

GAMER MOTIVATION MODEL

REFERENCE SHEETS & DETAILS (V2)

WE COMBINED PSYCHOMETRIC METHODS AND A WEB APP TO COLLECT **MOTIVATION DATA FROM OVER 400,000 GAMERS**



An Empirical Model

Our motivation model (next slide) was developed via established psychometric techniques, such as factor analysis—a statistical method that identifies how variables cluster together.



A Unique Data Set

Over 400,000 gamers worldwide have participated in our Gamer Motivation Profile, providing data on their motivations, demographics, and their favorite games.



Actionable Insights

Our data links game titles/franchises with demographic and motivation variables, allowing us to analyze the motivations of game audiences to produce data-driven insights.

Our Expertise in Gamer Motivation Research

For over a decade, Nick Yee and Nic Ducheneaut have been studying the motivations and behavior of gamers. They have over 40 peer-reviewed papers on gaming and virtual worlds. Nick Yee's paper on the motivations of online gamers has been cited over 1,400 times.

QUANTIC FOUNDRY'S **GAMER MOTIVATION MODEL** BASED ON DATA FROM OVER 400,000 VIDEO GAMERS REVEALED 6 KEY PAIRS OF MOTIVATIONS



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.

**AT THE HIGHEST LEVEL, THERE ARE 3 MOTIVATION CLUSTERS.
AND THIS GROUPING MAKES IT EASIER TO QUICKLY INTERPRET PROFILES.**



Action "Boom!"	Social "Let's Play"
Destruction	Competition
Excitement	Community

Mastery "Let Me Think"	Achievement "I Want More"
Challenge	Completion
Strategy	Power

Immersion "Once Upon a Time"	Creativity "What If?"
Fantasy	Design
Story	Discovery

Action-Social is about immediacy and adrenaline rushes. Gamers who score high on these motivations want to be excited, whether by the game itself or by interacting with other players.

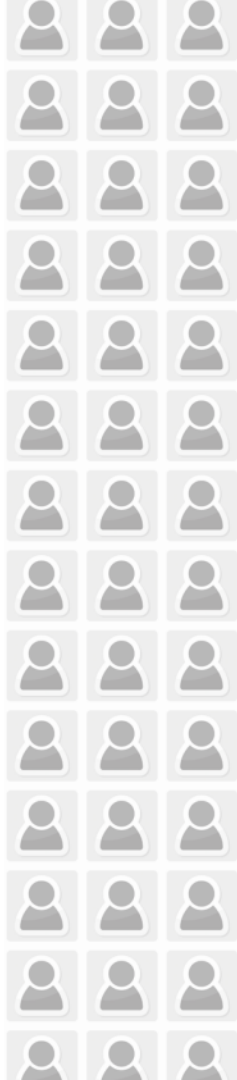
An apt adjective for this cluster might be "BRIGHT".

Mastery-Achievement is about cool-headed, long-term gaming. It seeks out gradual and cumulative mechanics, watching cities/farms grow over time.

An apt adjective for this cluster might be "TALL".

Immersion-Creativity is about play in the broadest sense of the world. It seeks out expansive and expressive play styles. It is curious and always testing the boundaries of the game.

An apt adjective for this cluster might be "WIDE".



MOTIVATION SPECTRUMS

The motivation factors in our model are spectrums. In the same way that Introverts don't have "less personality" than Extraverts, scoring low on a motivation doesn't necessarily mean these gamers don't have equally strong preferences

The following charts provide additional details on each motivation:

- What does scoring low on each motivation mean?
- What are the anchors on both ends of each motivation spectrum?
- What are examples of games that have high and low scores for each motivation?

ACTION-SOCIAL SPECTRUMS



Preferences	Games Examples	<u>Motivation</u>	Game Examples	Preferences
<p><u>Independence</u> Single-player. Soloable quests. Be in full control.</p>	<p>Lego Harry Potter, Hatoful Boyfriend, Farm Heroes Saga</p>	<p>Community <i>Shared Experience</i></p>	<p>Destiny, Battlefield, Final Fantasy XIV, Rainbow Six Siege,</p>	<p><u>Teamwork</u> Grouping up. Chatting. Social interaction. Collaboration.</p>
<p><u>Non-Adversarial</u> Non-competitive. No rankings/duels against human players.</p>	<p>Myst, Gone Home, Dragon Age II, Lego Dimensions</p>	<p>Competition <i>Social Comparison</i></p>	<p>League of Legends, DotA 2, Call of Duty, CS:GO</p>	<p><u>High Conflict</u> Adversarial. Arenas. Duels. Matches. Leaderboards. Rankings.</p>
<p><u>Calm</u> Turn-based. Can be paused. Relaxed. Predictable. Low visual stimulation.</p>	<p>Civilization, Myst, Master of Orion II, Europa Universalis</p>	<p>Excitement <i>Novelty</i></p>	<p>CS:GO, Call of Duty, Super Smash Bros. Melee</p>	<p><u>Thrilling</u> Fast-paced. Action-based. Surprising. Adrenaline rush.</p>
<p><u>Enduring</u> Idyllic. Serene. Evergreen. No weapons/gore. Typically G/PG content.</p>	<p>Professor Layton, Myst, Animal Crossing, Harvest Moon</p>	<p>Destruction <i>Entropy</i></p>	<p>Halo, Call of Duty, Destiny 2, Battlefield</p>	<p><u>Chaotic</u> Guns. Explosions. Mayhem. Carnage. Gore. Destructible environments.</p>

