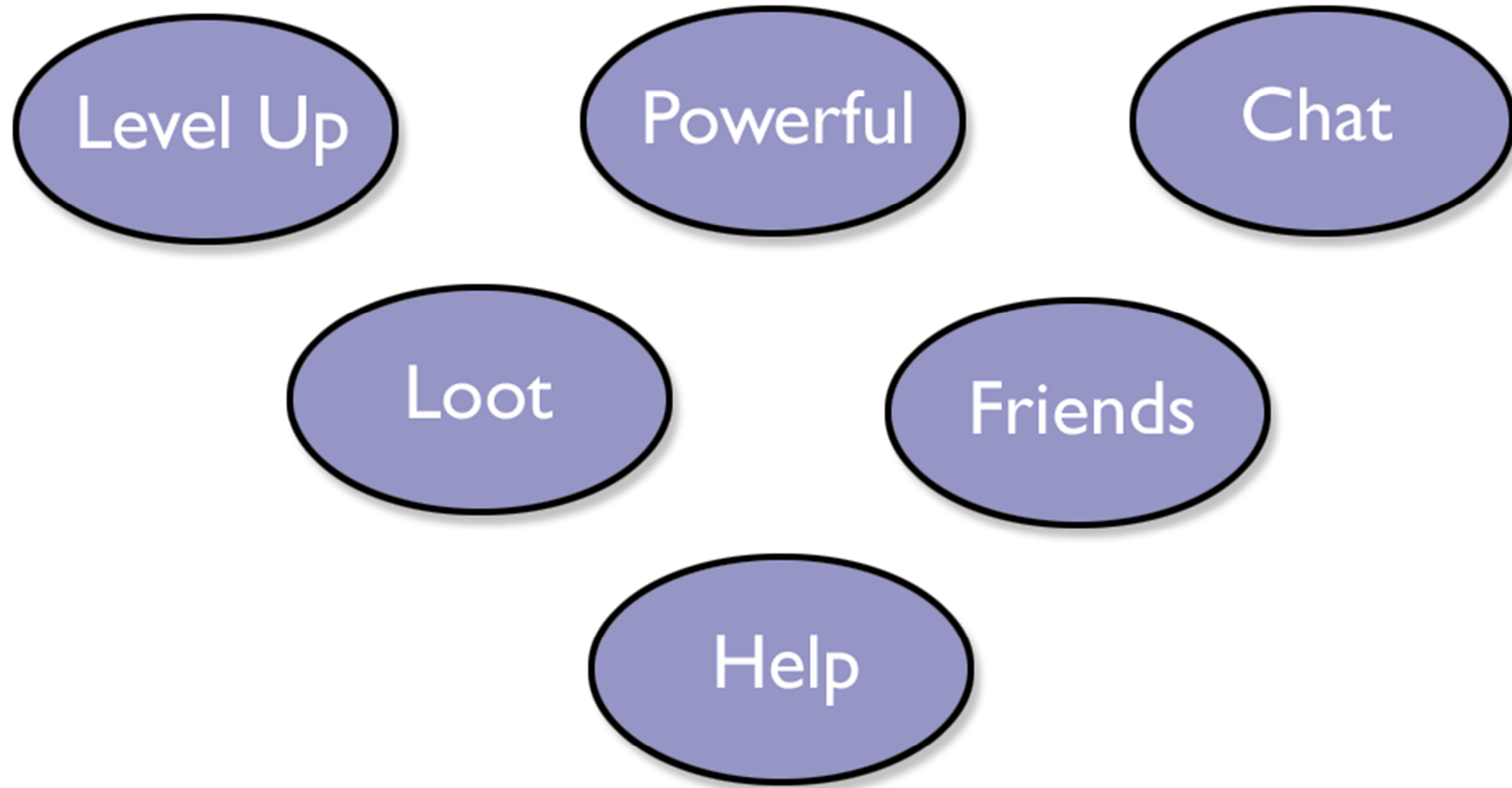


GAMER MOTIVATION PROFILE

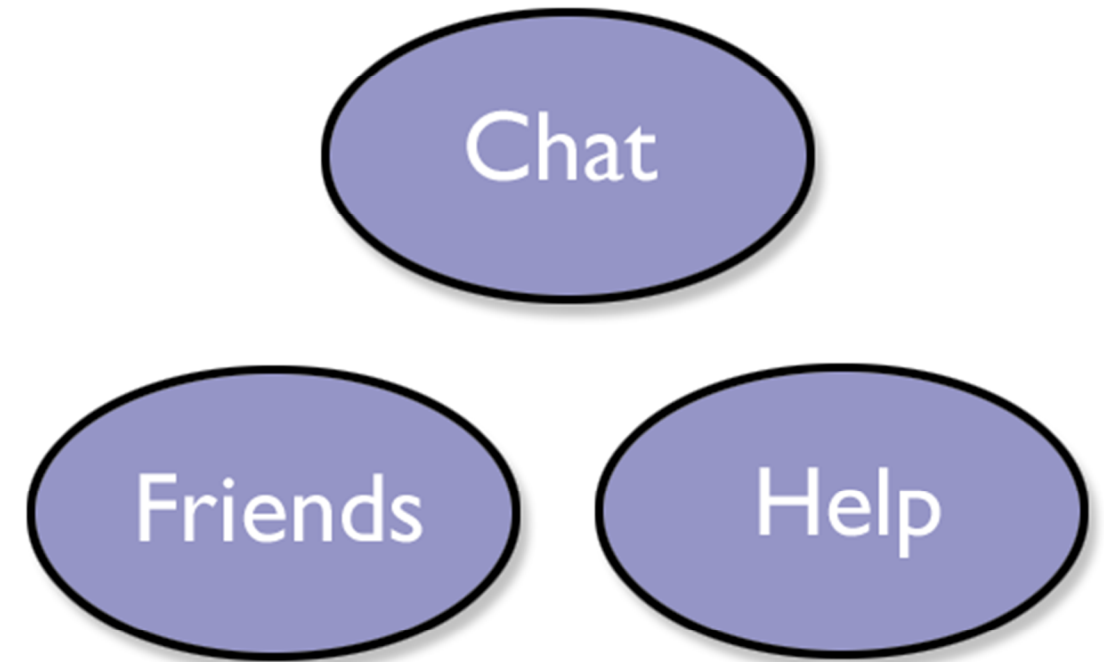
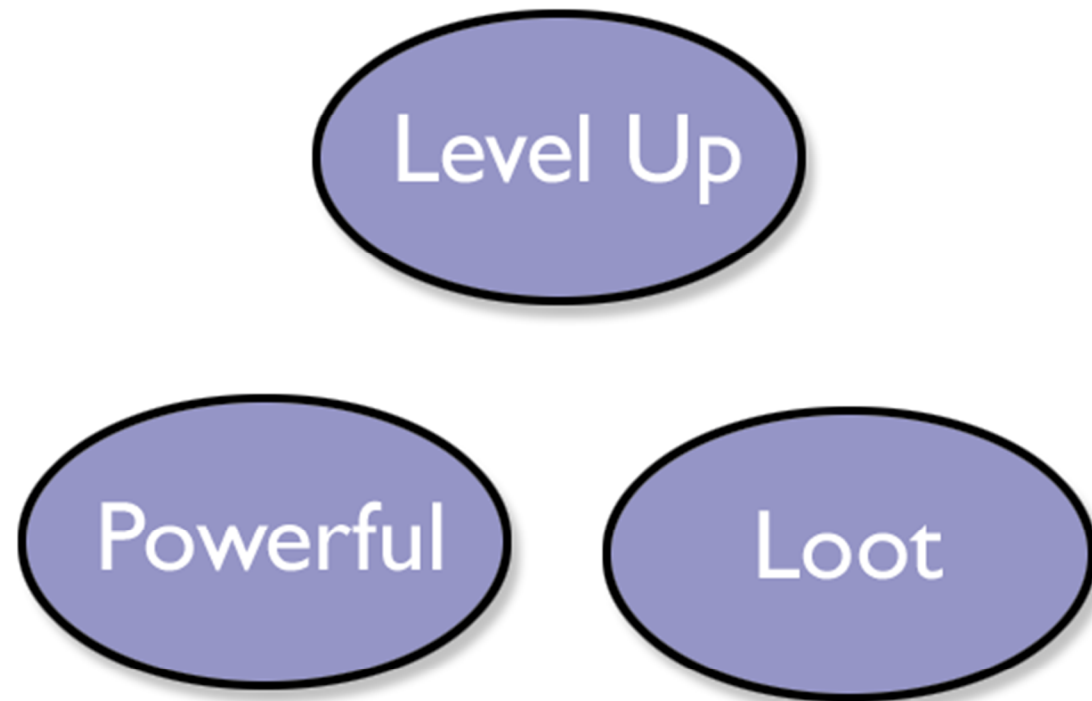
MODEL & FINDINGS



