people felt that they had become more calm. As a result, people are beginning to realize that play plays a vital role in shaping the character and behavior of people, especially young people. However, Chinese scholars pay little attention to the study of the analysis of the swear words and emotional words in the game of game users. This paper takes the live playback of Billie as the research object, collects the three word categories of swear word, emotion-label word and emotion-laben word when the host plays games in the video, and makes a timely analysis of the collected typical data. This paper attempts to find the relationship between the groups of King of Glory users and their spoken swear words,

emotion-label words and emotion-laden words. The results of this study are beneficial for exploring the impact of games on adolescent emotional control.

2. Literature Review

Domestic scholars focus more on game research in visual and auditory fields, human-computer interaction, user psychology and so on.

Linli Wu and Jian Zhang took the study of the game character design of “Honor of Kings” as the starting point. By analyzing Dunhuang mural elements and so on, they came to the conclusion that the effect of game expansion and application reappeared in the light of The Times of Dunhuang mural art [2]. Yining Xiao, based on the background of King Glory's accumulated income of more than 10 billion RMB, studied the consumer psychology of users so as to glimpse the importance of consumer psychology to product design, and drew the conclusion that it is necessary for designers to fully study the consumer psychology of target groups [3]. Yiqing Shen took the prop “Fang Tian Painting Ju” as an example to analyze the evolution of traditional props in the game, the characteristics of game props, the factors of design and evolution, and finally concluded that the innovation of traditional props is an inevitable way to conform to The Times [4].

Junru Feng and Xiaolin Zhang chose Honour of Kings as the research object, collected data through questionnaires and interviews, used SPSS for statistical analysis, analysed its IP marketing strategy and effect, and looked for factors affecting its IP marketing effect. Finally, the conclusion is drawn that the effect of the IP marketing of Honour of Kings is influenced by the perfection of the world view of Honour of Kings, that is, the connotation of IP and local cultural consciousness. At the same time, it analyses the IP development process and marketing strategy of “Honour of Kings”, points out its advantages and disadvantages, and puts forward suggestions to provide new ideas for the IP marketing of other game companies [5].

There has been a lot of research on emotional words and swear words. Juan Zhang et al. have done a study on emotion-label words and emotion-laden words in emotion conflict [6]. Dong Tang et al. have used the emotion classification task to examine whether these two types of emotion words are embodied by directly comparing the processing of these two types of emotion words in the first language (L1) and the second language (L2) of Chinese and English bilinguals [7]. However, there are few studies that have linked swear words, emotion-label words, and emotion-laden words together and linked game players' discourse. This study will aim to analyse swear words, emotion-label words, and emotion-laden words in the game of King of Glory.

3. Method

This study selects anchors with different influences on Bilibili. The criteria for determining the influence of anchors is mainly based on the number of platform fans. Anchors are divided into three levels according to the influence ranking of anchors in official reports: those with more than one million fans are high-influence anchors, those with 1 million to 20,000 fans are medium-influence anchors, and those with less than 20,000 fans are low-influence anchors. This study takes the video of the anchors' game return video as the research object and analyses the situation of the host's use of words when playing games.

This study selects three influential anchors on Bilibili according to their number of followers and official ranking and collects their language data while playing games by searching for game return videos in the past year to cover all user groups as much as possible. The reason why the live playback of nearly one year is chosen is that the time period of nearly one year is long enough to analyse the natural reaction of anchors when they play King of Glory. Besides, the period of nearly one year is

close enough to the present, which is more in line with the current social background and context and has a certain rationality and reference.

This study considers the research platforms including the mass platforms Zhihu, Xiaohongshu and Bilibili and the live-streaming platforms Douyu and Huya. Zhihu and XiaoHongshu were abandoned because there were no intuitive and complete live replays. Although Douyu and Huya are relatively mainstream game live streaming platforms, the user base is scattered, and most of these live replays are on Bilibili, and most of these anchors have an account on Bilibili. The reason why this study uses Bilibili as the platform to collect the word data of King of Honor users is that its user group basically covers the vast majority of King of Honor game users. Compared to other platforms, it has a larger user base and greater influence. In addition, the study used game replay videos as our research object because they are long (1-2 hours on average) and uncropped, which better reflects the most realistic reactions of most game users when playing games.

