

THE ANATOMY OF GAMER MOTIVATIONS

WHAT WE LEARNED FROM
250,000 GAMERS

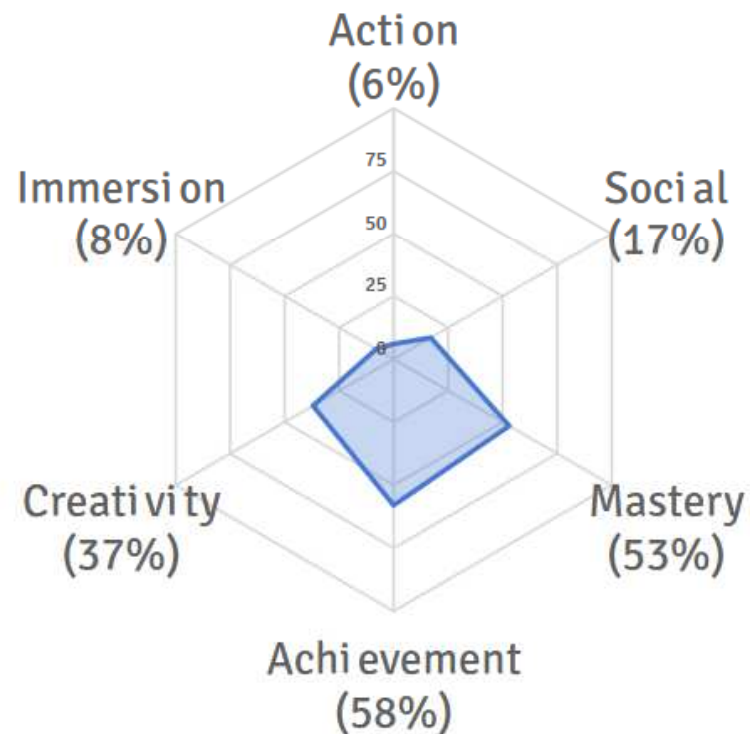
PREVIOUSLY ON **QUANTIC** FOUNDRY



Your Gaming Style :

Calm, Analytical, Ambitious, Independent, Grounded, and Expressive

Your gamer profile consists of your percentile rank across a broad range of gaming motivations. Your scores are based on how strong your motivations are relative to other gamers. In this customized report, we'll explain how to interpret these scores and what motivations we measured.



Show Secondary Motivations

Personalize and share your results with a nickname (e.g. your firstname, a character name):



Copy



Create a group profile for your guild/clan, forum, blog/website with our new community tag feature. [Learn more.](#)

Create Or Join A Group



Top

Latest

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Nick Yee
[Edit Profile](#)

FAVORITES

- News Feed
- Messages 20+
- Ads Manager
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PAGES

- Quantic Foundry 6
- Pages Feed 20+
- Like Pages
- Create Page
- Create Ad

GROUPS

- NCA Game Studies... 5
- The Mondrian Hom... 3
- New Groups 3
- Create Group

FRIENDS

- Choate Rosemary ...
- Close Friends
- Family
- Mountain View, Cal...
- Ubisoft Entertainment

APPS

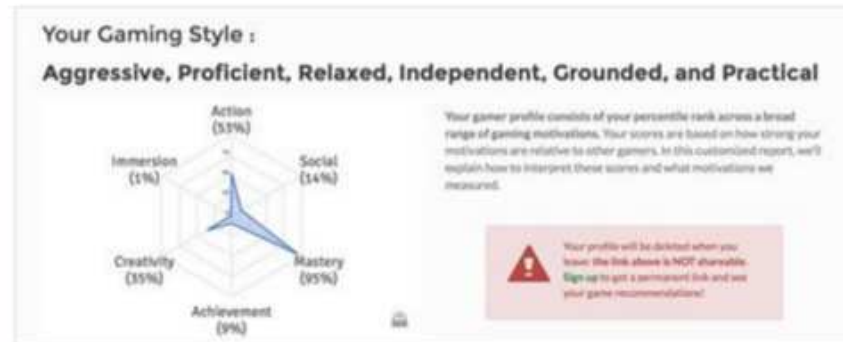
- Games 20+
- On This Day
- Gourmet Ranch 4
- Photos
- Suggest Edits
- Games Feed 20+



March 9 at 7:41am · Mexico City, Mexico ·

Yup, sounds like me.

Take the test and share your results:
<https://apps.quantificfoundry.com/lab/10>



3

7 Comments

Like Comment Share

View 3 more comments



Jajajaja yo soy un apretadazo

[See Translation](#)

Like · Reply · 2 · March 9 at 10:02am



<https://goo.gl/bAJOF0>



My Gaming Style: Fast-Paced, Spontaneous, Relaxed, Independent, and...

APPS.QUANTICFOUNDRY.COM

Like · Reply · March 9 at 11:48am



I'd imagine you'd get a much higher on Mastery.

Like · Reply · March 9 at 11:49am



In a few cases. I think this is more of a guideline personally, but not inaccurate. And really it does depend on the game. ie. Isolation? I WANT IT ALL.

Like · Reply · March 9 at 11:54am · Edited



Write a reply...



Esta madre me pide mi contraseña de Facebook... ni mergasi

[See Translation](#)

TRENDING

- Timurlengia Euotica:** Partial Skull Could Explain Increasing Size of Tyrannosaurus Rex, Study Says
- Department of Health and Human Services:** \$94 Million Granted to Aid Drug Epidemic in 45 US States
- Glenn Research Center:** Former Astronaut Janet Kavandi Becomes Director of NASA Center
- NASA:** US Space Agency Successfully Tests RS-25 Rocket Engine for Potential Mars Travel
- Aaron Carter:** Singer Explains Why He Is Voting for Donald Trump in Interview With GQ
- Brené Brown:** Researcher and Author Discusses Vulnerability in South by Southwest Keynote Speech
- Sony:** Company Introduces New Concept Devices at SXSW Festival in Austin, Texas
- Will Quigg:** Ku Klux Klan Grand Dragon Backs Hillary Clinton's Presidential Bid, Report Says
- Pi Day:** March 14 Marks Day to Celebrate Mathematical Constant Pi
- Xiaomi:** Chinese Smartphone Company to Expand Production in India

PEOPLE YOU MAY KNOW

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Callum Gupi

1 mutual friend

Add Friend

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CMAAs earn 63% more.

SAMPLE NOTES

- **283,384 gamers** (unique IP addresses)
- Gender: 80% Male / 19% Female / 1% Non-Binary
- Age: Median = 25, Range = 13-80
- Gamer Type: Casual 11% / Core 68% / Hardcore 21%
- Geographic distribution
 - United States (125k), Canada (14.8k), United Kingdom (13.9k), Brazil (9.4k), Australia (8.5k), Italy (7.2k), Poland (6.8k), Indonesia (6.6k), Denmark (5.8k), Philippines (5k), Germany (4.9k), Sweden (4.4k), France (3.6k), Singapore (3.6k), Netherlands (3.1k), Spain (2.4k), Turkey (2.3k), Malaysia (2.2k), Russia (2.2k), Chile (2.0k), Norway (1.9k) ...

GAMER 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.

3 HIGH LEVEL CLUSTERS



Action
“Boom!”

Social
“Let’s Play”

Mastery
“Let Me Think”

Achievement
“I Want More”

Immersion
“Once Upon a Time”

Creativity
“What If?”

Destruction
Guns. Explosives.
Chaos. Mayhem.

Competition
Duels. Matches.
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Completion
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somewhere else.

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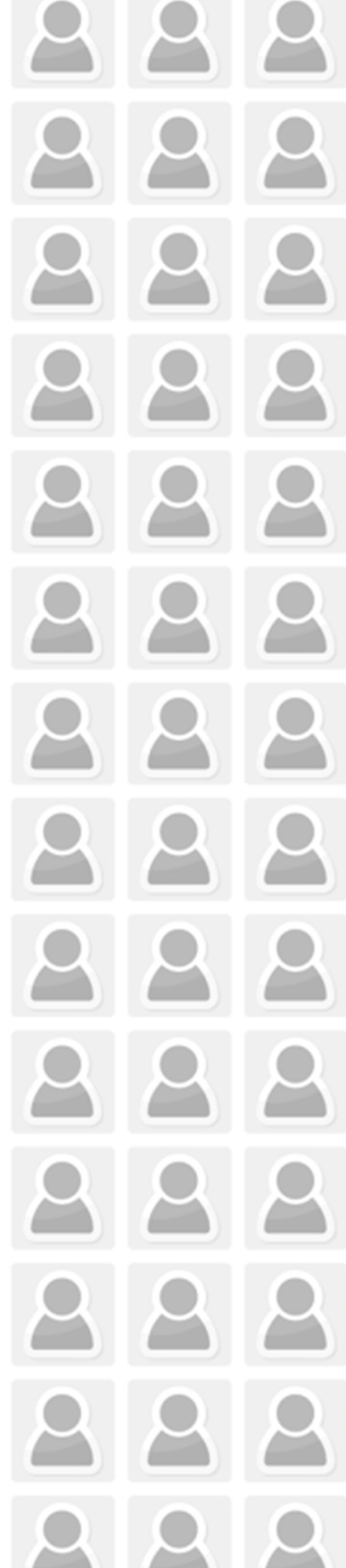
Power
Powerful Character.
Powerful Equipment.

Story
Elaborate plot,
characters.

Discovery
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SOCIAL IS SOCIAL

Competition **isn't the
opposite** of Community.



SOCIAL IS SOCIAL



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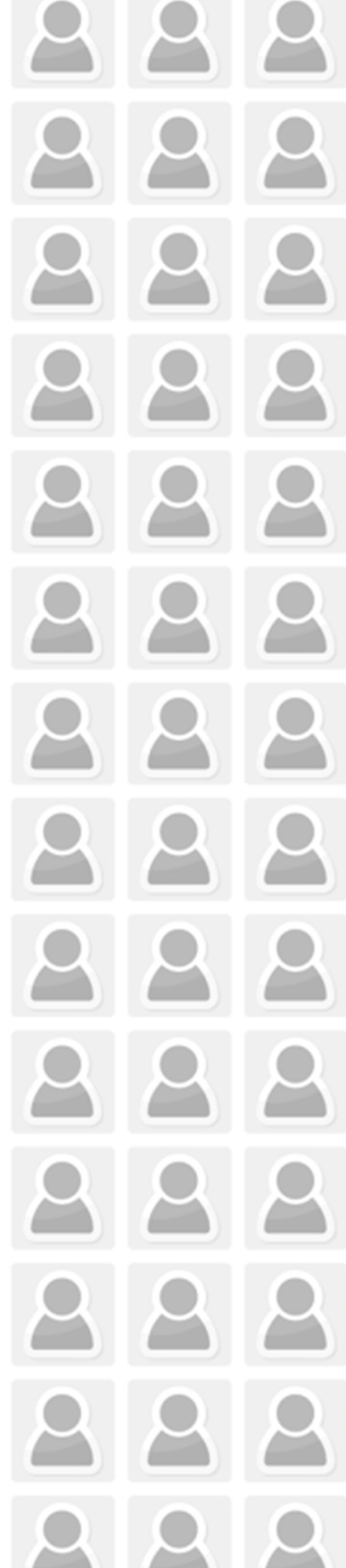
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IT'S A MAP

Proximity indicates **best bets** for the audience.



SPREADING ACTIVATION



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“Boom!”

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“Let’s Play”

Mastery
“Let Me Think”

Achievement
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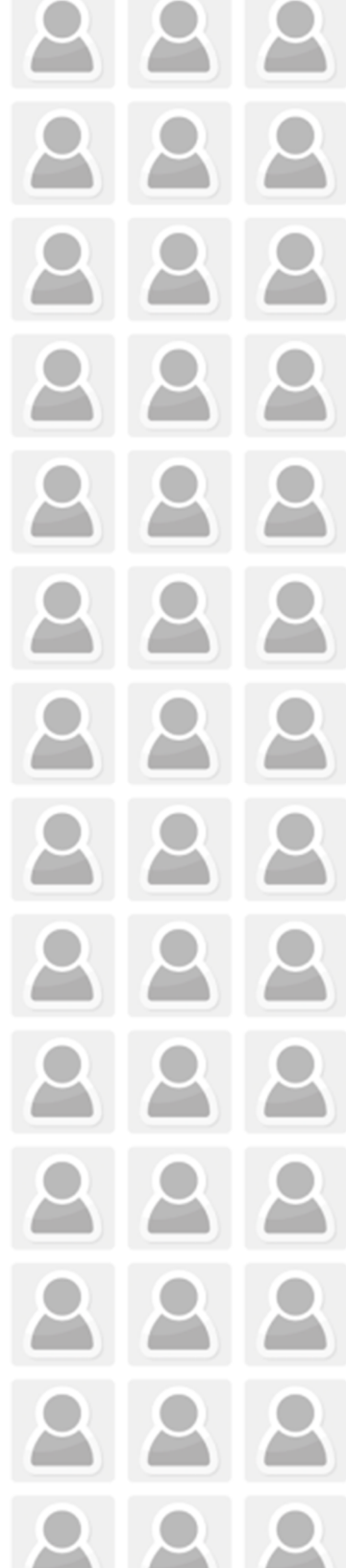
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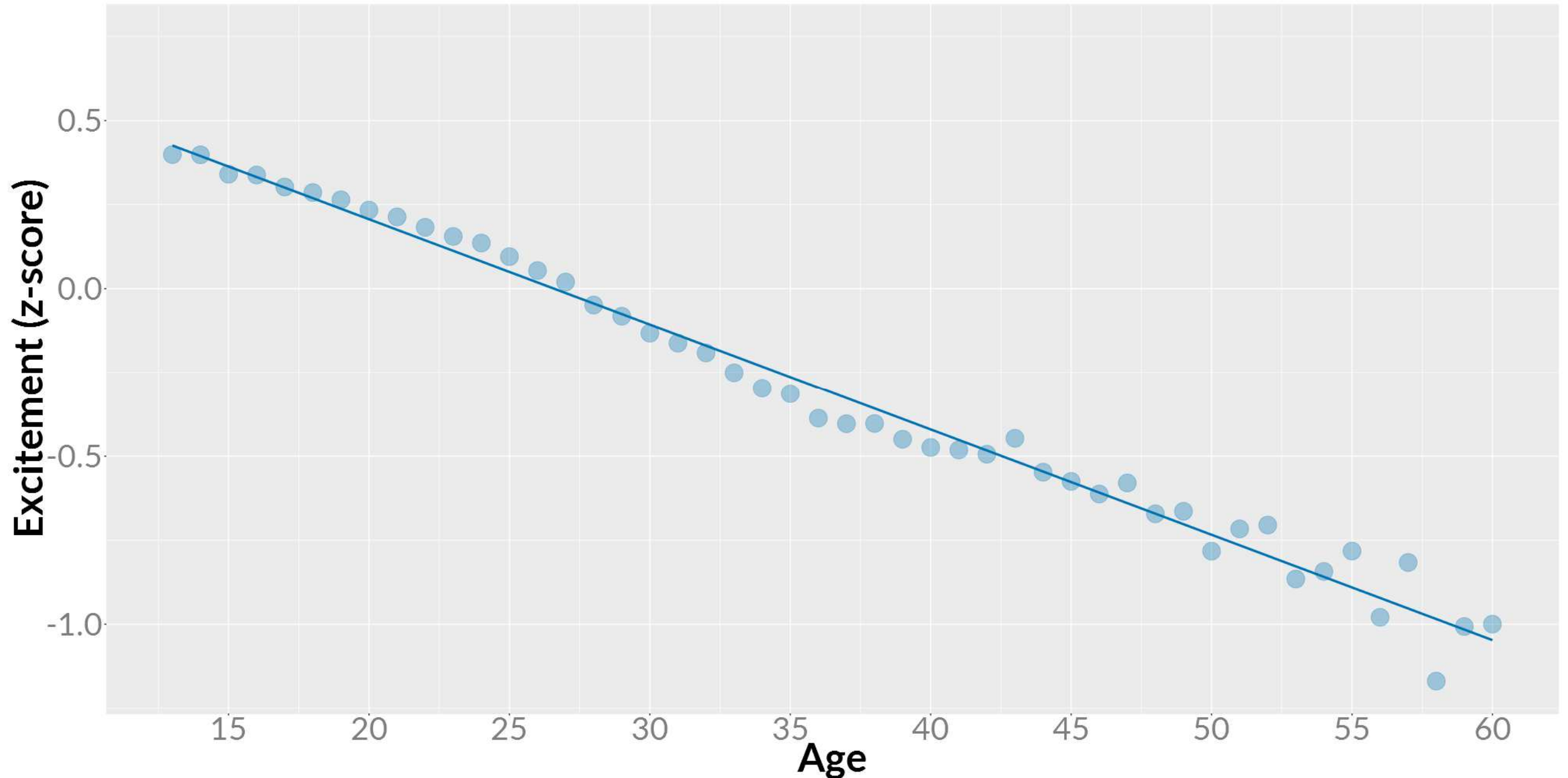