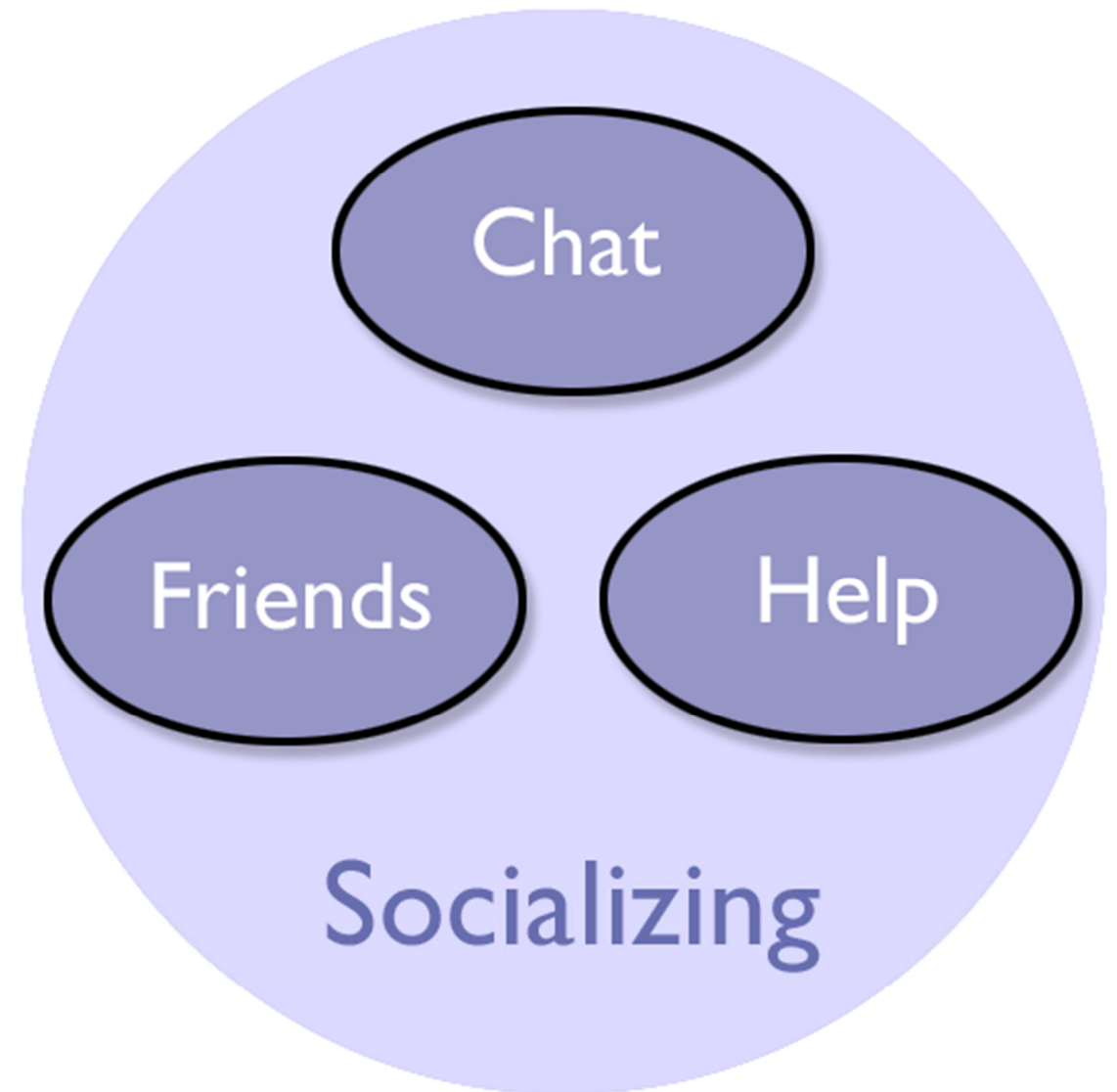
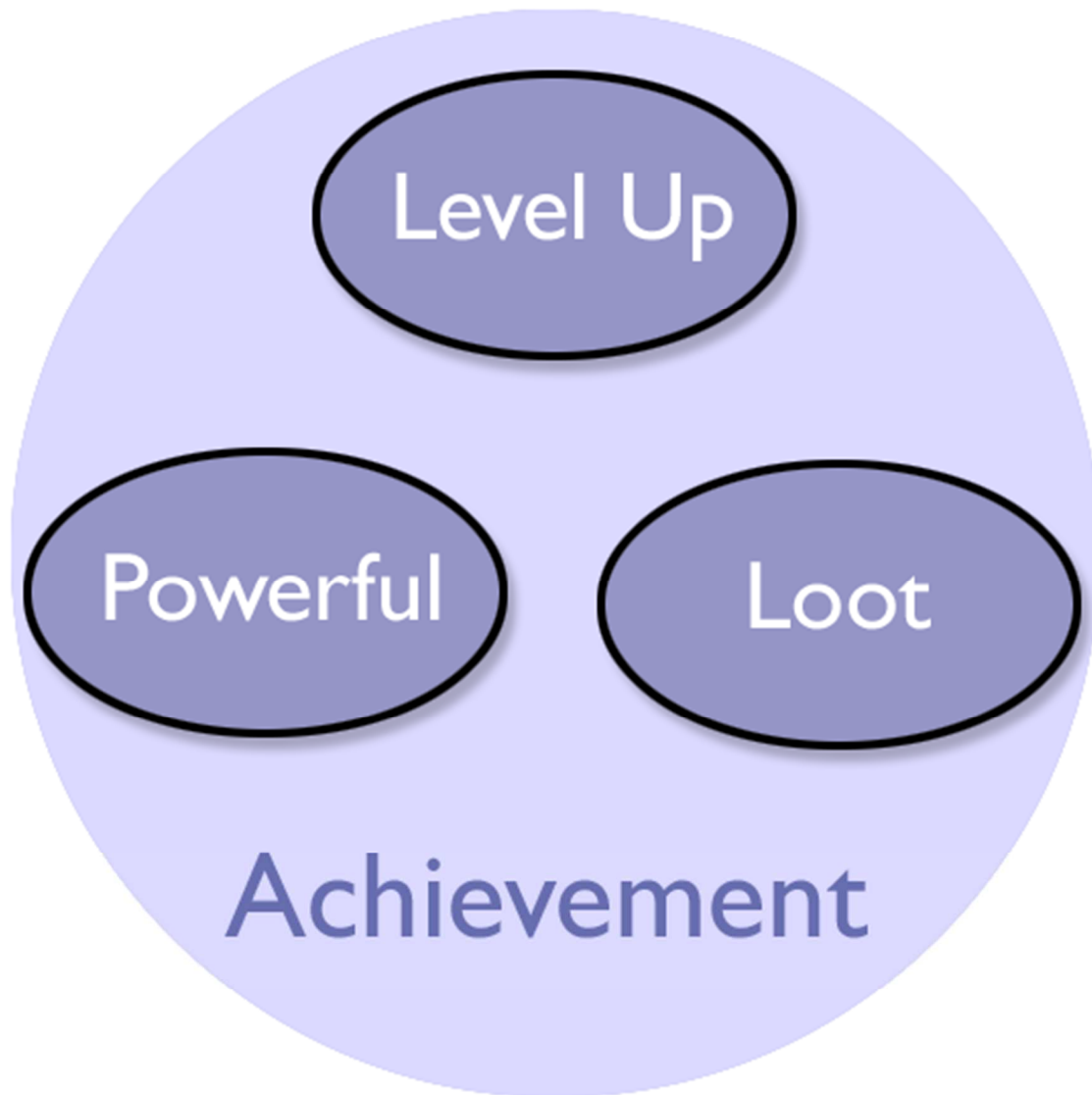
FACTOR ANALYSIS



FACTOR ANALYSIS



FACTOR ANALYSIS



LITERATURE REVIEW

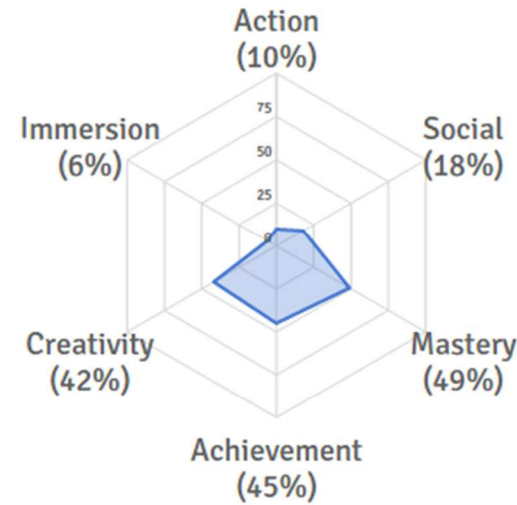
	Story	Excitement	Social	Compete	Escapism	Challenge	Creation	Achieve	Curiosity	Fantasy
Hilgard et al. (2013)	✓	✓	✓		✓	✓	✓	✓	✓	
Rigby et al. (2006)			✓			✓		✓	✓	
Bartle (1996)			✓	✓				✓	✓	
Sherry et al. (2006)		✓	✓	✓		✓				✓
LeBlanc (2004)	✓	✓	✓			✓	✓		✓	✓
Steinkuehler (2005)			✓	✓		✓		✓	✓	
Yee (2006)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



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.



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

 [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.

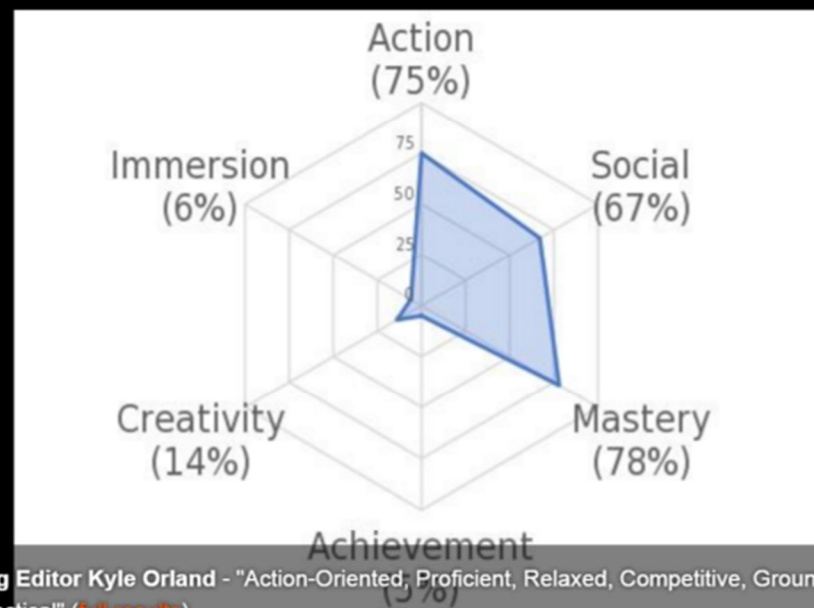


OPPOSABLE THUMBS / GAMING & ENTERTAINMENT

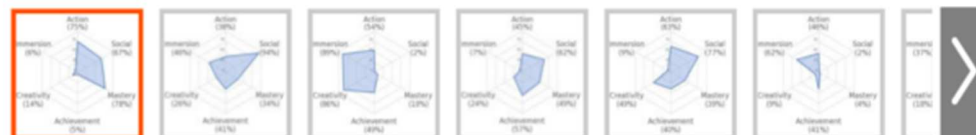
We took gaming's version of the Myers-Briggs test—and you can, too

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](#) 154Gaming 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

Now is a
collection of
data centers.
Next is a
global network.

LEARN MORE

Google Cloud Platform
Build what's next

LATEST FEATURE STORY



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

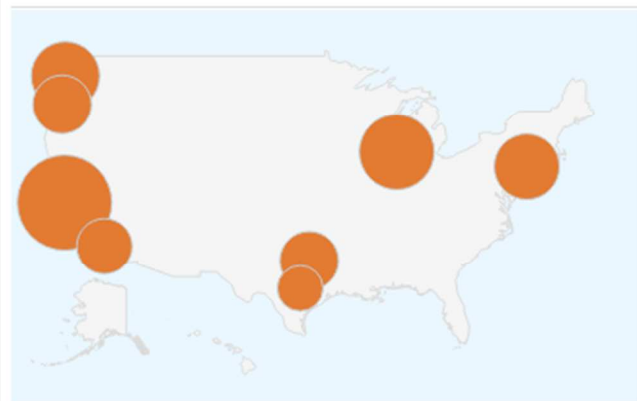
Right now

648

active users on site



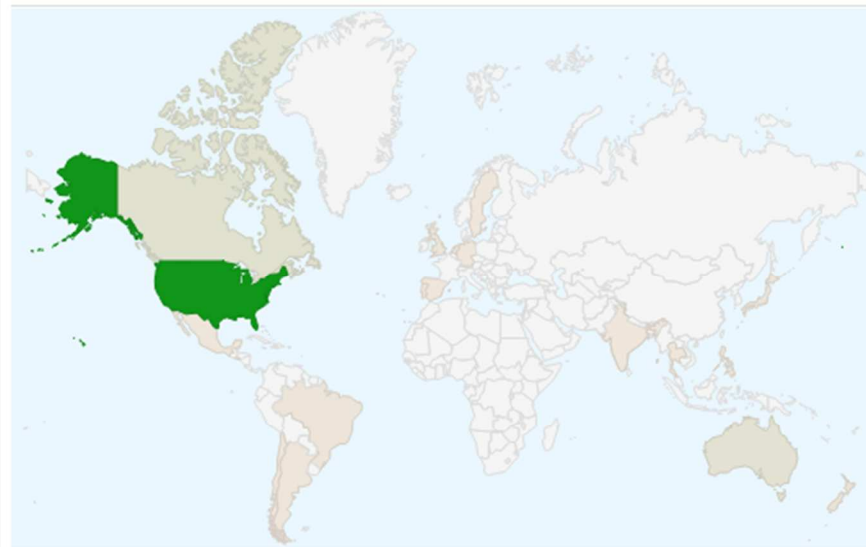
Active Users



Active Users

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

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/10/3838afc700ec4b8a1c44c1a157a2a	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

