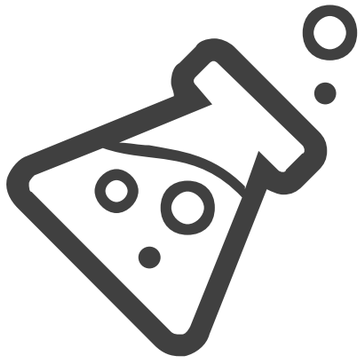


GAMER MOTIVATION MODEL

OVERVIEW & DESCRIPTIONS

QUANTIC FOUNDRY

OVERVIEW OF MOTIVATION MODEL






Action "Boom!"	Social "Let's Play Together"	Mastery "Let Me Think"	Achievement "I Want More"	Immersion "Once Upon a Time"	Creativity "What If?"
Destruction Guns. Explosives. Chaos. Mayhem.	Competition Duels. Matches. High on Ranking.	Challenge Practice. High Difficulty. Challenges.	Completion Get All Collectibles. Complete All Missions.	Fantasy Being someone else, somewhere else.	Design Expression. Customization.
Excitement Fast-Paced. Action. Surprises. Thrills.	Community Being on Team. Chatting. Interacting.	Strategy Thinking Ahead. Making Decisions.	Power Powerful Character. Powerful Equipment.	Story Elaborate plots. Interesting characters.	Discovery Explore. Tinker. Experiment.

DETAIL ACTION CLUSTER

Destruction	Excitement
Gamers who score high on this component are **agents of chaos and destruction**. They love having many tools at their disposal to blow things up and cause relentless mayhem. They enjoy games with lots of guns and explosives. They gravitate towards titles like *Call of Duty* and *Battlefield*. And if they accidentally find themselves in games like *The Sims*, they are the ones who figure out innovative ways to get their Sims killed.	Gamers who score high on this component enjoy games that are **fast-paced, intense, and provide a constant adrenaline rush**. They want to be surprised. They want gameplay that is full of action and thrills, and rewards them for rapid reaction times. While this style of gameplay can be found in first-person shooters like *Halo*, it can also be found in games like *Street Fighter* and *Injustice*, as well as energetic platformers like *BIT.TRIP RUNNER*.

DETAIL SOCIAL CLUSTER

Competition	Community
Gamers who score high on this component enjoy competing with other players, often in **duels, matches, or team-vs-team scenarios**. Competitive gameplay can be found in titles like *Starcraft*, *League of Legends*, or the PvP Battlegrounds in *World of Warcraft*. But competition isn't always overtly combative; competitive players may care about being acknowledged as the best healer in a guild, or having a high ranking/level on a Facebook farming game relative to their friends.	Gamers who score high on Community enjoy **socializing and collaborating with other people** while gaming. They like chatting and grouping up with other players. This might be playing *Portal 2* with a friend, playing *Mario Kart* at a party, or being part of a large guild/clan in an online game. They enjoy being part of a team working towards a common goal. For them, games are an integral part of maintaining their social network.

DETAIL MASTERY CLUSTER

Challenge	Strategy
Gamers who score high on Challenge enjoy playing **games that rely heavily on skill and ability**. They are persistent and take the time to practice and hone their gameplay so they can take on the most difficult missions and bosses that the game can offer. These gamers play at the highest difficulty settings and don't mind failing missions repeatedly in games like *Dark Souls* because they know it's the only way they'll master the game. They want gameplay that constantly challenges them.	Gamers who score high on this component enjoy games that require **careful decision-making and planning**. They like to think through their options and likely outcomes. These may be decisions related to balancing resources and competing goals, managing foreign diplomacy, or finding optimal long-term strategies. They tend to enjoy both the tactical combat in games like *XCOM* or *Fire Emblem*, as well as seeing their carefully-devised plans come to fruition in games like *Civilization*, *Cities: Skylines*, or *Europa Universalis*.

DETAIL ACHIEVEMENT CLUSTER

Completion	Power
Gamers with high Completion scores want to **finish everything the game has to offer**. They try to complete every mission, find every collectible, and discover every hidden location. For some players, this may mean completing every listed achievement or unlocking every possible character/move in a game. For gamers who score high on Design, this may mean collecting costumes and mounts in games like *World of Warcraft*.	Gamers who score high on this component strive for **power in the context of the game world**. They want to become as powerful as possible, seeking out the tools and equipment needed to make this happen. This may mean maxing stats or acquiring the most powerful weapons. Power and Completion often together, but some players enjoy collecting cosmetic items without caring about power, and some players prefer attaining power through strategic optimization rather than grinding.

DETAIL IMMERSION CLUSTER

Fantasy	Story
Gamers who score high on Fantasy want their gaming experiences to allow them to **become someone else, somewhere else**. They enjoy the sense of being immersed in an alter ego in a believable alternate world, and enjoy exploring a game world just for the sake of exploring it. These gamers enjoy games like *Skyrim*, *Fallout*, and *Mass Effect* for their fully imagined alternate settings.	Gamers who score high on Story want games with **elaborate storylines and a cast of multidimensional characters** with interesting back-stories and personalities. They take the time to delve into the back-stories of characters in games like *Dragon Age* and *Mass Effect*, and enjoy the elaborate and thoughtful narratives in games like *The Last of Us* and *BioShock*. Gamers who score low on Story tend to find dialogue and quest descriptions to be distracting and skip through them if possible.

