

Introduction to the Topic

This article will tell How Mihoyo and the community drag each other into the abyss.

Overview of MiHoYo's Community

Before we delve into the main content of this article, let's take a moment to explore how Mihoyo's player community is generally viewed by the media and the public in China.

In short, many players are fearful of them. The moment you mention Mihoyo in any capacity, everything you've ever said or done—even the games you've played—will be scrutinized under a microscope and potentially used as ammunition for attacks, complete with all sorts of hateful (often bewildering) insults. It's clear that once they engage with you, it is not about justifying or clarifying your remarks, nor about friendly discussion; rather, it often manifests as a form of “religious aggression.”

For instance, the term “米默” (literally “Mihoyo hater dog”) is used to disparage players they dislike, labeling them as some sort of “non-human creature.” Examples include “酷狗” (Kuro Dog) for Kurogame players or “舟畜” (Ark Livestock) for Arknights players. Moreover, simply defending your own game or criticizing Mihoyo's work in any way can lead to you being branded as part of these groups.

This has created a pervasive atmosphere of fear within the community. Even minor criticism of Mihoyo—whether objective or subjective (pointing out bugs, for instance, which any game could have)—may invoke baffling logic from those determined to preserve Mihoyo's “perfect” image. These individuals may resort to tactics like doxing or cyberbullying in what they deem a form of “sanction.”

Whenever someone talks about Mihoyo, if they aren't praising Mihoyo's games, they may face demands to offer praise anyway; otherwise, they risk being attacked and accused of "not understanding Mihoyo's good intentions," based on the belief that Mihoyo can never be in the wrong.

For example, we interviewed a friend named "红茶" (Red Tea), who was once a devoted Genshin Impact player and a big fan of Diluc. Red Tea posted a collaborative video with a NetEase art friend—also a Diluc fan—discussing perceived anatomical issues with Diluc's skin design. Unfortunately, this triggered the aforementioned "political censorship" from what some call the "Mihoyo Guards," simply because Red Tea had played Arknights in the past. The guards proceeded to label Red Tea as "舟畜" (Ark livestock), hurling over 3,000 instances of cyberbullying through private messages and social media comments.

Regrettably, this is not an isolated incident; there are many other similar cases.

Case Studies of Community Toxicity

Zhang Dagou (张大狗) Case:

A streamer named Zhang Dadou voiced his suspicion that some Mihoyo game-related community creators might be overhyping Mihoyo's games. Following his remarks, his personal identification was maliciously posted in the comment section of his videos. Extremists even spread rumors accusing him of being the mastermind behind dissatisfaction with Genshin Impact's 4.8 version, attempting to redirect the community's anger about the update towards him. Unfortunately, this tactic succeeded. Zhang Dagou became the target of harassment, including receiving abusive phone calls while live streaming.

Nilou Incident Case:

Before the character Nilou was officially released, a fan artist created artwork based on her leaked design. In an effort to suppress any form of leak-related activity, members of the Mihoyo community launched aggressive cyberbullying campaigns and personal attacks on the artist. This escalated into widespread harassment, ostensibly justified by the community's self-imposed stance against leaks.

Ranlan (然岚)PPT Case:

This incident arose when a PowerPoint presentation from a semi-official lecture was leaked online. The presentation included criticisms of many games outside of Mihoyo's catalog while heavily praising Genshin Impact. Some Genshin-related content creators amplified this narrative to cast Mihoyo in a favorable light. However, another participant in the lecture, "然岚 (Ran Lan)," posted photos of the actual slides, which showed a more balanced view. In reality, the lecture included criticisms of Genshin Impact, the character "散兵 (Scaramouche)," as well as other games, with both praise and critique applied across the board.

Despite these clarifications, Mihoyo-affiliated content creators dismissed Ran Lan's evidence as fabricated, accusing her of manipulating the images. This prompted a prolonged campaign of cyberbullying and doxing against her. Some even labeled her as a malicious rumormonger who "deserved" the backlash, exacerbating the situation.

Impact on MiHoYo's Image and Operations

At the same time, it is evident that these dynamics have a tangible impact on Mihoyo

itself.