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%

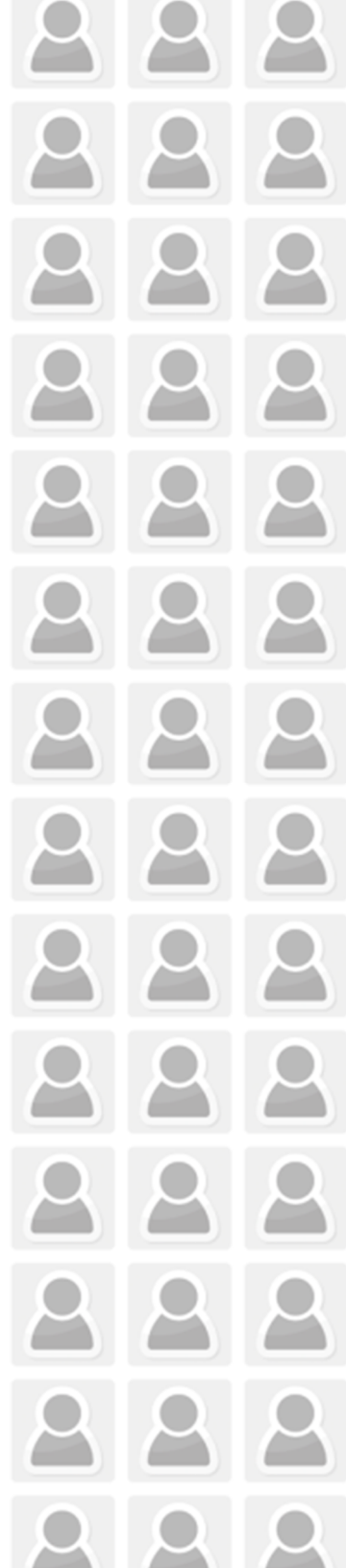
SAMPLE NOTES

- 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



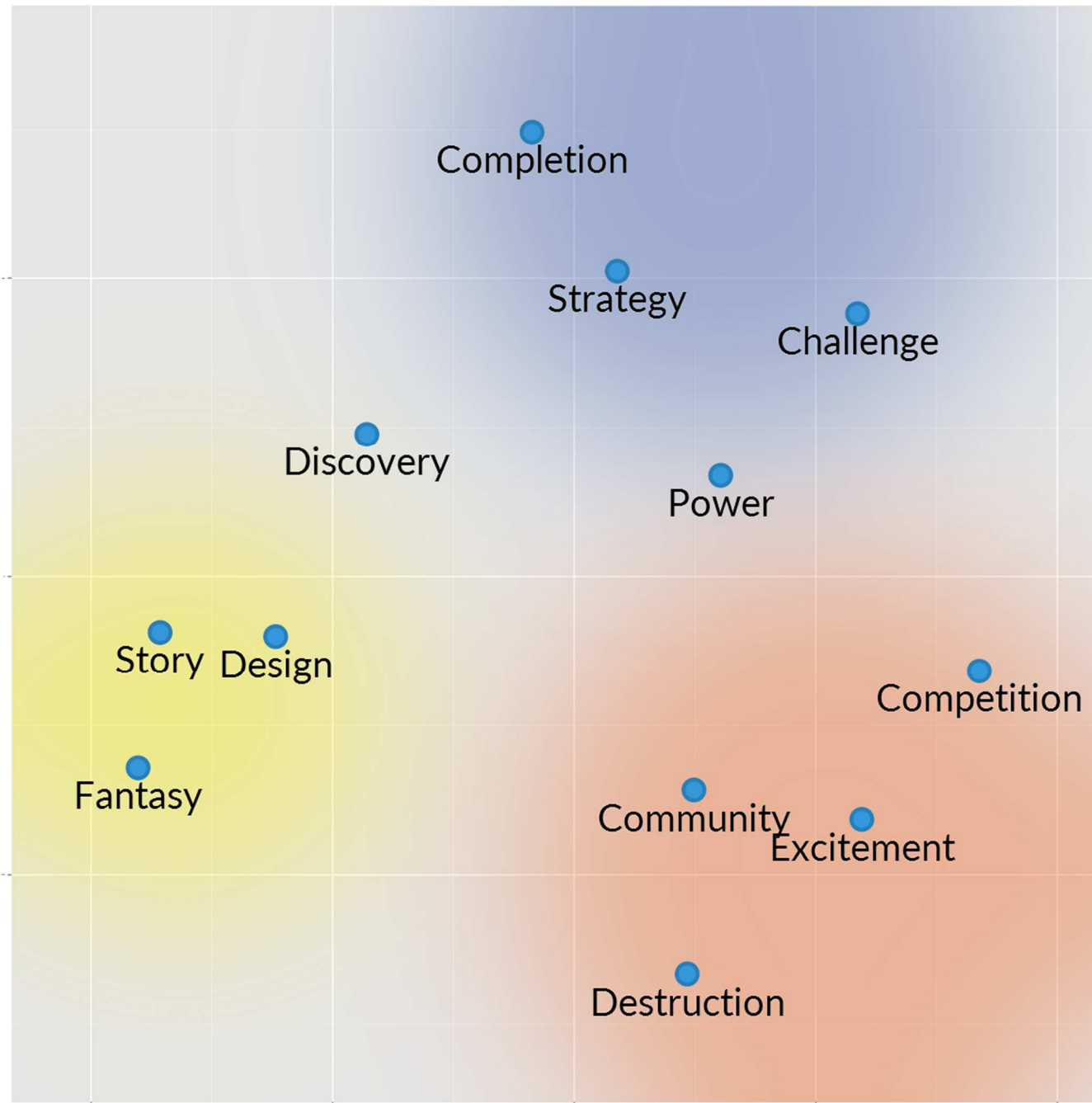
Action “Boom!”	Social “Let’s Play Together”	Mastery “Let Me Think”	Achievement “I Want More”	Immersion “Once Upon a Time”	Creativity “What If?”
Destruction Guns. Explosives. Chaos. Mayhem.	Competition Duels. Matches. High on Ranking.	Challenge Practice. High Difficulty. Challenges.	Completion Get All 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.



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

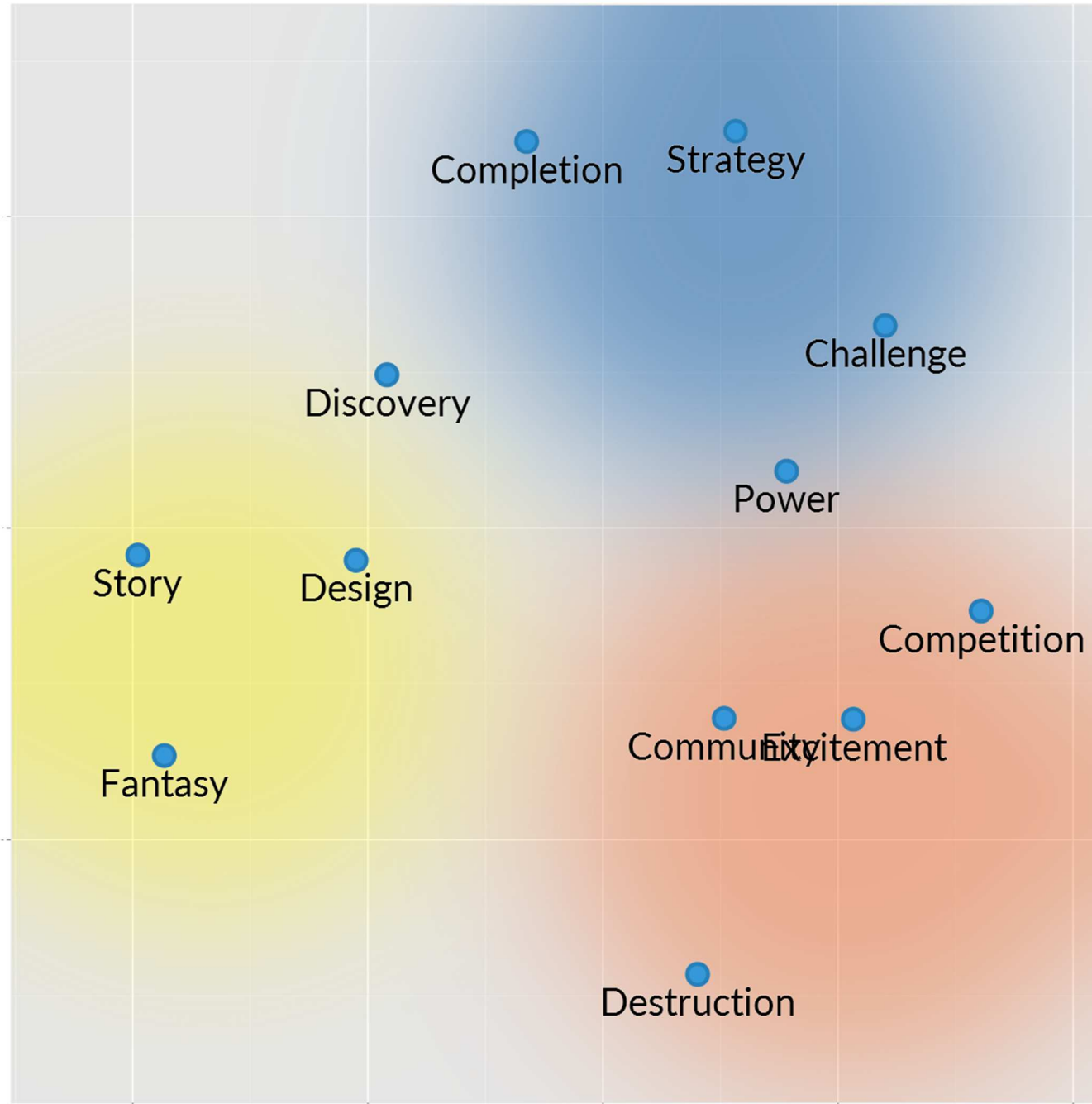
- Discovery is a bridge between Immersion-Creativity and Mastery-Achievement.
- Power is a bridge between Action-Social and Mastery-Achievement.