MASTERY-ACHIEVEMENT SPECTRUMS



Preferences	Games Examples	<u>Motivation</u>	Game Examples	Preferences
<p><u>Self-Driven</u> Decide what to do myself. Sandbox/open gameplay. Self-directed goals.</p>	<p>RimWorld, Victoria II, Kerbal Space Program, Cities: Skylines</p>	<p>Completion <i>Source of Goals</i></p>	<p>Dragon Nest, Aura Kingdom, Lego Dimensions, Final Fantasy</p>	<p><u>Task-Oriented</u> Complete tasks/quests. Collect stars/trophies and collectibles.</p>
<p><u>Flat Progression</u> Fully-developed characters from the start. Static. Level playing field.</p>	<p>Night in the Woods, The Longest Journey, Ico, 80 Days, Her Story</p>	<p>Power <i>Growth</i></p>	<p>World of Warcraft, League of Legends, Diablo III, Summoners War</p>	<p><u>Progression-Based</u> Start weak and grind. Level up character/stats. Upgrade weapons/spells.</p>
<p><u>Spontaneous</u> Reactive gameplay. Low cognitive load. Short time horizons.</p>	<p>The Sims, Disney Emoji Blitz, Mario Kart Wii, Covet Fashion</p>	<p>Strategy <i>Decision Complexity</i></p>	<p>StarCraft II, Crusader Kings II, Europa Universalis IV, Stellaris, Eve Online</p>	<p><u>Contemplative</u> Think. Plan. Complex decisions. Long-term strategies. Consider consequences.</p>
<p><u>Easy Fun</u> Quick to learn. Low skill barrier. Straightforward mechanics. No skill-based gates.</p>	<p>Oxenfree, Stardew Valley, The Longest Journey, Animal Crossing</p>	<p>Challenge <i>Skill Improvement</i></p>	<p>Super Smash Bros. Melee, DotA,osu!, Street Fighter V</p>	<p><u>Skill-Based</u> Steep learning curve. Complex moves/rules. Difficult missions, bosses.</p>

CREATIVITY-IMMERSION SPECTRUMS



Preferences	Games Examples	<u>Motivation</u>	Game Examples	Preferences
<p><u>Generic/Abstract</u> Generic or abstract setting. 2D/retro graphics. Minimal world-building/lore.</p>	<p>Counter-Strike, Street Fighter, Candy Crush Saga, World of Tanks</p>	<p>Fantasy <i>Suspending Disbelief</i></p>	<p>Mass Effect, Dragon Age, Star Wars: KOTOR, Fallout</p>	<p><u>Deep Lore</u> Rich world lore/history. Compelling alternate world. Visually immersive world.</p>
<p><u>Open-Ended</u> No overarching narrative. Basic/stock NPCs. Blank canvas to build on.</p>	<p>Factorio, SimCity, Transport Tycoon, Quake III Arena</p>	<p>Story <i>Web of Human Drama</i></p>	<p>Mass Effect, Dragon Age, Life is Strange, Persona 4</p>	<p><u>Scripted Drama</u> Elaborate narrative arc. Large cast of characters with motive/personality.</p>
<p><u>Practical</u> Fully-exposed rulesets. Minimal unknown variables and possible interactions.</p>	<p>FIFA, Call of Duty, Mahjong, Scrabble</p>	<p>Discovery <i>The Unknowns</i></p>	<p>The Elder Scrolls, Riven, Fallout, Legend of Zelda</p>	<p><u>Curious</u> Explore world. Find hidden secrets/treasures. Experiment with objects. Tinker.</p>
<p><u>Curated</u> Fixed, but often highly stylized avatar. None or few customization opportunities.</p>	<p>Braid, Spelunky, Super Meat Boy, Super Mario Galaxy 2</p>	<p>Design <i>Expressing Individuality</i></p>	<p>Guild Wars 2, The Sims, The Elder Scrolls Online, Animal Crossing</p>	<p><u>Customizable</u> Express individuality. Customize avatar/house. Lots of skins/accessories.</p>



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