A Study on the Type of Audience Preference for the Image of Beggar Chivalrous Man: Focused on Chinese Martial Arts MMORPG Online Games

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Abstract

   Chinese martial arts culture is a kind of Chinese kung fu culture, a cultural category that uses martial arts kung fu for chivalry and justice. Chinese martial arts MMORPG online game is the embodiment of Chinese martial arts culture in online games, which is a unique Chinese online game. The image of beggar chivalry is a special chivalrous image in Chinese martial arts culture, and in the top 3 martial arts MMORPG online games, all of them have the image of beggar chivalry, which shows that this image has a wide player base. The Q methodology is an approach that endeavors to discover complex issues in human subjectivity, unlike existing empirical studies. In order to determine the type of beggar chivalry image preference of the game players, 32 beggar chivalry images were selected in the study and three types of beggar chivalry images were found through the Q method: Type 1 is the type of gorgeous and noble beggar chivalry; Type 2 is a competent type and is good at fighting the beggar's chivalry; and Type 3 is comparable relatively refined type. The result of this study is that the image of beggar chivalry preferred by game players is the opposite of the traditional Chinese image of beggar chivalry. The traditional image of beggar is the image of wearing plain and begging in the street, but the image of beggar chivalry that is liked in online games is luxurious, noble, exquisite and about the image of good at fighting. This research result has some value and significance in the development and design of beggar chivalrous image in future martial arts MMORPG online games.

   Keywords: Chinese martial arts,MMORPG online game,The image of beggar chivalry, Q methodology

1. INTRODUCTION

   Martial arts online games are online game titles with Chinese characteristics, which have been focused on by major Chinese game companies, and in the "National Style Game Development Research Report" released in 2019, it shows that there are 300 million users of Chinnese martial arts games, accounting for 50% of the total number of Chinese games, and the market revenue is 30 billion, accounting for 20% of the total revenue of the game market, and since 2013 to 2019, the total number of national style martial arts games reached more than 2,300, accounting for 14.3% of the Chinese game market [1].

   Chinese martial arts culture is an important part of traditional Chinese culture and an important part of Chinese kung fu culture [2], a fusion of historical records, fiction and literature and folklore. It is a fusion of

historical records, fiction and literature, and folklore. It emerged, formed and developed in the course of Chinese history, interconnected with Confucianism, Taoism, Mohism, Buddhism, and the art of warfare, and is self-contained, integrated with and superior to the real martial arts, and exists in folklore and stories, and has a very broad psychological basis for the public to punish the evil and promote the good [3]. The "chivalry" originates from the ancient Chinese class of "Shi", In ancient times, the "Shi" were mostly warriors, who took up arms to defend their homes in times of war, and in ordinary days, they were chivalrous, maintaining social order. Beggar chivalrous is a special group of chivalrous, they have high martial arts, but also begging to maintain their livelihood, they can make themselves rich, but let themselves stay poor. The image of beggar chivalry is only widely known because of Chinese martial arts novels, they are the grassroots heroes who do justice and rob the rich to help the poor in the martial arts novels [4]. Chinese martial arts novels about beggar chivalrous depiction from the 20th century has begun, martial arts novels to show the "jianghu" as the goal, there are some heroes and chivalrous to beggar image mixed in the jianghu, such as Zheng Zhenyin wrote the "Eagle Claw King" and Zhu Zhenmu wrote the "seven kill stele" are belong to this. Later, Mr. Jin Yong wrote the "shooting eagle heroes" in the beggar gang leader Qiao Feng's image is deeply popular, from then on the righteousness of the beggar chivalrous also more and more people's favorite [5].

The most important feature of Chinese martial arts online games is the cultural identity of using the inherent Chinese traditional culture. Chinese martial arts online games have a short history and are mainly made by introducing Chinese cultural backgrounds into foreign imported game systems. Take "Sword Net 3", the longest operating martial arts MMORPG, for example, its game model is basically the same as World of Warcraft, but its game background is the Tang Dynasty, the strongest of China's feudal dynasties. All of its game stories are adapted on the basis of the real historical events of the Tang Dynasty. This kind of adaptation on the basis of the real history of China is basically found in the Chinese self-developed online games. China's self-developed martial arts MMORPG is mainly made in the background of martial arts culture of various Chinese eras. Martial arts maximizes the traditional nature of the culture, and Chinese martial arts online games combine traditional Chinese thought and moral concepts with a new reinterpretation of martial arts characters and chivalrous events through modern depiction techniques.

