

Title	ご当地アイドルの古参ファンが有する体験を活用した ゲームによる新規ファン獲得支援に関する研究
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# **Supporting to Acquire New Fans of Local Idols by A Novel-Game That Allows to Vicariously Experience Old Fans' Experiences**

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Recently, many local idols play an active part in vitalizing local regions. In these activities, continuous acquirement of new fans is important. However, enthusiastic cheering and unique rules of the existing fan community form a barrier that prevents potential new fans from joining the fan community. In this research, in order to alleviate this barrier, I create a novel-game based on the role action learning methodology, which allows the potential new fans to vicariously experience the old fans' experiences, and examine whether it can effectively increase understanding and affection to the local idols as well as their old fans. As a model case, I collected actual experiences from the existing fan community of the Nishi-Kanazawa Shoujo-dan, which is a local idol group based in the shopping district of Nishi-Kanazawa, Ishikawa Prefecture. I implemented a novel-game named BNO-Story to which the collected episodes are incorporated. I conducted experiments in which I asked some subjects to play this game to evaluate whether the game is effective. From the results, it was suggested that this novel game works effectively for potential fans who are initially interested in the target idol, and was also suggested that it can improve the impression of old fans.