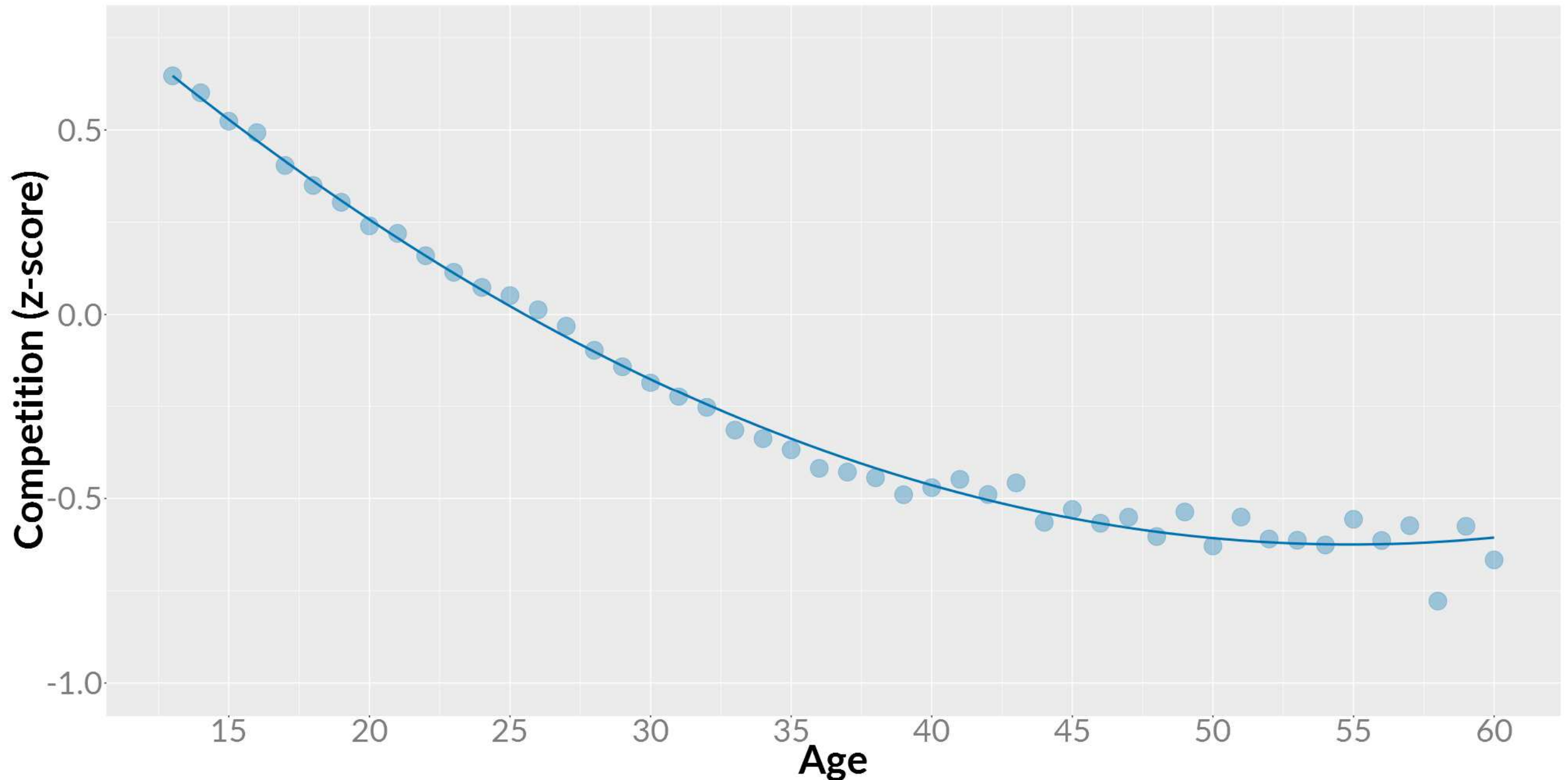
VOLATILITY

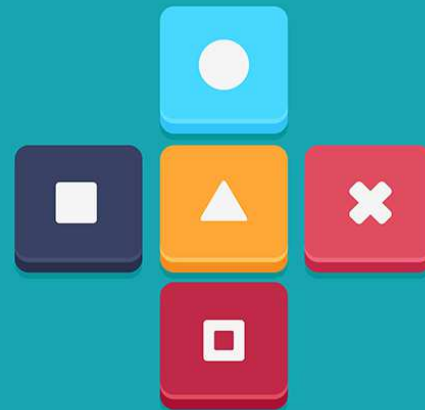
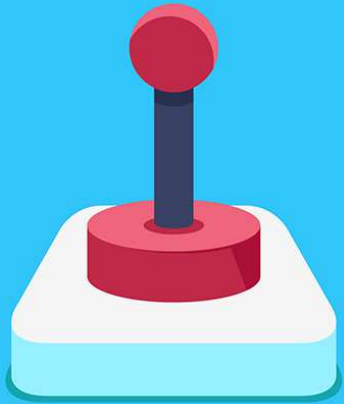
Motivations aren't created equal. Some are **volatile**. Others are inert.

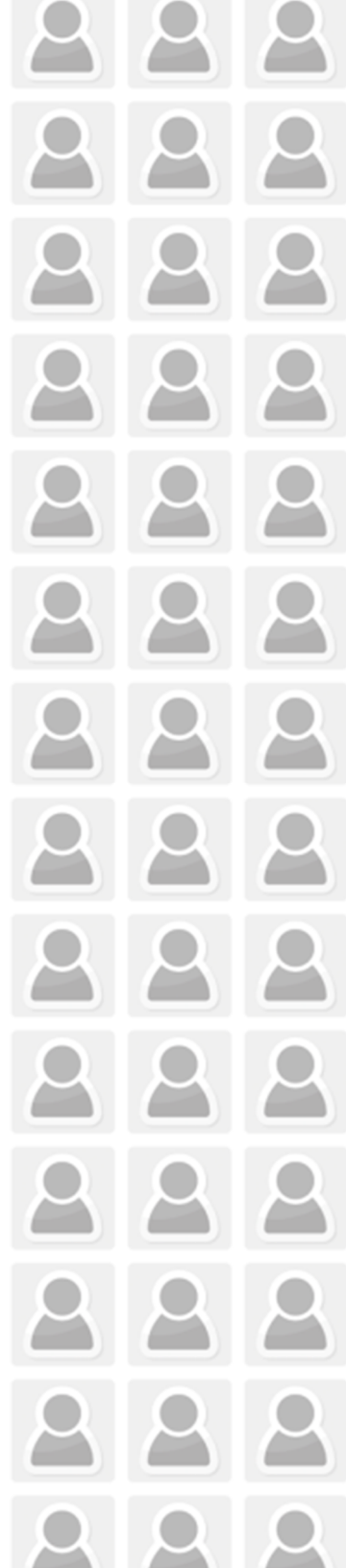
EXCITEMENT DROPS LINEARLY WITH AGE



OF THE 12 MOTIVATIONS, **COMPETITION** IS MOST AGE-VOLATILE



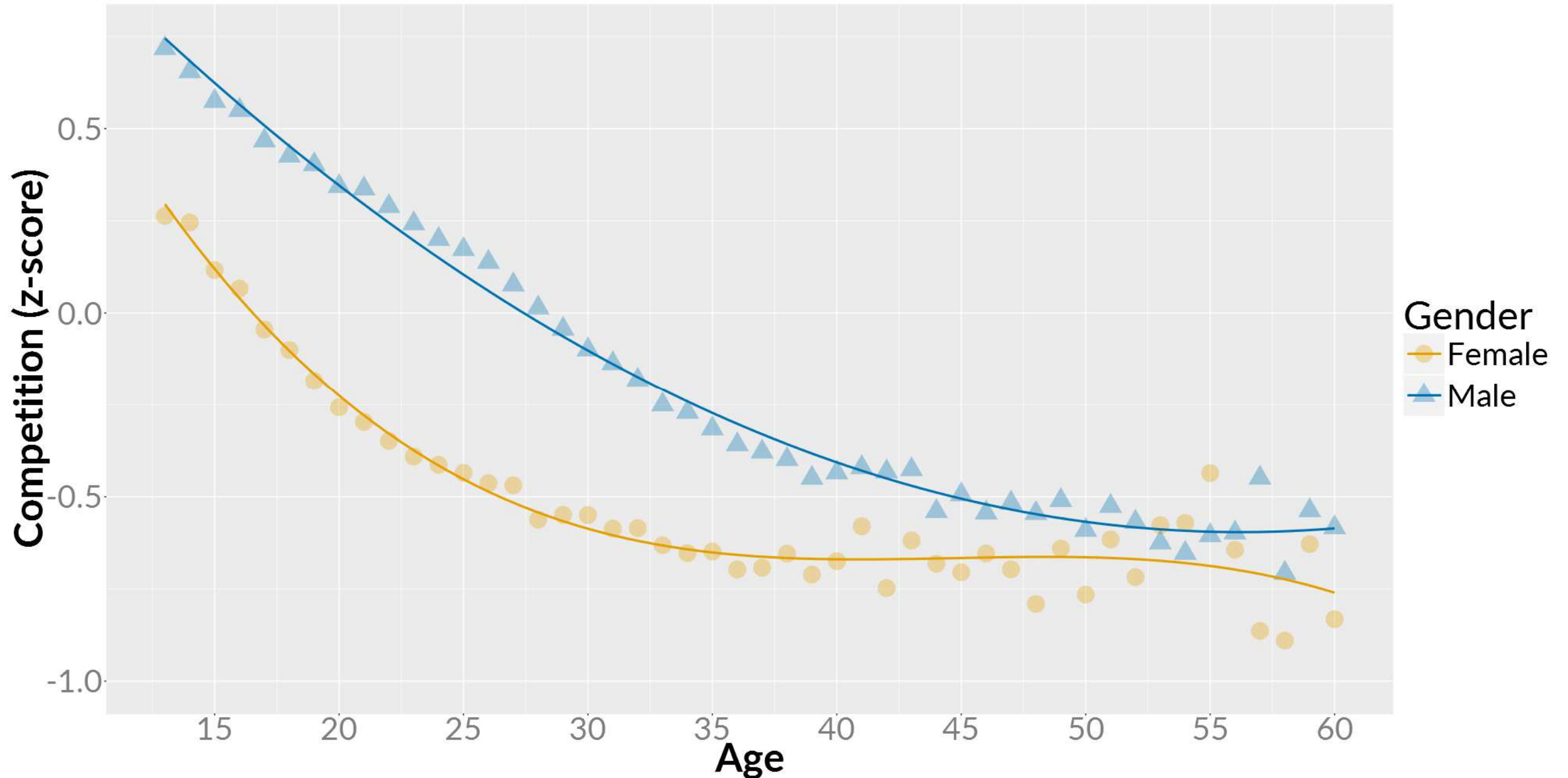




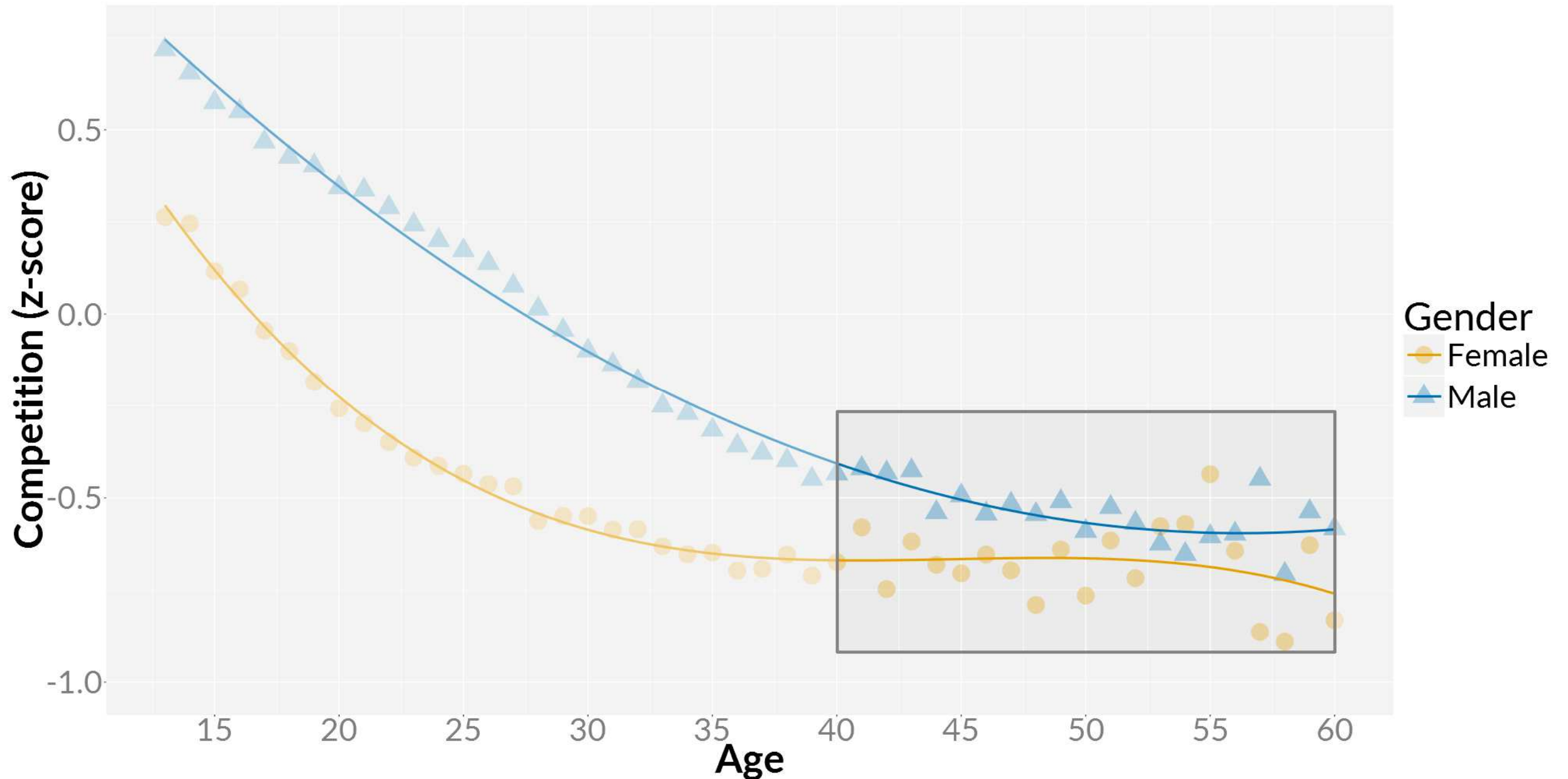
GAMIFICATION

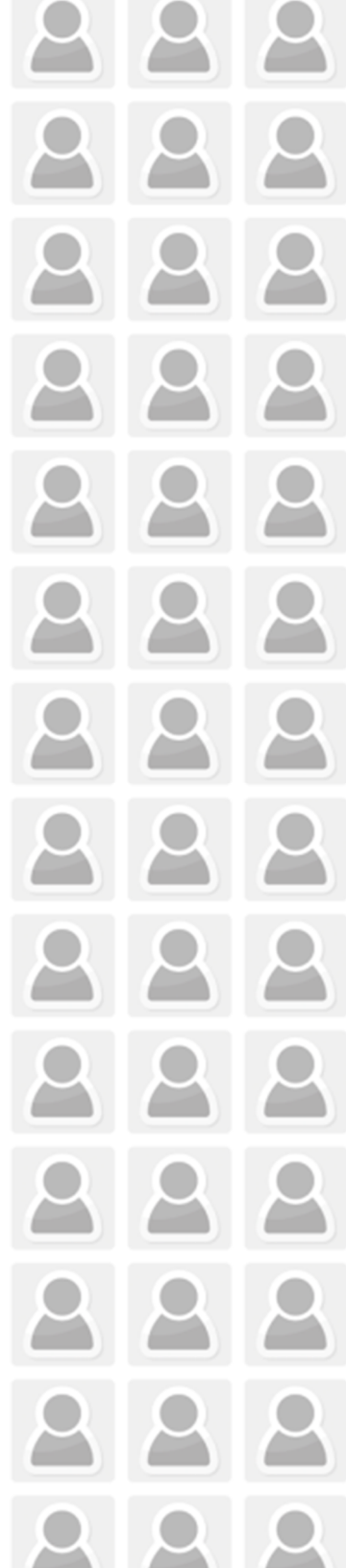
Competition, often found in **gamification mechanic lists**, is likely a poor motivator for most corporate employees above age 30.