Martial arts online game is still the type of online game with Chinese characteristics, and its game character is the most representative and infectious image in the game, which is the focus of players' attention [6]. As a unique professional character in martial arts online games, the design style and character traits of the beggar chivalry are highly anticipated. In order to better design the beggar chivalrous character loved by the game players, not only from the beggar chivalrous character's appearance design, but also from the character characteristics, but also from the costume design and other aspects of this character design. There are some beggar warrior game character design from the role of art language for game character design, mainly line language, image language, color language and so on.

However, these past studies on the image of beggar chivalry in online games were mainly conducted from the perspective of design or cultural connotation, and these studies were mainly qualitative or quantitative, mainly studying the combination of design elements to carry out the innovative design of the image of beggar chivalry [7,8]; or conducting questionnaire research to see which characteristics of beggar chivalrous images are more popular from the perspective of game players, etc [9,10]. This study attempts to analyze the beggar chivalrous image using a subjective approach combining quantitative and qualitative, which on the one hand can obtain the beggar chivalrous image that gamers like and dislike from the research and distinguish the types of beggar chivalrous from the ranking of the image, and on the other hand can conduct in-depth interviews with the gamers.

Therefore, this study examines 32 representative Chinese martial arts online games with beggar chivalrous characters and asks game players about their preferences, which beggar chivalrous characters they like, what design elements and cultural characteristics these beggar chivalrous characters have, in order to understand game players' liking, loyalty and purchasing power for these characters, which will help develop more attractive beggar Chivalrous images.

2. THEORETICAL BACKGROUND

2.1. Definition, type and trend of martial arts online games

(1) Martial arts online games and martial arts literature

Martial arts online games are online games in which martial arts culture is fused with modern technology. Martial arts culture refers to the culture including language, literature, art and all ideologies with martial arts as the means and chivalry as the purpose, mainly including traditional martial arts novels and contemporary online martial arts novels [11]. Because of the breeding of martial arts literature, online games have unique characteristics [12]. The advantages of these games are: strong user stickiness, game character division according to traditional Chinese martial arts disciplines, having a world view and plot setting that fits traditional Chinese culture, and the Chinese martial arts culture itself has a competitive character, which is consistent with e-sports.

As martial arts online games and martial arts literature have similar attributes, they influence each other. First, at the technical level of wuxia literature and online games [13], from the plot and story details, the upgrading, maps, equipment and tasks of online games directly affect the narrative style of wuxia literature, and the game style of replicas is completely inseparable from the polyphony narrative, set layer structure and embellished paragraph structure of literature [14]. The second is that martial arts literature and martial arts online game intermingled to form a new type of novel, this "class martial arts" is highly welcomed by a new generation of creators and readers, the most typical is the "infinite stream" novel. Martial arts culture has a long history in China, and when martial arts images can be visualized and technically processed, it also opens the source of the evolution of Chinese martial arts online games, and the technological innovation and development of martial arts online games, which originates from the combined force of martial arts imagination and technological revolution, also dominates the evolution of martial arts online games at different stages [15].

(2) Development trend of martial arts online games

Martial arts MMORPG online games have a huge player base and are a type of online games with strong market appeal, but in recent years, the market for computer-based martial arts MMORPG online games has shrunk, while the market for cell phone games is gradually expanding, with professional characters focusing on appearance design, costumes tending to be gorgeous and diversified, and character designs more in line with the preferences of peopleng people in China's MZ era. [16].