From our interviews, we learned that many high-spending players (commonly referred to as "6+5 Kryptonians") have abandoned the game due to conflicts within the community. These players, who invest significant amounts of money, believe they should have the right to provide feedback to the development team. However, when they voice concerns, they are often obstructed or attacked by the so-called "Mihoyo Guards." Over time, many develop the mindset of, "I'm the one paying for this game—why should I be chased and insulted by people who don't spend a dime?"

As discussed earlier, the attitude of these Mihoyo defenders often boils down to: "Loyalty means absolute loyalty." This rigid stance extends to their expectations of content creators, who may face attacks simply for producing derivative works of other games.

Take the case of CelinePizza, a Genshin animation YouTuber. They created a derivative work involving Focalors (a Genshin character) interacting with "The Shorekeeper," a character from WuWa. The story ended on a positive note, with Focalors merely transitioning to another world. However, despite the benign narrative, their work was bombarded with abuse on Twitter, with comments like: "How much did Kuro Game pay you?" and "Nice heat-chasing; does it give you an orgasm?" After enduring this cyberbullying, the creator ceased updating any Genshin-related content, clearly demonstrating the damaging effects on their enthusiasm.

Similarly, Kagura M1, a content creator on Bilibili (Chinese version of YouTube), faced similar issues. Kagura frequently shared his experiences with anime and mobile games on the platform. However, when he criticized the narrative quality of Genshin's 5.0 "Nata" storyline, his videos were mass-reported, suppressed in promotion, and even taken down. His

personal information was leaked, and past family issues were repeatedly brought up in the comment sections. All this harassment stemmed from his critique that the Nata plot lacked depth.

Such attacks inevitably push content creators away from the community. High-quality creators lose interest in producing new content and instead turn to sponsorships for commercial creations, like promotional videos for cosplayers. This trend dilutes the creative output of the community, as creators avoid content that might contradict market trends or provoke backlash. Audiences, in turn, miss out on richer, more meaningful fan creations.

Moreover, game experience sharers who express even mild disappointment face online violence, leaving sharper criticisms even more stifled. This escalating opposition fuels tensions in discussions about the broader gaming ecosystem, further polarizing the community.

The Impact on Mihoyo's Reputation and Community

These community conflicts have significantly damaged Mihoyo's reputation. Word of mouth for their games has suffered a steep decline. Many now associate Mihoyo's communities with hostility and fear. Former gacha whales have revealed that they no longer spend money on Mihoyo games, citing sentiments like, "I don't want my money funding a community where players fight like dogs in the comments." Newcomers hesitate to join these games, intimidated by the toxic environment.

Additionally, as previously mentioned, any opinion posted in these communities is subject to scrutiny. If your perspective deviates from the consensus, even unrelated games you've played could become grounds for attack. This creates a barrier for newcomers and stifles healthy community growth.

The negativity also impacts perceptions of Mihoyo's games. For example, Honkai: Star Rail included an homage to the music box scene from Bloodborne Episode 1. However, due to the mistrust surrounding Mihoyo, many dismissed it as plagiarism. On Chinese social media, a meme known as the "First Law of the Internet" emerged: "If someone is making an illogical argument, check their profile—you'll definitely find them participating in a Genshin lottery repost." This widespread stereotype underscores the poor reputation of Genshin players online, which reflects poorly on Mihoyo as a company.

Missed Opportunities for Feedback

The ceaseless infighting has diverted attention from meaningful feedback. For instance, Ran Lan attempted to document bugs in Genshin's controversial 4.8 version plot and share it with the community and developers. However, the community ignored the document and instead continued arguing over the plot's controversies. As a result, the report failed to reach its intended audience.

Such disputes keep past grievances alive, preventing issues from fading with time and exacerbating negative perceptions. For example, one fan of Nilou initially felt mild discomfort with her 4.8 storyline. However, constant arguments in the community about this plot reignited their dissatisfaction daily, like reopening an unhealed wound. Ultimately, they felt compelled to leave the game entirely.

The Broader Consequences

These incidents highlight a significant issue: the hostile environment within Mihoyo's communities not only harms individual players and creators but also undermines the

reputation of Mihoyo's games. Toxic behavior, unchecked aggression, and persistent conflicts make it difficult for both players and creators to thrive. In the long run, this "white terror" will only further alienate high-spending players, discourage new players, and tarnish Mihoyo's image in the broader gaming ecosystem..