STABILITY

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

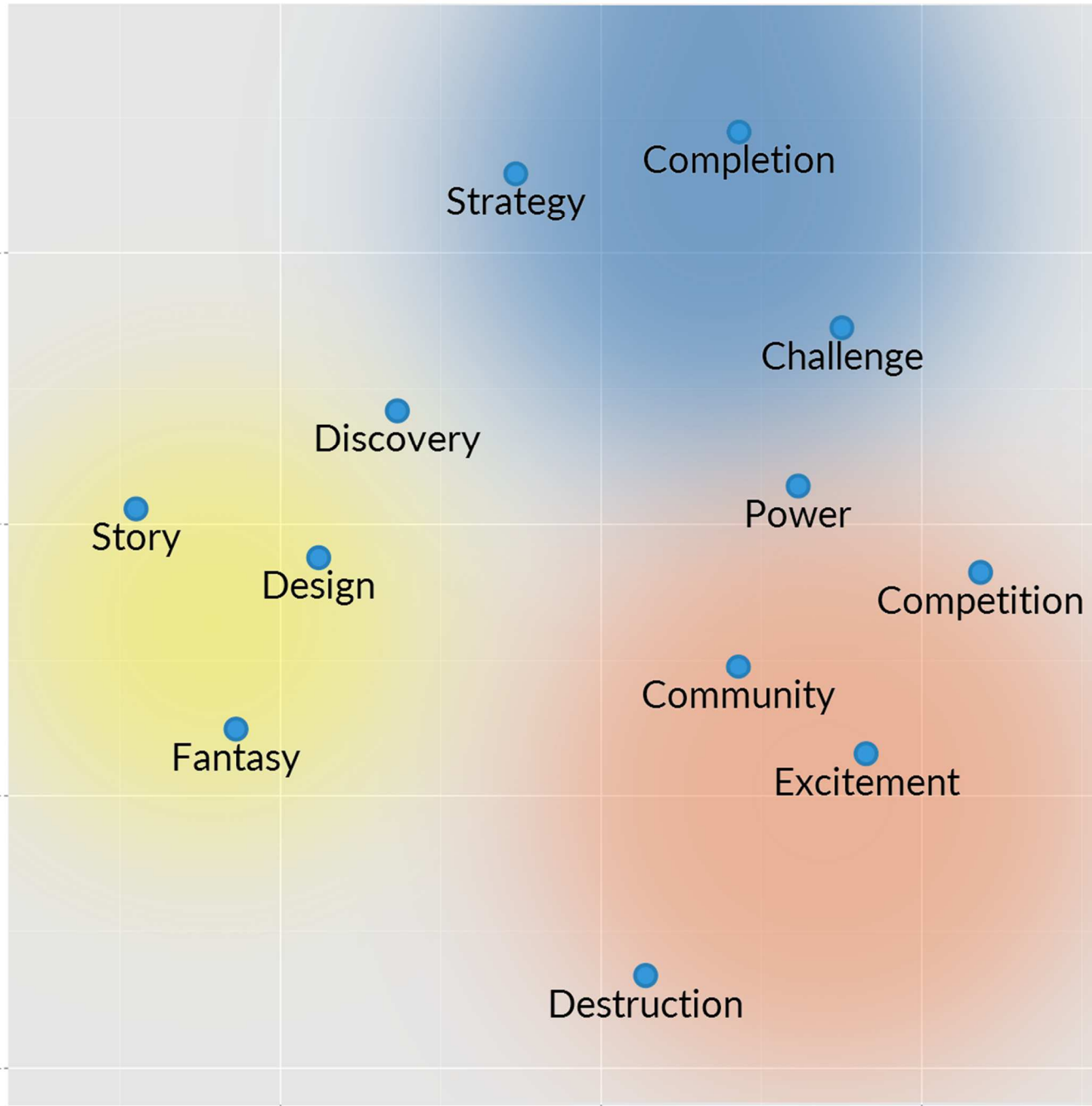
WESTERN EUROPE



Countries (N=13,850)

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

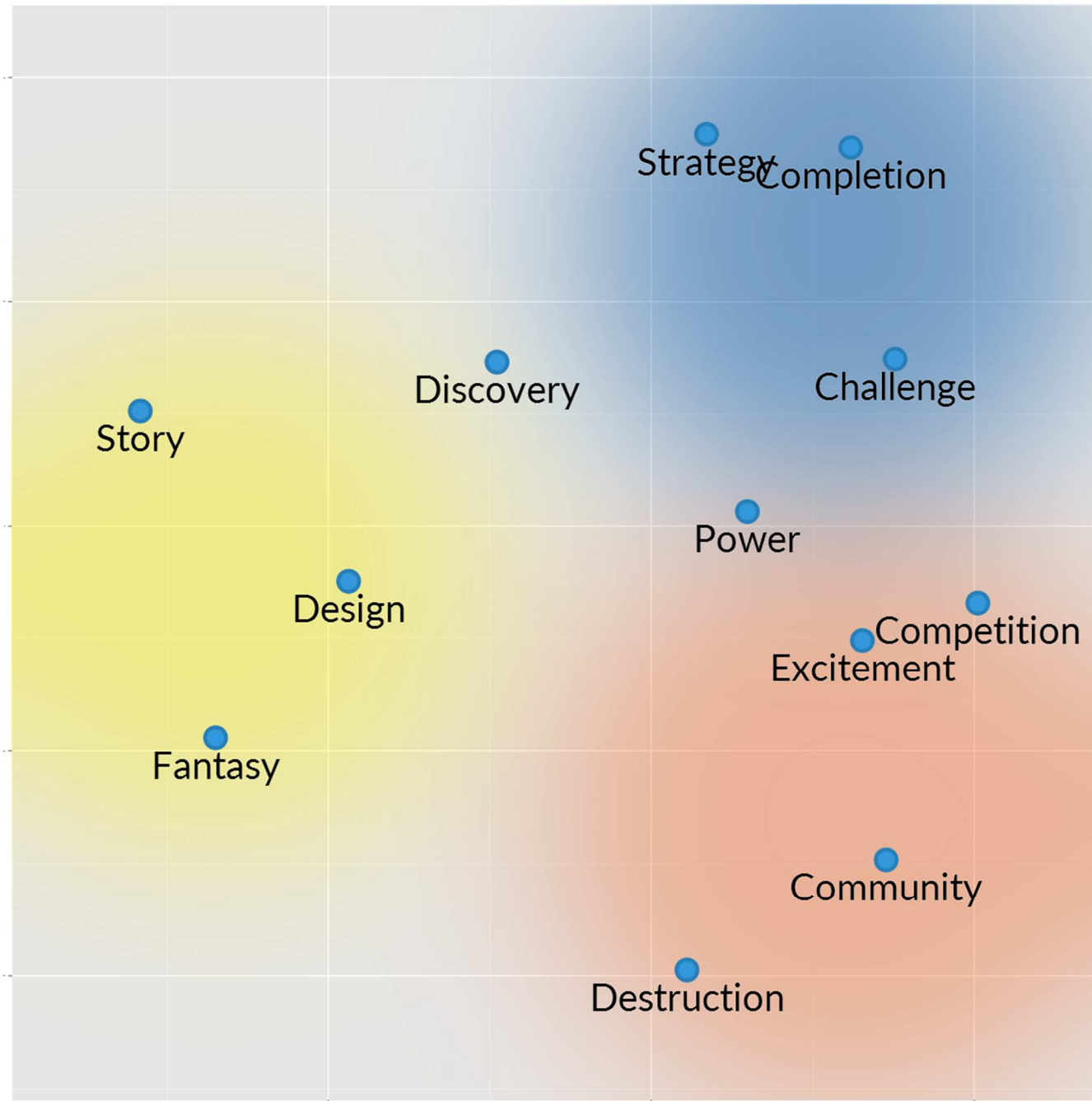
EASTERN EUROPE



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.

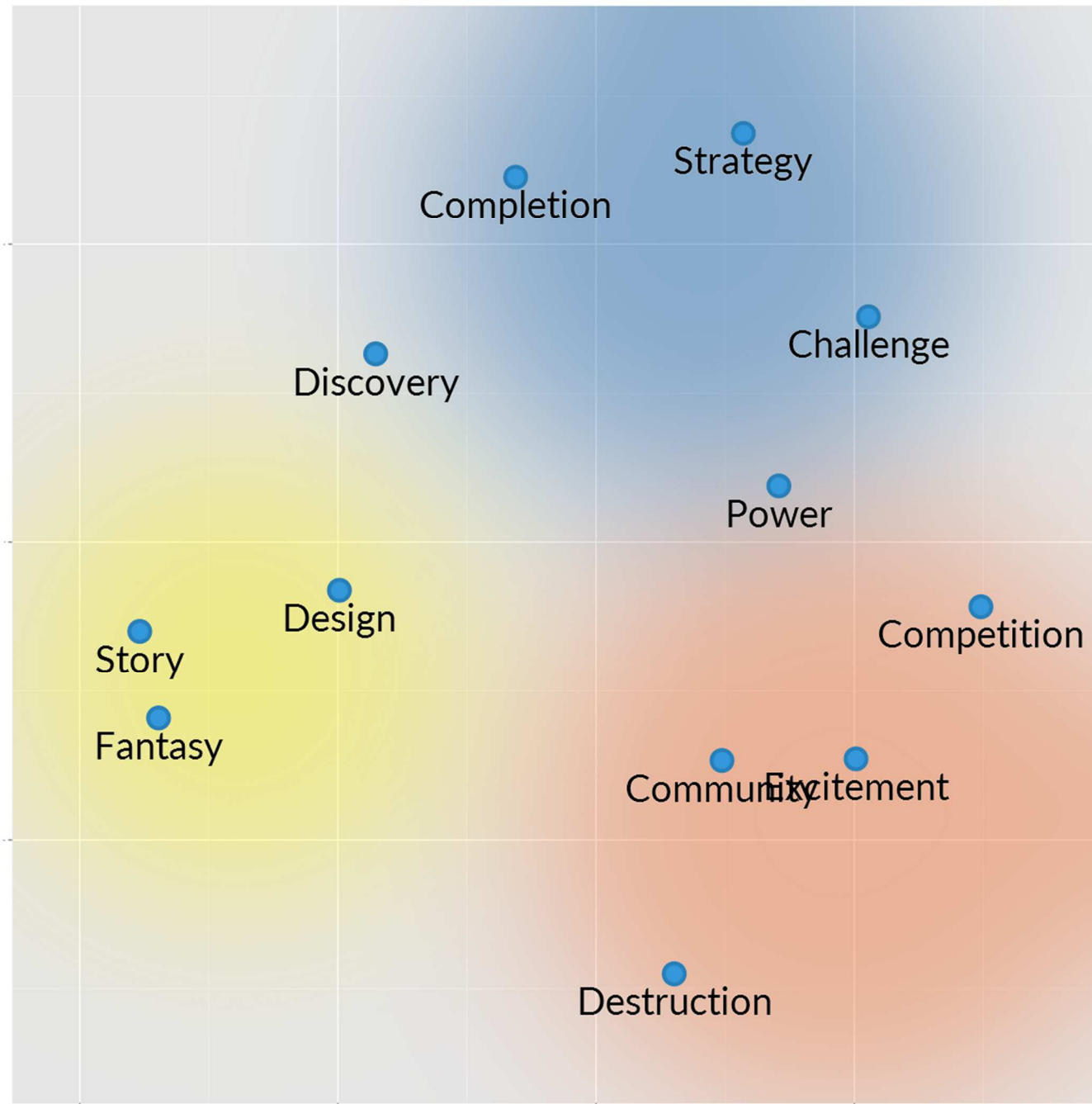
SOUTHEAST ASIA



Countries (N=14,366)