2.2. Beggars and beggars chivalry

How deep is the history of "beggar", how deep is the history of the word referring to "beggar". At the same time, the words indicating "beggar" have developed in a variety of ways in proportion to the level of concern of the society for "beggar". The actual word meaning "beggar" has been appearing in the literature since the 12th century, and presents a more diverse appearance. In China, the documentary records about beggar mainly appeared in the "Book of the Later Han Dynasty", "Zuo Zhuan", "Long Cheng Lu" and "Ji Shen Lu" and other documents, beggar's refers to begging people, and later in the Chinese North and South Dynasties period professional beggars emerged to beg for a living.In painter Zhou Chen's "Rascals" depicts Chinese Ming Dynasty street beggars, they all wear ragged clothes, even 2 beggars don't even have tops, a very poor image [17]. In "tokyo meng hua lu" describes the beggar of Kaifeng city wearing uniform clothes in a specific area begging, and by the group of constraints, to do the prescribed obligations, has formed a professional beggar gang, called "beggar gang" [18]. Have their own unique martial arts talent can become beggar chivalry, these beggar chivalry of the main martial arts of two kinds: "subdue the dragon eighteen palms" and "hit the dog stick method", so the traditional beggar chivalry will have "dragon " pattern or with a stick-like weapon made of bamboo. Because the color of "dragon" in the "dragon palm" is yellow and the color of "bamboo" in the "bamboo stick" is Green, so the typical color of the beggar chivalrous man is "yellow" and "green" [19].

Yu Hailun believes that in Chinese MMORPG online games, the design of the image of beggar chivalry is divided into two parts, one is to retain the frugal characteristics of beggars to beg for food for a living, but also to retain the traditional Chinese beggar chivalry in the hands of the weapon - the dog fighting stick made of

bamboo; on the other hand, the image of beggar chivalry is also more applicable to the game adaptation, the short skirt into a beautiful long skirt, increasing the visual aesthetics of the game character [20].

2.3. Game Character Design

When deciding on the image of a character, the required character modeling components are originality and stylization. Originality plays an important role in stimulating the user's curiosity about imagination, and the character maker must choose the theme carefully to bring a fresh unknown to the user. The shape of a character image is the representation of a shape or idea in a concrete form that, and is important because it is the element that expresses the external beauty of the character as expressed visually. The character maker should carefully process the form to visually represent the external beauty of the character or the character's intentions and ideas. Characters can express their character in many ways, and color is a good element to show the character. The character maker needs to use the character's color to flesh out the character's personality [21]. In the game character design, the gender of the character, the color of the character's skin, and the nationality of the character will carry distinctive characteristics [22].

In RPG games, from the perspective of giving players a sense of realism, the performance of the game character's personality can be said to be one of the core design behaviors [23]. The unique character personality enhances the player's attention and immersion and gives the player a variety of experiences. Through theoretical research and case study, the way of personality expression in RPG game character design is analyzed. the way of character personality expression in RPG game is firstly, the basic information of character's general gender, race, occupation and skill is given according to the time and space background and plot and mission of the game. Then with the application and use of the character, the hair style, body shape, movement, color, clothing accessories, etc. are portrayed more exquisitely while growing the character in a concrete and fleshed out way [24]. Zhao Bik summarizes the principles of game character design in the "Study on the character design of video games", namely, to conform to the game style, the game background, to the principle of aesthetics, to the unity with the game plot and to the personalization of the game character modeling design [25]. In addition, the image design of the game character will be different because of the realistic degree of the game itself." highly photorealistic games may be more likely than less photorealistic games to activate body dissatisfaction and a drive for thinness among female gamers, and to support the idealization of a markedly thin female body among male gamers" [26].

Therefore, When designing the character image of beggar chivalry in martial arts online games, the common character design elements such as "hair style", "clothes", "shoes", "accessories" and "posture" should be followed. but also in line with the characteristics of the beggar chivalrous, in line with different game styles and game plots, but also in line with the principle of aesthetics.

