GAMER MOTIVATION PROFILE

MODEL & FINDINGS
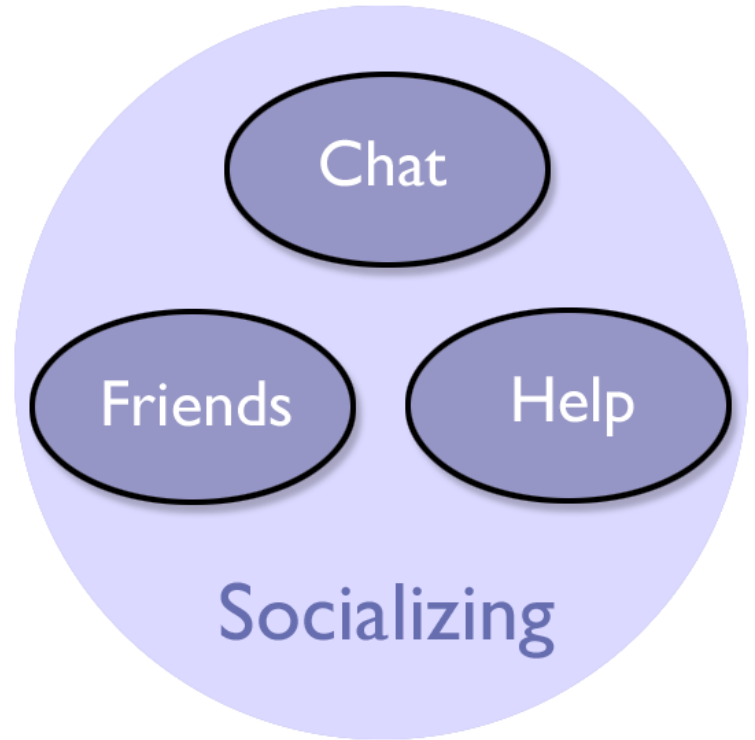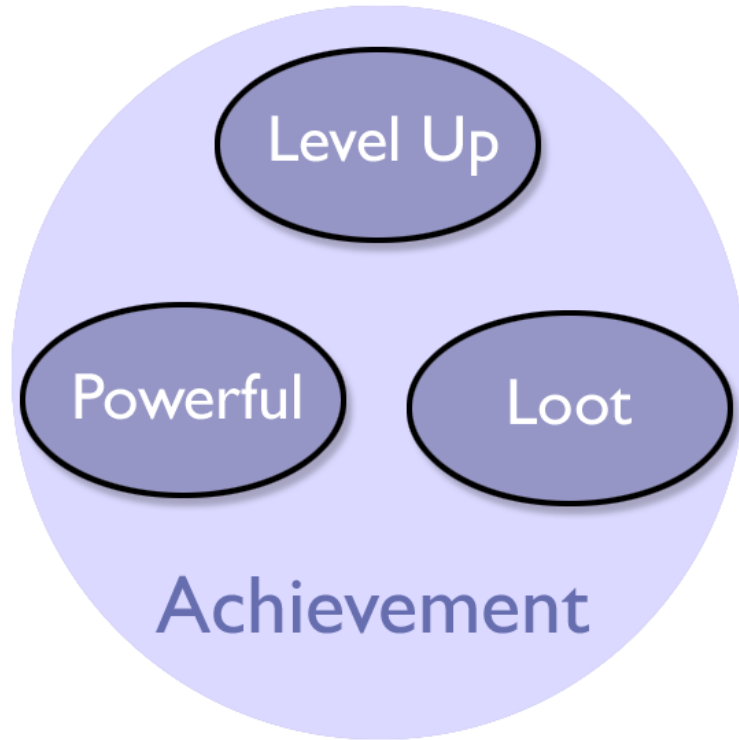
QUANTIC
FOUNDRY
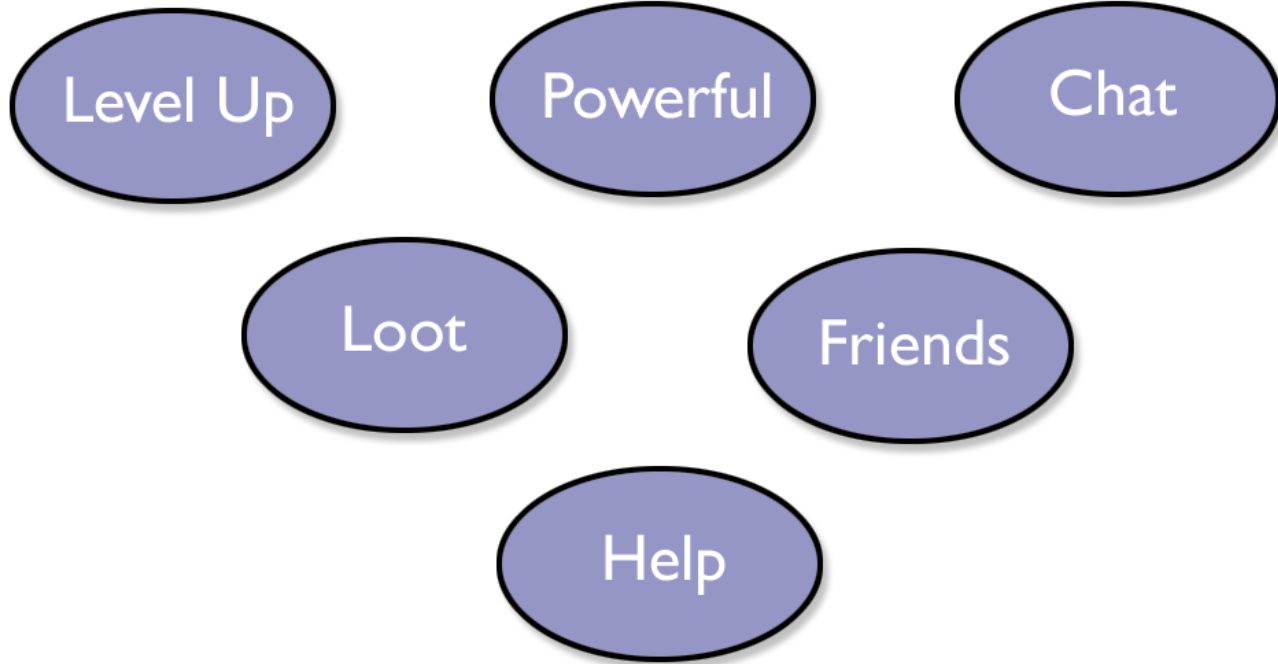
FACTOR ANALYSIS
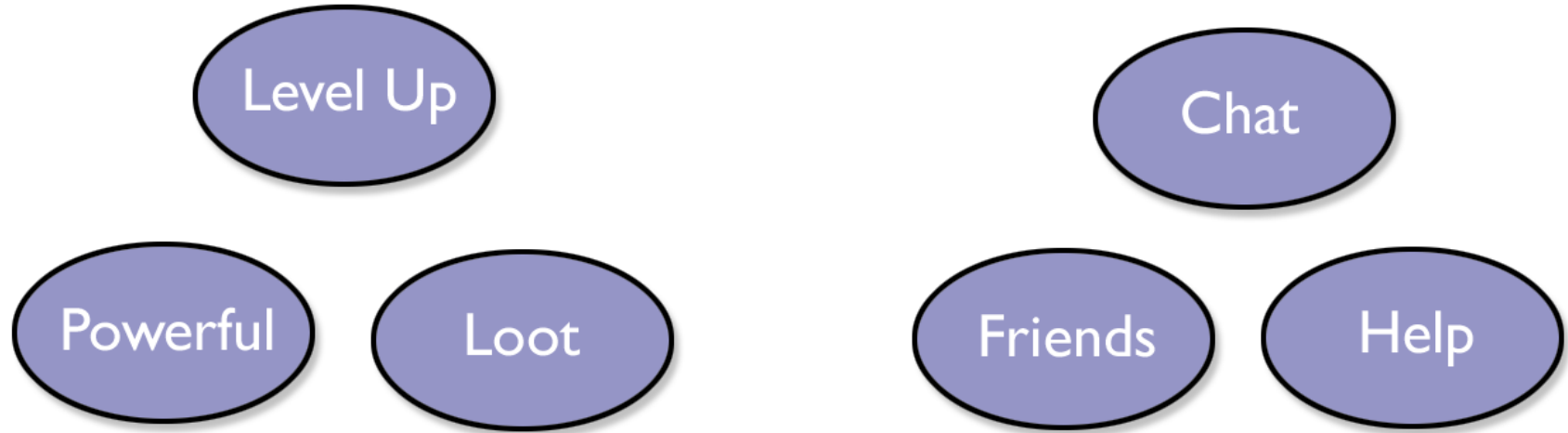
FACTOR ANALYSIS

FACTOR ANALYSIS

LITERATURE REVIEW

|	Story	Excitement	Social	Compete	Escapism	Challenge	Creation	Achieve	Curiosity	Fantasy
Hilgard et al. (2013)	☑	☑	☑		☑	☑	☑	☑	☑	
Rigby et al. (2006)			☑			☑		☑	☑	
Bartle (1996)			☑	☑				☑	☑	
Sherry et al. (2006)		☑	☑	☑		☑				☑
LeBlanc (2004)	☑	☑	☑			☑	☑		☑	☑
Steinkuehler (2005)			☑	☑		☑		☑	☑	
Yee (2006)	☑		☑	☑	☑		☑	☑	☑	
Caillois (1961)	☑	☑		☑						
Griffiths (1991, 1993)		☑	☑		☑	☑				
Myers (1990)			☑			☑			☑	☑
Jansz & Tanis (2007)		☑	☑	☑		☑				☑
Lee at al. (2012)			☑		☑	☑				☑
Lazarro (2004)		☑	☑			☑			☑	
Malone et al. (1987)			☑	☑		☑			☑	☑

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.