THERE'S ALSO A **GENDER DIFFERENCE** BETWEEN AGES 13-40



BUT SURPRISINGLY **SIMILAR COHORT** OF GAMERS AFTER AGE 40

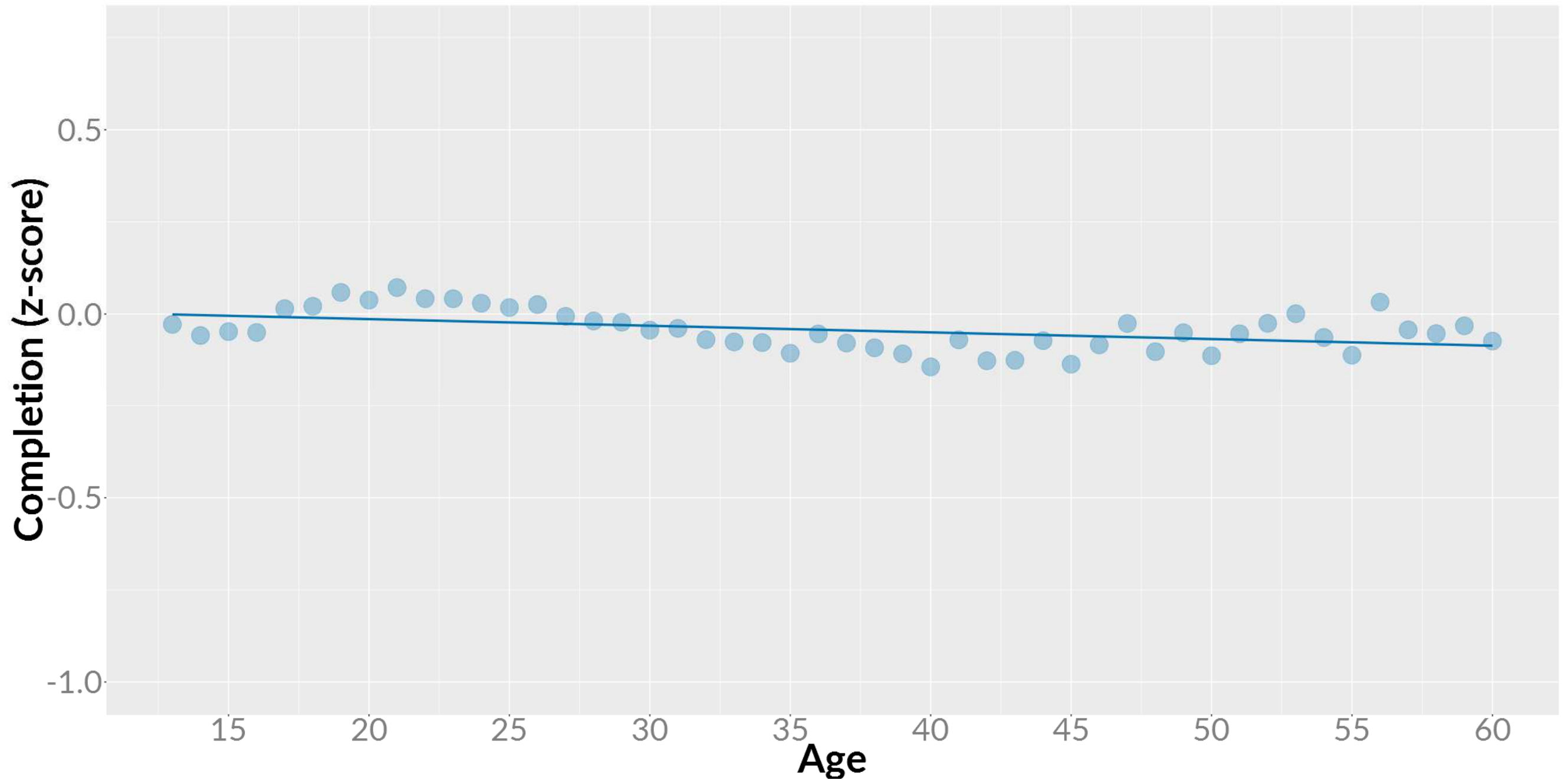




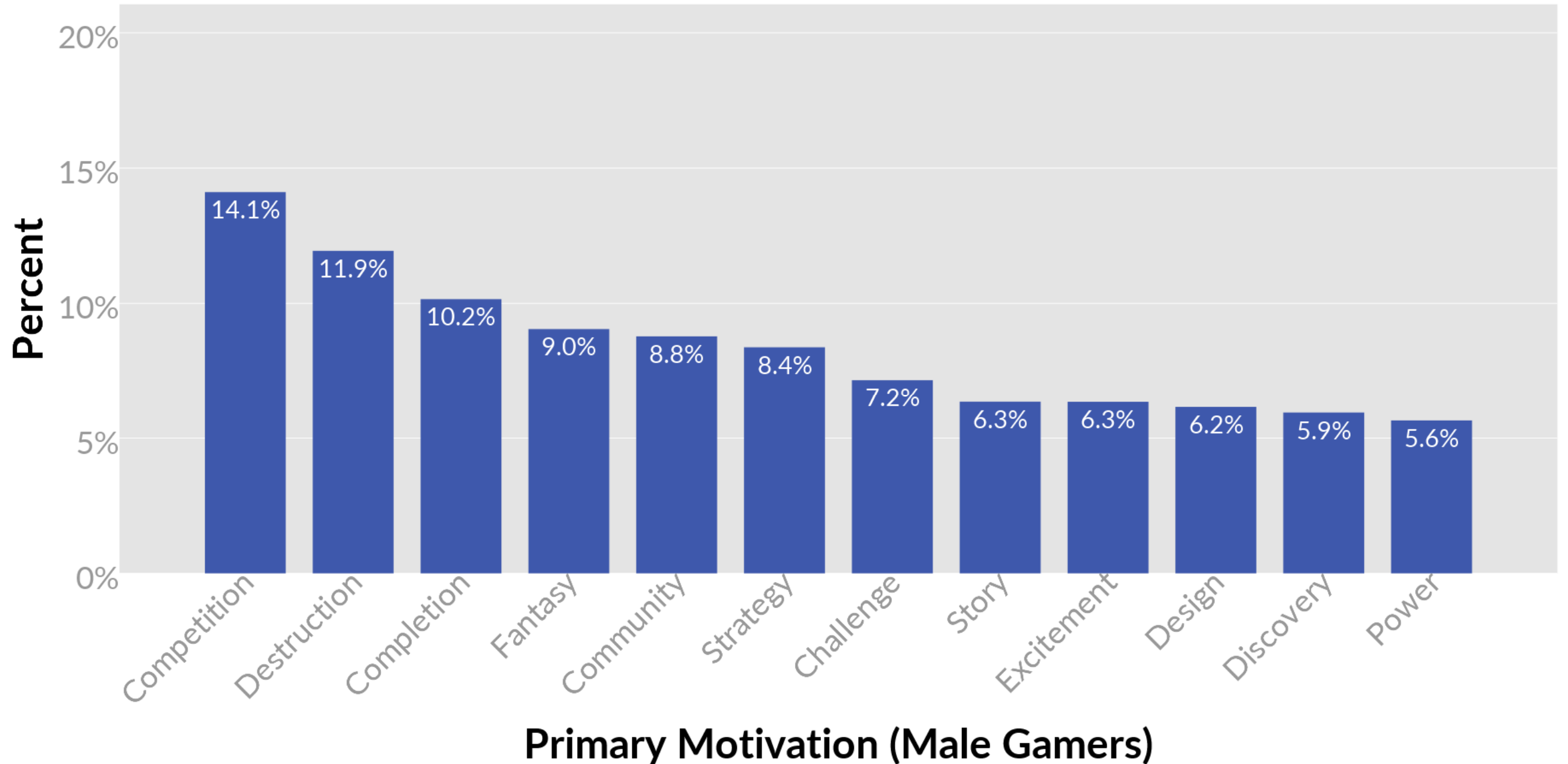
STABILITY

But not all motivations are volatile. Some are incredibly **consistent**.

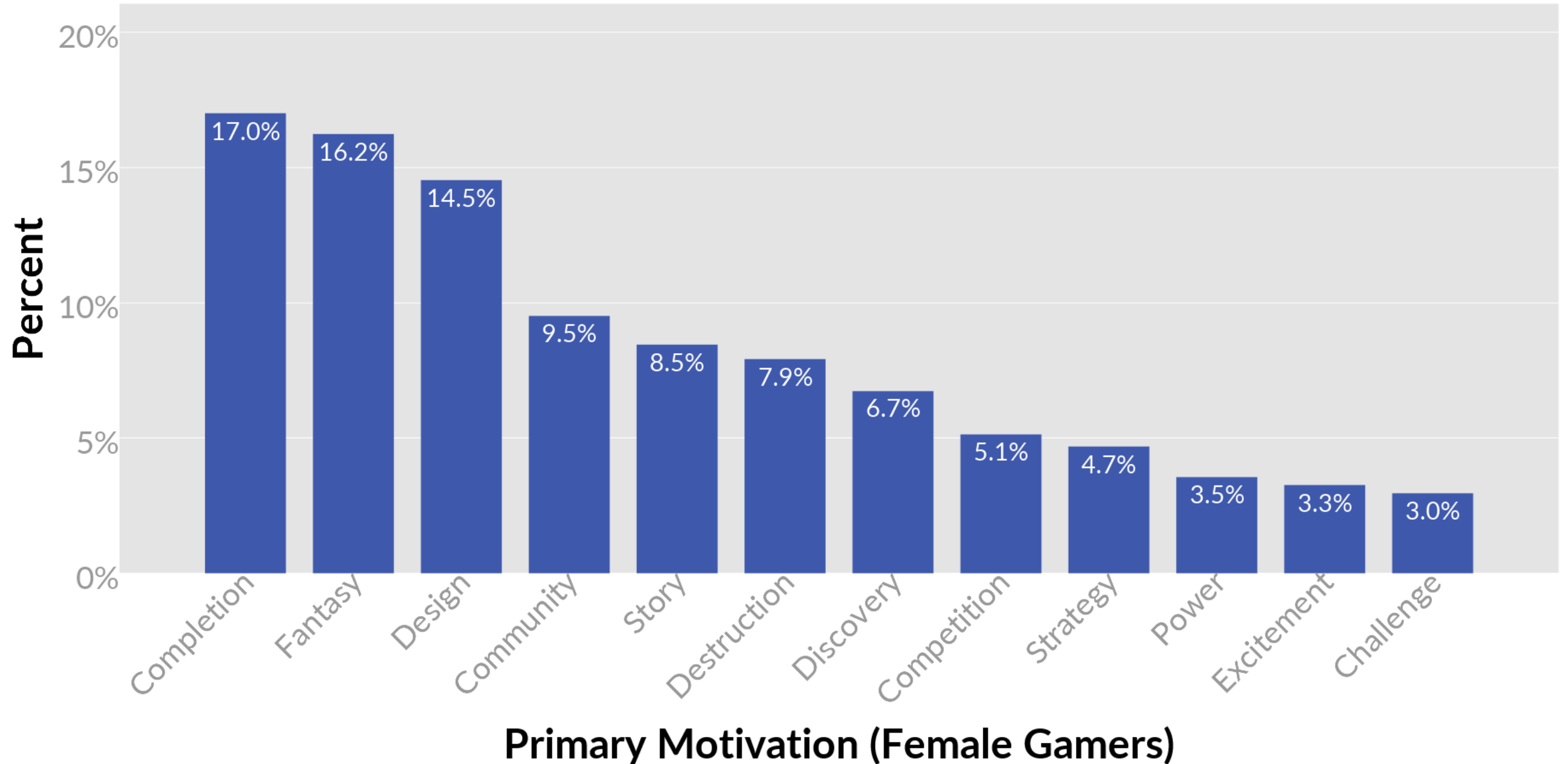
COMPLETION IS A VERY STABLE MOTIVATION



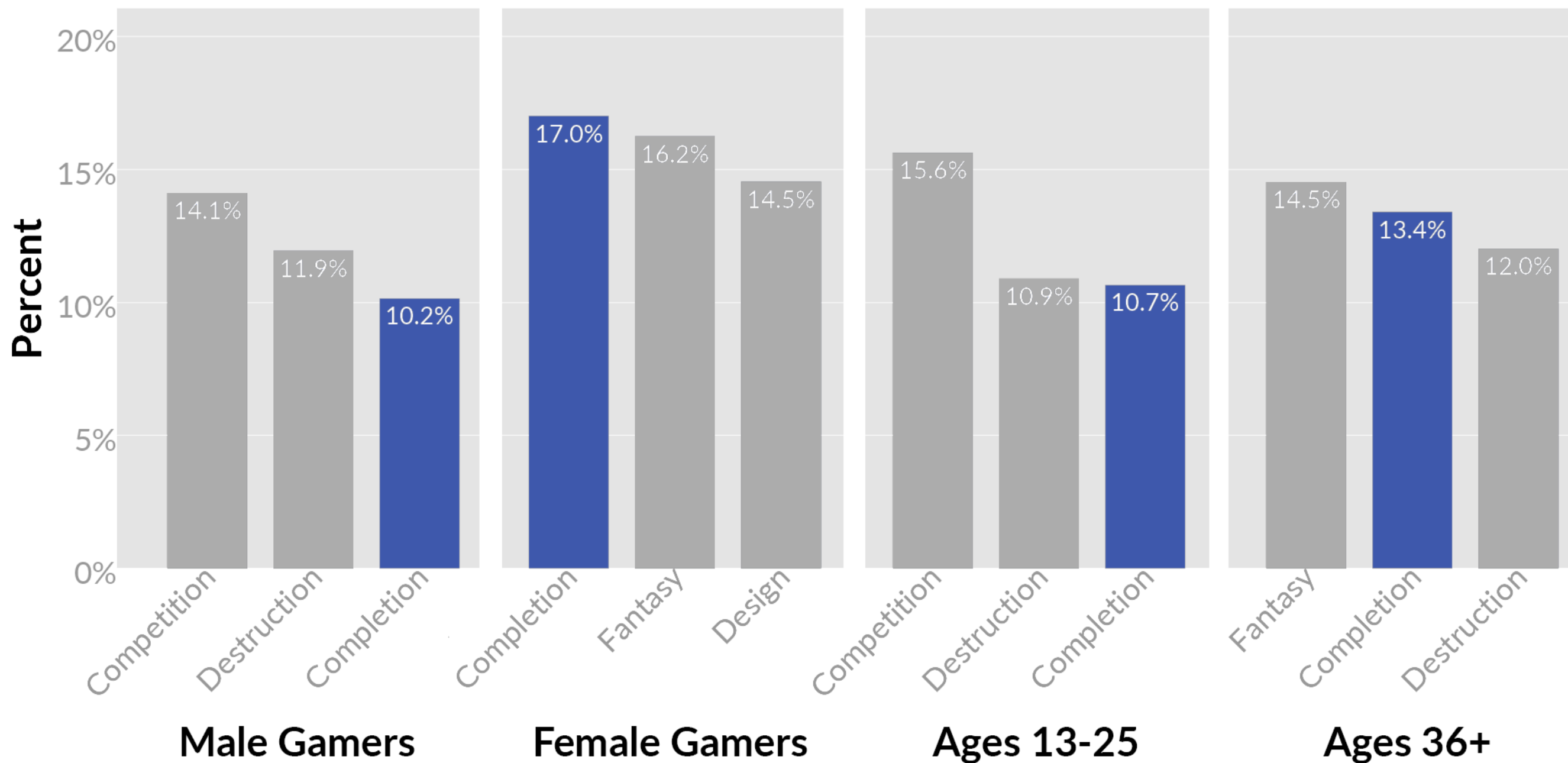
PRIMARY MOTIVATIONS (MEN)