3. MATERIALS AND METHODS

This study uses Q methodology, a research method of human subjectivity, to develop the study. Human subjectivity judgment or behavior is the response of subjective values or perceptions, awareness and understanding [27] that can correctly find the essential concerns or opinions of the game players about the image of beggar chivalry. Q is not a field of hypothesis testing but a method of discovering hypotheses with the aim of finding the interrelationship between P samples across subjective attributes centered on operant response [28]. The hypothetical inferential approach to discovering the so-called hypotheses discovers the subjective structure of the game players' images of beggarly chivalry and finds all types of characteristics that lead to different types of classifications of beggarly chivalry images in different Chinese martial arts MMORPG games. For this purpose, the Q population and Q samples were first selected, and then the Q classification work was carried out on these P samples in combination with the selection of P samples, and the results were derived through the QUANL procedure, with explanations and meanings.

3.1. Q population and Q sample

Q research begins with the development of a concourse. A complex is the number of topic statements, a group of overall entries about shared opinions in a culture [29,30]. It exists in each individual and is also shared

with other individuals depending on the situation [31]. For this study to constitute the Q group and Q sample, the researcher conducted a full survey selection method for the composition of the Q sample for this study. A comprehensive survey of Chinese online game rankings for 30 days from April 2022 to May 2022 was conducted to select the image of beggar chivalry in the top 50 Chinese martial arts MMORPG games. There are four games with images of beggar chivalry, namely, "The Skyward Sword", "Sword Net 3", "Jiuyin Zhenjing" and "New Dragon Eight", among which three games, "The Skyward Sword" and "Sword Net 3" and "New Dragon Eight", are the top three martial arts MMORPG games in terms of overall score, while "Jiuyin Zhenjing" game ranks sixth. 32 images of beggar chivalry in different periods were selected from these four games as Q sample. The sum of opinions, feelings, and judgments about individual subjectivity is called the subjective complex, which is expressed as the sum of knowledge that people can share. Therefore, the Q samples that constitute the complex are the completion types of declarative sentences [32], so there are 32 beggar chivalrous images in this study as the sum of the images in this study to complete the group composition.

3.2. P sample

The P sample means Q sorter, which is actually the objects that perform sorting. Subjective subjects respond to the Q-sample according to their defined point of view [33]. From the position of "for me" or "as far as I am concerned", the operational definition of expressing personal opinion and having meaning is fulfilled [34]. Since it is not affected by the size of the sample, according to the small sample principle [35], the P-sample of 20 subjects was developed in a structured way reflecting "Fisher". The P-sample was conducted with the players of the role beggars chivalry, taking into account the gender ratio, 10 males and 10 females (see Table 1).

Table 1.   Characteristics of the P sample

Distinguish		Type1			Type2			Type3		
P samples (Factor Weighted Values)		P1	Male	1.2235	P6	Male	1.0737	P4	Male	0.0847
		P2	Male	3.3200	P7	Male	1.0418	P5	Male	0.2562
		P3	Male	1.4509	P8	Female	0.9599	P19	Female	0.3952
		P9	Male	2.2307	P10	Male	1.8380	P20	Female	0.5847
		P14	Male	1.0408	P11	Female	0.7071			
		P15	Male	1.1730	P12	Female	0.5642			
		P17	Female	1.1713	P13	Female	0.9761			
		P18	Female	1.7215	P16	Female	0.6367			

3.3. Q classification and data processing

Forced-distribution of the relative importance of how the P-sample is distributed within itself for the Q-sample as a whole, thus expressing an overarching subjectivity on the topic of study. With the selected 20 P-samples, between December 01, 2022 and March 17, 2023, the question "Which beggarly chivalrous image is liked and which beggarly chivalrous image is disliked?" The state was ranked on the 9-point scale shown in (Table 2), while the most liked image of the P sample was given a score of +4 and the least liked image was given a score of -4, and each character was categorized (see Table 2). The most liked/disliked characters were

placed on each side, for which in-depth interviews were conducted to observe their attitudes towards the characters. After completing the entire process, a conversion score coding exercise was performed and the results were derived through the QUANL program.

Table 2. Q-sort distribution

2	2	4	5	7	6	4	2	2
-4	-3	-2	-1	0	1	2	3	4
Dislike the most							**Like the most**	

				Fraction conversion				
1	2	3	4	5	6	7	8	9

4. RESEARCH RESULTS

This study conducted a "principal component analysis" on the preference type of beggar chivalrous guest image in Chinese martial arts MMORPG online games. It is the analysis method used to discover and extract types. The accuracy of the extracted values was established by the first confirmation with the eigen value and the second confirmation with the correlation coefficient between the factors and descriptive variables exploration. Based on this, three unique types were found by reflecting the factor weights and the last three tests of the "Scri" test (See Table 3).