Action
(10%)

Social
(18%)

75

50

25

Immersion
(6%)

Mastery
(49%)

Creativity
(42%)

Achievement
(45%)
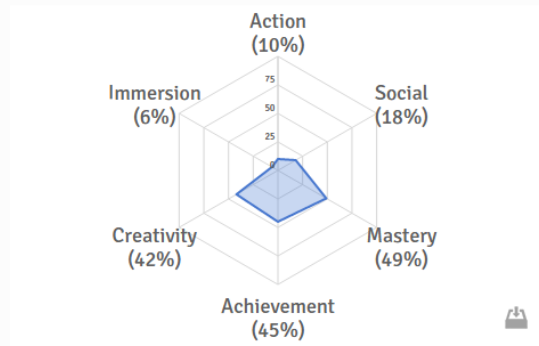
Personalize and share your results with a nickname (e.g. your first name, a character name):

| 👤 | Nickname |

| 🔗 | https://goo.gl/9oYjOS | Copy |

The 6 Motivation Groups

We identified 6 clusters of motivations. In general, motivations within the same cluster tend to be positively correlated, while motivations between clusters tend to be statistically unrelated. We'll walk you through the individual motivations in the section below.

More Information ▾

A Quick Word on Percentiles

Percentiles are how you rank relative to other people. In this report, your percentiles are how you compared with other gamers who have participated in this profile tool. A percentile of 80% means you scored higher than 80% of gamers. Conversely, a percentile of 10% means 90% of gamers had a higher score than you. This means that a 50% is perfectly average.

More Information ▾

The Action Components (10%)

Gamers with high Action scores are aggressive and like to jump in the fray and be surrounded by dramatic visuals and effects. Gamers with low Action scores prefer slower-paced games with calmer settings.
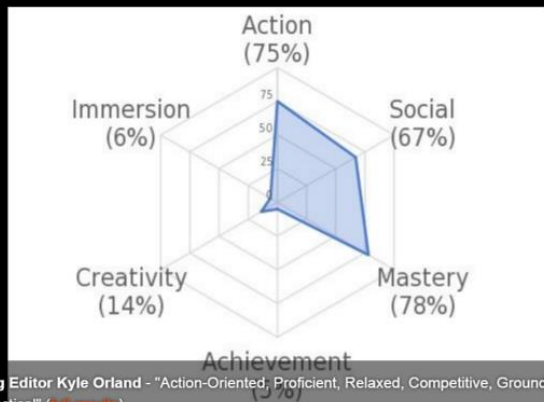
OPPOSABLE THUMBS / GAMING & ENTERTAINMENT

We took gaming's version of the Myers-Briggs test—and you can, too

Five-minute test ranks gaming tastes on six separate axes; Ars staff runs the gamut.

by **Kyle Orland** - Jul 27, 2015 2:53pm PDT

☑ Share   🐦 Tweet   ✉ Email   154

Action
(75%)

Immersion
(6%)

Social
(67%)

75
50
25
0

Creativity
(14%)

Mastery
(78%)

Achievement
(5%)

Gaming Editor Kyle Orland - "Action-Oriented, Proficient, Relaxed, Competitive, Grounded, and Practical" (full results)

Top 3 games: *Super Mario 64, Hearthstone, Spelunky*

EXPAND GALLERY TO FULL SIZE

Find reports & more

Dashboards
- Private
  - Dash 2.0
  - My Dashboard
- + New Dashboard

Shortcuts

Intelligence Events

Real-Time

Audience
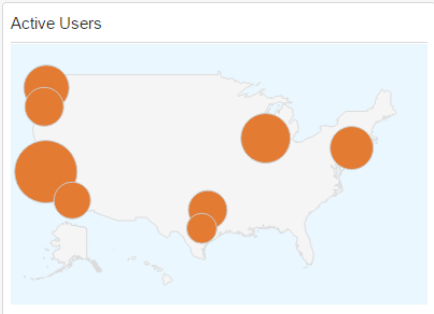- Overview
- Active Users BETA
- Cohort Analysis BETA
- Demographics
- Interests
- Geo
- Behavior
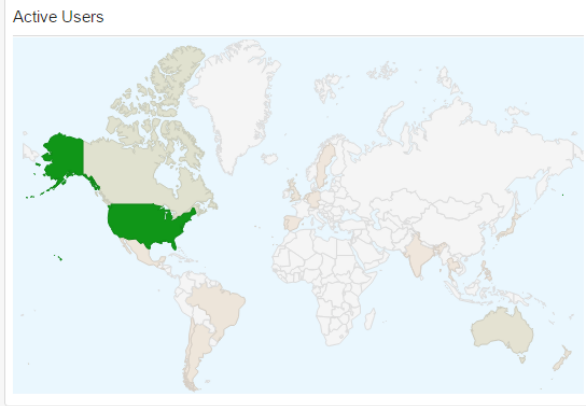- Technology
- Mobile
- Custom
- Benchmarking
- Users Flow

Acquisition

Behavior

Active Users

Right now

648

active users on site

UNITED STATES   CANADA   OTHER

| 76% | 6% | 18% |

Active Users

Active Users

Active Users

Active Page	Active Users
1. /lab/10	324	50.00%
2. /gamerprofile/10	173	26.70%
3. /lab/error/10/22	5	0.77%
4. /lab/	3	0.46%
5. /gamerprofile/10/3838afc700ec4bf8a1c44c1a157a2a	2	0.31%
6. /gamerprofile/10/3a5a8197...81b9ff3c2ae93ea15?n=Craig	2	0.31%
7. /gamerprofile/10/c06abe8126924875a6fb84be67a6a7	2	0.31%
8. /gamerprofile/10/f1dc991b9a06444d9cc8e75b1101de	2	0.31%
9. /lab/1	2	0.31%
10. /lab/error/10/18	2	0.31%
11. /lab/error/10/3	2	0.31%
12. /lab/error/10/6	2	0.31%
13. /accounts/social/signup/	1	0.15%
14. /gamerprofile/10/02fdb5e7af084c578805306ce367ed	1	0.15%
15. /gamerprofile/10/036b55ba...664b95adce4da780346c?n=IP	1	0.15%
16. /gamerprofile/10/03f50c84af8240daa4523c403a2ce3	1	0.15%

Active Users

Keyword	Active Users
1. (not provided)	4	80.00%
2. https://goo.gl/1XwmfN	1	20.00%

Active Users

	Device Category	Active Users	
1.	Desktop	405	62.50%
2.	Mobile	208	32.10%
3.	Tablet	35	5.40%

Active Users

	Source	Active Users	
1.	arstechnica.com	277	70.30%
2.	Facebook	73	18.53%
3.	boards.4chan.org	7	1.78%
4.	sys.4chan.org	7	1.78%
5.	google	5	1.27%
6.	arstechnica.co.uk	4	1.02%
7.	feedly.com	4	1.02%
8.	Plurk	3	0.76%
9.	capa9.net	2	0.51%
10.	forum.teksyndicate.com	2	0.51%

Active Users

	Country	Active Users	
1.	United States	493	76.20%
2.	Canada	36	5.56%
3.	Australia	27	4.17%
4.	New Zealand	13	2.01%
5.	United Kingdom	8	1.24%
6.	Brazil	7	1.08%
7.	Argentina	5	0.77%
8.	Mexico	5	0.77%
9.	Japan	4	0.62%
10.	Netherlands	4	0.62%

Top | Latest | People | Photos | Videos | Pages | Places | Groups | Apps | Events

Nick Yee
Edit Profile

FAVORITES
News Feed
Messages 20+
Ads Manager
Events 14
Saved
Sale Groups

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

GROUPS
NCA Game Studies... 5
The Mondrian Hom...
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.quanticfoundry.com/lab/10

Your Gaming Style :
Aggressive, Proficient, Relaxed, Independent, Grounded, and Practical

Action (53%)
Immersion (1%)
Social (14%)
Creativity (35%)
Mastery (95%)
Achievement (9%)

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.