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

AUSTRALIA & NZ



Countries (N=6,260)

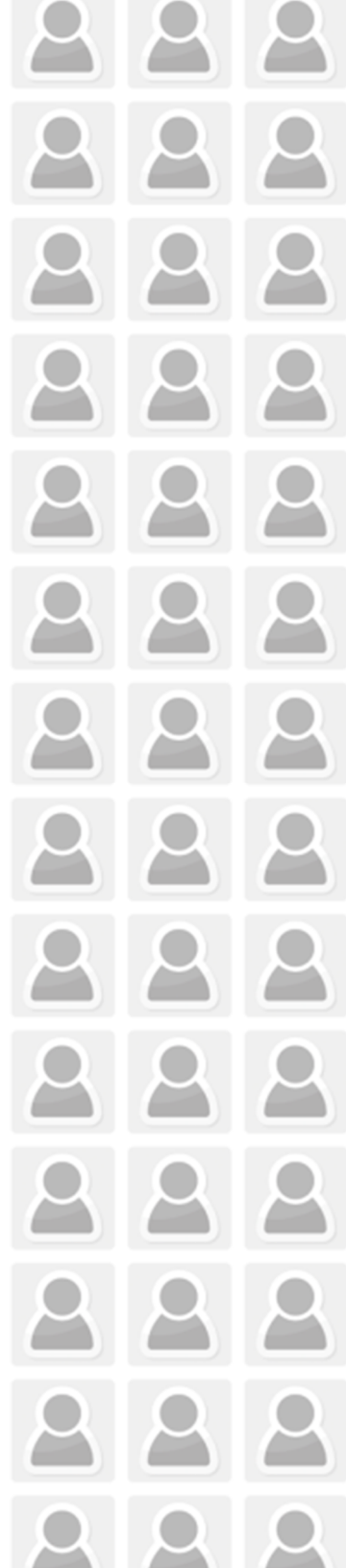
- Australia (5334)
- New Zealand (926)

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**



Adventurous
Imaginative



Down-To-Earth
Pragmatic

Conscientiousness



Disciplined
Organized



Flexible
Spontaneous

Extraversion



Social
Energetic



Reserved
Low-Key

Agreeableness



Sympathetic
Compassionate



Guarded
Objective

Neuroticism



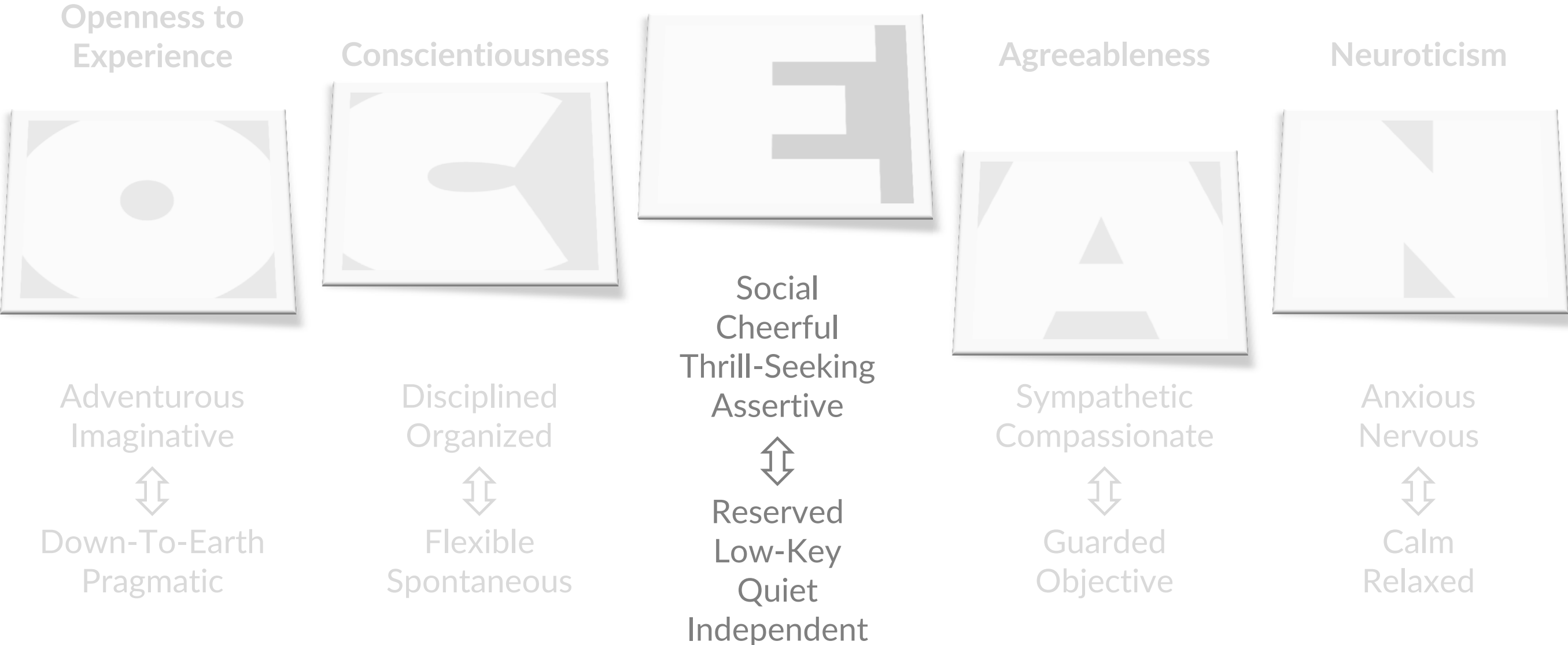
Anxious
Nervous



Calm
Relaxed

EXAMINING **EXTRAVERSION**

Extraversion



PERSONALITY -> GAMING MOTIVATIONS



Extraversion



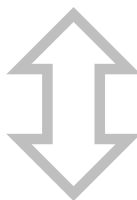
Conscientiousness



Openness



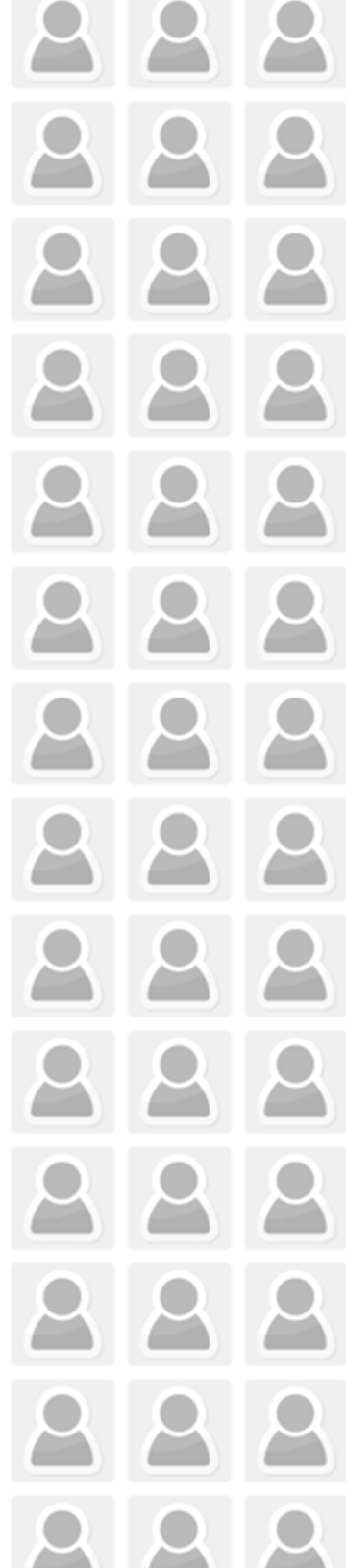
Action	Social
Destruction	Competition
Excitement	Community



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

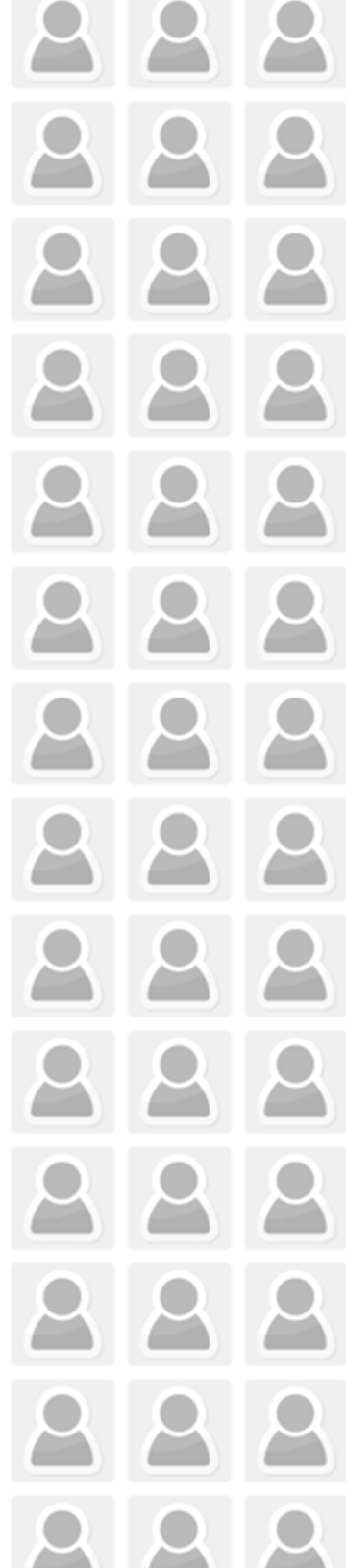
Motivation	Personality
Challenge	
Strategy	C (.20)
Completion	
Power	

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.