Table 3. Eigen value, variance, cumulative percentage, and correlations between Types

	Type1(N=8)	Type2(N=8)	Type3(N=4)
Eigenvalue	5.4727	2.921	1.7437
Variance(%)	0.2736	0.146	0.0872
Cumulative Percentage(%)	0.2736	0.4197	0.5069
Type1	1.000	0.247	0.201
Type2	0.247	1.000	0.063
Type3	0.201	0.063	1.000

(Table 3) shows the markers of the main values derived from the analysis of the main factors. From the Eigen value of each type, the first type is 5.4727, the second type is 2.921, and the third type is 1.7437. According to the type classification, the first type is 0.2736, the second type is 0.146, and the third type is 0.0872, and the total variable is 0.5069, which is about 51% with high explanatory power.

4.1. The first category: the type of gorgeous and noble beggar chivalry

This study considers the first category as the image of gorgeous and noble beggar chivalry (see Figure 1). They focus on the image portrayal around the object's dress, such as gorgeous clothes, luxurious decoration, beautiful shoes and other places. In addition, the performance of posture and movement matching the luxurious image as the core value, which is completely opposite to the traditional image of simple beggar. To sum up, we can describe them as "gorgeous and noble beggar chivalrous type".

For the first type, we analyze the five major elements of image design, such as "hair", "clothes", "shoes", "accessories" and "posture". People can see the unique common features. First, is the hair, score in 1.00 as well as the beggar chivalrous image, are relatively flowing hair (#32, $z = 2.02$, #25, $z = 1.80$, #29, $z = 1.67$, #28, $z = 1.66$), gorgeous clothing characteristics exist in all the 5 beggar chivalrous image scored more than 1.00, the design of shoes is also very exquisite, the design of accessories also reflects The design of shoes is also

exquisite, the design of accessories also reflects the characteristics of gorgeous (#32, z=2.02, #25, z=1.80, #28, z=1.66). Next is the "pose," where the five characters are posed in a combative and spirited manner, with a vigorous chivalrous spirit that makes them stand out, dynamic, and dashing.

On the contrary, they do not like the style that looks close to the traditional image of beggars, who in the traditional Chinese image are beggars living on the streets, usually wearing all patched clothes, and the opposite of the flashy image. But the players of the game, on the contrary, do not like this plain image (#31, z=-1.96, #2, z=-1.35, #20, z=-1.31), and these images lack the vitality that MMORPG characters should have (#17, z=-1.18, #19, z=-1.05). There is also no sense of chivalry from the character's pose (#6, z=-1.03).

"#25 (z=1.80) liked the color, nice looking clothes", "#31 (z=-1.96) didn't like the movement, it was stiff and the expression was not liked, it was a bit intimidating" (P1 male). "#32 (z=2.02) chivalrous clothes look nice, charming expression, strong body", "#28 (z=1.66) chivalrous clothes like, nice colors, nice hair, good body", "#28 (z=1.66) chivalrous clothes like, nice colors, nice hair, good body", "#28 (z=1.66) chivalrous clothes like, nice colors, nice hair, good body "#31 (z=-1.96) disliked the character's clothes and the character's movements, the clothes looked rustic", "#6 (z=-1.03) disliked the character, bloated, a bit odd expression, disliked the colors" (P2 male).