Your profile will be deleted when you leave the link above is NOT shareable. Sign up to get a permanent link and see your game recommendations!

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 mergas!

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   See All
Callum Gupi
1 mutual friend
Add Friend

SAMPLE NOTES

- ## 222,964 gamers (unique IP addresses)

- **Gender:** 81% Male / 18% Female / 1% Non-Binary
- **Age:** Median = 25, Range = 13-77
- **Gamer Type:** Casual 11% / Core 68% / Hardcore 21%
- **Platform:** PC 83% / Console 55% / Smartphone 35%

- **Geographic distribution**
  - US (100k), Canada (12k), United Kingdom (11k), Brazil (8.4k), Australia (7k), Indonesia (6.2k), Italy (6.2k), Poland (5.9k), Denmark (5.3k), Philippines (4.5k), Germany (3.7k), Sweden (3.6k), Singapore (3k), France (3k), Netherlands (2.4k), Russia (2.1k), Malaysia (2k), Spain (2k), Chile (1.8k), Turkey (1.8k), Norway (1.7k), Argentina (1.5k), Mexico (1.5k), Finland (1.3k), New Zealand (1.2k), Portugal (1.1k), South Africa (1k) …

GAMER MOTIVATION MODEL

Action	Social	Mastery	Achievement	Immersion	Creativity
"Boom!"	"Let's Play Together"	"Let Me Think"	"I Want More"	"Once Upon a Time"	"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.

STRUCTURE

At a high level, there are
3 motivation clusters.
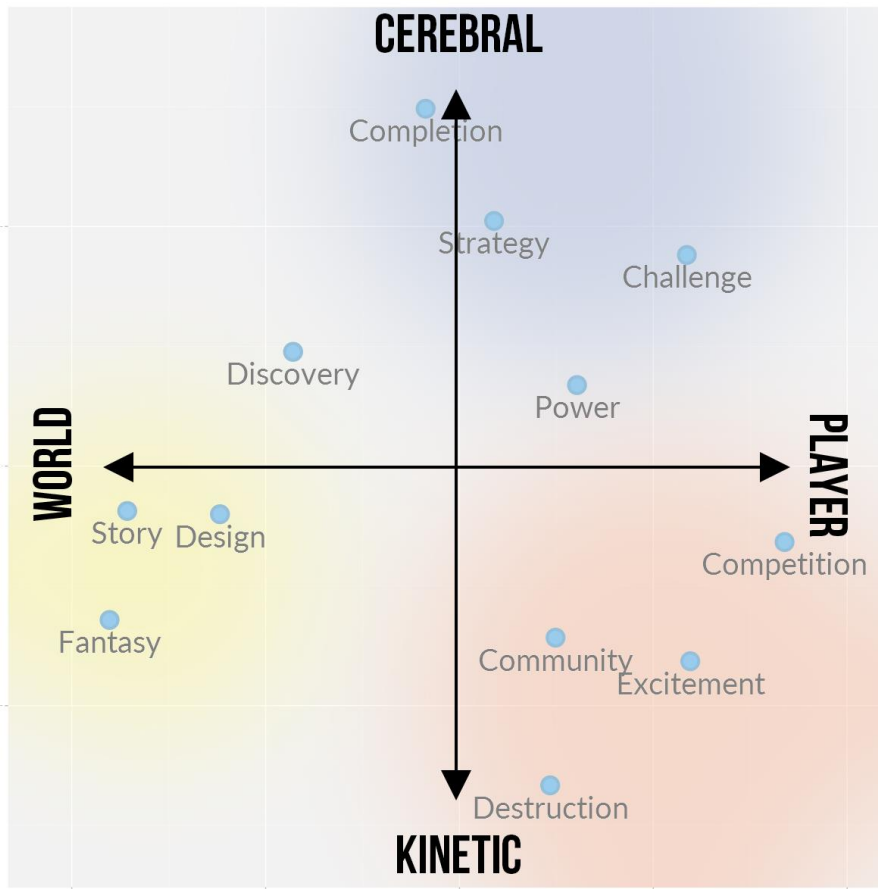
MOTIVATION MAP (NORTH AMERICA)
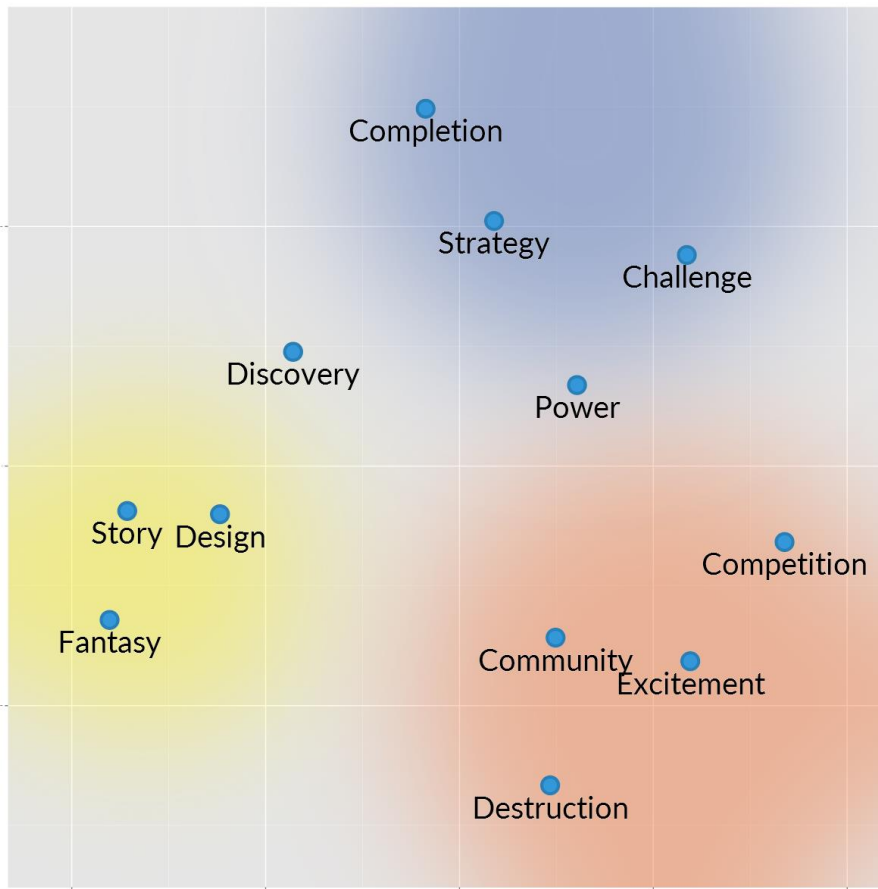
The 3 Clusters

1. Action-Social
2. Mastery-Achievement
3. Immersion-Creativity

Bridges

- Discovery is a bridge between Immersion-Creativity and Mastery-Achievement.

- Power is a bridge between Action-Social and Mastery-Achievement.

MOTIVATION MAP (AXES)