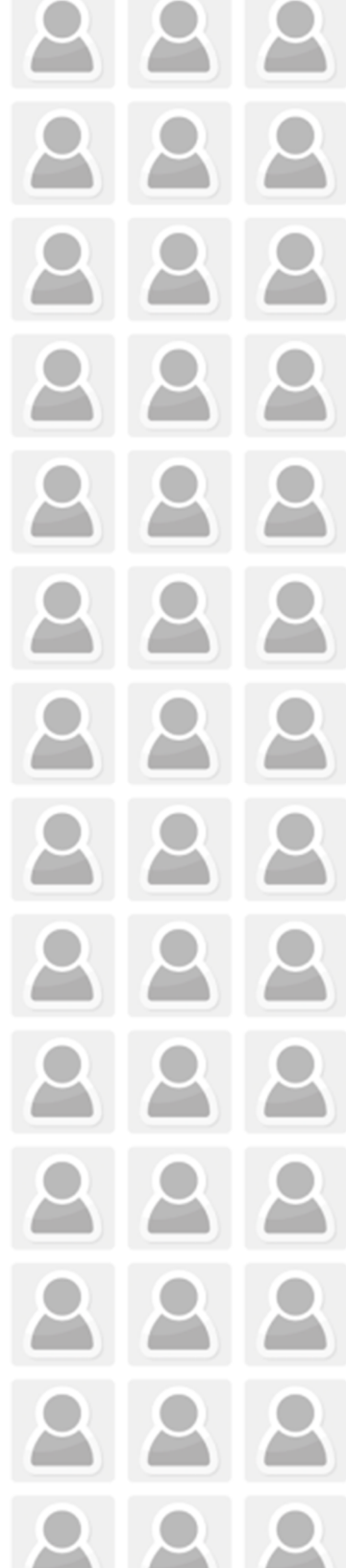


PRIMARY MOTIVATIONS (WOMEN)



COMPLETION IS IN TOP 3 ACROSS ALL SEGMENTS

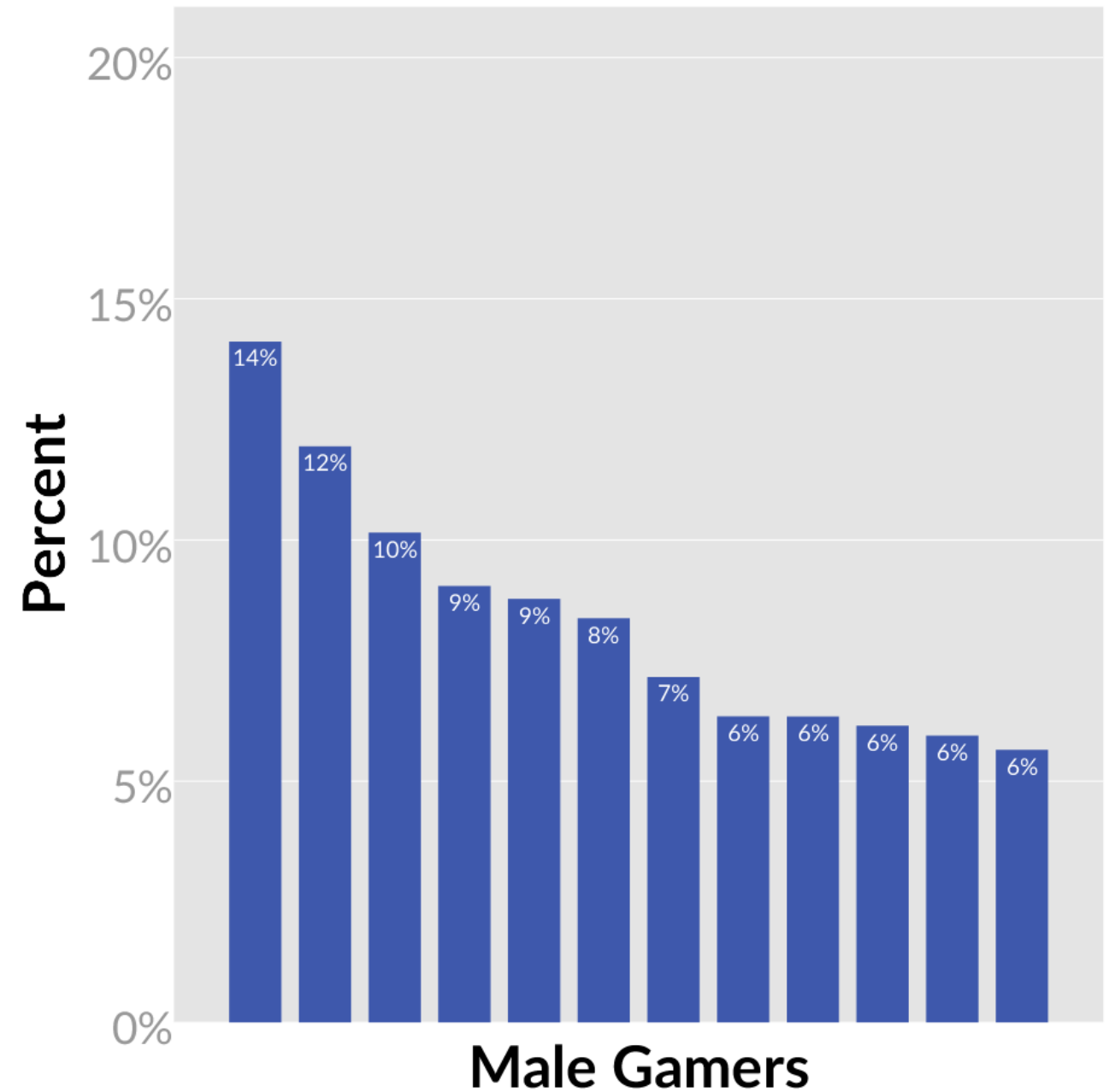
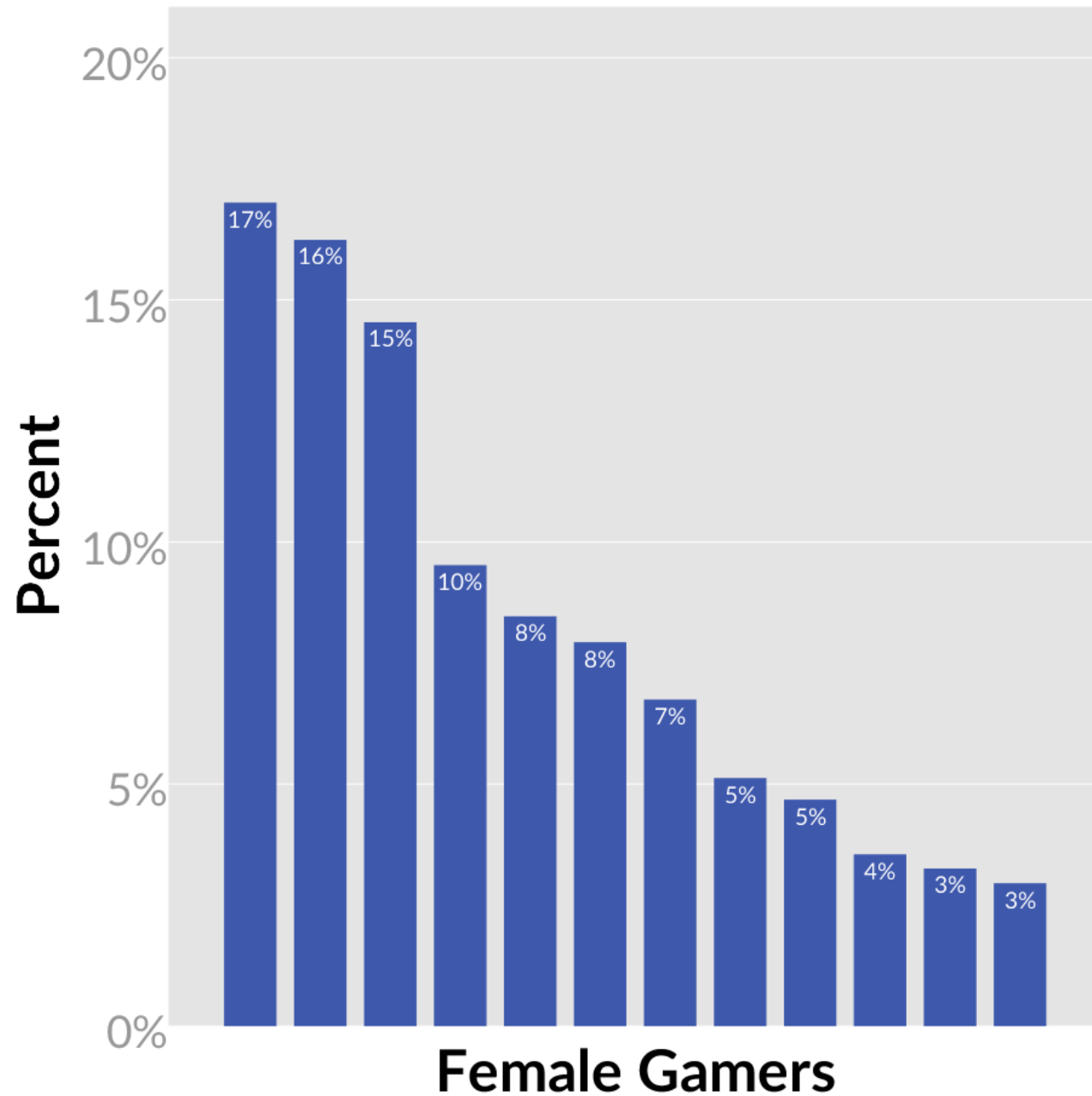




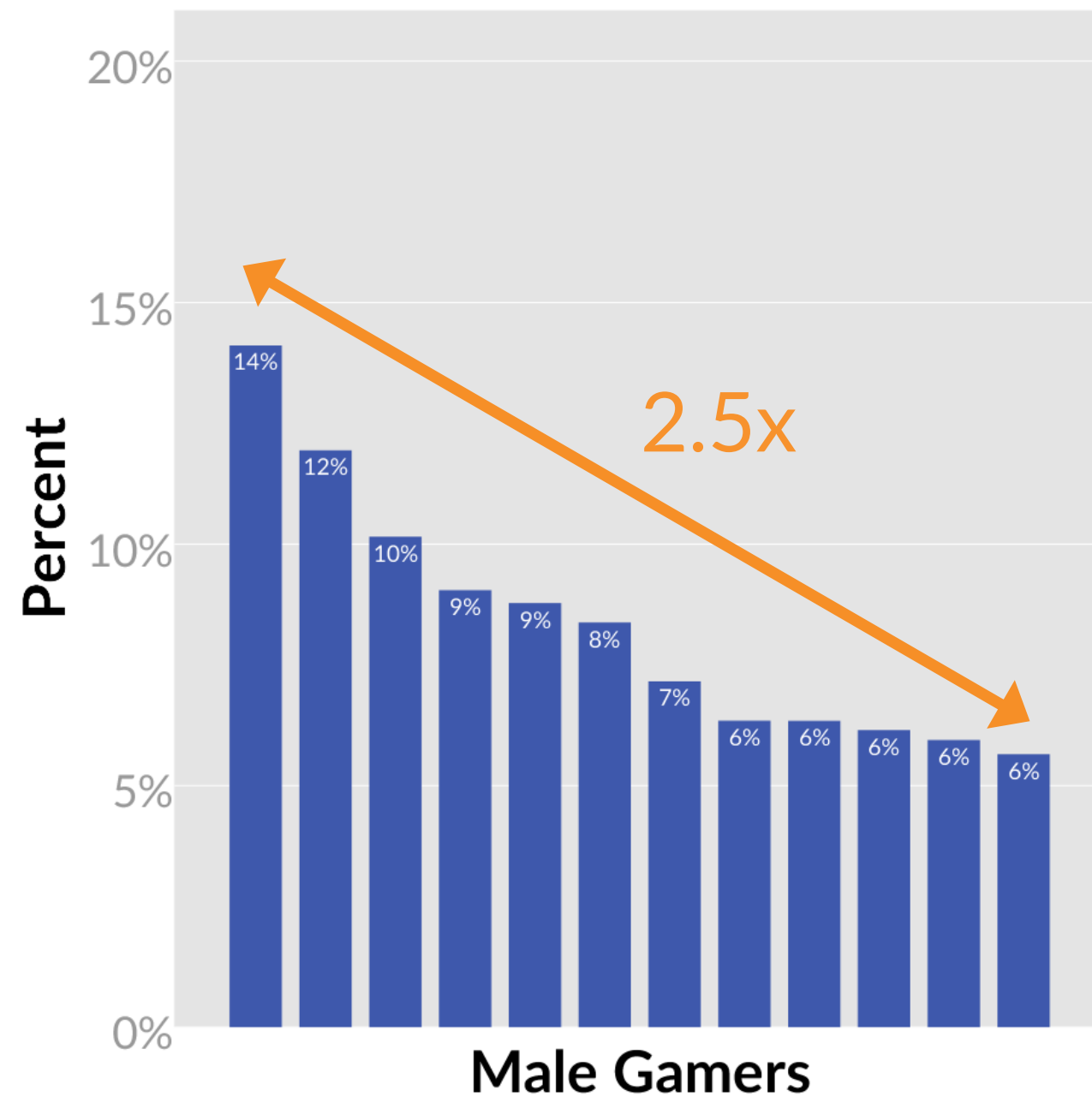
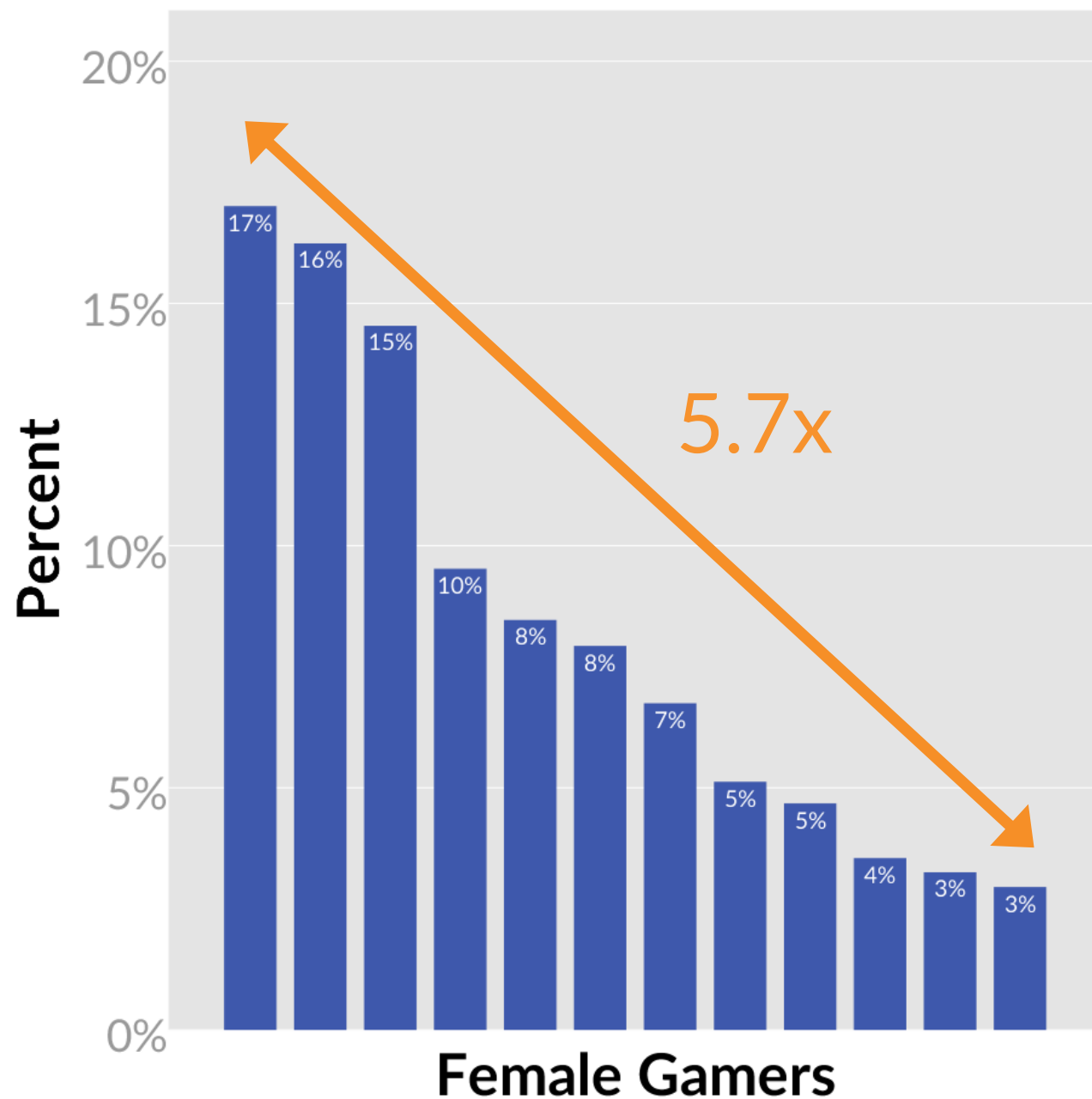
POLARIZATION

Female gamers are more polarized about what they want.