Therefore, summarizing the first type, researchers can see that in the online games of Chinese martial arts MMORPG, it is the gorgeous and dashing image of beggar chivalry that is preferred by the game players. They prefer chivalrous people with luxurious and noble dress, rather than the traditional beggar pure, poor role image.
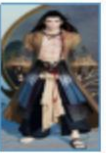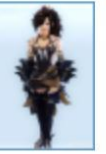
NO.	32	25	29	28	5		
Q sample							
Z-score	2.02	1.80	1.67	1.66	1.03		
NO.	6	19	17	18	20	2	31
Q sample							
Z-score	-1.03	-1.05	-1.18	-1.21	-0.131	-1.35	-1.96

Figure 1. Q Statement with Z-score of ± 1.00 or higher in Type 1

4.2. The second type: competent type and is good at fighting the beggar's chivalry

The second category is capable and good at fighting the image of beggar chivalry, This type of image of clothing with the traditional beggar chivalrous green color characteristics, the overall standing posture shows that good at fighting (see Figure 2). In traditional Chinese martial arts culture, the tool used by beggars begging in the street is a bamboo pole, the color of bamboo is emerald green, later in the image of beggar chivalry, their weapon is also a green bamboo weapon, therefore, Green is one of the main colors of the beggarly chivalry, in type 2, there are 3 images with very conspicuous green costumes appear (#1, z=2.24, #13, z= 2.23, #5, z=1.97). The beggarly chivalrous warriors are those who often participate in battles, and The clothes they wear show the characteristics of everyday and simplicity, Both male and female characters wear sleeves that fit snugly around their arms, boots that are suitable for battles, and one even wears armor that appears only in battle (#2, z=1.25). The image that is suitable for fighting and has professional characteristics is the image of beggar chivalry that makes people feel good, this type of image can be called "competent type, is good at fighting beggar chivalry image."

On the contrary, Game players do not like to look to the image of dull color and stand ugly image of beggar

chivalry. The results of the study show that people do not like at the image of the beggar chivalry can not show the unique characteristics of the image, but also do not like the image of standing posture dull and stiff. #31 beggar chivalrous image is called old-fashioned character image (#31, z = -1.85). This image makes players resentful and does not resonate. And #19 beggar chivalrous image has dull color clothes and dull hair style, such image is annoying (#19, z=--1.78, #17, z=--1.54, #26, z=--1.32), in type 2, the most unliked beggar chivalrous image by players have the characteristics of dull color, bad hair style and dull standing posture.

"#1 (z=2.24) Figure beggar chivalry clothes are clean, green color is very comfortable" (P6 male), "#13 (z=1.85) The face of the beggar warrior in the picture is very likeable." (P6 female) "#2 (z=1.25) wearing armor, is a very powerful warrior." (P8 female) "#5 (z=1.97) looks long and lean, good for fighting" (P7 male) "#31 (z=-1.85) This female's clothes are so ugly it's hard to accept." (P11 female) "#19 (z=-1.78) This character dress color scheme is very bad, no aesthetic sense, and stand dull." (P12 female) "#17 (z=-1.54) The hair looks like a greasy mess, the clothes are ugly, and the shoes are tattered." (P16 female) "#26 (z=-1.32) This female does not look like a warrior, like a common beggar who can't fight." (P13 female).

Therefore, summarizing the second type, researchers can see that in the Chinese martial arts MMORPG online games, the popular images of beggar warriors are those with the typical color of traditional beggar warriors, "green", which is the color of bamboo weapons used by traditional Chinese beggar warriors. On the other hand, the popular beggar chivalrous figures are decently and delicately dressed, their body size is relatively slender, and their standing posture is good for fighting. While the unpopular beggar chivalrous figure wears a confusing color and stands in a pose that is hardly reminiscent of fighting this image.

NO.	1	13	5	2			
Q sample							
Z-score	2.24	2.23	1.97	1.25			
NO.	31	19	17	26			
Q sample							
Z-score	-1.85	-1.78	-1.54	-1.32			

Figure 2. Q Statement with Z-score of ± 1.00 or higher in Type 2

4.3. The third category: comparable relatively refined type

The third type is the relatively exquisite beggar chivalry type in the same game (see Figure 3). In traditional Chinese culture, beggars are usually dressed in sloppy clothes, also infrequent bathing, and then the hair is messy, but in the third type, the images favored by gamers were relatively well-dressed images in four games, a result that is the opposite of the traditional image of beggars. The 32 Q samples of this study came from four Chinese martial arts MMORPG online games, each online game had 8 beggar chivalrous images respectively, while in the 3rd type, exactly all four games had at least 1 image selected as the most preferred beggar chivalrous image and the least preferred beggar chivalrous image. From (Figure 3), it can be seen that the most favorite beggar chivalrous image is the relatively exquisite design image in all four games, and the least favorite beggar chivalrous image is the relatively rough design image.