The 3 Clusters

1. Action-Social
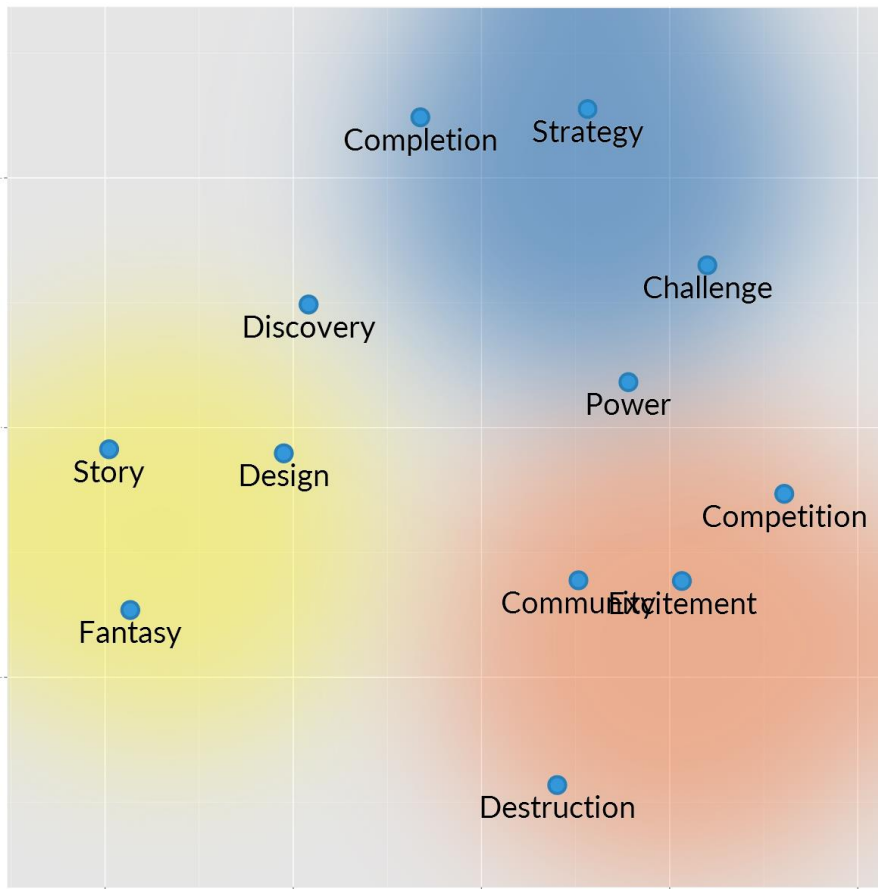2. Mastery-Achievement
3. Immersion-Creativity

Axes

- Acting on World vs. Other Players
- Cerebral vs. Kinetic

STABILITY

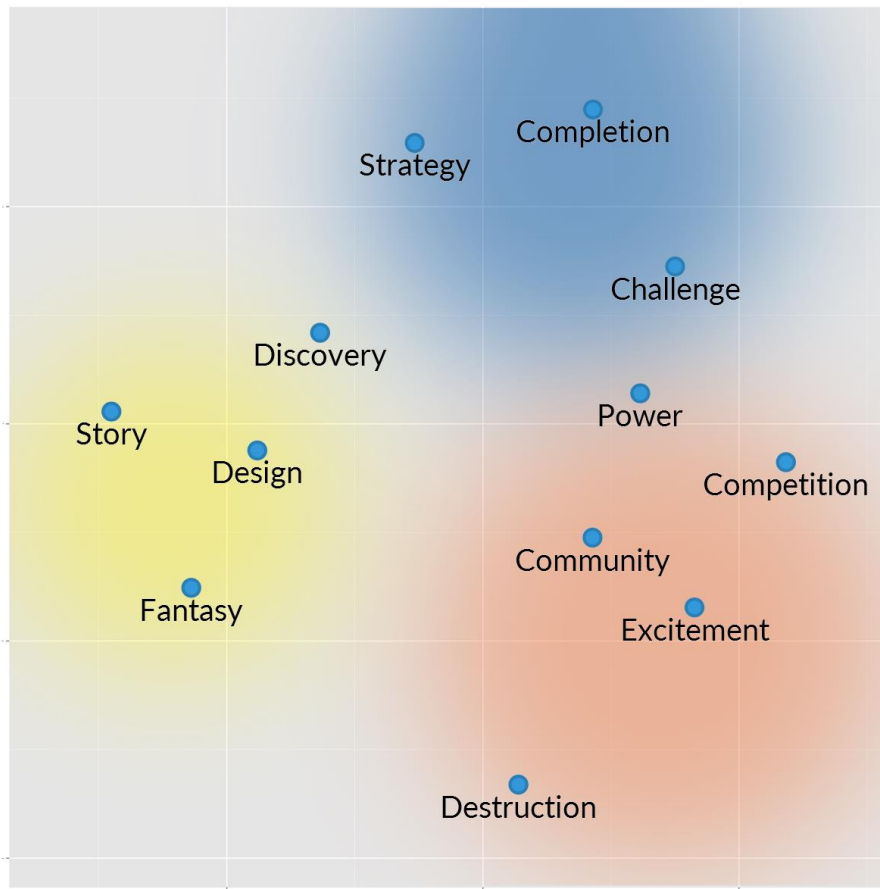This motivation structure is stable across all the regions we have data for.

WESTERN EUROPE

Countries (N=13,850)

- United Kingdom (6707)
- Germany (2296)
- France (1752)
- Netherlands (1544)
- Belgium (543)
- Ireland (465)
- Switzerland (257)
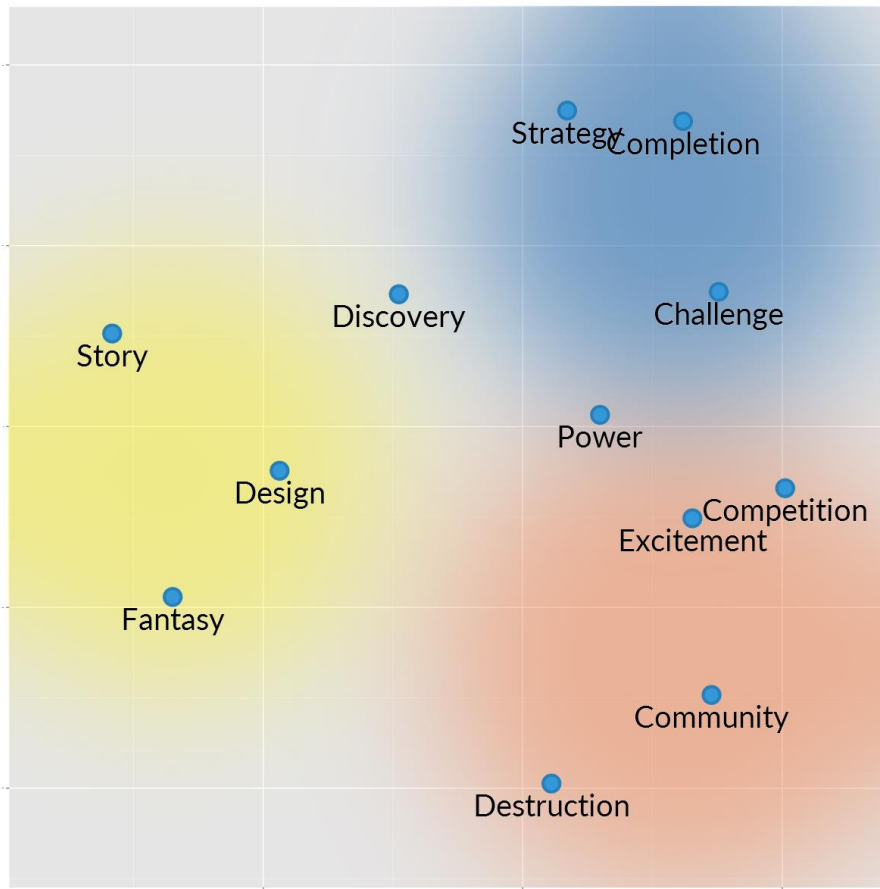- Austria (247)
- Luxembourg (39)

EASTERN EUROPE

Countries (N=6,069)

- Poland (2260)
- Russia (1757)
- Romania (470)
- Ukraine (310)
- Croatia (264)
- Czech Republic (260)
- Lithuania (137)
- Bulgaria (135)
- Hungary (125)
- Estonia (106)
- Slovakia (104)
- … etc.

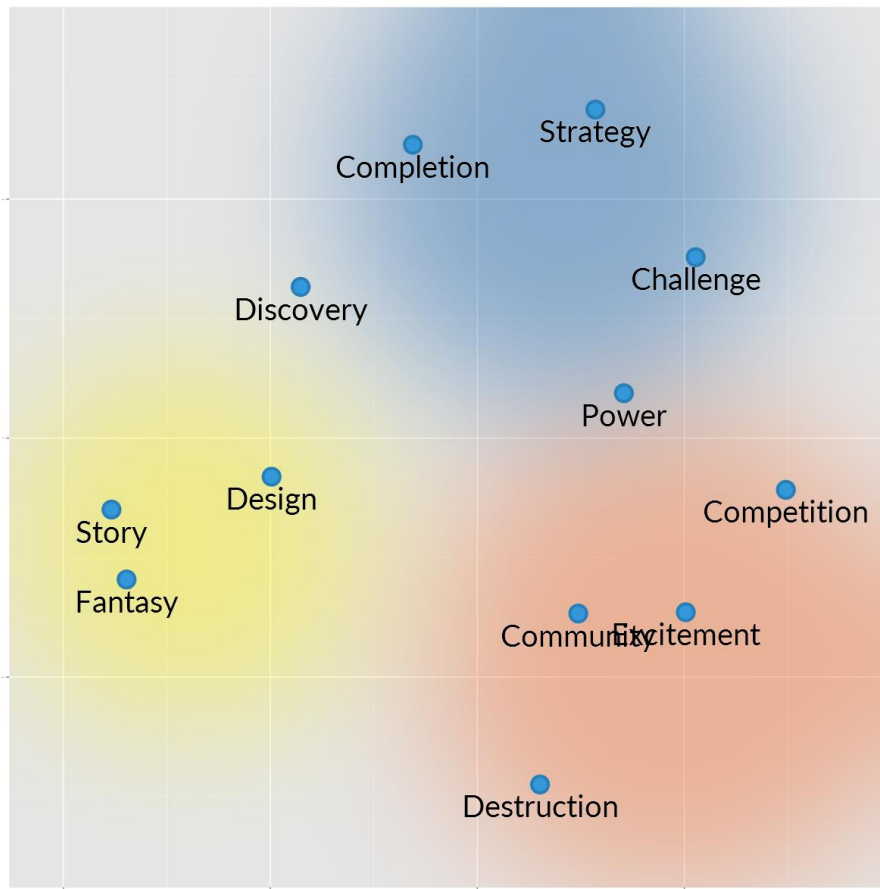# SOUTHEAST ASIA

Countries (N=14,366)