Analysis of Player Demographics and Behavior

During our visit, we summarized the characteristics of individuals who actively participate in community quarrels to defend Mihoyo. These individuals are often:

- 1.Underage (confirmed to be under 18 years old)
- 2.Limited gaming experience
- 3.Lacking understanding of the game development process

Let's analyze the reasons behind these traits and their potential consequences. However, before diving in, we need to provide some context about the Chinese gaming community.

Background: The Chinese Gaming Environment

China, as a country with little console or living room gaming culture, faces significant barriers for gaming hardware. Most consoles and PC gaming parts must be imported, and coupled with exchange rates, they remain inaccessible for many families. Traditional notions like "玩物丧志" (playing erodes ambition) lead many Chinese parents to oppose gaming, making it unlikely for children to own dedicated gaming equipment. The older generation often sees gaming as an unworthy expense and outright refuses to pay for it.

For a game to be officially released in China, it must obtain government approval and a

license. As a result, many people rely on Chinese tech giants like NetEase or Tencent to bring in popular games, which are predominantly online games like League of Legends and World of Warcraft. AAA or indie games are rarer due to approval and revenue challenges.

To broaden one's gaming experience in China, one must at least be aware of platforms like Steam or Epic Games, navigate the Great Firewall, and endure risks of encountering fake websites. Even with such effort, many gamers refrain from spending money on these platforms, primarily using them to launch popular games like CS, Dota, or PUBG. Hardware and informational barriers remain steep, leaving only a minority proficient with platforms like Steam and owning diverse games (see Figure 1).

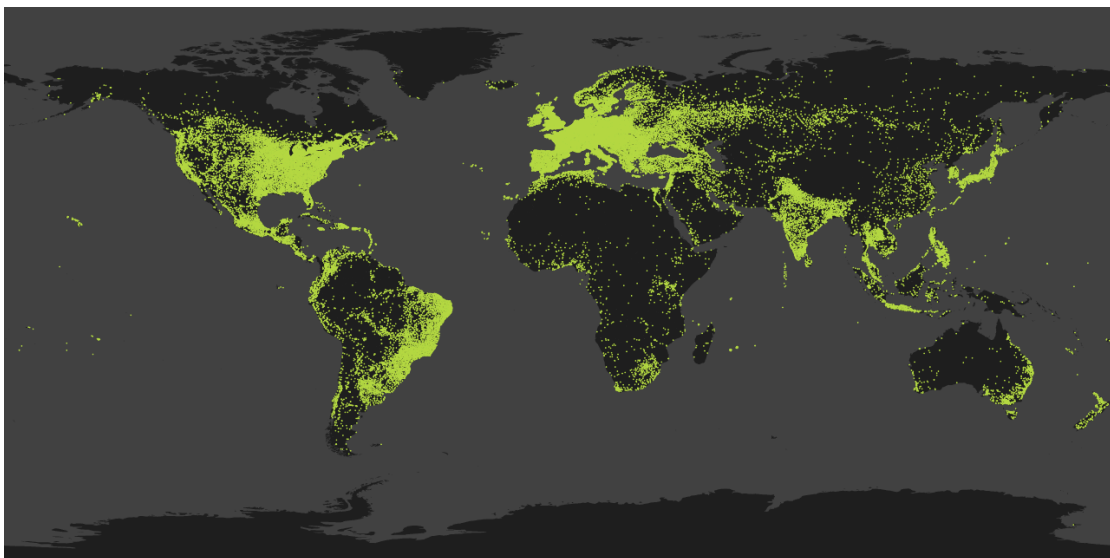


Figure 1. Regional distribution of global gamers.

Feature Analysis: Why Minors Dominate Quarrels

On August 30, 2021, China introduced new regulations to curb gaming addiction among minors. Key points include:

“一、严格限制向未成年人提供网络游戏服务的时间。自本通知施行之日起，所有网络游戏企业仅可在周五、周六、周日和法定节假日每日20时至21时向未成年人提供1小时网络游戏服务，其他时间均不得以任何形式向未成年人提供网络游戏服务。

二、严格落实网络游戏用户账号实名注册和登录要求。所有网络游戏必须接入国家新闻出版署网络游戏防沉迷实名验证系统，所有网络游戏用户必须使用真实有效身份信息进入游戏账号注册并登录网络游戏，网络游戏企业不得以任何形式（含游客体验模式）向未实名注册和登录的用户提供游戏服务。”

(Translation:

Strictly limit the time for online gaming services to minors. From the implementation of this notice, online game companies may only provide services to minors for one hour between 20:00 and 21:00 on Fridays, Saturdays, Sundays, and public holidays. At all other times, no online gaming services may be provided to minors in any form.

