

**Appendix A – Codebook**

<b>Codes</b>	<b>Definition</b>	<b>Examples</b>
Literature	Written or oral stories that have been passed on for ages.	<i>Journey to the West, Strange Stories in Oriental Society</i>
Traditional music	Songs mostly for developing and transmitting through musical traditions, either art, folk, or religious ones.	<i>High Mountains and Flowing Rivers, The autumn moon over the Han palace</i>
Traditional dance	Any local dancing tradition, often strongly connected with local musical forms and/or local beliefs.	Dunhuang Dance, The Dai ethnic dance
Theatrical tradition	A collaborative form of performing art that uses live performers, usually actors or actresses, to present the experience of a real or imagined event before a live audience in a specific place, often a stage.	Kunqu opera, Beijing opera
Quyi	Chinese folk art forms, including ballad singing, storytelling, comic dialogues, clapper talks, cross talks, etc.	Crosstalk, Drum Song of Peking
Traditional sports and entertainment	Physical activities and entertainment which were played for centuries by people around the world before the advent of modern sports.	Cuju (ancient Chinese football), Chinese acrobatics
Traditional fine arts	Traditional art forms representing the historical culture, skills, and knowledge.	Chinese brushwork painting
Craftsmanship	Craftsmanship and skills for manufactures.	Papermaking, Mother-of-pearl
Traditional medicine	Medical aspects of traditional knowledge that developed over generations within the folk beliefs of various societies	Traditional Chinese medicine
Folk customs	Traditional practices or habits of a group of people that have been passed down through generations.	Chinese New Year, Chinese zodiac sign

## Appendix B – Coding Tree

Themes	Sub-themes
Culture-driven character design.	Folk literature inspired character skills.
	Craftsmanship inspired character design.
	Theatrical traditions inspired character design.
Culturally immersed game life experience.	Oral expressions for immersion.
	Classical and folk literature for familiarity.
	Traditional craftsmanship for education.
Cultural-based combat game mechanics	Mixed of traditional music and traditional arts for combat tension.
	Motional traditions for fighting moves.
Cultural cosmetics for monetisation	Traditional literature inspired virtual goods.
	Fine arts and traditional music inspired virtual goods.
Culturally based updates	Folk arts for nostalgic engagement.
	Festival customs in time-limited activities.