- Indonesia (6081)
- Philippines (3726)
- Singapore (2644)
- Malaysia (1876)
- Brunei (39)

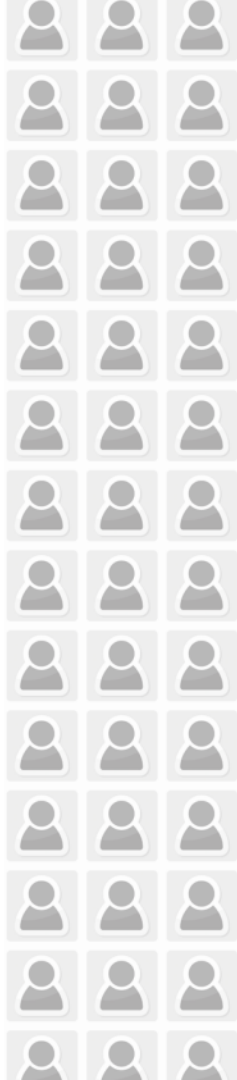# AUSTRALIA & NZ

Countries (N=6,260)

- Australia (5334)
- New Zealand (926)

SOUTH AMERICA

Countries (N=7,558)

- Brazil (6181)
- Argentina (420)
- Uruguay (306)
- Chile (240)
- Venezuela (145)
- Colombia (128)
- Peru (84)
- Paraguay (48)

PERSONALITY

Game motivations map to personality traits.

BIG FIVE PERSONALITY FACTORS

Openness to Experience	Conscientiousness	Extraversion	Agreeableness	Neuroticism

Openness to Experience
Adventurous
Imaginative
⇕
Down-To-Earth
Pragmatic

Conscientiousness
Disciplined
Organized
⇕
Flexible
Spontaneous

Extraversion
Social
Energetic
⇕
Reserved
Low-Key

Agreeableness
Sympathetic
Compassionate
⇕
Guarded
Objective

Neuroticism
Anxious
Nervous
⇕
Calm
Relaxed

EXAMINING **EXTRAVERSION**

Extraversion

Openness to Experience

Conscientiousness

Agreeableness

Neuroticism

Social
Cheerful
Thrill-Seeking
Assertive

⇕

Reserved
Low-Key
Quiet
Independent

Adventurous
Imaginative

⇕

Down-To-Earth
Pragmatic

Disciplined
Organized

⇕

Flexible
Spontaneous

Sympathetic
Compassionate

⇕

Guarded
Objective

Anxious
Nervous

⇕

Calm
Relaxed

PERSONALITY -> GAMING MOTIVATIONS

QUANTIC FOUNDRY

Extraversion

Conscientiousness

Openness

Action	Social
Destruction	Competition
Excitement	Community

Mastery	Achievement
Challenge	Completion
Strategy	Power

Immersion	Creativity
Fantasy	Design
Story	Discovery
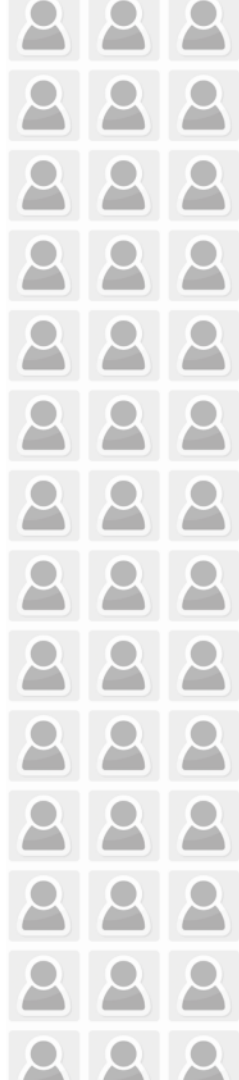
ALIGNMENT

Game motivations align with personality traits.

PERSONALITY CORRELATES

Action-Social

Motivation	Personality
Destruction	
Excitement	E (.13)
Competition	E (.15)
Community	E (.20)

Strategy-Achievement

Motivation	Personality
Challenge	
Strategy	C (.20)
Completion	
Power	

Immersion-Discovery

Motivation	Personality
Fantasy	O (.21)
Story	O (.21)
Design	O (.19)
Discovery	O (.25)

- This means that people who score high on Extraversion also score high on Action-Social.

IDENTITY

☒ Video games help us pretend to be something we're not.

☑ Video games help us to become more of who we really are.
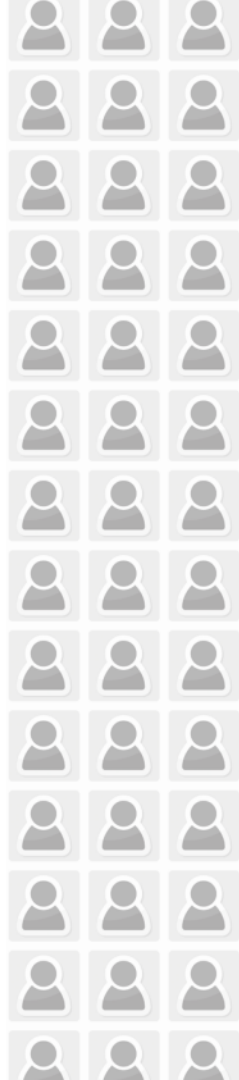
GENDER

Gender differences align with stereotypes.

PRIMARY MOTIVATION
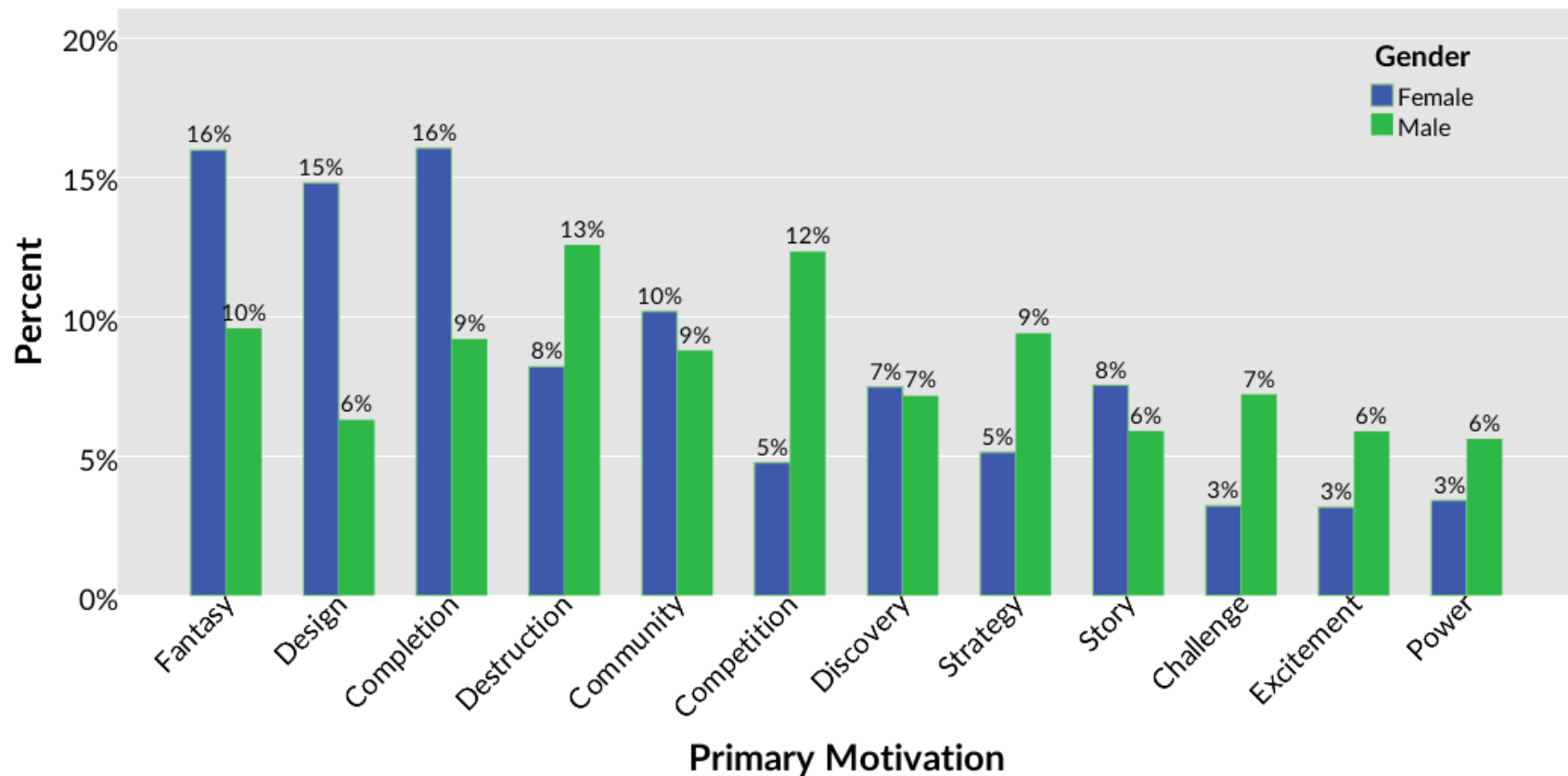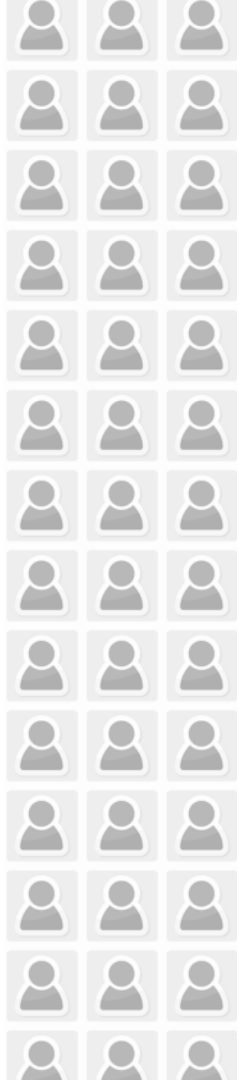
BUT ...