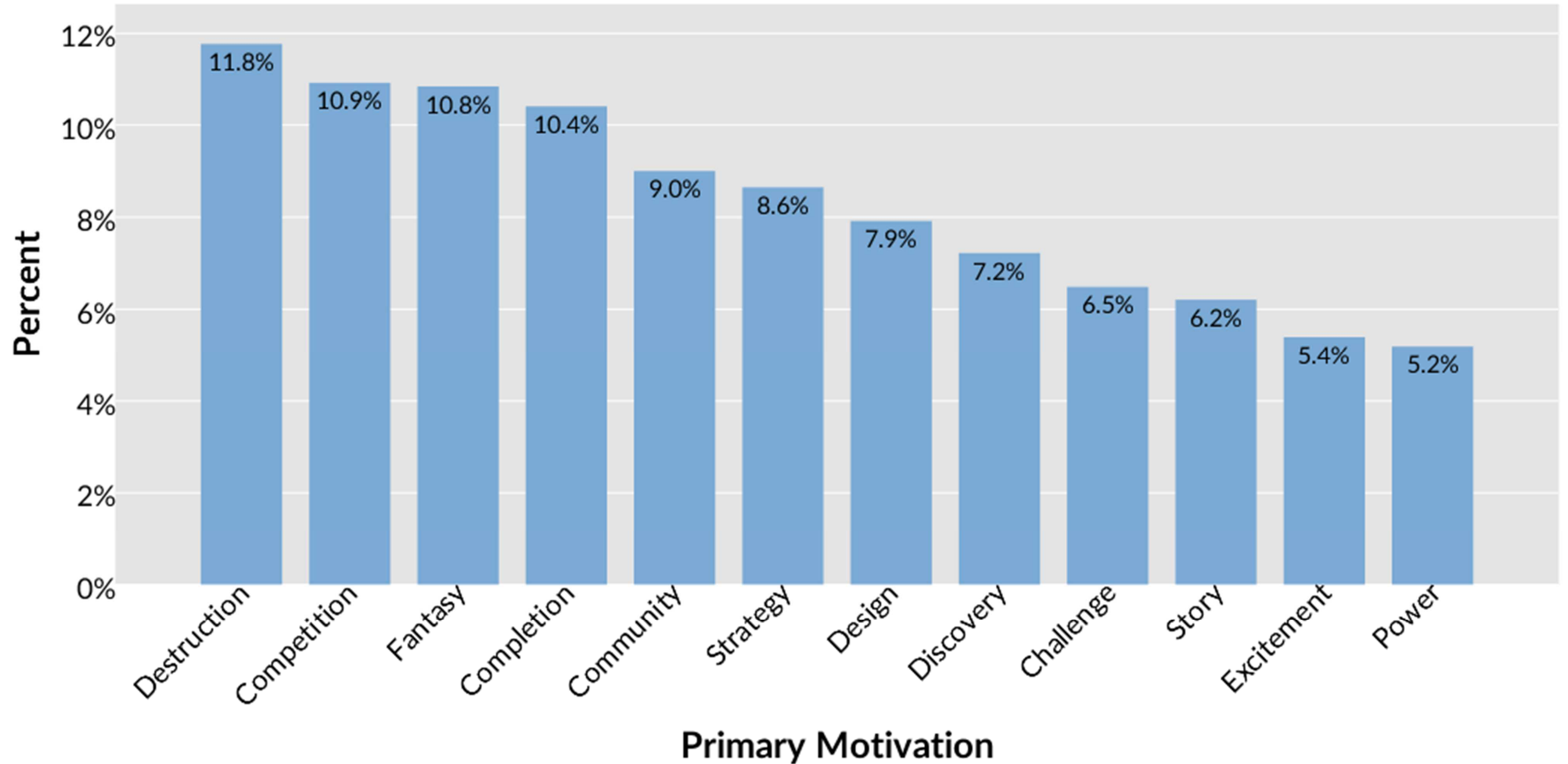
Video games help us to become more of who we really are.



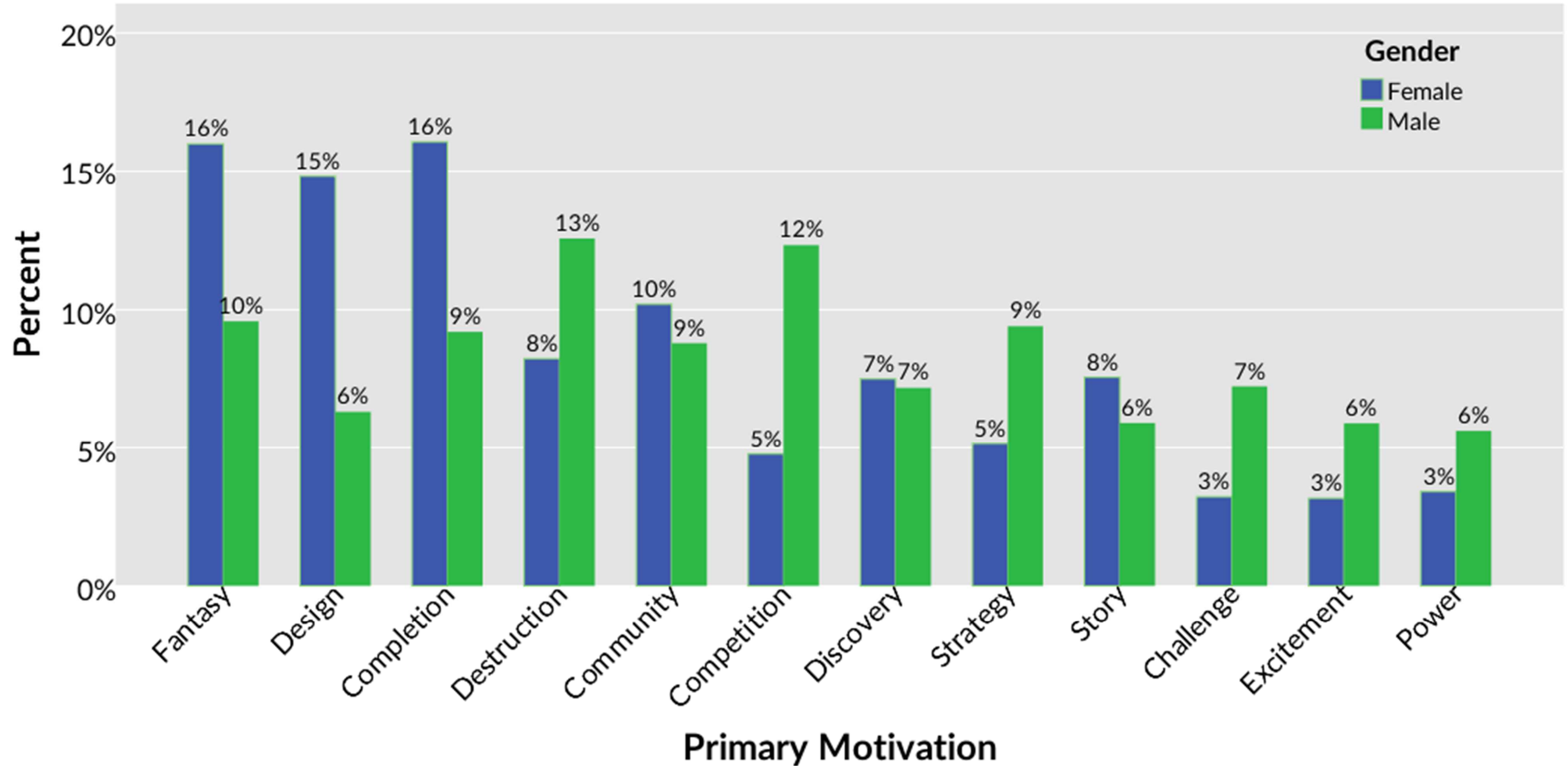
GENDER

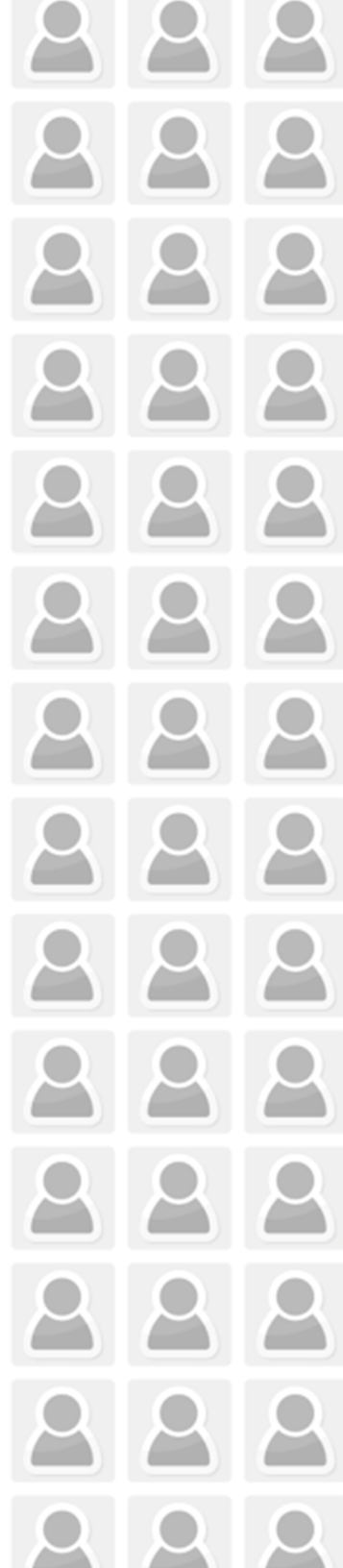
Gender differences align with stereotypes.