Enforce real-name registration and login for all online game users. All online games must connect to the real-name anti-addiction verification system operated by the National Press and Publication Administration. Users must register and log in with valid personal identification, and no gaming services may be offered to unverified users, including through guest modes.)

This law effectively restricts minors from playing online games to three hours on weekends.

Imagine being a teenager with no dedicated gaming device and only a mobile phone. After a tiring day of studying, you're unable to play any internet-based games outside these limited hours. What do you do?

Most turn to social media and video platforms. Those who can play games do so, while those who cannot may engage in online discussions about the games they wish to play. Given the hardware barriers for other games, the most accessible options remain the top-charting titles or heavily advertised games like Mihoyo's.

Chinese players also differ from other regions due to their education system, which emphasizes collective honor. This sense of belonging further solidifies their identity as "Genshin players." However, it's important to remember that gamers are not limited to a single game—they should feel free to explore and enjoy any game they choose.

Additionally, minors often lack their own financial resources. With parents discouraging spending on games, they gravitate toward free-to-play titles like Genshin Impact, which is highly visible, easily accessible, and has minimal hardware requirements.

Due to their limited playtime, these players may fail to notice deeper issues in the game, such as repetitive mechanics or declining post-launch quality. They may dismiss critical feedback from more experienced players, claiming those players don't appreciate the game's brilliance. This further alienates veteran players and gacha whales, deepening their frustration with the community.

Lack of Understanding in Game Development

This limited understanding significantly skews judgments. For example, when Zenless Zone Zero added a tower defense mode in version 1.4, some players proclaimed it as proof that Mihoyo's technology surpasses that of games like Arknights. However, those familiar with game development know this is not how the industry works. The quality of a game isn't determined by the number of modes it includes but by the polish and balance of its core gameplay.

Moreover, many of these players believe Mihoyo to be a benevolent and conscientious company. If any issues arise, they blame individual designers rather than acknowledging the influence of shareholders and executives. This misplaced loyalty drives them to fiercely defend Mihoyo, often relying on misinformation from prominent influencers who frame the company as a victim. Ironically, this behavior defends corporate interests rather than improving the gaming community.

Influence of KOLs and Community Manipulation

The key opinion leaders (KOLs) in player communities are supposed to bring people together, encouraging open and friendly conversations. But let's be real—most of them are just chasing clout and cash. Instead of addressing real issues or offering genuine insights, they stick to whatever keeps them popular. Many creators are too scared to say anything that might upset the status quo, so they end up playing it safe. The result? A fake, glossy image of the community where everyone pretends “我们永远在赢” (“we are always winning”). It's not just self-deception—it's a collective delusion that hides the real problems festering underneath.

Populism and Hate Education

Sometimes, these KOLs aren't just stirring the pot—they're turning the community into a battleground of hate. They dig up dirt on critics, label them with insulting names, and fuel a mob mentality. If anyone dares to criticize 《原神》 (Genshin Impact), they're immediately branded as a “间谍” (“spy”) or “特工” (“secret agent”) sent by rival game communities. It's like they can't handle even a hint of dissent.

What makes it even worse is how these KOLs normalize violence against anyone who disagrees with their narrative. They double down on falsehoods and refuse to admit mistakes, pushing the community to go after people who don't toe the line. Look at the infamous PPT 事件 (PPT Case): when the KOL "依和p" spread misinformation that was later proven false, instead of owning up to it, the community went after them even harder. Doxing, harassment—you name it. And they justified it by saying they “活该被开盒” (“deserved to be doxed”) for breaking the community's trust.

The scariest part is the impact on young players. These kids are still figuring out what's right and wrong, and they're being taught that mob behavior and illegal actions are okay as long as you think you're in the right. This kind of environment is toxic, and it's setting them up for a twisted sense of morality that's going to hurt them—and everyone else—in the long run.

Even worse, the presence of such KOLs means the community becomes a battlefield instead of a space for genuine discussion. Constructive voices are drowned out by the noise, and honest feedback is replaced by fear-driven conformity. These KOLs have effectively hijacked the community, turning what could have been a vibrant, creative space into a toxic playground for their own agendas.