Gender differences are
dwarfed by age.

ANOTHER LOOK AT GENDER
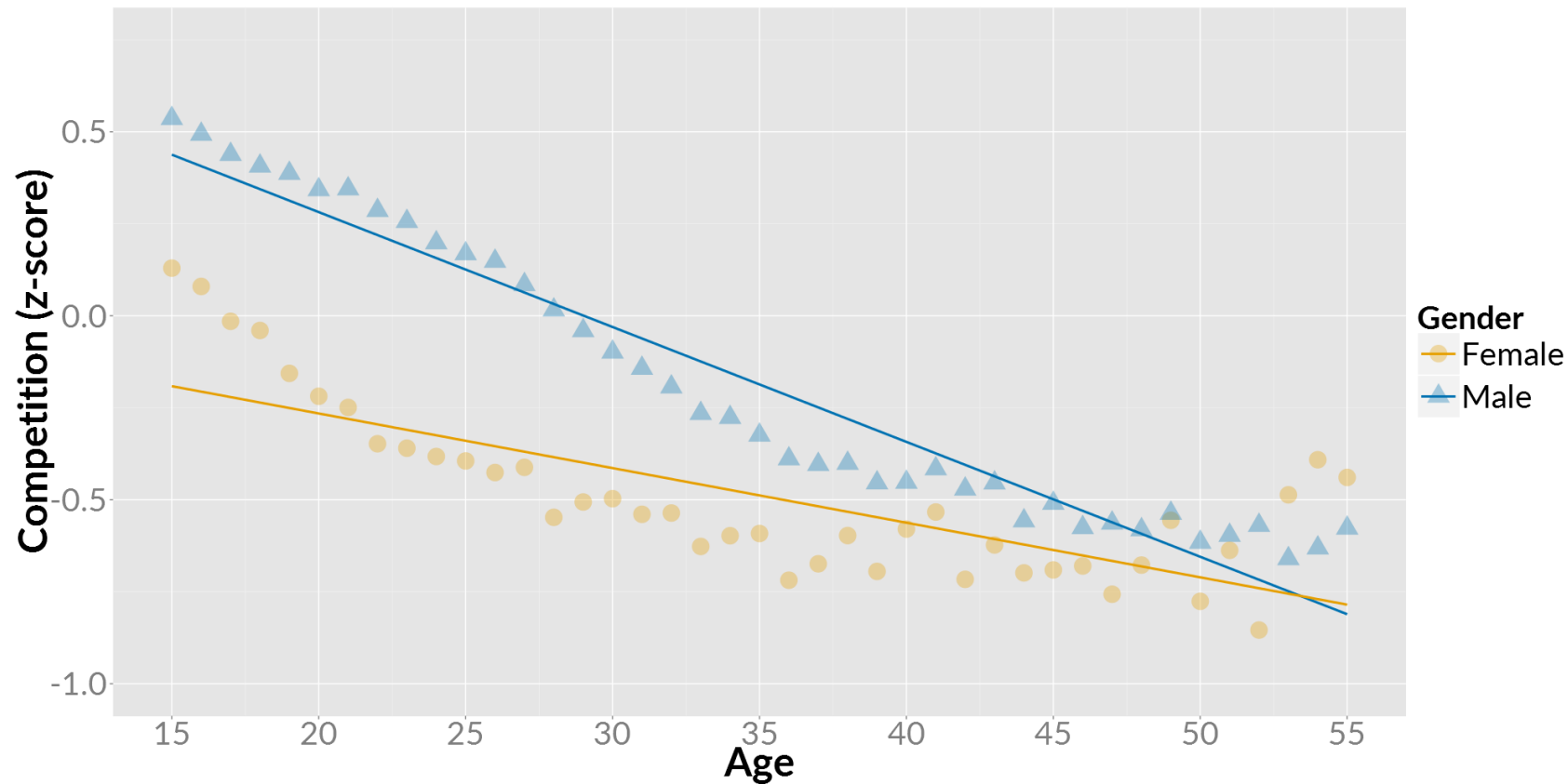
ANOTHER LOOK AT GENDER
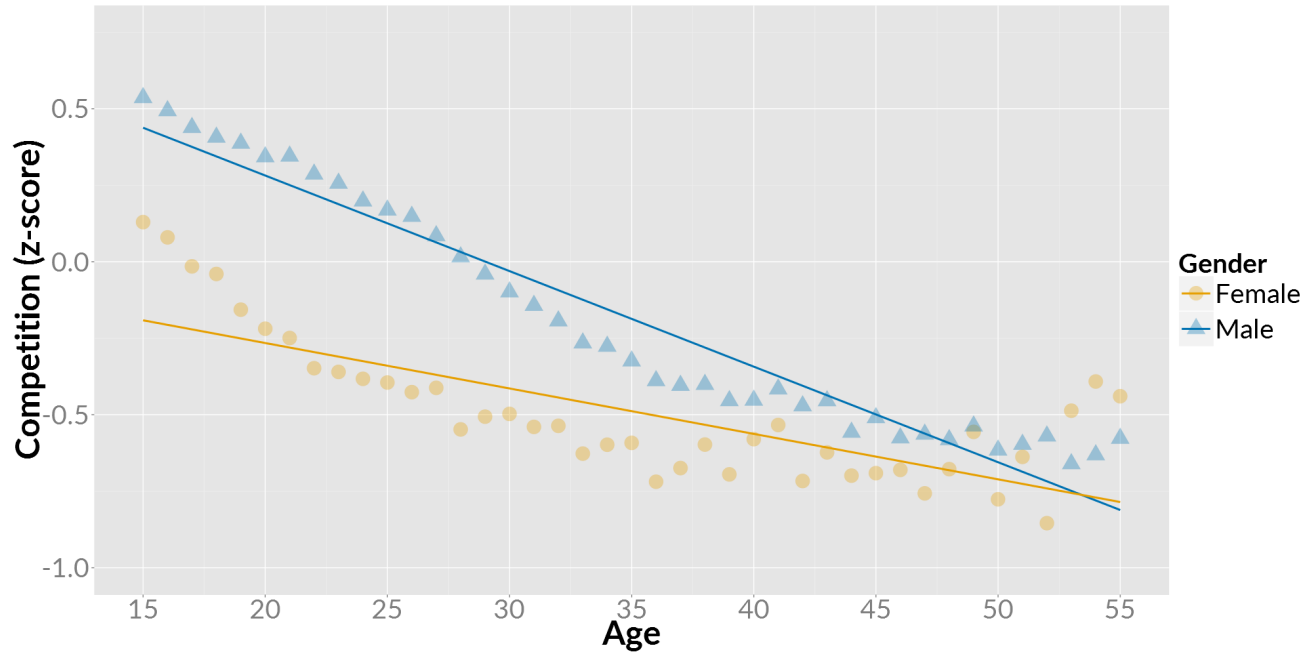
- Age explains twice the variance that gender does.
- 87% overlap in terms of gender.
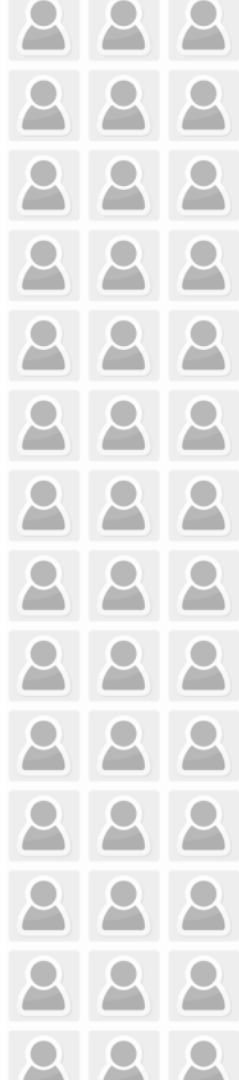
AGE TRENDS

Action-Social varies the most dramatically with age.