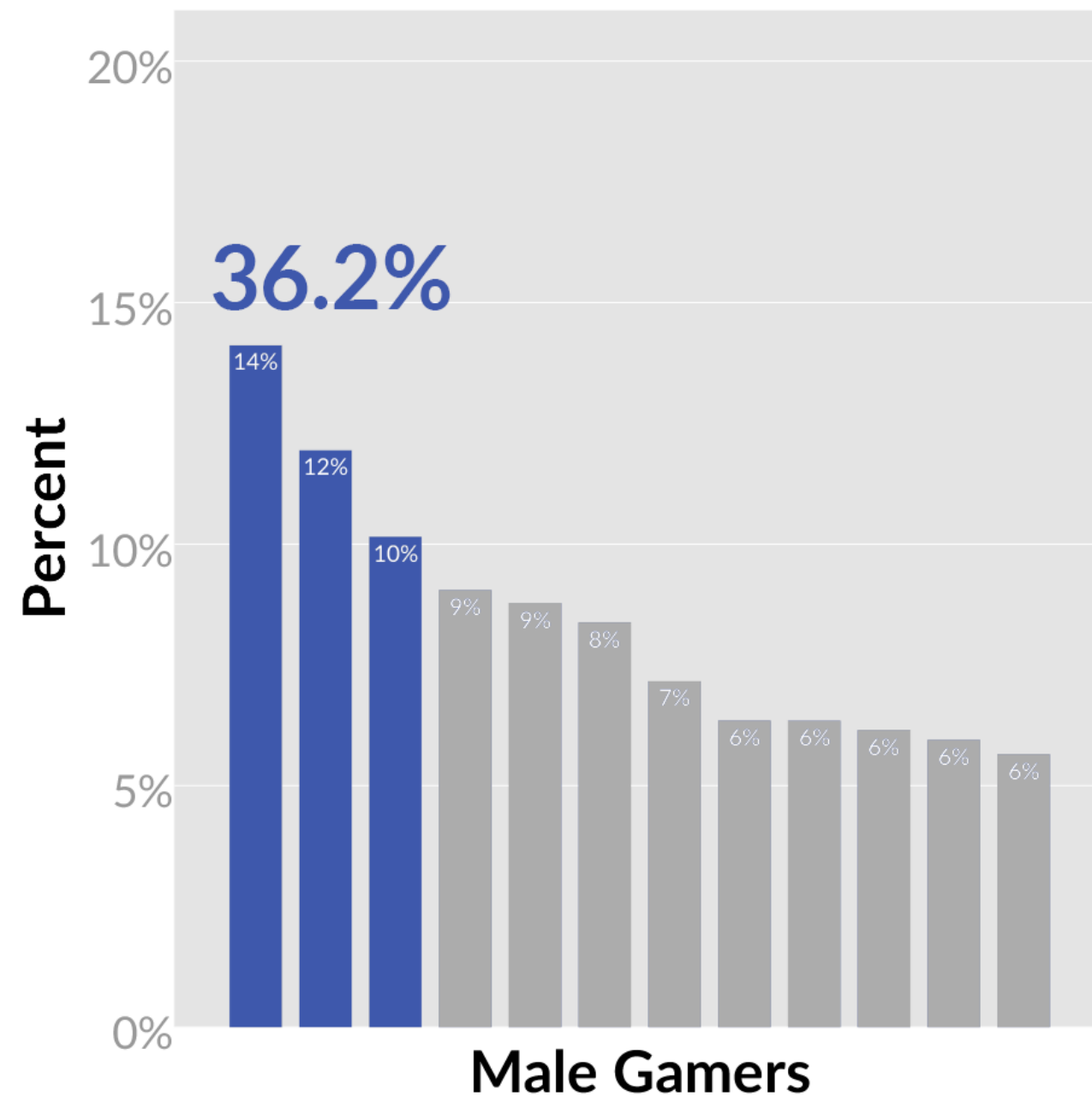
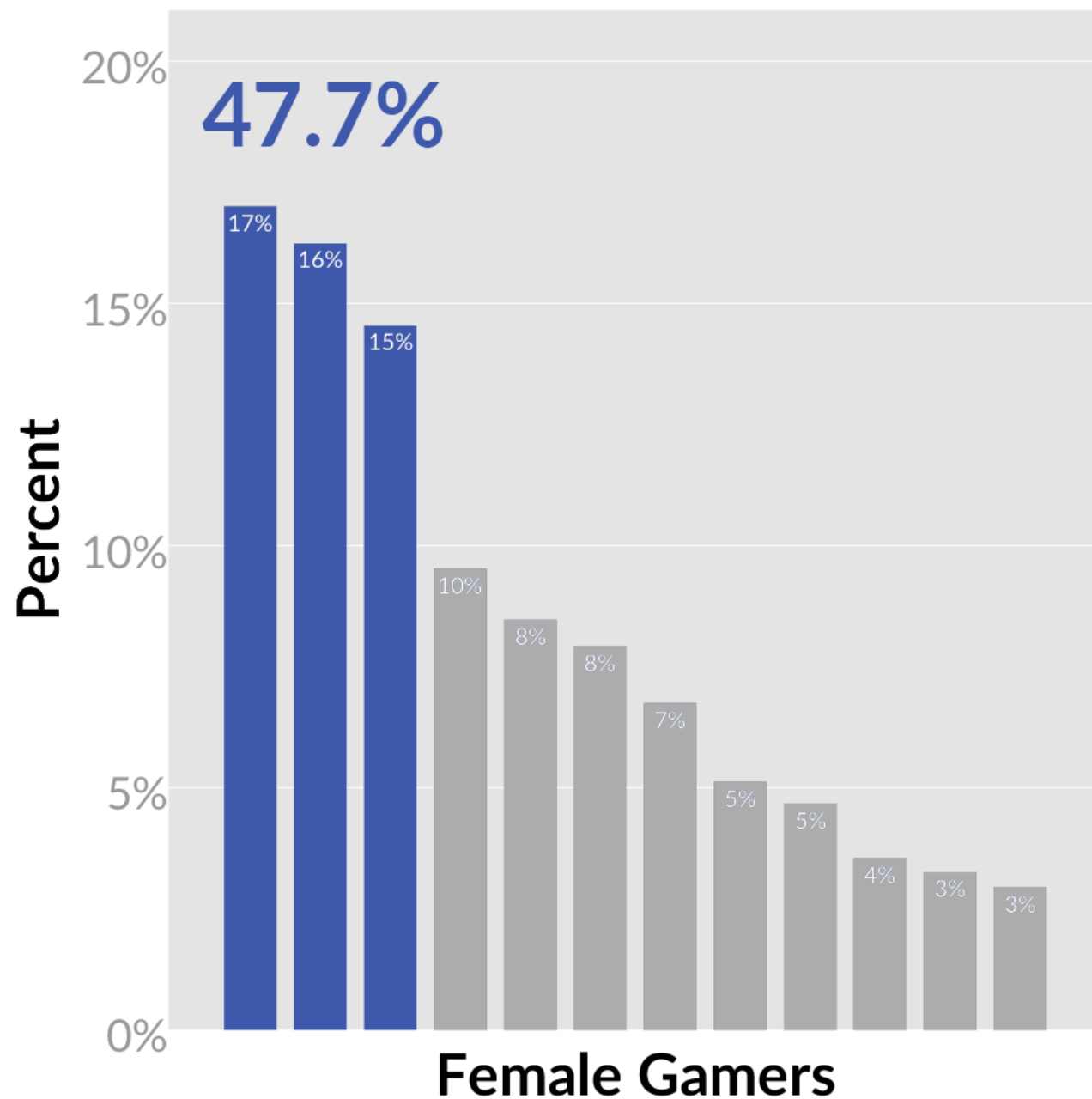
SIDE BY SIDE COMPARISON

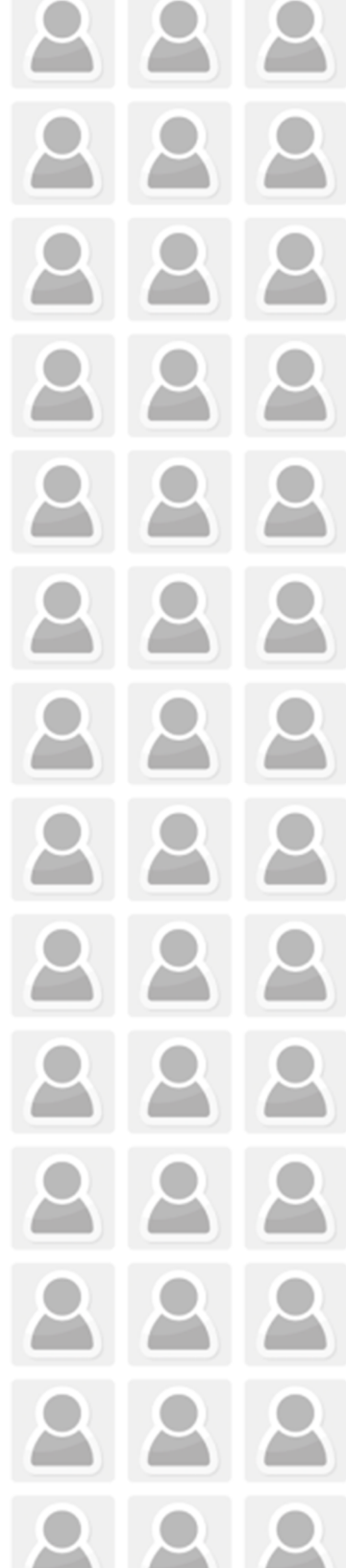


COMPARING THE DELTA



COMPARING CUMULATIVE COVERAGE



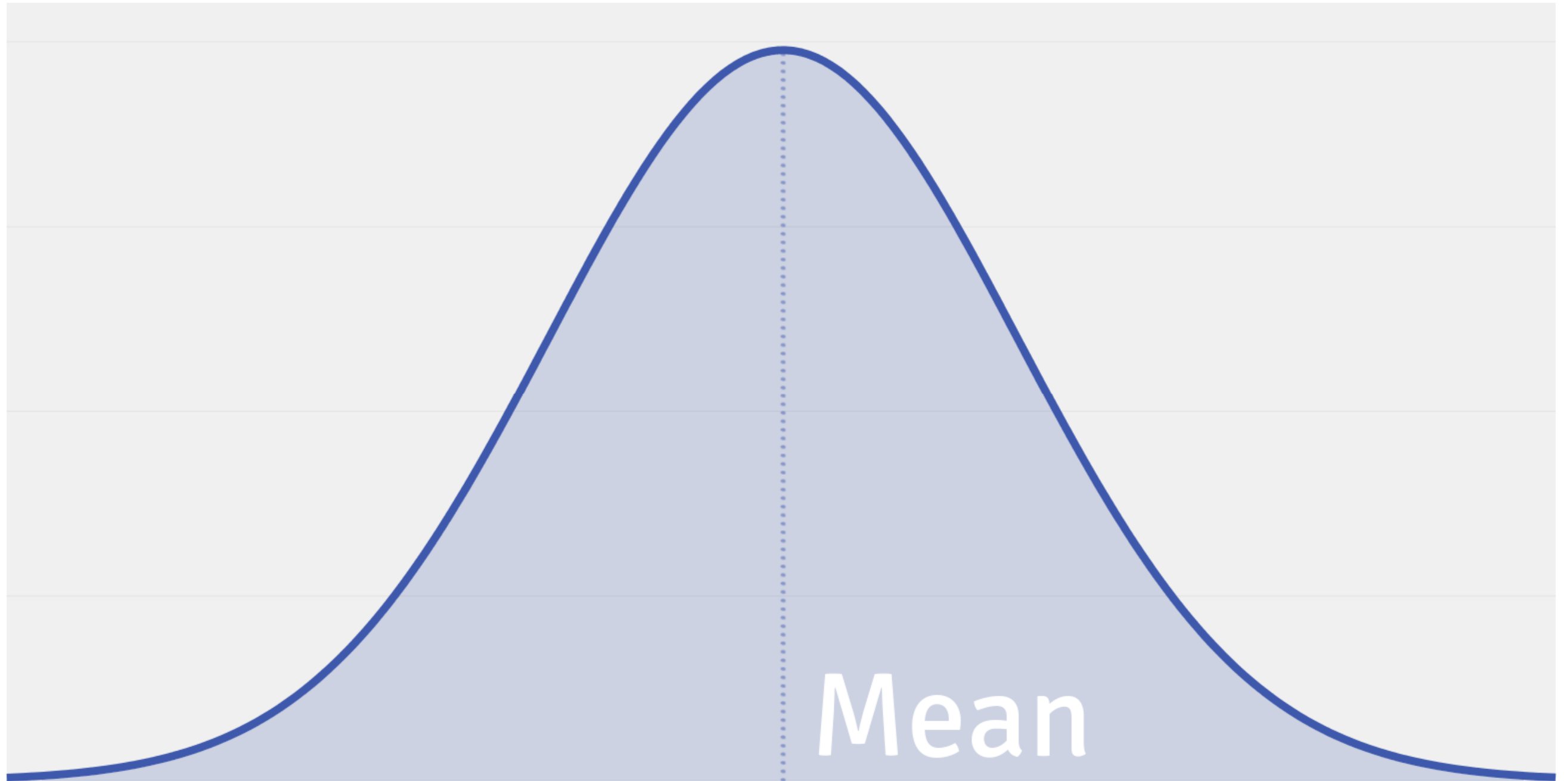


VARIANCE

There's a practical reason for understanding variance among motivations.

