

GAMER MOTIVATION MODEL

REFERENCE SHEETS & DETAILS (V3)



HOW WE DEVELOPED OUR MODEL

We combined robust psychometric methodology and a web app to collect motivation data from over 2M+ 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 2 million 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.

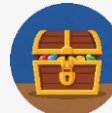
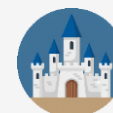
Our Expertise in Gamer Motivation Research

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 5,000 times.



QF'S GAMER MOTIVATION MODEL

Using data from 2M+ gamers, we identified 12 distinct gaming motivations. These motivations group in 6 related pairs.

ACTION <i>"Boom!"</i>	SOCIAL <i>"Let's Play"</i>	MASTERY <i>"Let Me Think"</i>	ACHIEVEMENT <i>"I Want More"</i>	IMMERSION <i>"Once Upon a Time"</i>	CREATIVITY <i>"What if?"</i>
 DESTRUCTION Guns. Explosions. Chaos. Mayhem.	 COMPETITION Duels. Matches. Leaderboards.	 CHALLENGE Practice. High Difficulty. Challenges.	 COMPLETION Get All Collectibles. Complete All Missions.	 FANTASY Being Someone Else, Somewhere Else.	 DESIGN Self-Expression. Customization Options.
 EXCITEMENT Fast Paced. Action. Surprises. Thrills.	 COMMUNITY Teamwork. Chatting. Interacting.	 STRATEGY Thinking Ahead. Making Decisions.	 POWER Leveling Up. Upgrading Gear. Unlock Skills.	 STORY Elaborate Narratives. Interesting NPCs.	 DISCOVERY Explore World. Tinker. Experiment.



THE 3 HIGH-LEVEL CLUSTERS

At the highest level, there are 3 motivation clusters.
This grouping makes it easier to understand how the motivations are related.

ACTION <i>"Boom!"</i>		SOCIAL <i>"Let's Play"</i>		MASTERY <i>"Let Me Think"</i>		ACHIEVEMENT <i>"I Want More"</i>		IMMERSION <i>"Once Upon a Time"</i>		CREATIVITY <i>"What if?"</i>	
DESTRUCTION		COMPETITION		CHALLENGE		COMPLETION		FANTASY		DESIGN	
EXCITEMENT		COMMUNITY		STRATEGY		POWER		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 gameplay.

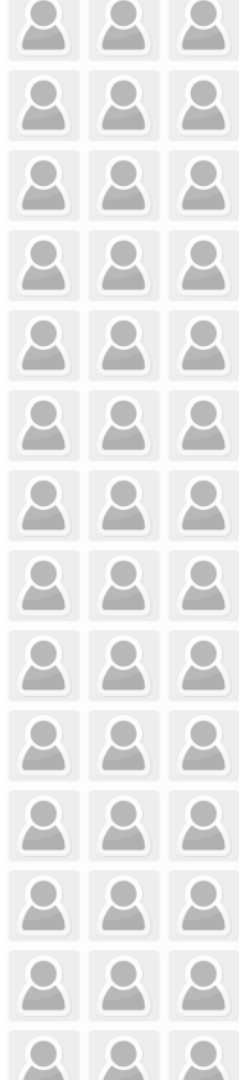
It seeks out gradual and cumulative mechanics, makes plans, and watches cities/farms grow over time.

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

Immersion-Creativity is about play in the broadest sense of the word.

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

MASTERY-ACHIEVEMENT SPECTRUMS



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

CREATIVITY-IMMERSION SPECTRUMS



Preferences	Games Examples	<u>Motivation</u>	Game Examples	Preferences
<u>Abstract/Shorthand Motifs</u> Abstract setting. Shorthand lore motifs. Minimal world-building/lore.	Counter-Strike, Street Fighter, Candy Crush Saga, World of Tanks	Fantasy <i>Suspending Disbelief</i>	Mass Effect, Dragon Age, Star Wars: KOTOR, Fallout	<u>Deep Lore</u> Rich world lore/history. Compelling alternate world. Visually immersive world.
<u>Open-Ended</u> Concise narrative framings. Basic/functional NPCs. Blank canvas to build on.	Factorio, SimCity, Transport Tycoon, Quake III Arena	Story <i>Web of Human Drama</i>	Mass Effect, Dragon Age, Life is Strange, Persona 4	<u>Scripted Drama</u> Elaborate narrative arc. Large cast of characters with personality/backstories.
<u>Practical</u> Fully-exposed rulesets. Minimal unknown variables and possible interactions.	FIFA, Call of Duty, Mahjong, Scrabble	Discovery <i>The Unknowns</i>	The Elder Scrolls, Riven, Fallout, Legend of Zelda	<u>Curious</u> Explore world. Find hidden secrets/treasures. Experiment with objects. Tinker.
<u>Curated</u> Fixed, but often highly stylized avatar. None or few customization opportunities.	Braid, Spelunky, Super Meat Boy, Super Mario Galaxy 2	Design <i>Expressing Individuality</i>	Guild Wars 2, The Sims, The Elder Scrolls Online, Animal Crossing	<u>Customizable</u> Express individuality. Customize avatar/house. Lots of skins/accessories.



QUANTIC
FOUNDRY

