Chapter 4
Player Elements
who plays and why?
Key Chapter Questions

- What *motivates* people to play games, and how does this affect the types of games that are developed?
- What is the difference between *geographics*, *demographics*, and *psychographics*?
- How has the *player market* changed over time?
- What is the difference between the United States and other *geographic markets* such as South Korea, Japan, China, and Germany?
- What are the different *generations* of players in the United States?
Player Motivation
Social Interaction

Nintendo
Player Motivation

Physical Seclusion
Player Motivation

Competition

Mortal Kombat vs. DC Universe
Player Motivation
Knowledge

Exam Results

Mind Apprentice Trophy
Congratualtions, you've earned this trophy for getting a score of 80 or more in your Daily Exam.

SCORE: 83
Excellent

Continue

Brainiversity 2
Player Motivation
Mastery

Guitar Hero III
Player Motivation

Escapism

Take-Two Interactive

Borderlands
Player Motivation

Addiction

505 Games

Playwize Poker & Casino
Geographics

South Korea

Japan

China

Germany
The VALS survey analyzes consumers based on psychographic dimensions related to motivation and resources.

(Source: Strategic Business Insights.)
Preferences on each scale of the MBTI instrument combine to yield a four-letter psychological type [e.g., ISFJ, ENTP].

(Source: Myers & Briggs Foundation, Inc.)
Early personal computer gaming was dominated by boys (left), but adult women gamers (including the Frag Dolls, right) now outnumber male gamers ages 6-17.
Demographics

Generation

Diagram by Per Olin
Demographics

Generation

Boom Generation (Born 1943-1961)

The Journey to Wild Divine
Demographics

Generation

Generation X (Born 1962-1981)

Lara Croft

Gordon Freeman

Eidos

Valve
Demographics
Generation
Milennial Generation (Born 1982-2002)

Activision

Call of Duty: Modern Warfare 2

Three Rings Design, Inc.

Puzzle Pirates
Demographics

Rating

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Fable II
Summary

- Game Market
- Player Motivation
- Geographics
- Psychographics
- Demographics
- Applying Player Markets to Platforms, Genres & Goals