The real danger of these KOLs lies in how deeply they embed themselves into the community's psyche. They don't just want control—they want worship. By positioning themselves as the ultimate authority, they foster a culture of blind loyalty where questioning their motives is seen as betrayal. And because they have such a tight grip on the narrative, they're able to manipulate public opinion effortlessly. Even when they're wrong, their followers will twist logic to defend them, reinforcing their unchecked power.

This unchecked influence allows them to weaponize their platform against anyone they

perceive as a threat. They rally mobs to attack dissenters, turning every disagreement into a personal vendetta. The worst part? They do it all under the guise of "protecting the community." In reality, they're just protecting their own egos and agendas. The damage they cause extends far beyond online harassment—it tears apart the fabric of trust and cooperation that any healthy community needs to thrive.

At the end of the day, these KOLs aren't leaders; they're opportunists. They exploit the very people who look up to them, using fear and division as their tools. And until the community collectively sees through their tactics, their toxic grip will only tighten, leaving lasting scars on everyone involved.

What makes these KOLs even more dangerous is their ability to shift blame and weaponize outrage to shield themselves. When confronted, they deftly redirect attention to scapegoats—critics, rival game communities, or even individual players who dare to speak out. This tactic not only absolves them of accountability but also ensures their followers remain loyal and ready to strike on their behalf.

Over time, this creates a self-perpetuating cycle: the more chaos they incite, the more powerful they appear. Their influence becomes less about fostering discussion and more about dominating it, turning every interaction into a test of allegiance. "Are you with us, or against us?" becomes the unspoken mantra, leaving little room for neutrality or independent thought.

In this hostile environment, even well-meaning members of the community find themselves silenced. Fear of being targeted prevents many from sharing their honest opinions or engaging in meaningful dialogue. The result? A community that outwardly appears united but is, in reality, fractured and repressed, held hostage by the very KOLs who claim to represent its best interests.

Misguided Metrics of Success

Under the influence of KOLs, many community members equate a game's revenue with its quality. For example, they argue that 《原神》 (Genshin Impact) is a great game purely because of its income, without realizing that revenue numbers for Android games are often just estimates, not hard data. But when comparisons are drawn to games like 《王者荣耀》 (Honor of Kings, which consistently beats Genshin in revenue rankings), they dismiss it by blaming 腾讯的规模 (“Tencent's scale”). They completely ignore the differences in development costs and other inputs, applying 双标 (“double standards”) to defend their favorite game.

This same logic shows up when comparing Genshin to other games. Take 《鸣潮》 (Ming Tide) as an example. When some creators started making derivative works for Ming Tide, the Genshin community lashed out, accusing them of using social media to pressure Genshin players. This reaction wasn't organic—it came straight from KOLs, who planted these ideas and passed them down to less experienced community members. And here's the kicker: the same community that's now so hostile toward other games has a long history of attacking them itself. The hypocrisy is off the charts.

Case Studies: Toxic Community Dynamics

The damage caused by KOLs is painfully obvious in cases like those of 神乐艾姆壹 (Kagura M1) and 智能路障 (Smart Roadblock).

Take 智能路障 (Smart Roadblock), a Bilibili content creator who made videos about 《黑神话:悟空》 (Black Myth: Wukong). Certain KOLs decided to live-stream his content, throwing out negative comments and personal attacks before leaving. When Smart Roadblock

pushed back against this harassment, these KOLs flipped the narrative, painting him as “大UP主欺负小UP主” (“a big creator bullying smaller ones”) just because of follower counts. They used this twisted story to stir up hate, claiming that Smart Roadblock only reacted because he disliked《原神》(Genshin Impact). It was these KOLs who escalated the situation by doxxing Smart Roadblock’s 个人身份证信息 (“personal ID information”) in his comment section. It wasn’t even close to being his fault.

Other Communities’ Strategies

In contrast, other gaming communities have adopted more constructive approaches when facing similar challenges. For example, Dungeon & Fighter (DNF) experienced a similar case in which having people accuse everyone who plays DNF is like being a loser. But these players did not directly fight back. They created an event called DNF Suit Up Raid Event. These players have privately stipulated that when you go to an Internet cafe doing a raid, you must wear formal attire so that others can see at a glance your success and difference. The DNF community faced derogatory narratives but turned the situation around by creating engaging content and actions that earned the respect of other players. Ultimately, they transformed the incident into a widely recognized meme. This strategy strengthened the community's cohesion, unlike the Genshin Impact community, which has suffered a tarnished reputation due to negative behavior.