It's directly related to **audience coverage.**

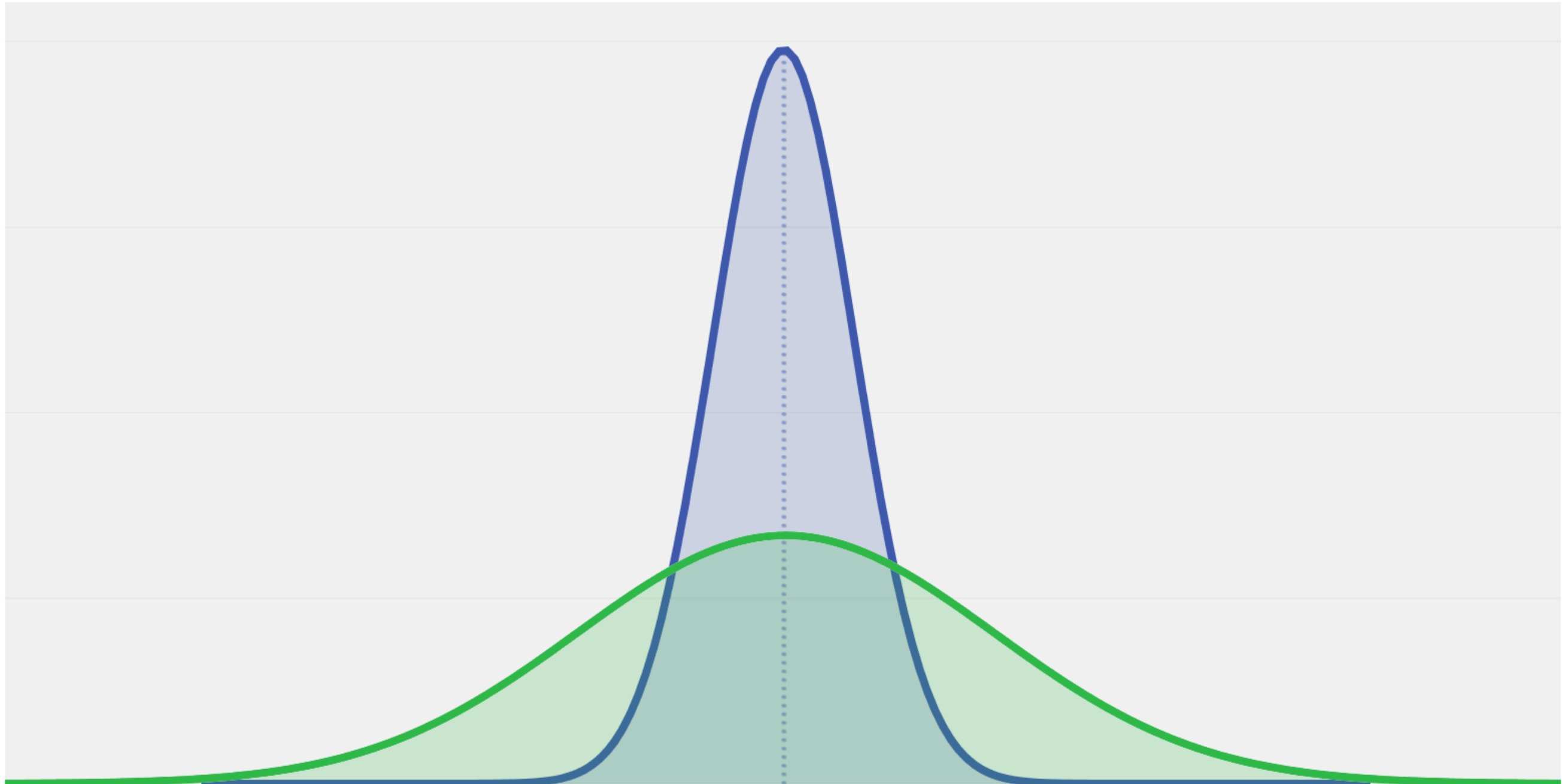
WE CAN **SUMMARIZE** A DISTRIBUTION WITH THE MEAN



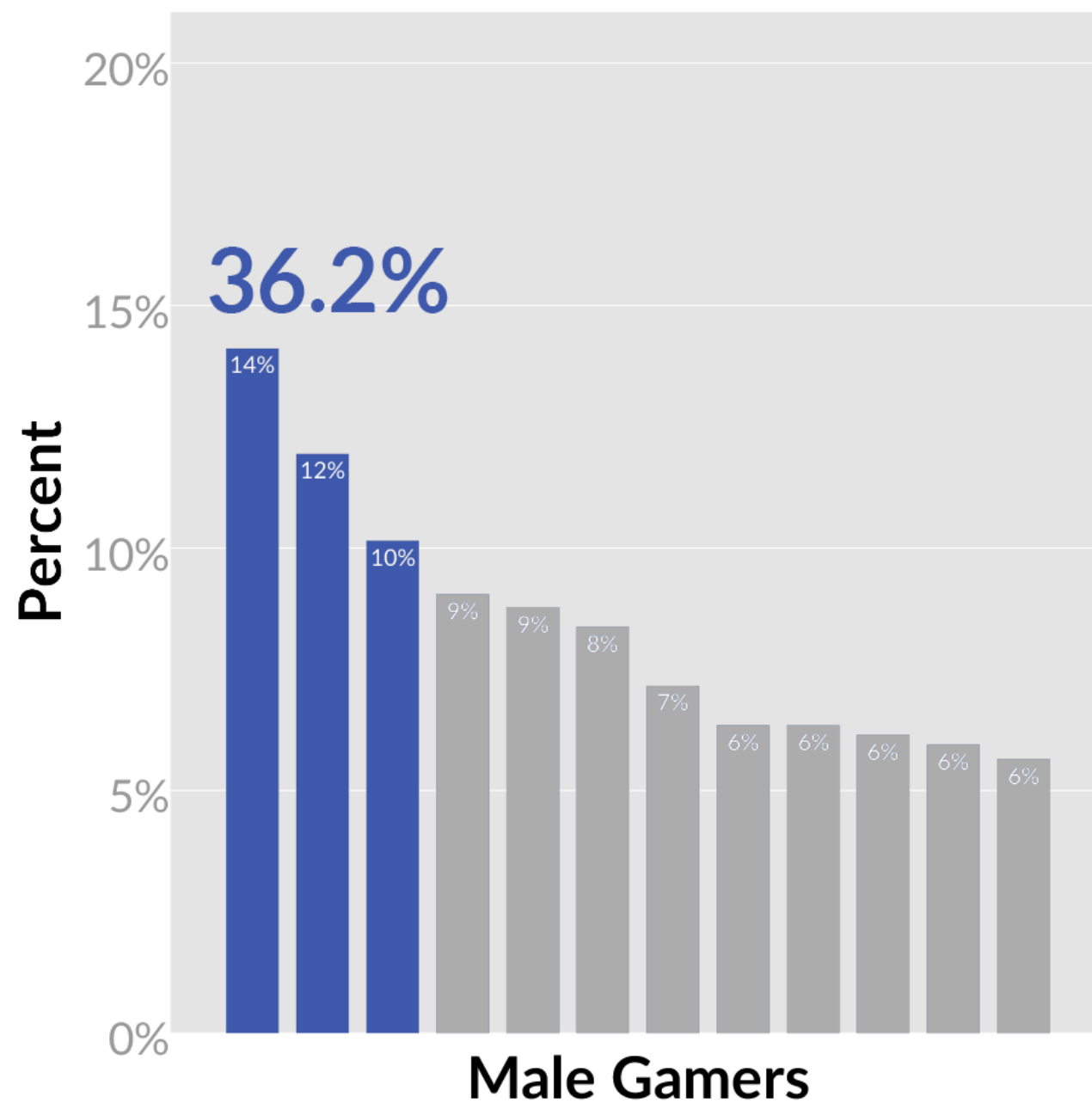
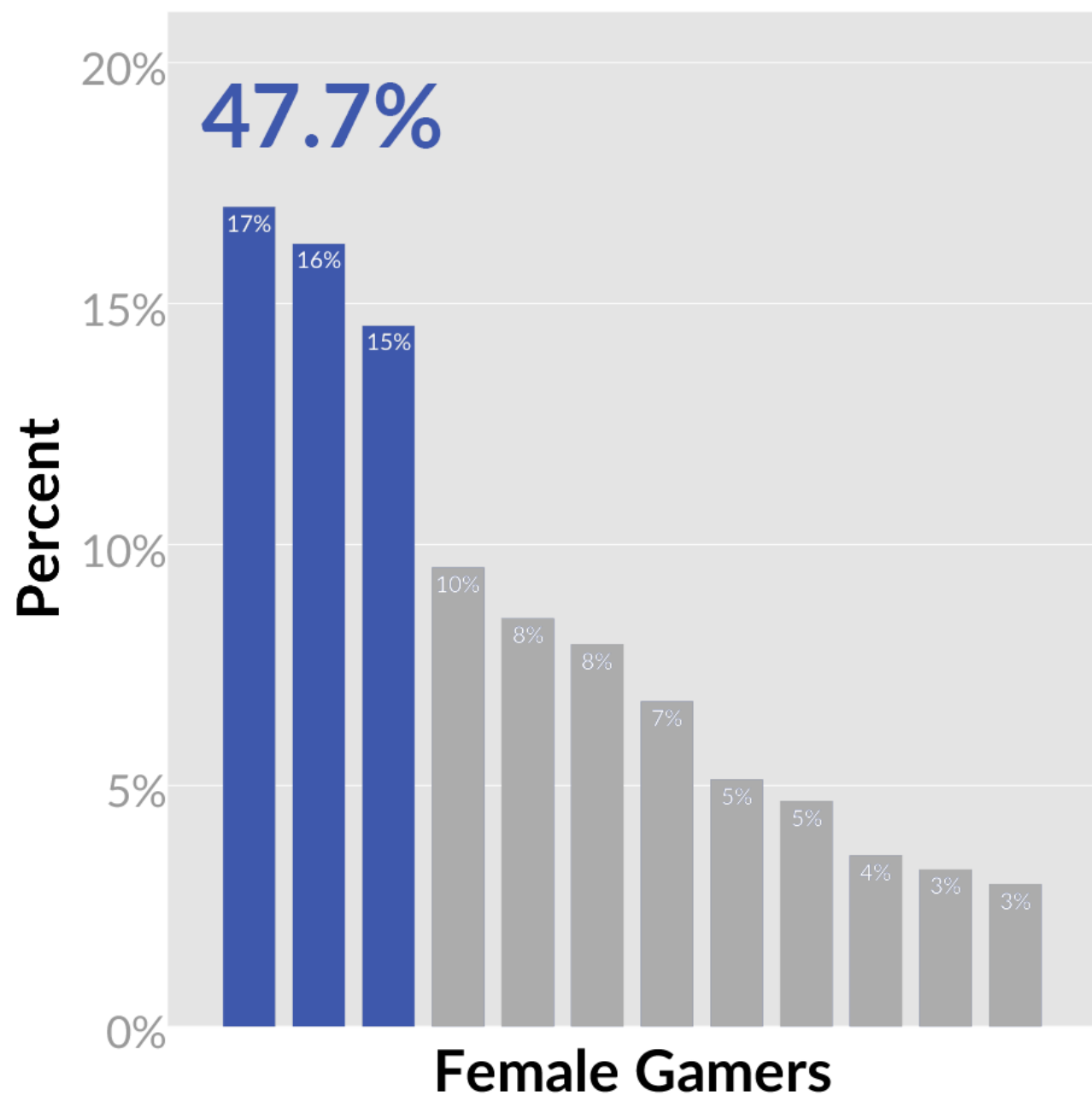
BUT ANOTHER IMPORTANT ASPECT IS THE VARIANCE