PRIMARY MOTIVATION



SPLIT BY GENDER

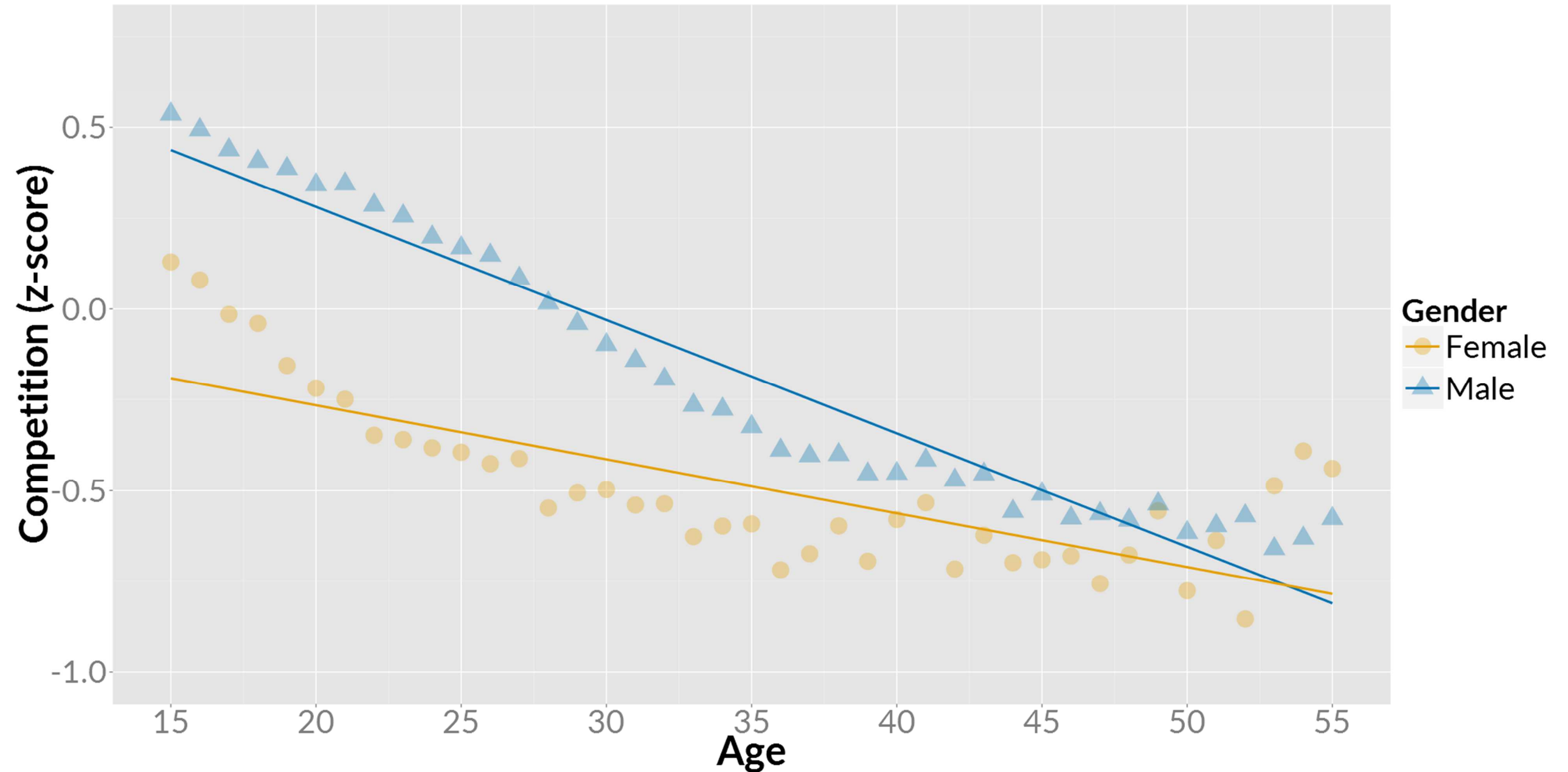




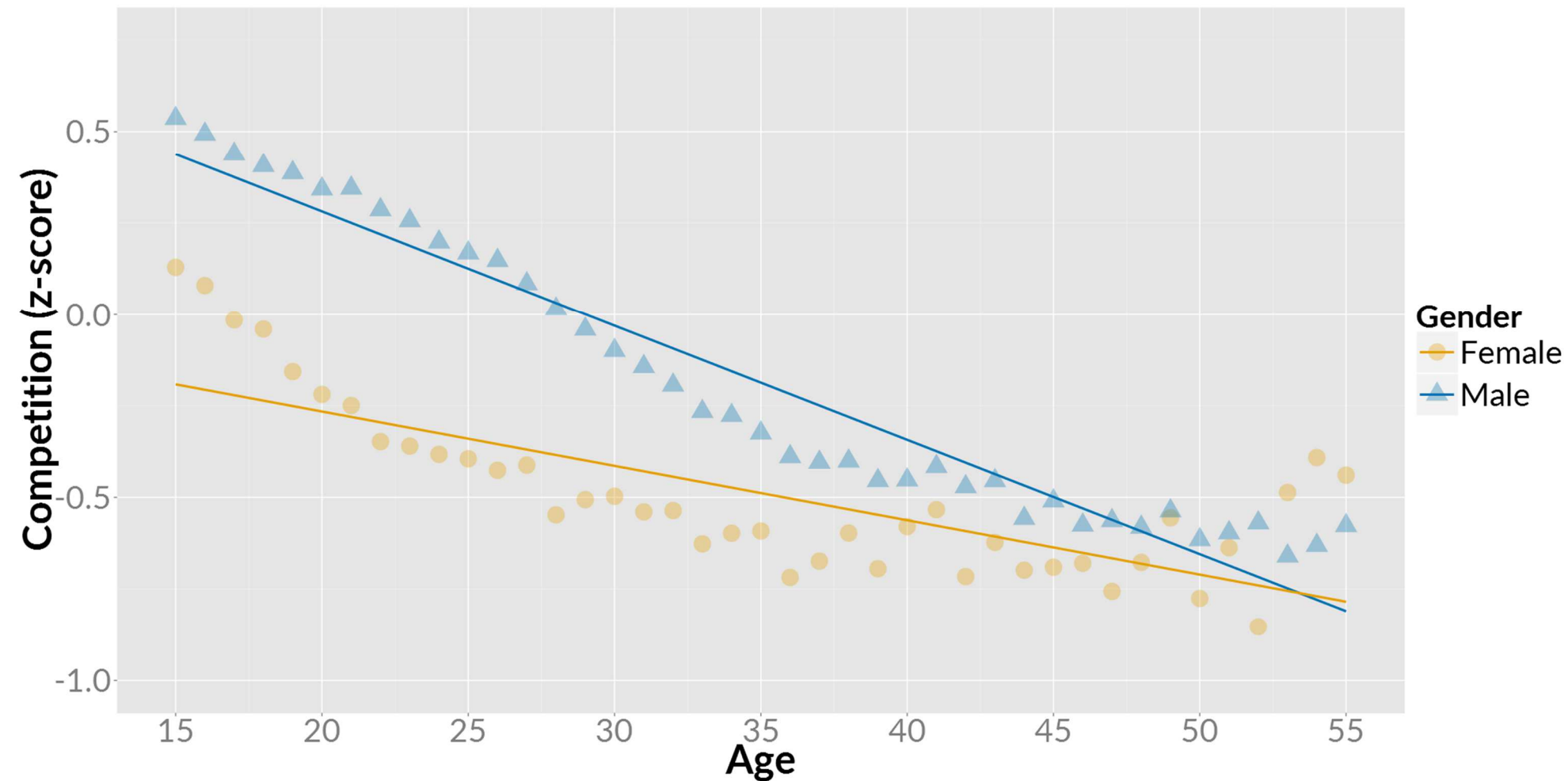
BUT ...

Gender differences are
dwarfed by age.

ANOTHER LOOK AT GENDER

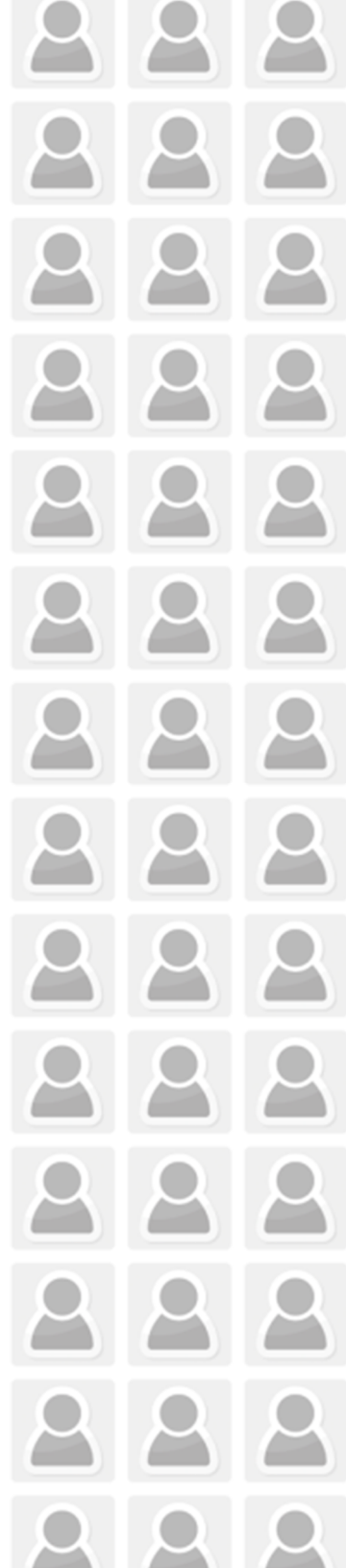


ANOTHER LOOK AT GENDER



- 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

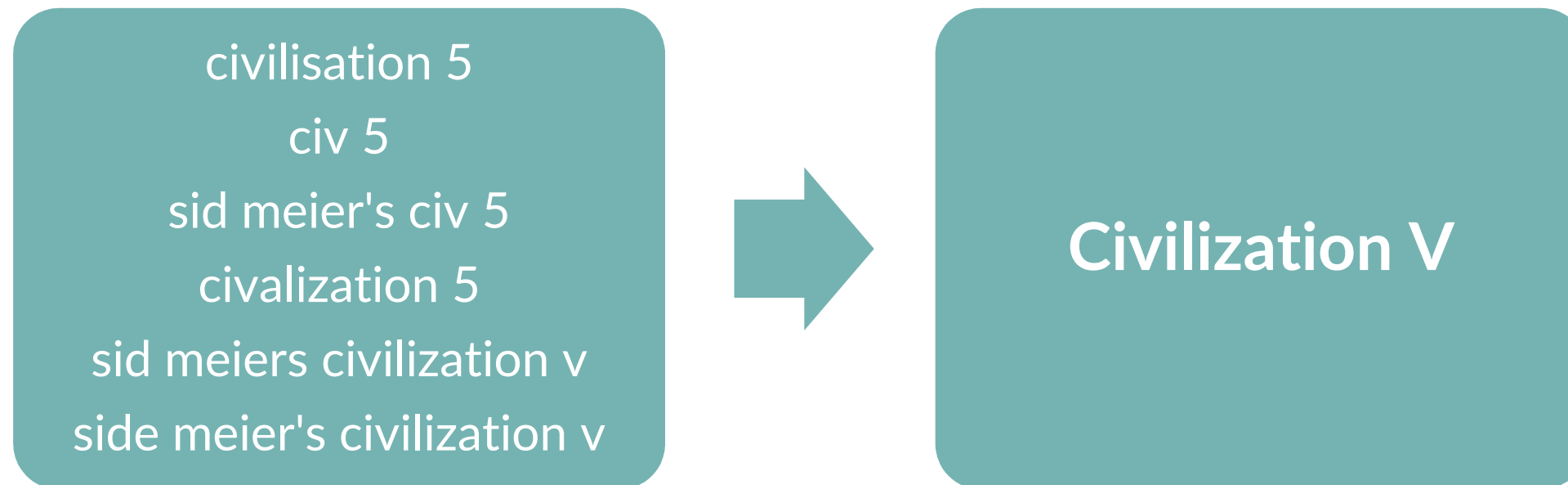
Motivation	Age
Competition	-.29
Excitement	-.26
Challenge	-.23
Community	-.18

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.

- 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



GAMER PROFILE -> GAME RECOMMENDATIONS



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

Platform:

- ☐ PC
☐ Xbox One

Release date:

Last 5 Years

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.