AGE CORRELATES

Male

Motivation	Age
Competition	-.29
Excitement	-.26
Challenge	-.23
Community	-.18

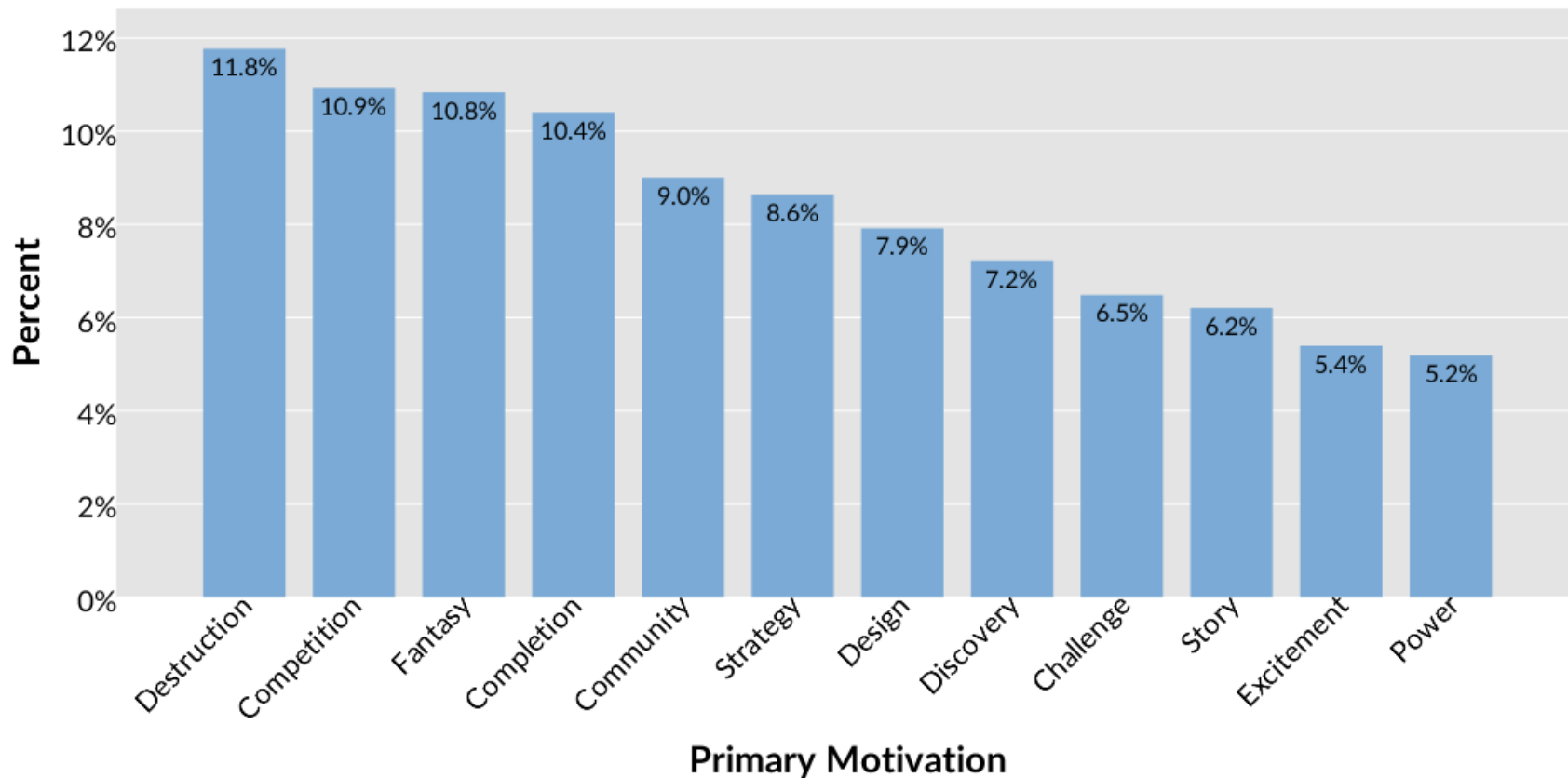## Female

Motivation	Age
Excitement	-.25
Competition	-.20
Story	-.19

- Competition drops the most with age.
- But among male players, the entire Action-Social cluster declines with age.
- For women, Story also declines a great deal with age.
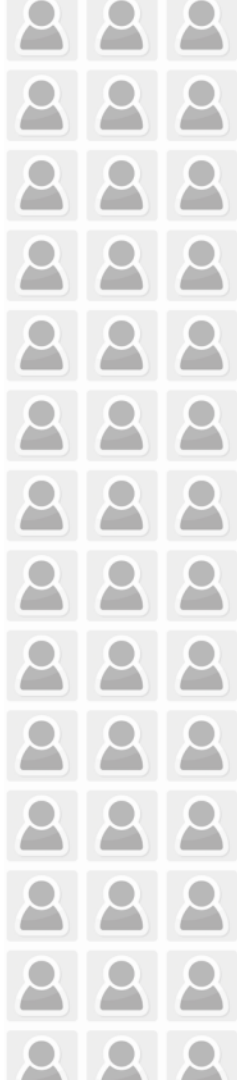
AGE STABILITY

Strategy is the most stable motivation across age.

ANOTHER LOOK AT GENDER

GAME CODING
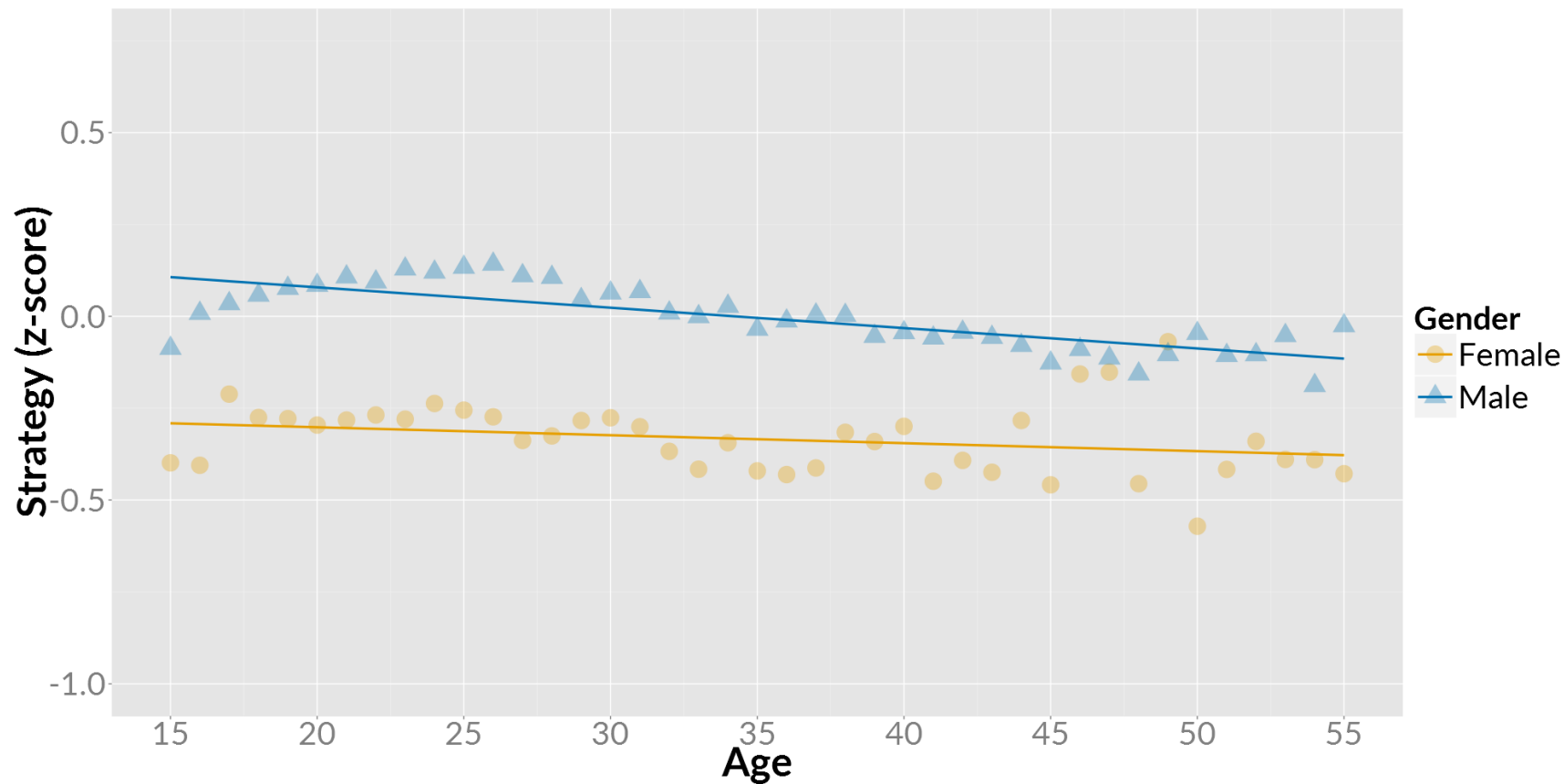
- Respondents asked to list their favorite games
  - Up to 3
  - Open-ended text fields