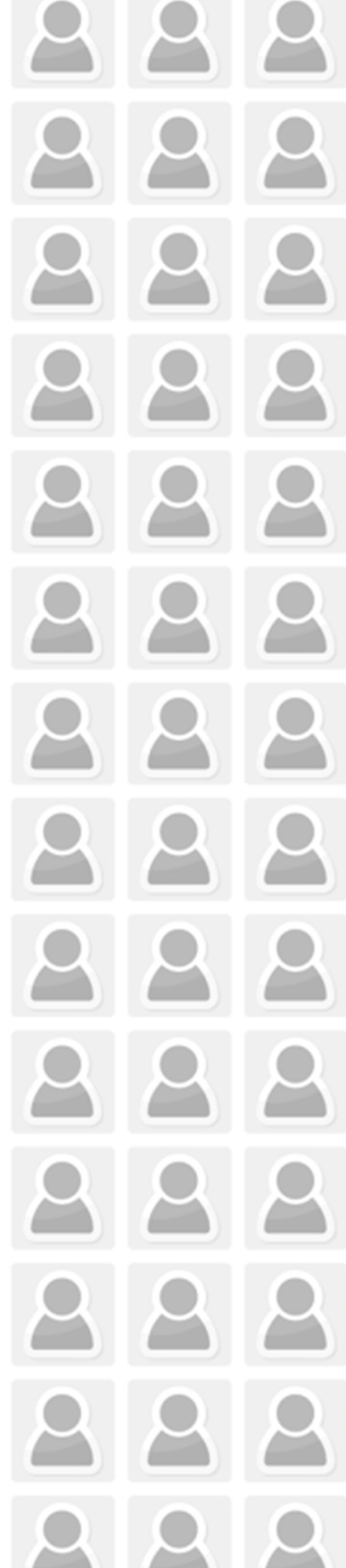


THE SMALLER THE VARIANCE, THE EASIER TO ACHIEVE **COVERAGE**



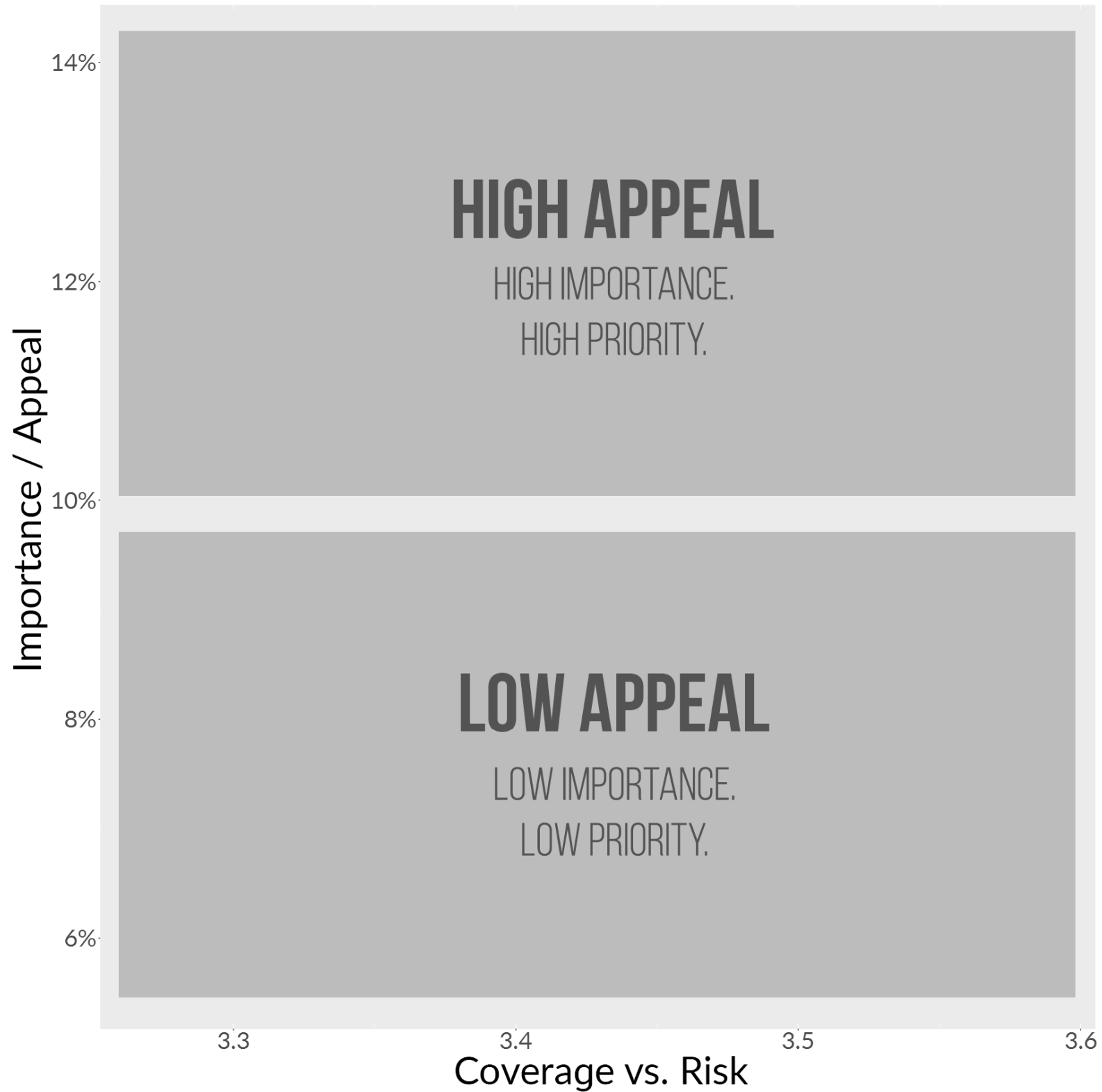
LESS VARIANCE = MORE COVERAGE

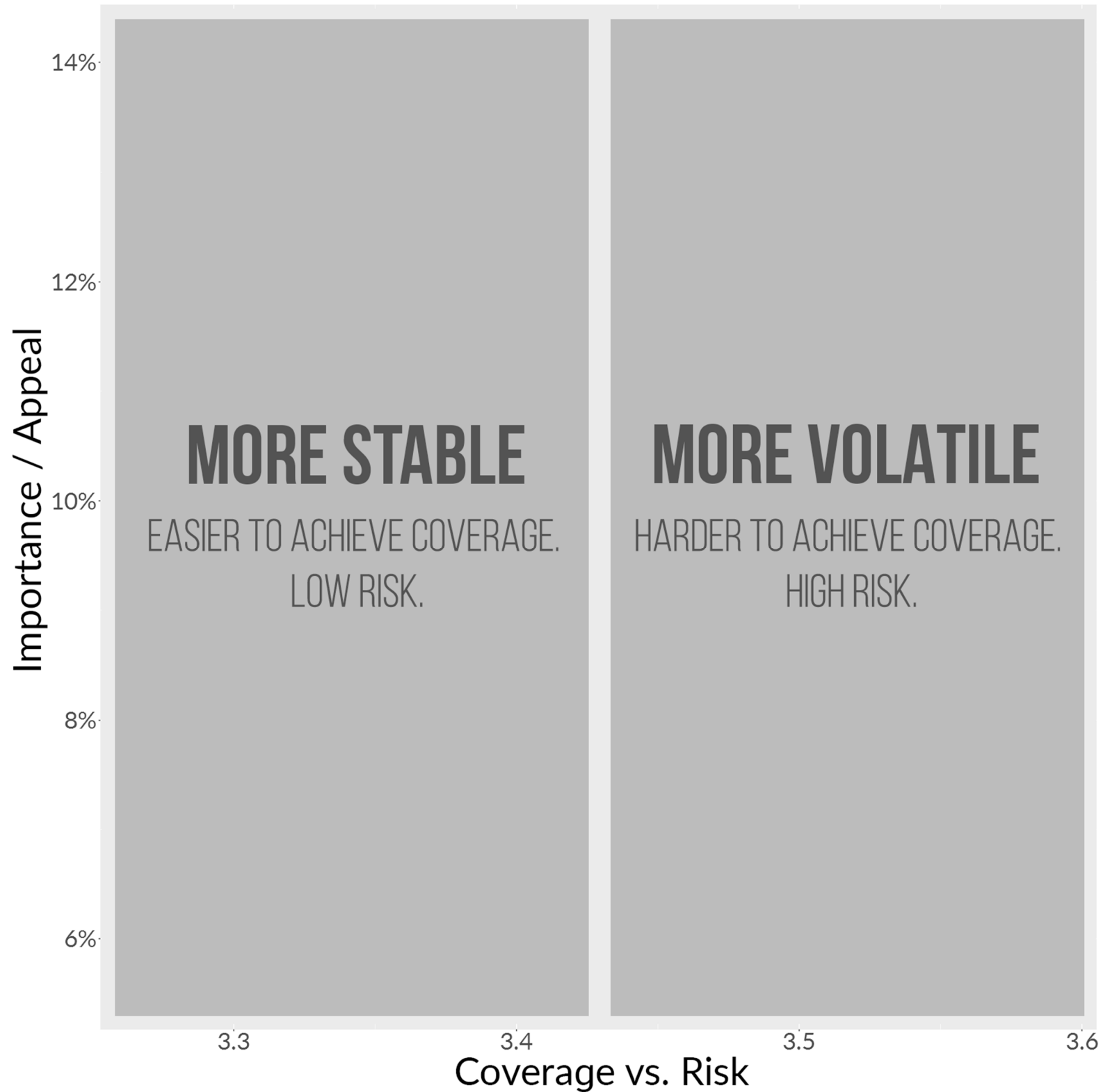




DESIGN RUBRICS

Let's visualize **appeal and volatility** at the same time.

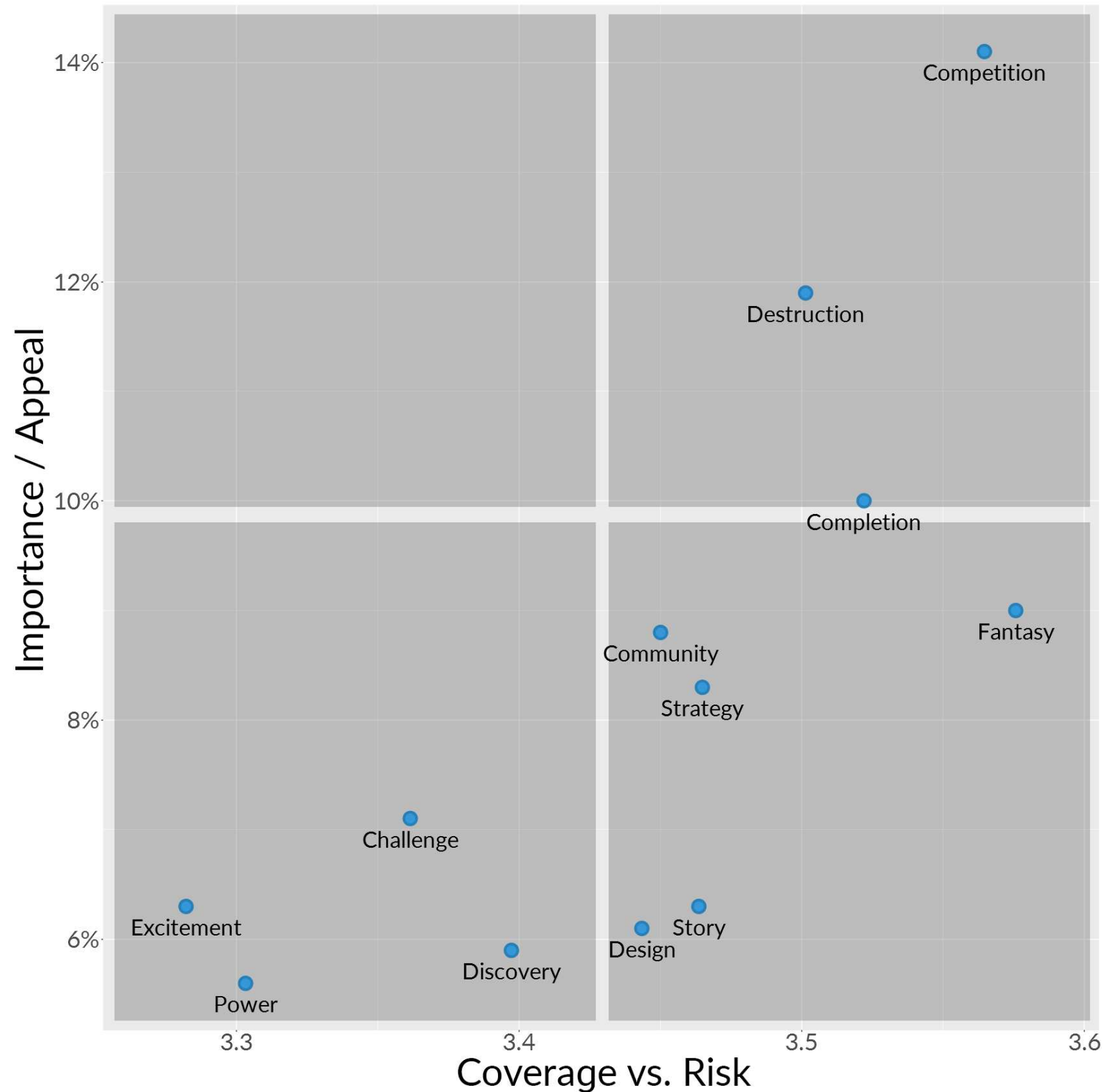






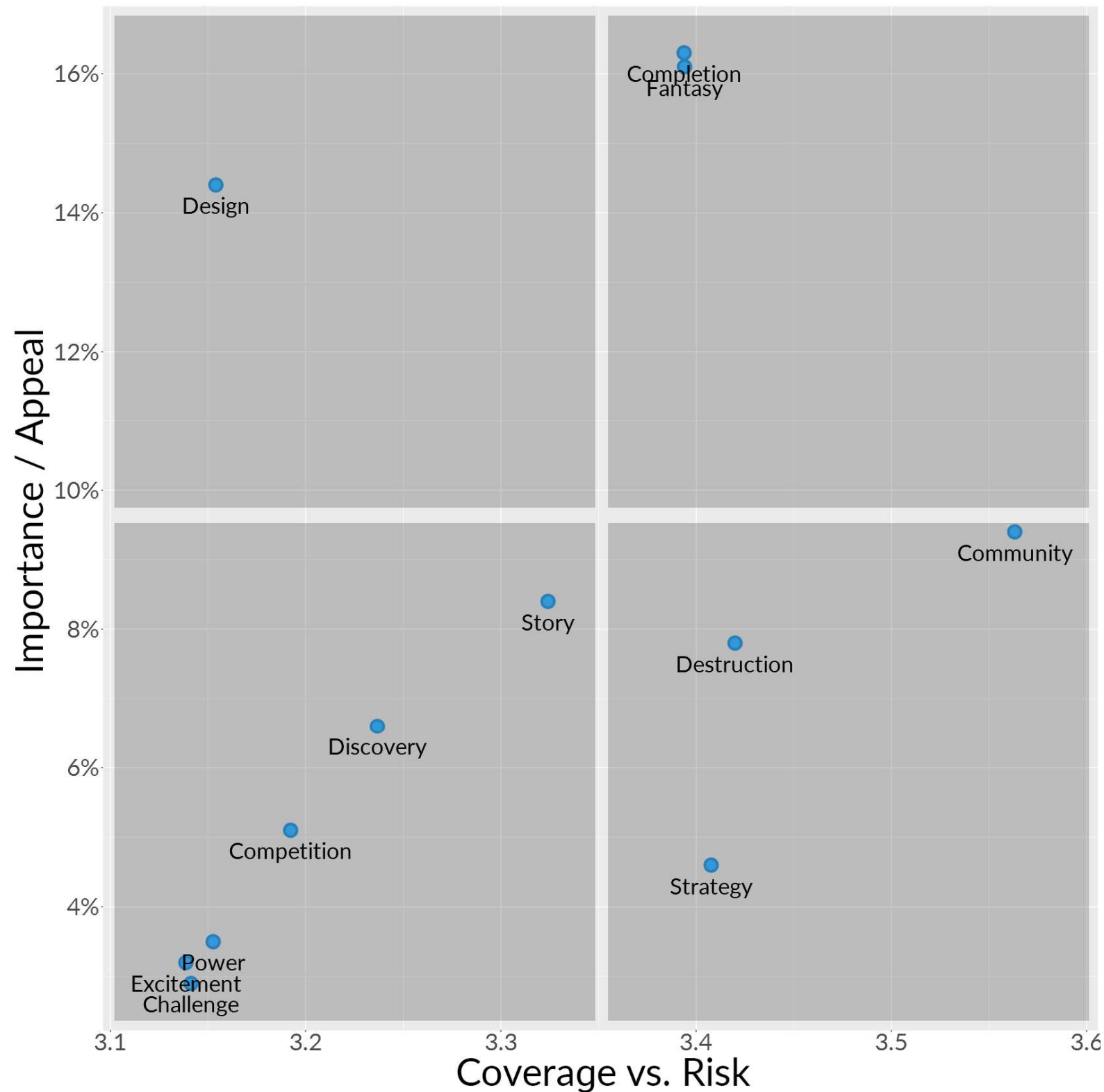
MALE GAMERS

The **most popular** motivations are also the **most volatile**.

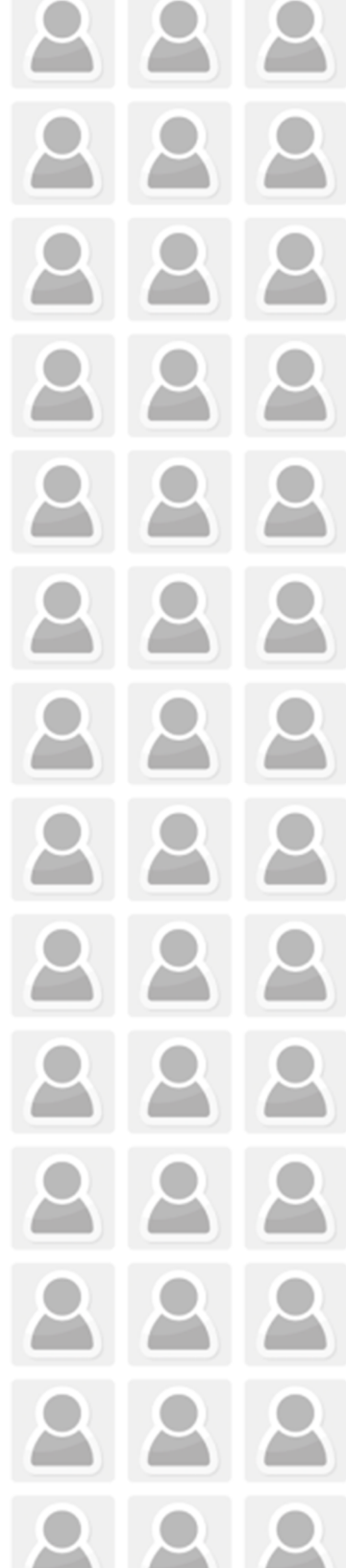


FEMALE GAMERS

Relative to the men, far more
consistency and stability.







HISTORICAL ACCIDENTS

Some genres may be accidental combinations of **orthogonal motivations.**



- My Computer
- My Documents
- My Network Places
- Internet Explorer

Progress Quest - New Character

Name: ?

Race	Class	Stats
<input type="radio"/> Half Orc	<input type="radio"/> Ur-Paladin	STR <input type="text" value="15"/>
<input type="radio"/> Half Man	<input type="radio"/> Voodoo Princess	CON <input type="text" value="8"/>
<input checked="" type="radio"/> Half Halfling	<input type="radio"/> Robot Monk	DEX <input type="text" value="16"/>
<input type="radio"/> Double Hobbit	<input type="radio"/> Mu-Fu Monk	INT <input type="text" value="8"/>
<input type="radio"/> Hob-Hobbit	<input type="radio"/> Mage Illusioner	WIS <input type="text" value="10"/>
<input type="radio"/> Low Elf	<input type="radio"/> Shiv-Knight	CHA <input type="text" value="10"/>
<input type="radio"/> Dung Elf	<input type="radio"/> Inner Mason	
<input type="radio"/> Talking Pony	<input type="radio"/> Fighter/Organist	Total <input type="text" value="67"/>
<input type="radio"/> Gyrognome	<input type="radio"/> Puma Burgular	
<input type="radio"/> Lesser Dwarf	<input type="radio"/> Runeloremaster	
<input type="radio"/> Crested Dwarf	<input type="radio"/> Hunter Strangler	
<input type="radio"/> Eel Man	<input type="radio"/> Battle-Felon	
<input type="radio"/> Panda Man	<input checked="" type="radio"/> Tickle-Mimic	
<input type="radio"/> Trans-Kobold	<input type="radio"/> Slow Poisoner	
<input type="radio"/> Enchanted Motorcycle	<input type="radio"/> Bastard Lunatic	
<input type="radio"/> Will o' the Wisp	<input type="radio"/> Lowling	
<input type="radio"/> Battle-Finch	<input type="radio"/> Birdrider	
<input type="radio"/> Double Wookiee	<input type="radio"/> Vermineer	
<input type="radio"/> Skraeling		
<input type="radio"/> Demicanadian		
<input type="radio"/> Land Squid		





Progress Quest - Moubfrum

Trait	Value
Name	Moubfrum
Race	Half Halfling
Class	Tickle-Mimic
Level	1

Stat	Value
STR	15
CON	8
DEX	16
INT	8
WIS	10
CHA	10
HP Max	1
MP Max	1

Experience

Spell	Level
-------	-------

Equipment

Weapon	Sharp Rock
Shield	
Helm	
Hauberk	-3 Burlap
Brassairts	
Vambraces	
Gauntlets	
Gambeson	
Cuisses	
Greaves	
Sollerets	

Inventory

Item	Qty
Gold	0

Encumbrance

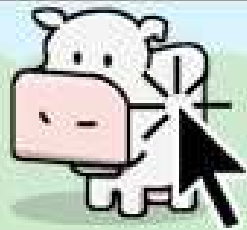
Plot Development

Prologue

Quests

Experiencing an enigmatic and foreboding night vision...