Among the favorite images of beggar chivalry, two images are the well-dressed beggar chivalry in "Sword Net 3", a martial arts MMORPG game (#32, z=2.48, #28, z=1.11); one image of a relatively sophisticated beggar in the game "New Dragon Eight" (#6, z=1.64); one image of a relatively sophisticated beggar in the game "Jiuyin Zhenjing" (#23, z=1.21); and one image of a There is also one image of a relatively refined

beggar in the game "The Skyward Sword" (#12, z=1.18), and we call this type "the pursuit of refined beggar chivalry".

Among the four least liked images of beggar chivalry, it happens to be the least refined one of the four martial arts games. Their common features are sloppy dressing, uneven hairstyles, and a relatively rough overall image. For example, image #18 has disharmonious color matching clothes (#18, z=-1.88), image #27 wears sloppy clothes (#27, z=-1.76), image #10 of the outer clothing and clothes inside the accessories do not match (#10, z=-1.63), and The image of No. 4 is very outdated (#4, z=-1.52). In short, in the same game of beggar chivalry image comparison, the players are relatively rough image is more annoying and dislike.

"#32 (z=2.48) Among the beggar chivalry of the same game, this one looks exquisite" (P19 male). "#6 (z=1.64) The face of the beggar chivalry in the picture is very attractive" (P5 female). "#23 (z=1.21) This female beggar chivalrous figure is slender and her clothes look clean" (P5 female). "#12 (z=1.18) The color of the clothes match very well" (P4 male) "#28 (z=1.11) This male chivalrous man is handsome." (P20 female) "#27 (z=-1.76) Dresses a bit like a beggar, so I don't like it" (P20 female) "#18 (z=-1.88) The color combination of the clothes is too ugly" (P19 female). "#10 (z=-1.63) The green cape is a bit draggy" (P5 female) "#4 (z=-1.52) It's ugly from head to toe, and the pants are especially ragged and ugly" (P4 male).

Thus, summarizing the third type, researchers can see that in online games of Chinese martial arts MMORPGs, players favor relatively refined images in the same type of game and detest images of beggarly warriors with scruffy clothes and odd color schemes.
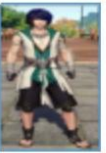
NO.	32	6	23	12	28	
Q sample						
Z-score	2.48	1.64	1.21	1.18	1.11	
NO.	18	27	10	4		
Q sample						
Z-score	-1.88	-1.76	-1.63	-1.52		

Figure 3. Q Statement with Z-score of ± 1.00 or higher in Type 3

5. CONCLUSIONS AND SHORTCOMINGS

5.1. Research findings

This study found different types of beggar chivalrous figures in various Chinese martial arts MMORPG online games. Q Methodology is a method to study the subjective attributes of people, and through this method, a total of three different types of beggar chivalrous figures were found, which is a research result that has not appeared in previous studies related to beggar chivalrous figures.

The first type of beggar chivalrous image is luxurious, noble image, In the type 1 by the game players like the image invariably have these characteristics. On the contrary, they do not like the image of the beggar chivalrous are old-fashioned clothing, image of the characteristics of the poor, this luxurious and noble image and the traditional poor and downtrodden beggar image is the exact opposite; In the type 2 the players like to have the ability, good at fighting the image of beggar chivalry, they are wearing green clothing, the overall image of clean and simple, standing position is natural, is good at The image of fighting. This is the opposite of the traditional beggar image, the traditional beggar is usually in the street begging, being bullied will not

resist the image. In the second type, the unpopular character has the characteristics of bloated clothing, stand stiff, dull look, which is closer to the traditional beggar image; the third type is in the same kind of more delicate type beggar chivalrous image, players in each of the four games picked out 1 or 2 relatively delicate that image as the favorite image, and the same game relatively rough beggar chivalrous image becomes the unpopular image.