After several rounds of data collection, the author finds three kinds of words besides common communicative language. They are divided into swear words, emotion-label words and emotion-laben words. These three types of words reflect three different levels of emotional states of game users while playing, and their total frequency varies. In different groups of anchors, the frequency of their appearance is also different. The study will first collect three types of anchor words and obtain the occurrence data of these words in the three anchor groups with different influential ranges, respectively. Then, by comparing the frequency of the three types of words and their different frequencies in different anchor groups, the correlation between the frequency of the words and specific groups will be analyzed. Finally, the general situation of words used by game users will be obtained.

4. Results

4.1. Swear Word

A swear word, also known as a rude or offensive word, is a word used to instruct the listener to feel humiliated or offended. As a unique and universal social phenomenon, it is also a psychological phenomenon, reflecting the psychological differences of individuals under different cultural backgrounds. The author analyses the situation of swear words used by different influential anchors when playing King of Glory. This analysis includes three main elements: influence, anchors, and swear words. To make the presentation of data more intuitive and convenient for clear comparison, Table 1 statistics the individual, collective, and overall use of swear words by anchors of different influences.

Table 1: Analysis of swear words used by individual anchors of different influence

Influence	Anchors	Swear words		
		Individual	Collective	Overall
High	Zhangdaxian	2	15	85
	Gangadetiegener	9		
	AGchaowanhuiwangzherongyaomenglei	4		
Middle	Yanshixiaoguying	16	29	
	Lvdehua	12		
	DL-tuomi	1		
Low	Nianxi611	23	41	
	Wangzherongyaoxiaoxiao	13		
	Wangzherongyaoxiaotianciya	5		

Table 1 shows that among anchors with high followers and high influence, swear words appear significantly less frequently than anchors with medium and low fan bases. Among those with a moderate fan base, swear words were used less frequently than those with fewer followers. Besides, the total number of swear words was 85, and the frequency was medium.

4.2. Emotion-label Word

An emotion-label word is the word that names a specific emotional state (e.g., angry, overjoyed) [8]. These words can evoke positive, negative or neutral emotional and physiological responses to a certain extent [9]. The author analyzes the use of emotion-label word by anchors of different influences when playing King of Glory. The main elements in Table 2 are influence, anchors and emotion-label words.

Table 2: Analysis of emotion-label words used by individual anchors of different influence

Influence	Anchors	Emotion-label words		
		Individual	Collective	Overall
High	Zhangdaxian	8	14	63
	Gangadetiegener	5		
	AGchaowanhuiwangzherongyaomenglei	1		
Middle	Yanshixiaoguying	10	22	
	Lvdehua	2		
	DL-tuomi	10		
Low	Nianxi611	15	27	
	Wangzherongyaoxiaoxiaoe	9		
	Wangzherongyaoxiaotianciya	3		

Although different anchors have different speech styles, anchors with high followers and influence speak emotion-label words the least frequently (Table 2). Among anchors with medium and low fan bases, anchors with a medium number of fans use emotion label words less frequently than anchors with fewer fans. According to statistics, the number of overall emotion-label words spoken by anchors is 63. It is the least frequent occurrence of all speech classes.

4.3. Emotion-laben Word

The emotion-laben word does not directly refer to an emotion but elicit it (e.g., kitty, war) [10]. Table 3 statistics the use of emotion-laben words by different influential anchors when playing King of Glory. It contains three main elements: influence, anchors and emotion-laben words.

Table 3: Analysis of emotion-laben words used by individual anchors of different influence

Influence	Anchors	Emotion-laben words		
		Individual	Collective	Overall
High	Zhangdaxian	18	31	114
	Gangadetienger	7		
	AGchaowanhuiwangzherongyaomenglei	6		

Table 3: (continued).