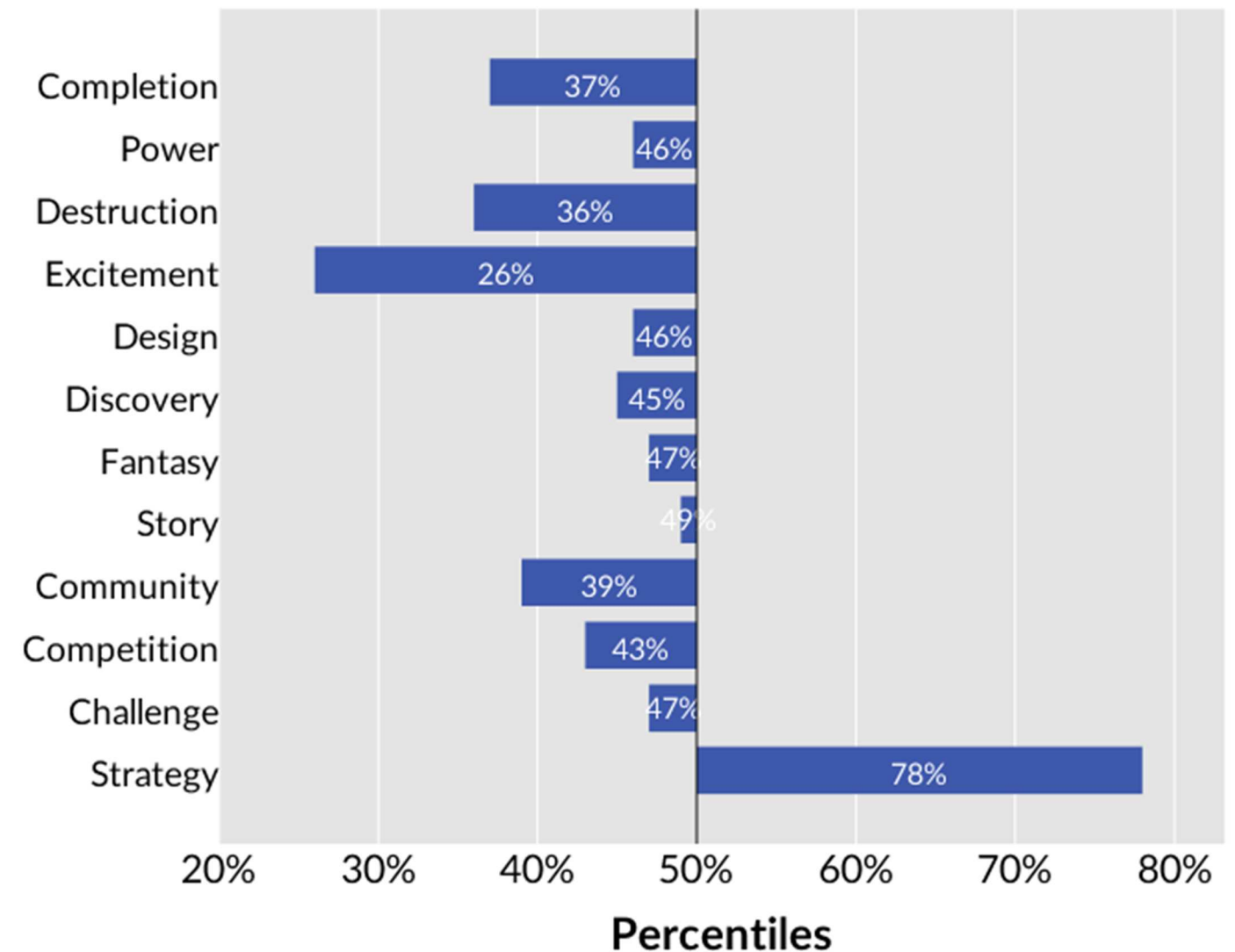
Title	QF Score
Thief (series)	9.0
FTL: Faster Than Light	6.9
Grim Fandango	6.0
Myst (series)	5.1
Uncharted (series)	5.0
The Binding of Isaac	4.8
Final Fantasy IV	4.6
Bastion	4.3
Europa Universalis IV	4.3
Tales of Symphonia	3.2

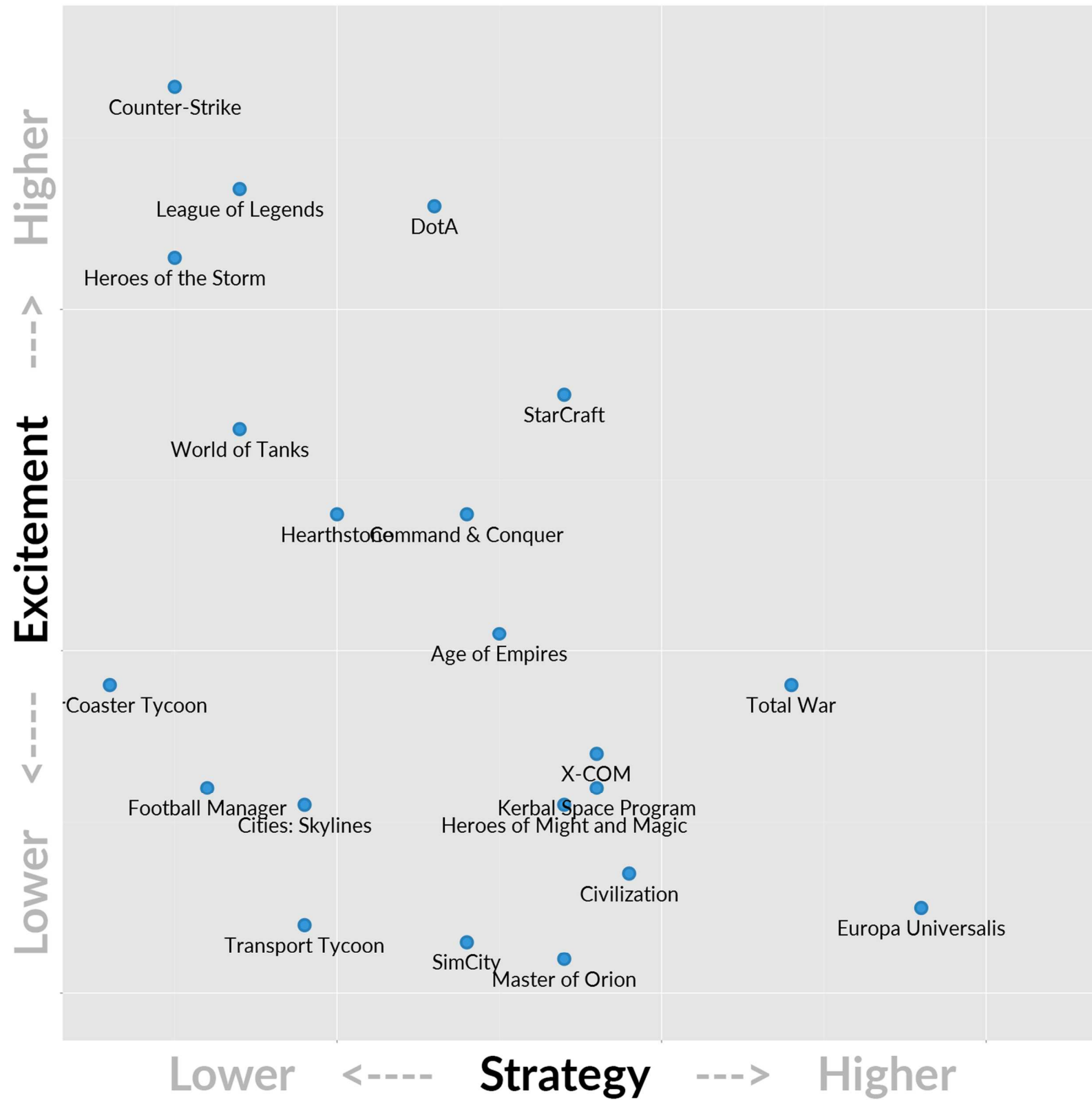
1 2

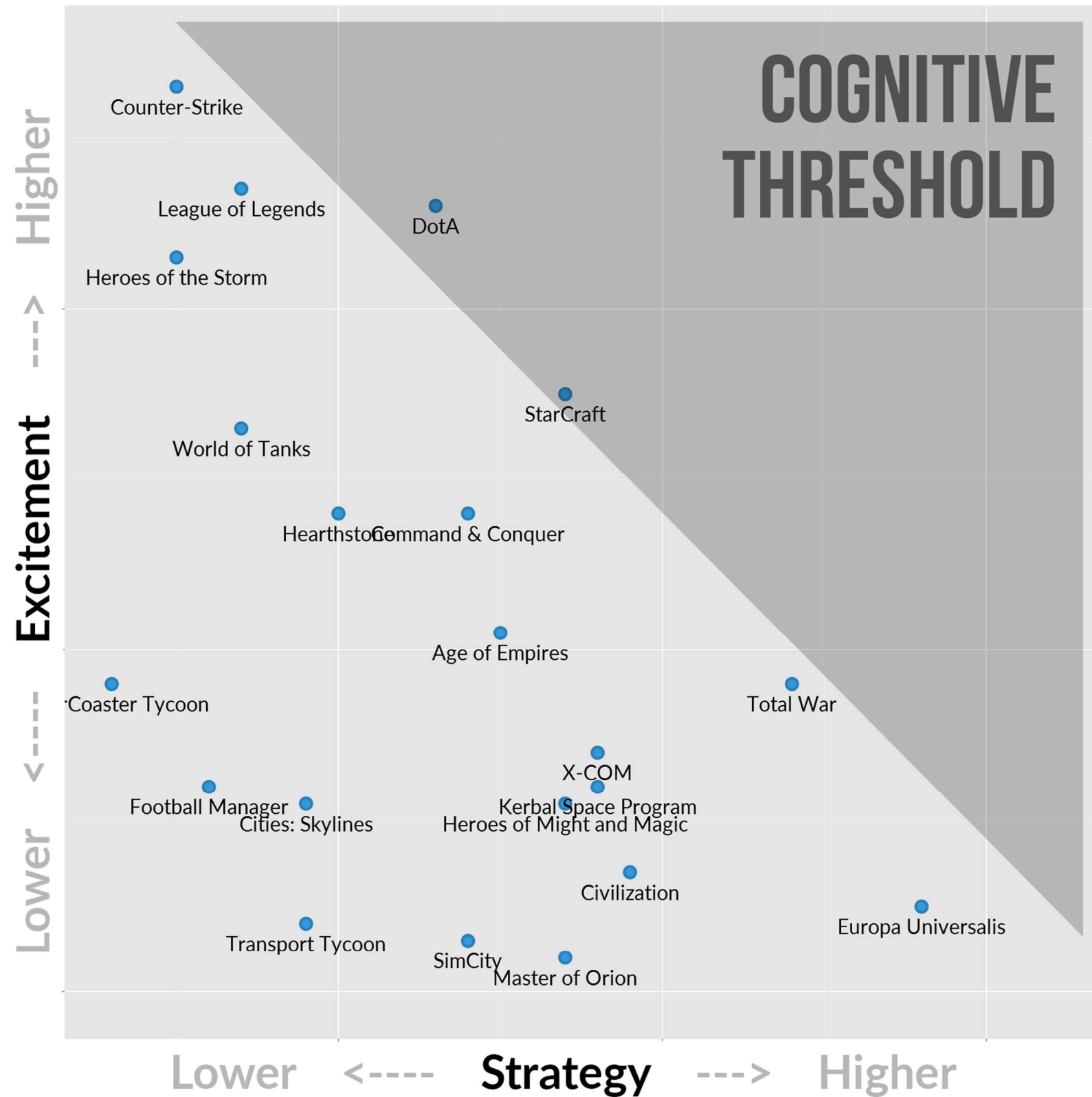
- ☐ PS Vita
☐ iOS

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







World Designers



31%

Core Gamer Achievers



42%

Mobile Completionists



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



QUANTIC
FOUNDRY

TEAM@QUANTICFOUNDRY.COM