The Bigger Picture

The toxic dynamics within the Genshin Impact community, driven by KOLs and embraced by inexperienced members, harm not only individual creators but also the overall perception of Mihoyo games. By fostering hate and suppressing dissent, these KOLs inadvertently alienate veteran players and discourage meaningful feedback. Ultimately, this undermines the growth of the player base and tarnishes the gaming experience for everyone involved.

Figure2. KOL's malicious propaganda videos (part)





Figure3. A meme about the notoriety of Genshin Impact players

Systemic Issues and Failures in MiHoYo

With the discussion of the community, KOLs, and players addressed, let's examine Mihoyo's response to issues such as personal attacks, cyberbullying, and doxing (referred to as "Open Box").

Mihoyo's Lack of Action

The answer is clear: Mihoyo has done virtually nothing. The only relevant

announcement they made was a statement claiming they would cooperate with the police—but even that was tied to a police announcement made by Arknights’ official team. Mihoyo has shown an eerily passive attitude toward such investigations.

Other Companies’ Actions

Contrast this with the actions of other game companies like Hypergryph (Arknights’ developer). When cases of doxing arose in their community, Hypergryph actively protected the victims, worked with the police, and played a key role in sending the perpetrator ("主祭" or “Chief Priest”) to prison. This case was even covered by CCTV (China’s state broadcaster) in a prominent news report.

Some might argue that Mihoyo might not have been aware of these issues. However, based on reasonable speculation, this seems implausible. As early as the Honkai Impact 3rd era, Mihoyo was one of the first companies to engage with the Chinese equivalent of Reddit communities. Their tight control over speech was so severe that players had to create a separate section called “逆熵三部” (Inverse Entropy 3rd) just for free and open discussion. This demonstrates that Mihoyo is fully capable of monitoring community activity and is undoubtedly aware of such incidents.

Not Just Inaction, But Aggravation

Not only did Mihoyo fail to address these issues, but they have, in some ways, exacerbated them.

Recently, a bug on Bilibili allowed users to see which videos were sponsored. Screenshots revealed that some KOLs’ videos praising Genshin Impact and slandering other games were sponsored content. This indicates implicit approval from Mihoyo for such

behavior.



Figure4. a bug on Bilibili

This environment fosters a toxic cycle: the community’s psychological need for “winning” is constantly fed by exaggerated or untrue praise for Mihoyo. Meanwhile, negative voices are silenced or banned. The result is an illusion of a “thriving” community, but content creators are forced to churn out material that aligns with this narrative. The cycle continues, further deepening the issue.

A Fragmented Player Base and Exploitation

Large-scale user acquisition itself is not inherently problematic—it’s a normal business strategy. However, Mihoyo’s approach has attracted a diverse player base with different backgrounds and expectations, all placed together in the same ecosystem without adequate guidance. This has led to communication barriers and “internal conflict.”

This disjointed environment has created opportunities for individuals with ulterior motives to exploit the situation. Whether it’s KOLs inciting division to gain video profits or black-market operators steering players into cyberbullying and doxing, these bad actors have taken advantage of the chaos.

Tone-Deaf Responses

Adding to the frustration, Mihoyo’s leadership has sometimes appeared tone-deaf. For instance, during a livestream, David (a Mihoyo representative) commented on stage about the difficulty of discerning real player feedback, claiming some voices were “too sharp.” This dismissive attitude alienates players further, as it appears the company is unwilling to confront valid criticisms.

A Ray of Hope

However, there is some good news. During the 5.3 Genshin Impact livestream, David announced a collaboration with the Shanghai Internet Information Office focused on protecting players’ personal information. Regardless of the motivation—whether competitive pressure, genuine repentance, or government intervention—this is a positive step for players.

Global Context

There was even a case involving a person living in Japan who had their personal information exposed after posting evidence of alleged plagiarized art by Mihoyo. This issue is no longer confined to China and its social platforms; any player could become the next victim.

A Toxic Cycle: Bad Money Driving Out Good

This phenomenon, where harmful behaviors dominate both buying volume and the community environment, is undoubtedly something quality gamers would prefer to avoid.