Middle	Yanshixiaoguying	21	42	
	Lvdehua	15		
	DL-tuomi	6		
Low	Nianxi611	20	41	
	Wangzherongyaoxiaoxiaoe	7		
	Wangzherongyaoxiaotianciya	14		

Table 3 reflects that anchors with a high fan base speak emotion-laben words significantly less frequently than anchors from the other two groups. Among anchors with medium and low fan bases, anchors with a medium number of fans speak emotion-laben words as often as anchors with a small number of fans. The total number of emotion-laben words spoken by the host group is 114 times, which is the highest frequency among the three types of words.

5. Discussion

5.1. Group Difference

Table 4 statistics the use of swear words, emotion-label words, and emotion-laben words by anchors of high, middle, and low influence when playing King of Glory. It contains four main elements: influence, swear words, emotion-label words, and emotion-laben words.

Table 4: Analysis of the different words used by collective anchors of high, middle and low influence

Influence	Swear words	Emotion-label words	Emotion-laben words
	Collective	Collective	Collective
High	15	14	31
Middle	29	22	42
Low	41	27	41

The word data from Table 4 shows that, depending on the fan base of different anchor groups, the words of King Glory will be slightly different. Anchors with millions of followers swear words more frequently than the other two groups of anchors swear words. In addition, the streamer group with more followers said emotion-label words and emotion-laben words less frequently when playing games than the other two streamers. On the contrary, low-popularity anchors with only thousands or more than 10,000 fans use swear words, emotion-label words and emotion-laben words more frequently than the other two groups of anchors in the process of live playing.

Interestingly, in the process of data collection, some anchors occasionally swear words in a fierce mood while broadcasting games, which also shows, to a certain extent, that anchors with a high fan base are easy to receive stricter control and supervision from the platform due to their greater public influence. Therefore, it is necessary to pay attention to the possibility of your own words and actions during the broadcast. Based on the above data, it can be concluded that the occurrence frequency of swear words, emotion-label words and emotion-laben words in the three groups of anchors increases with the decrease in the number of fans of anchors, which is probably due to the difference in personal quality and supervision efforts of platforms.

5.2. Category Difference

Table 5 summarises the general situation of the use of swear words, emotion-label words, and emotion-laben words by anchors of high, middle, and low influence when playing King of Glory.

Table 5: Analysis of the different words used by total anchors of high, middle and low influence

Influence	Swear words	Emotion-label words	Emotion-laben words
	Total	Total	Total
High	85	63	114zon
Middle			
Low			

It can be seen from Table 5 that the total number of emotion-label words appears the least among the three categories of words, whereas emotion-label words appear the most frequently.

From this, it can be analysed that the majority of King of Glory game users rarely say words that directly reflect their current emotions when playing games but are more accustomed to saying words that can indirectly reflect emotions, namely, emotion-laben words, and in emotion-laben words, negative emotion-laden words accounted for a larger proportion. Negative emotion-laden words play a more effective and accurate role in expressing the emotion. The total frequency of the swear word is medium, which can reflect the great emotional ups and downs of King of Glory users when playing games, so it is easy to use swear words more frequently. Based on the above data, it can be concluded that most players of King of Glory generally use emotion-laben words with the highest frequency, swear words with the second highest frequency, and emotion-label words with the lowest frequency. This reflects that King of Glory game players generally have great emotional ups and downs when playing games, so they need to frequently use swear words with violent meaning and emotion-laben words with negative meaning to vent their negative emotions. In addition, game users don't use emotion-label words to praise or disparage other players very often.

6. Conclusion

Words data showed the most common words used by most players in the game are emotion-laben words, swear words and emotion-label words in descending order; the frequency of swear words, emotion-label words and emotion-laben words in the three Honor of Kings anchor groups increases with the decrease of the number of anchor fans. This reflects that King of Glory game players generally have great emotional ups and downs when playing games, so they need to frequently use words with extreme emotional meaning to vent. The reason for the differences in individual language between and within different anchor groups is probably due to the differences in personal quality and platform supervision. In general, users of Honor of Kings use swear words, emotion-label words and emotion-laben words frequently, which is closely related to the competitive nature of the game and the matching mechanism of the game that leads to the ups and downs of the game users. However, the objects of study are still not specific enough, and the research aspects are not perfect. In order to obtain further research results, more data collection is needed, and emotion-label words and emotion-laben words can also be divided into positive, negative and neutral categories to specifically study the use of words by users.

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