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

civilisation 5

civ 5

sid meier's civ 5

civalization 5

sid meiers civilization v

side meier's civilization v

→ **Civilization V**
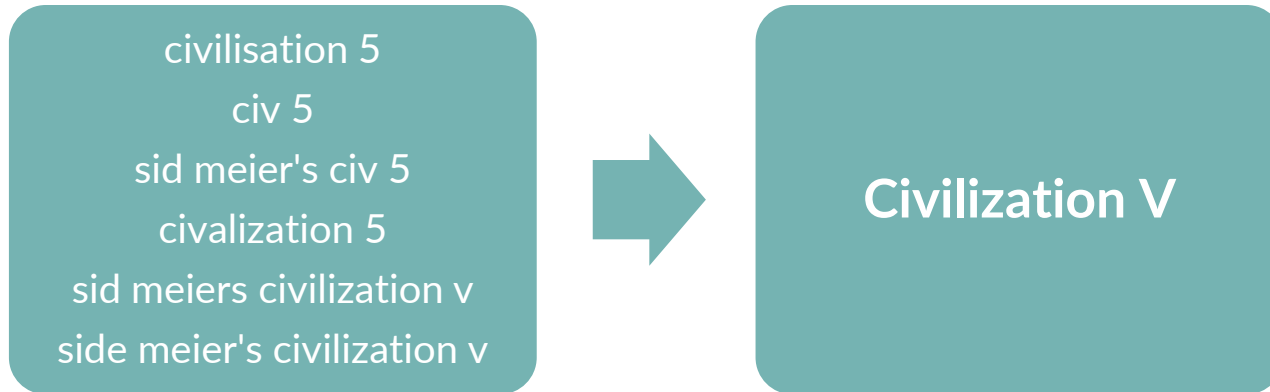
GAMER PROFILE -> GAME RECOMMENDATIONS

QUANTIC FOUNDRY

Your Recommendations

Showing 1 to 10 of 24 entries (filtered from 41 total entries)

Game Title	QF Score	Metacritic Score
Europa Universalis (series)	12.5	87
Cities: Skylines	12.3	86
Total War (series)	11.9	80
Disgaea (series)	7.8	80
Secret of Mana	4.5	80
XCOM: Enemy Unknown	3.5	90
SimCity (series)	3.4	64
Crusader Kings II	3.0	82
Age of Empires (series)	3.0	70
Fire Emblem (series)	2.8	92

Platform:
☐ PC ☐ PS4 ☐ PS3 ☐ PS Vita
☐ XBox One ☐ XBox 360 ☐ 3DS ☐ iOS

Release date:
Last 5 Years ▼

1 GAMER -> 2 GAMERS

You Like
Games you like, but they don't.

Title	QF Score ▼
Europa Universalis (series)	12.5
Cities: Skylines	12.3
Disgaea (series)	7.8
Secret of Mana	4.5
SimCity (series)	3.4
Age of Empires (series)	3.0
Terraria	2.4
Hearthstone	2.1
Diablo (series)	1.8
The Sims (series)	1.7

1 2

We Both Like
Games you both like.

Title	QF Score ▼
Total War (series)	9.5
XCOM: Enemy Unknown	4.0
Crusader Kings II	3.4
Kerbal Space Program	2.9
Fire Emblem (series)	2.7
Deus Ex (series)	2.6
X-COM (series)	2.0
The Witcher (series)	1.9
The Elder Scrolls (series)	1.6
Portal 2	1.4

1 2

They Like
Games they like, but you don't.

Title	QF Score ▼
Thief (series)	9.0
FTL: Faster Than Light	6.9
Grim Fandango	6.0
Myst (series)	5.1
Uncharted (series)	5.0
The Binding of Isaac	4.8
Final Fantasy IV	4.6
Bastion	4.3
Europa Universalis IV	4.3
Tales of Symphonia	3.2

1 2

Platform:
- ☐ PC
- ☐ XBox One
- ☐ PS4
- ☐ XBox 360
- ☐ PS3
- ☐ 3DS
- ☐ PS Vita
- ☐ iOS

Release date: Last 5 Years ▼

EUROPA UNIVERSALIS -> GAMER PROFILE

- ## Gender
  - 98% Male / 2% Female
  - Significantly more men than average

- ## Age
  - Median: 26
  - Right around average

- ## Popular Games
  - Age of Wonders, Crusader Kings II, Cities: Skylines, Alpha Centauri, Civilization, Mount & Blade: Warband, Rome: Total War, Master of Orion

Category	Percentile
Completion	37%
Power	46%
Destruction	36%
Excitement	26%
Design	46%
Discovery	45%
Fantasy	47%
Story	49%
Community	39%
Competition	43%
Challenge	47%
Strategy	78%

Percentiles

Higher

↑

Counter-Strike

League of Legends

DotA

Heroes of the Storm

StarCraft

World of Tanks

Warcraft Command & Conquer

Hearthstone

Excitement

Age of Empires

Total War

X-COM

←

Football Manager

Cities: Skylines

Heroes of Might and Magic

Kerbal Space Program

Lower

Civilization

Europa Universalis

SimCity
Transport Tycoon

Lower ←----- **Strategy** -----→ Higher

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COGNITIVE THRESHOLD

Excitement — Higher ---> / Lower <----

Strategy — Lower <----- / Higher ----->

Counter-Strike
League of Legends
DotA
Heroes of the Storm
StarCraft
World of Tanks
Warcraft
Command & Conquer
Hearthstone
Age of Empires
Total War
Football Manager
X-COM
Cities: Skylines
Heroes of Might and Magic
Kerbal Space Program
Civilization
Europa Universalis
SimCity
Transport Tycoon

QUANTIC FOUNDRY

Counter-Strike

League of Legends

DotA

Heroes of the Storm

StarCraft

World of Tanks

Warcraft Command & Conquer

Hearthstone

Age of Empires

Total War

X-COM

Football Manager

Cities: Skylines

Heroes of Might and Magic

Kerbal Space Program

Civilization

Europa Universalis

SimCity

Transport Tycoon

Excitement — Higher ---> / Lower <----

Strategy — Lower <----- / Higher --->

Median Age: 31, 29, 27, 25, 23, 21

QUANTIC FOUNDRY

Higher

--->

Counter-Strike

League of Legends

DotA

Heroes of the Storm

StarCraft

World of Tanks

Warcraft Command & Conquer

Hearthstone

Excitement

Age of Empires

<----

Total War

Football Manager

X-COM

Cities: Skylines
Heroes of Might and Magic
Kerbal Space Program

Lower

Civilization

Europa Universalis

SimCity
Transport Tycoon

SD Age

10
9
8
7
6
5

Lower <----- **Strategy** ---> Higher

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	World Designers	Core Gamer Achievers	Mobile Completionists
	31%	42%	27%
Motto	"I want a piece of a believable alternate world that I can customize and call my own."	"I am focused on leveling up and collecting resources. I can be somewhat competitive."	"I mostly play mobile games and enjoy the sense of completing goals and making progress."
Demographic Sketch	Almost entirely women in their mid 20s, with a high proportion of casual gamers.	A balanced mix of men and women in their late-20s, most of whom identify as core gamers and a few as hardcore gamers.	Mostly women in their late 30s, with a high proportion of gamers who primarily play games on smartphone/tablet.
Primary Motivations	Fantasy + Design	Completion + Power	Completion

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