Player motives / socialization

Jaanus Jaggo
Gaming in general

Gaming has always been a social activity

Socialization is player interaction with each other
Socialization in video games

Why do we (developers) care?
Socialization in video games

Why do we (developers) care?

Some answers:
- Many people think that video gaming is not social activity
- Social interaction can ease the learning process
- We want to play with our friends
- Players have reason to come back
- Players are more willing to spend money
Bartle taxonomy

1996 Richard Bartle -> Classifies players in mmo games
Primary category of players

Try to assign those players:

- CS GO player, speedrunner, cheater, typical facebook game player, 100% completionist, guild leader, modder, game wiki writer, youtuber Kripparrian
to a most suitable category:

1. Killers
2. Achievers
3. Socializers
4. Explorers
Demographics

USA demographics in 2015 according to Entertainment Software Association

- 155 million Americans play video games
- 51% households own a dedicated game console
- 42% Americans are playing regularly (3+ hours per week)
- Average player is 35 years old

Most frequently used devices:

- 62% PC
- 56% Dedicated game console (PS4, ...)
- 35% Smartphone
- 31% Wireless device
- 21% Dedicated handheld system (PSP, Nitendo DS)
Men and Woman

- The most frequent female game player is 43 years old
- The most frequent male game player is 35 years old
Team exercise

Each team tries to determine 3 key principles for designing game for particular audience. Teams:
Team exercise

Each team tries to determine 3 key principles for designing game for particular audience. Teams:

Team 1: kids

Team 2: woman

Team 3: elderly

Team 4: gamers

Team 5: streamer
Designing games for wide demographic

- Do not try to attract everyone by adding unrelated features
- Avoid repelling people who might otherwise be attracted
Social video games

Not just online/multiplayer games are social

6 Degrees of socialisation:

1. I See You Play
2. See Me Play
3. I Beat Your Score
4. Let’s Collaborate
5. Go Head-to-Head
6. We Are Guild

VR game: New Retro Arcade: Neon
1st degree – “I See You Play”

When players download the game first time.

In *World Of Warcraft*:

- 34,2% say Making Friends is the most important aspect
- ~60% prefer to play Solo

Why is this?
1st degree – “I See You Play”

When players download the game first time.

In World Of Warcraft:

- 34.2% say Making Friends is the most important aspect
- ~60% prefer to play Solo

Socialization requires effort and risk of embarrassment

Ways to encourage “I See You Play”?
2nd degree – “See Me Play”

When players become comfortable.

Online games:

The ability to be seen in a game = players spend money for cosmetic items

3rd degree – “I Beat Your Score”

Once player have become truly engaged and play regularly.

- Comparing highscores with real-life friends
- Bragging elements
- Giving players a reason to return
- Soundeffect in MMO when someone levels up
4th degree – “Let’s collaborate”

Once the player become involved with an ‘Alliance’ or ‘Faction’.

How games have implemented collaboration?
4th degree – “Let’s collaborate”

Once the player become involved with an ‘Alliance’ or ‘Faction’.

Forms of collaboration?
5th degree – “Go Head-to-Head”

Forms of competitive play?
5th degree – “Go Head-to-Head”

Forms of competitive play?
6th degree – “We Are Guild”

The social experience becomes more important than the game itself.

● Players share and schedule their experiences together
● Right in-game tools and loyal players
● Rewarding but equally efforting
6th degree – “We Are Guild”

The social experience becomes more important than the game itself.

- Players share and schedule their experiences together
- Right in-game tools and loyal players
- Rewarding but equally efforting
Group Task

Assemble groups 2-3 persons each!
Group Task

1. Asteroids
Group Task

1. Pacman
Group Task

3. Lemmings
Group Task

4. Tetris
Group Task

5. Space Invaders

![Space Invaders Game](image)
Group Task

Design a spinoff game

Add one feature for each socialization degree:

1. I See You Play
2. See Me Play
3. I Beat Your Score
4. Let’s Collaborate
5. Go Head-to-Head
6. We Are Guild

Each new feature should not be in the original game!

Describe your game on the blackboard!
Difficulty curve
Social difficulty curve
Homework

Watch the presentation: [How to Make Great Game Tutorial](#)

- Look back to your previous homework.
  - Describe your game’s average player.
  - List at least 5 other games the average player plays.
  - Write 6 features for your game such that each will improve one degree of socialization.
  - Plan your game's tutorial with at least 7 steps.
  - Visualize the planned difficulty curve for the first 10 minutes of your game.