(1) The image of beggar chivalry in online games is the opposite of the traditional image of beggar chivalry

From the results of this study, the 3 types of beggar chivalrous image are opposite to the traditional Chinese image of beggars. In ancient Chinese society, because the homeless and moneyless people will become beggars on the street, they beg for a living, wearing ragged clothes, and some beggars also look very dirty because they do not bathe, therefore, in Chinese martial arts culture, the beggars and chivalrous people composed of beggar groups are also similar image. However, in this study, both type 1 and type 3 images of beggar chivalry are the exact opposite of the traditional Chinese image of beggar chivalry. Although the game designers have designed characters close to the traditional beggar image, the game players prefer the image of beggar chivalry in luxurious clothes and accessories, and they prefer to play the handsome beggar chivalry in online games rather than the traditional beggar chivalry in rags and old-fashioned image.

In the study, it was found that when the gamers answered the most favorite reason, the answers were focused on "good costume", "good look", "beautiful color", "handsome pose", etc., while the answer for the least favorite reason was "dressing like a beggar". "The answer of the least favorite reason is actually "dressed like a beggar", so it can be seen that in the online game, the image of beggar in the game players like is the opposite of the beggar in reality, which is completely different.

(2) With the traditional beggar chivalry unique color characteristics of the image of more players like

In this study, although the image of type 1 and type 3 is the opposite of the simple and poor image of traditional beggar chivalry, it is not without the characteristics of traditional Chinese beggar chivalry image. These 3 types all have the unique color characteristics of traditional beggar chivalry - yellow and green, these two colors are the representative colors of traditional Chinese beggar and beggar chivalry. Among the 5 most popular beggar chivalrous figures in type 1, 4 beggar chivalrous figures wear yellow clothes and 1 beggar chivalrous figure wears green clothes. While in type 2, all popular beggar chivalrous figures wear green clothes. In type 3, all the beggar chivalrous images were wearing yellow or green clothes. This is also evidenced by the frequent occurrence of words such as "nice color scheme", "beautiful clothes" and "green goes well with the beggar chivalry" in the respondents' responses.

In conclusion, this indicates that the color elements of the beggar chivalry are extracted to be the representative feature of the beggar chivalry in the martial arts MMORPG online game when such online game character image is designed, Helps players identify the role of the Beggar chivalry. This research result has some value and significance in the future development and design of the image of beggar chivalry in martial arts MMORPG online games.

(3) Adept at fighting beggar chivalrous image more popular

Chinese martial arts MMORPG online games are confrontational online games where all professional characters are involved in battles, therefore, the image of beggar chivalry that game players like is also the image of having the ability to carry out battles, not the image of being weak and being bullied. In the 3 types of the most popular and least popular beggar chivalrous image also proved this point. Most of the most liked beggar chivalrous image is good at fighting image, mainly reflected in their standing posture, comfortable and casual, and not stiff, is a confident and ready to win the image. And the most disliked beggar chivalrous image generally stand posture will be hard and dull, the image of the old-fashioned, a look at the image of not good at fighting.

This is consistent with the core spirit of Chinese martial arts culture "to do justice by force". The beggar warrior is a warrior with force, a combatant image, which is different from the image of ordinary beggar in the

street. The results of this study can provide a reference for the developers of similar online games, in which the design of the character image needs to reflect the typical characteristics of a combatant.

5.2. Research limitations and shortcomings

Due to the limitations of Q-sample and P-sample, coupled with the limitations of individual element research on the design elements of the beggar chivalrous image, etc., the scope of this study is limited and inadequate. From this point of view, this study is an attempt of a new approach to understand the types of subjective choices of audience's preferred characters. Therefore, it is helpful for the understanding of how to explain which image design elements can bring satisfaction to the game players and the subjective of the preferred image. And it is meaningful from this point of view for game developers and designers who will continue with beggar chivalry image design in the future to use as reference material when developing new characters or updating existing ones. However, since this study only selected 32 beggar chivalrous images in online games, it failed to conduct a comprehensive study of all beggar chivalrous images, therefore, further research is necessary in the future.

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