Many individuals involved in this cycle strongly believe in "fighting violence with violence" and are highly resistant to acknowledging their actions or the mistakes made by the developers they defend. They perceive all criticism as targeted attacks against them and justify their behavior as righteous. Some even proclaim themselves as representatives of justice, placing their actions above the law.



Figure 5. "The Justical Statement"

A Pattern of Recurrence

Most of the time, these individuals show little potential for meaningful change until they reach a certain level of maturity. Often, they simply move on to another company's game, only to repeat the same behaviors. Communities like that of White Dusty Line are deformed products of this cycle. Many such as "麻辣仙人" (MasterLove Dude), who engage in the behaviors previously described, were once part of the "Mihoyo Guards."

Just like the White Dusty Line community, segments of these groups develop a tendency to look down on all other games, frequently resorting to derogatory language. This perpetuates the same intuitive and non-intuitive losses described in the first paragraph of this article:

"They don't change; they just have a new master."

Roles in the Cycle

This toxic cycle not only harms individual players but also undermines the integrity and long-term health of the gaming community at large. [Miyoho player community behaviour - Miro](#)

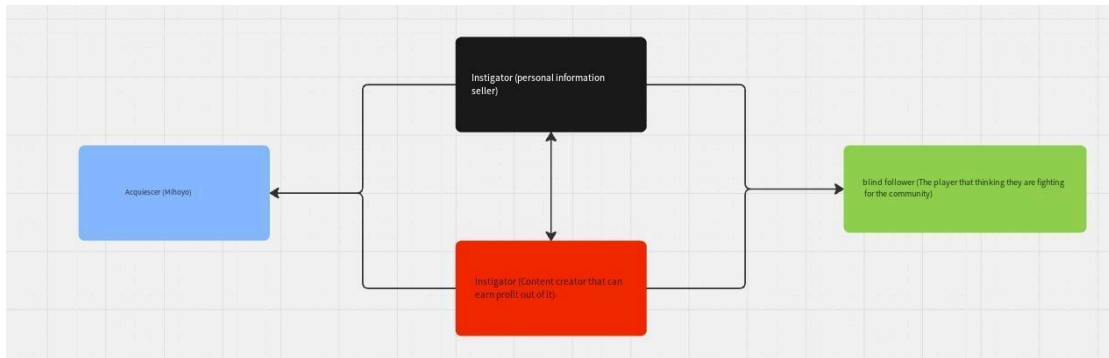


Figure6. Roles in the Cycle

Conclusion and Reflection

The essay dives deep into the messy dynamics of MiHoYo's community, highlighting the toxic behavior, its effects on both individuals and the gaming world, and the company's failure to step in and fix the problem. Through case studies and interviews, it's clear that MiHoYo's community is drowning in hostility and unchecked aggression. This hasn't just hurt content creators and everyday players—it's also damaged the trust people have in MiHoYo's games and seriously hurt the company's reputation.

A big part of this toxicity comes from the unique makeup of the Chinese gaming community. Things like the heavy focus on collective honor in education, the dominance of free-to-play games, and limited exposure to a wider variety of games all play a role. Add in the manipulative tactics of certain key opinion leaders (KOLs), and you've got a vicious cycle that keeps the hostility alive.

MiHoYo hasn't helped matters by taking a passive—or even complicit—approach.

Their failure to tackle issues like cyberbullying, misinformation, and aggressive behavior has driven away high-spending players and creative contributors, while also tarnishing their reputation on the global stage. Yes, there have been some recent moves toward protecting personal information, but those steps barely scratch the surface of what needs to be done.

If MiHoYo wants to turn this around, they need to step up. Stricter moderation, holding KOLs accountable, and listening to real player feedback instead of clinging to blind loyalty would be a good start. But let's be real—it's not just on MiHoYo. We, as players, need to do better too. Judging or attacking someone just because of the game they play? That's not okay. We need to be kinder to each other, more open-minded, and willing to embrace a more inclusive environment.

At the end of the day, both players and companies need to wake up. We need to stop blindly hyping up short-term wins and recognize who's really behind the problems in our communities. Only then can we take away the power of those who stir up trouble. And for players: remember, you are the heart of any game. You deserve to be respected by the companies you support.

“As a player you can play whatever game you like.”

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