DETAIL CREATIVITY CLUSTER

Discovery	Design
Gamers who score high on Discovery are **constantly asking "What if?"** For them, game worlds are fascinating contraptions to open up and tinker with. In an MMO, they might swim out to the edge of the ocean to see what happens. In *MineCraft*, they might experiment with whether crafting outcomes differ by the time of day or proximity to zombies. They "play" games in the broadest sense of the word, often in ways not intended or imagined by the game's developers.	Gamers who score high on this component want to **actively express their individuality** in the game worlds they find themselves in. In games like *Mass Effect*, they put a lot of time and effort in the character creation process. In city-building games or space strategy games, they take the time to design and customize exactly how their city or spaceships look. To this end, they prefer games that provide the tools and assets necessary to make this possible and easy to do.

APPENDIX

DATA & STATISTICAL DETAILS

OVERVIEW OF SAMPLE

- 143,757 gamers (unique IP addresses)
  - Gender: 82% Male, 17% Female, 1% Non-Binary
  - Median Age: 26

- Gamers recruited via Gamer Motivation Profile
  - Participants took a 5-minute survey to receive a customized report of their gaming motivations, and then could share their profile via social media.
  - No other incentive (financial or otherwise) was provided to respondents.
  - ~80% of our gamers were recruited via social media sharing of the gaming motivation profiles.

- Diverse geographic regions
  - US (73k), Canada (8k), UK (7k), Brazil (6k), Indonesia (6k), Australia (5k), Philippines (3.7k), Singapore (2.6k), Germany (2.3k), Poland (2.3k), Malaysia (1.9k), Russia (1.8k), France (1.8k), Sweden (1.7k), Netherlands (1.5k), Spain (1.3k), Italy (962), New Zealand (926), South Africa (915) …

SCALE VALIDITY / RELIABILITY

Factor	Cronbach α (n = 107,100)	Test-Retest (n = 84)	Big 5 Corr. (n = 1,134)
Destruction	.77	.62	
Excitement	.85	.78	E (.13)
Competition	.88	.77	E (.15)
Community	.85	.68	A (.24) / E (.20)
Challenge	.75	.84	
Strategy	.83	.75	C (.20) / N (-.15)
Completion	.84	.80	
Power	.78	.65	
Fantasy	.80	.70	O (.21)
Story	.87	.81	O (.21)
Design	.81	.78	O (.19)
Discovery	.77	.56	O (.25)

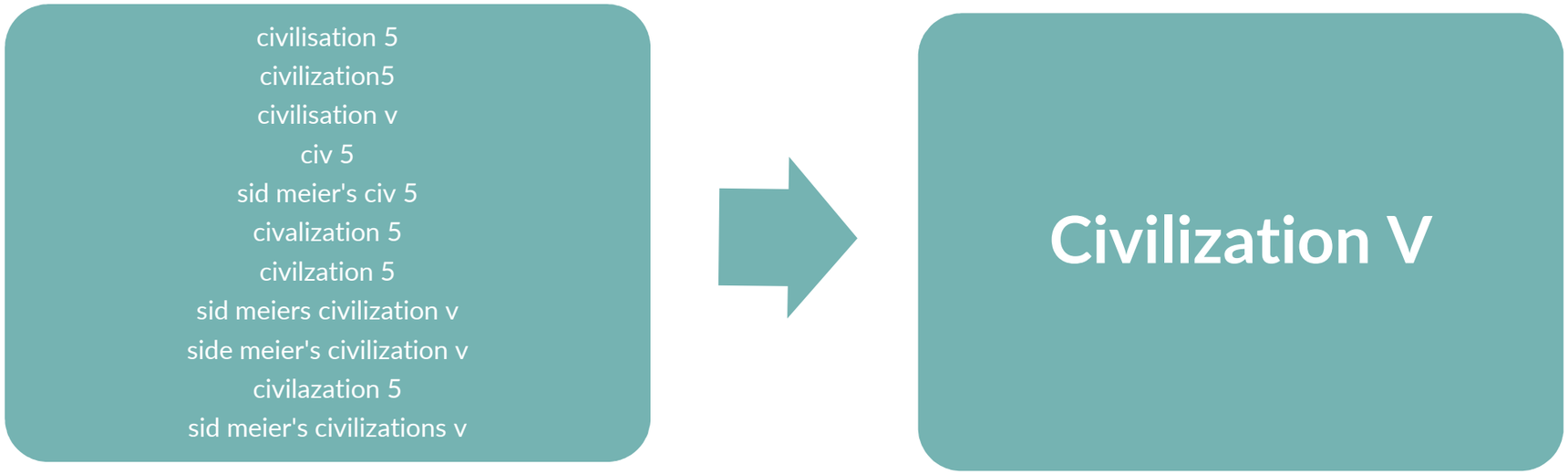
Summary

- Scale developed via iterative factor analysis and data collection. Survey inventory was created based on literature review of models and frameworks in academic and industry reports.
- All factor items have internal reliabilities of .75 or higher.
- Average test-retest (1-month interval) correlation is .73. For comparison, average test-retest of Big 5 (BFI inventory) is .66. See: http://www.pnas.org/content/110/15/5802.abstract
- Correlations with Big 5 provides some evidence for construct validity.

GAME CODING

- Respondents asked to list top favorite games
  - Up to 3
  - Open-ended text fields

- Coded in Mechanical Turk in triplicate
  - And then we performed final cleaning of entries without majority vote



QUESTIONS?

Email us at team@quanticfoundry.com