COW CLICKER

...CLICK YOUR COW

Cow Clicker Go buy Emoo Cow - <http://bogo.st/fs>. Or don't, I don't care. Clicking doesn't hurt when it's all you've ever felt. — view, like, comment

[more news](#)

Your Pasture

Your Barn

Your Herd

Buy a Cow

Invite a Cow

Rankings

Discussion

How to Play

 Lydia Barnes's cow





[remove cow](#)

 Kaliyana Finney's cow



[remove cow](#)

 Rose Peng (invited)



[Cancel Rose's invite](#)

Next Click In...
02:55:41
Pay 10 mooney to skip

Mooney 52
buy 20 or more

Cow Clicks
This Week: 6

 Angela Mingione's cow



 Your cow



 Emanuel Peters (invited)



Udder and Pointers
  0  0  0

Cowbell
 No Cowbell
Bronze in 994 clicks

-  2 credits - [Get More](#)
-  Games →
-  Happy Pets
-  Happy Aquarium
- [More](#)

Create an Ad

The Best Job on Campus ×



EF College Break is hiring Campus Managers to promote our international trips @ Georgia Tech. Earn cash and free travel. Apply today.

 Like

Congrats are in order! ×



58,625,510,833,290,696
cookies

per second : 120,603,030,687.5



Menu

News : follow the tear-jerking, riches-to-rags story about a local cookie manufacturer who decided to give it all up!

Stats

Updates



Store



Cursor

5,540,805,992,730,663

240



Grandma

2,984,836,580,254,914

222



Farm

170,435,347,927,903

190



Factory

166,203,053,072,751

177



Mine

181,106,909,560,437

169



Shipment

179,067,432,865,344

159



Alchemy lab

192,446,655,516,595

148



Portal

1,603,721,487,816,108

148



Time machine

5,488,363,427,962,272

26



Antimatter condenser

50,548,388,255,762,710

17

Help us make more games!

Donate



This ad opens in a new window.

AdventureQuest
WORLDS

Promote Your

Free Gold

1.00e299 80.6B



200

0/1



Gameplay area showing various units on a grid:

- 10.8M DPS
- 7.23B DPS
- Avada Lvl 50
- Headshot Lvl 50
- 48.8M DPS
- 289M DPS
- Kadavra Lvl 50
- Headshot Lvl 50
- 137M DPS
- 109M DPS
- 51.0M DPS
- 903M DPS
- Hank Lvl 50
- Headshot Lvl 50
- Kadavra Lvl 50
- Hank Lvl 50
- Kadavra Lvl 50

Buy x1



LVL UP
12.0t

LVL 201
70.4B DPS

LVL UP
107M

LVL 1
289M DPS

LVL UP
856M

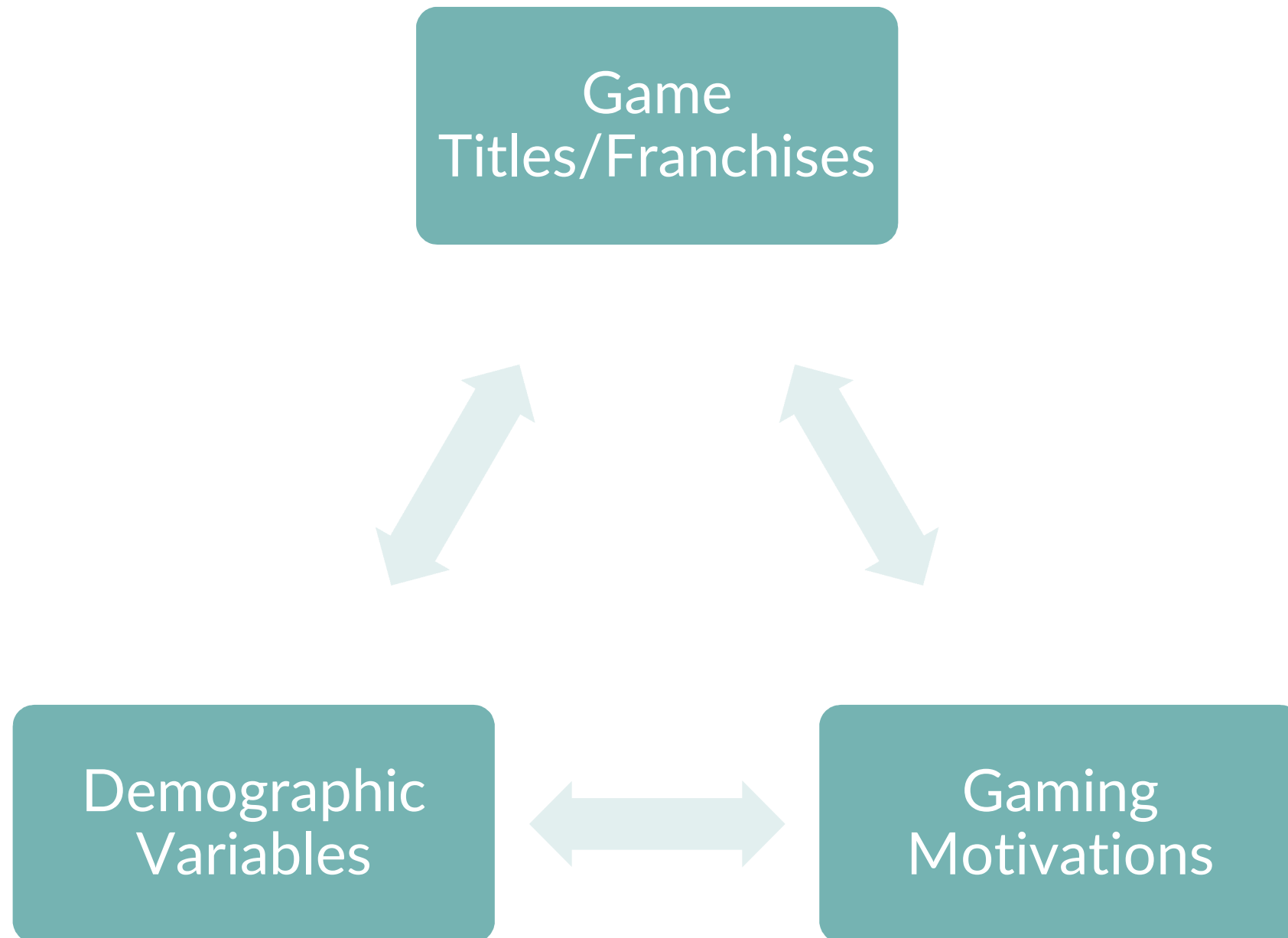
LVL 1
1.37B DPS

RECRUIT
6.50B

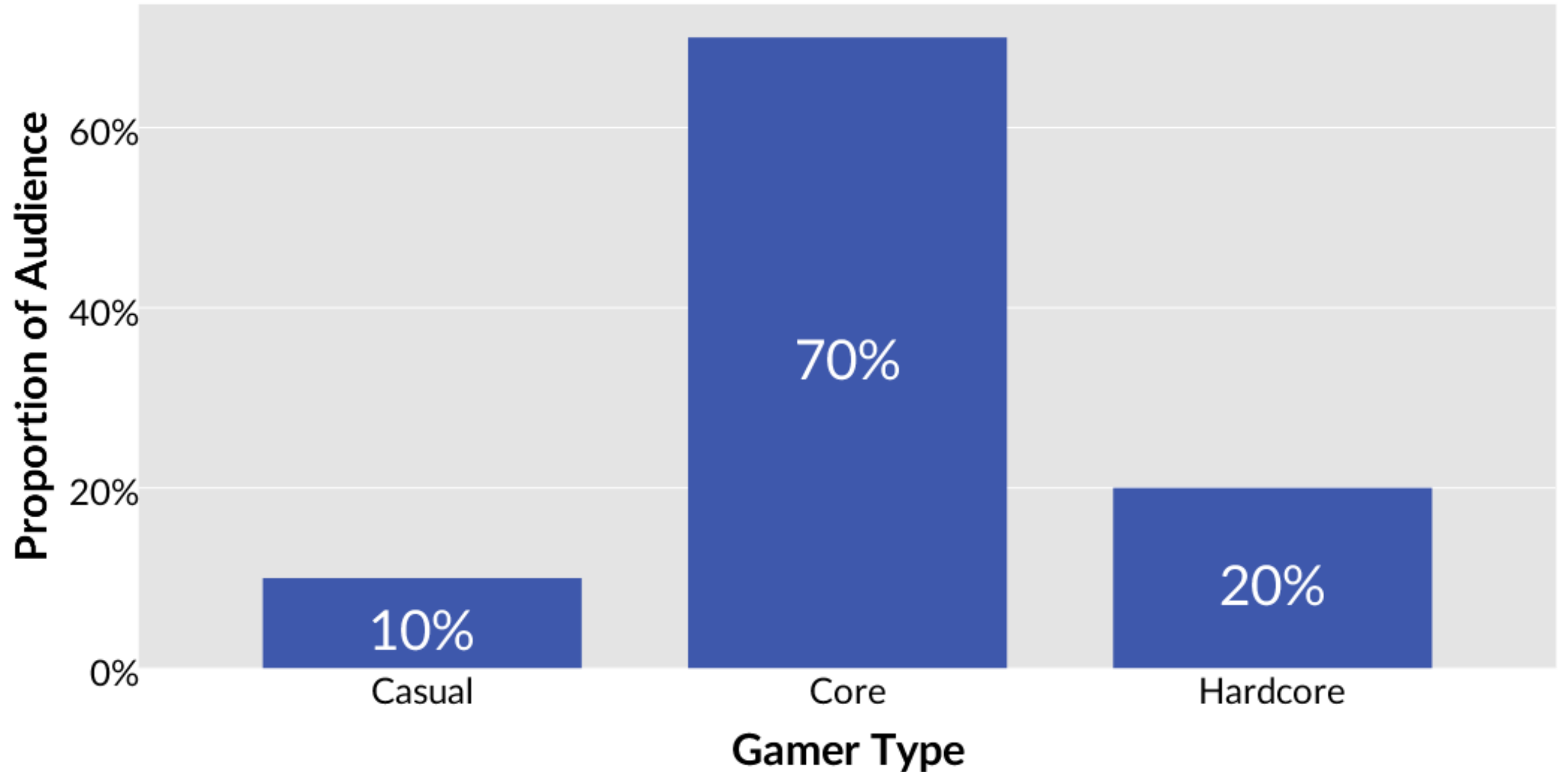
Unlocked
20.4M DPS

Unlocked
83.3M

PIVOT POINTS



IDLE CLICKERS **GAMER TYPE %**



Top Games By Current Players

Name	Current Players	Last 30 Days	Peak Players	Hours Played
14. Fallout 4	31,609		51,797	19,849,535
15. Warframe	28,800		42,852	19,794,987
16. Unturned	28,274		38,486	16,723,948
17. Terraria	25,212		27,811	13,180,799
18. Total War: WARHAMMER	24,470		104,413	28,280,275
19. Clicker Heroes	23,506		27,153	11,204,460
20. The Witcher 3: Wild Hunt	19,994		53,576	16,000,579
21. DayZ	18,736		27,880	6,350,002
22. Counter-Strike	16,822		22,585	9,893,041

IDLE CLICKER **AUDIENCE PROFILE**

Most Important Motivations

- 1) Completion
- 2) Power

Least Important Motivations

- 1) Excitement
- 2) Fantasy
- 3) Story

Other Popular Games

- Diablo III
- Fallout 4
- The Elder Scrolls Online
- EVE Online



GAMER MOTIVATION MODEL



Action
“Boom!”

Social
“Let’s Play”

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 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.

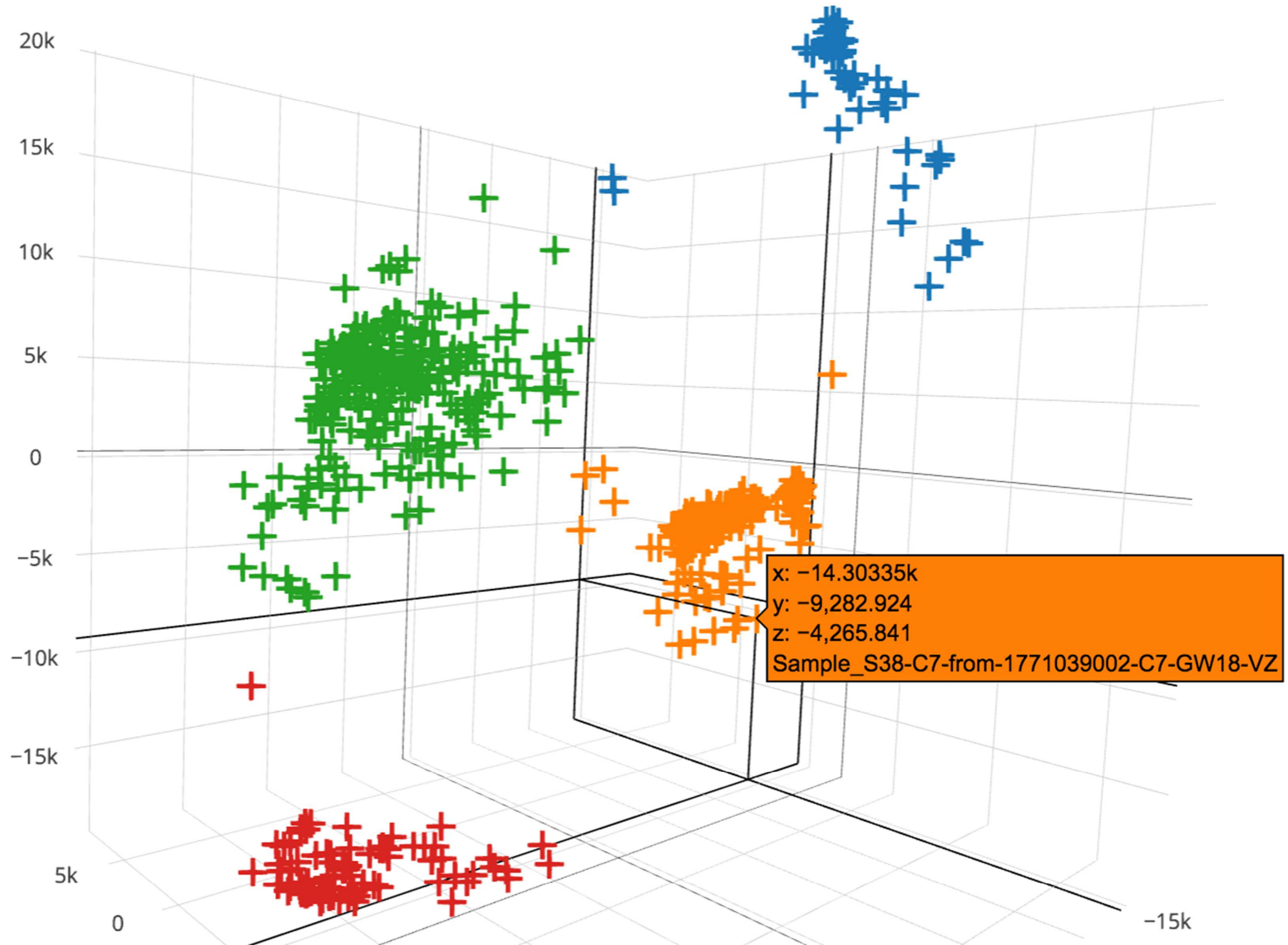
Story
Elaborate plot,
characters.

Discovery
Explore. Tinker.
Experiment.



UNEXPECTED SEGMENTS

Bridges between clusters can occur in underlying player segments.



STRATEGY + STORY



Action
“Boom!”

Social
“Let’s Play”

Mastery
“Let Me Think”

Achievement
“I Want More”

Immersion
“Once Upon a Time”

Creativity
“What If?”

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Powerful Character.
Powerful Equipment.

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Elaborate plot,
characters.

Discovery
Explore. Tinker.
Experiment.

Duke Hugh I of Norfolk 38

de Bigod

English
Catholic
Reigning in Thetford, Norfolk

15 (30)	521.3
6 (14)	453.5
6 (19)	157.2
0 (17)	2145.8
22 (47)	

Family: Vassals (3), Court (11), Allies (7), Abroad (0)

Parents: [Icons]
Grandparents: [Icons]
Wards: [Icons]
Children: [Icons]
Siblings: [Icons]

Children

- Richard
- Amice
- Terry

床

0 0 0

鉄の弓

暗夜兵

暗夜兵

シーフ Lv. 7

HP 21 / 21 EXP -

攻撃 16 必殺 2

命中 93 回避 19

鉄の弓

力 7 速 12
魔力 1 幸運 3
技 8 守備 5
魔防 8

nick@quanticfoundry.com





QUANTIC
FOUNDRY

