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Dear Ezlika, Mutum, Woon, Mei,

The following email applies to UK-based authors only. If this does not apply to you, please discard this email.

The UK’s higher education funding bodies have made final decisions on the operation of the next Research Excellence Framework process, REF2021. Articles accepted for publication after 1st April 2018 should be deposited as soon as possible but no later than three months after the acceptance date.*

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In both instances you will need to provide the following information:

- The article DOI: 10.1108/IntR-12-2017-0505
- The article title: “Multiple Sequential Mediation in an Extended Uses and Gratifications Model of Augmented Reality Game Pokémon Go”
- The journal it will be appearing in: Internet Research

The paper investigates the mechanism by which Uses and Gratification (U&G) constructs predict continuance intention to play (ContInt) the augmented reality game Pokémon Go (PG), through multiple serial mediation technique, with Enjoyment and Flow as mediators. The model also integrates other motivational factors specific to PG, namely, Network Externality and Nostalgia and investigates the process by which they influence ContInt through players’ inherent need-to-collect animated monsters and online community involvement, respectively.

The model was tested using 362 validated responses from an online survey of PG players in Malaysia. PLS-SEM was used to analyse the data. The predictive relevance of the model was tested via PLS-Predict. ContInt is influenced through various mechanisms. Enjoyment is the most important mediator, mediating three U&G predictor constructs (Achievement, Escapism, Challenge, and Social Interaction) and the outcome ContInt. Flow did not have any influence on ContInt unless coupled with Enjoyment as a serial mediator. Network Externality and Nostalgia were found to only influence ContInt through mediators, Online Community Involvement, and Need-to-Collect Pokemon Monsters, respectively. Overall, the results show evidence of four indirect-only mediation paths and one complementary partial mediation path. Provides support for an integrated model incorporating psychological, social, and gaming motivational factors. While most other studies focus on direct relationships, we focus on indirect relationships through multiple sequential mediation analysis, following the recent modern mediation analysis guidelines. Contrary to previous findings, Flow was not an important factor in predicting ContInt for gaming and Nostalgia does not link directly to ContInt.

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Kind Regards,
Laura Wilson
Head of Rights, Emerald Publishing

* The UK’s funding bodies have since agreed to an exception for those unable to meet the deposit timescale detailed above. As of 1st April 2018, articles deposited up to three months after publication will remain compliant. The exception will read: ‘The output was not deposited within three months of acceptance date, but was deposited within three months of the earliest date of publication.’ This exception will remain in place for the rest of the REF 2021 publication period. For more information, please see https://www.ref.ac.uk