

# The 5 Domains of Play

**Jason VandenBerghe**  
Creative Director, Ubisoft



**UBISOFT™**

GAME DEVELOPERS CONFERENCE

SAN FRANCISCO, CA  
MARCH 5-9, 2012  
EXPO DATES: MARCH 7-9

**2012**

**Novelty**

**Challenge**

**Stimulation**

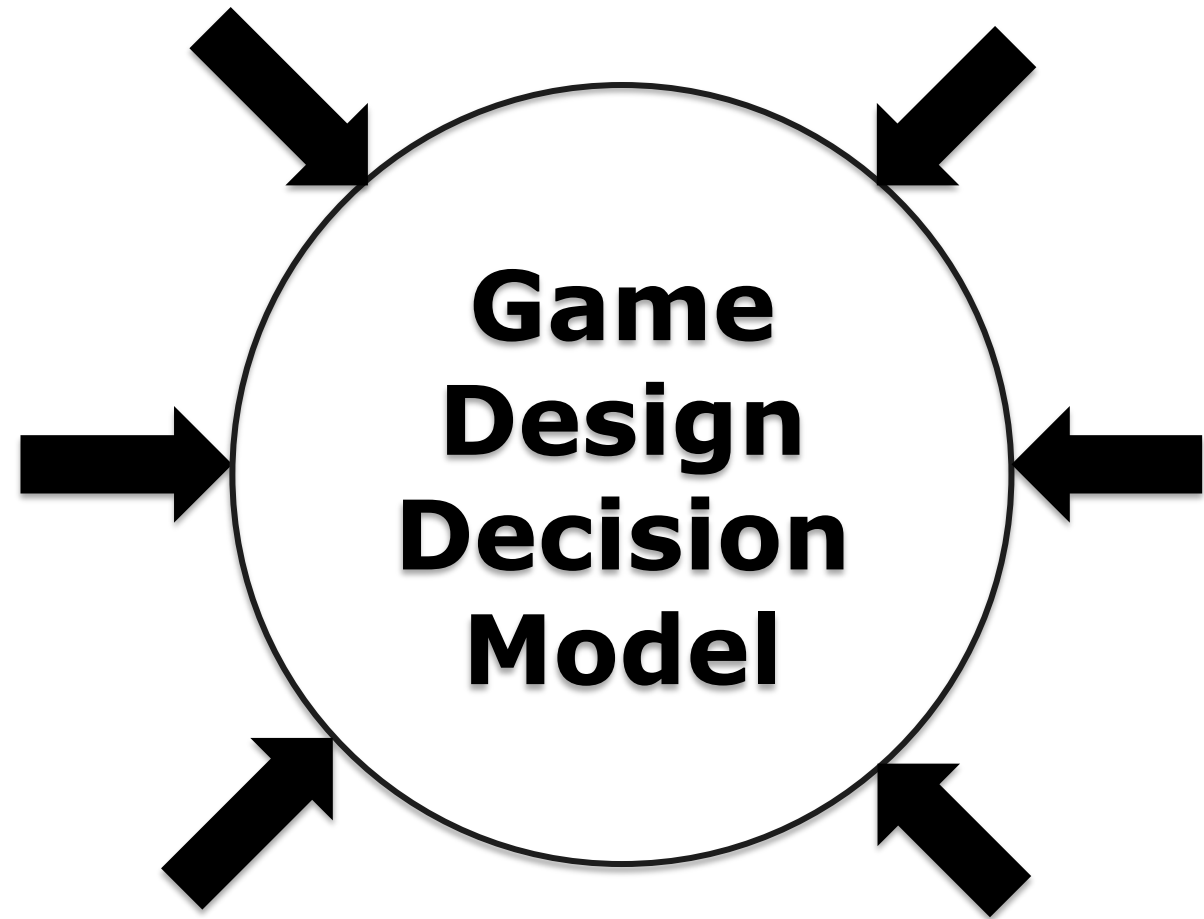
**Harmony**

**Threat**

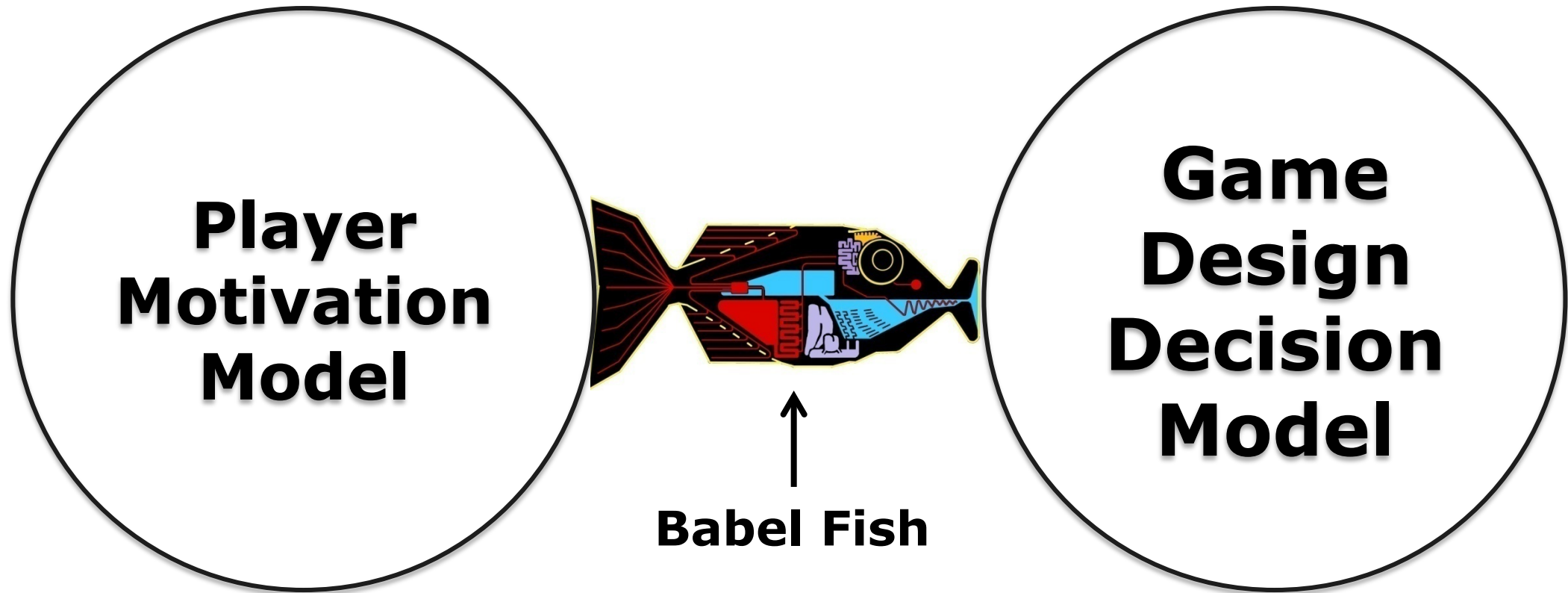
**The  
5  
Domains  
of  
Play**



# The Point



# The Point



**Babel Fish**

**Let's do a talk!**

# "The 4 Domains of Play"



# I showed it to my sister.

- “Why are you using all these old models?”
- “How does the Big 5 fit in to this?”

Prof. Hemovich





← **My talk.**

**Thanks, sis.**

# The 'Big 5' (or, O.C.E.A.N.)

## Other Models

- Dozens of researchers
- Copyrighted, closed, often unchanging
- Several studies, some data

## Big 5

- Hundreds (thousands?) of researchers
- Public domain, open, evolving
- *A crap-alanche* of science.







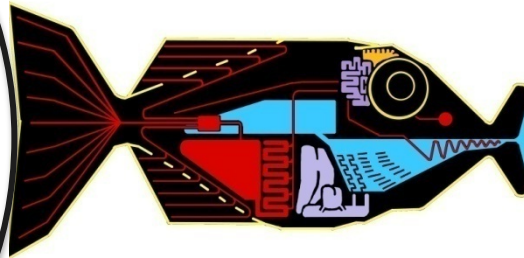
# Data?





# The (Revised) Talk

**The Big 5  
(O.C.E.A.N.)**



**The 5  
Domains  
of Play**

**O**penness to Experience

**C**onscientiousness

**E**xtraversion

**A**greeableness

**N**euroticism

**The Big 5  
(O.C.E.A.N.)**

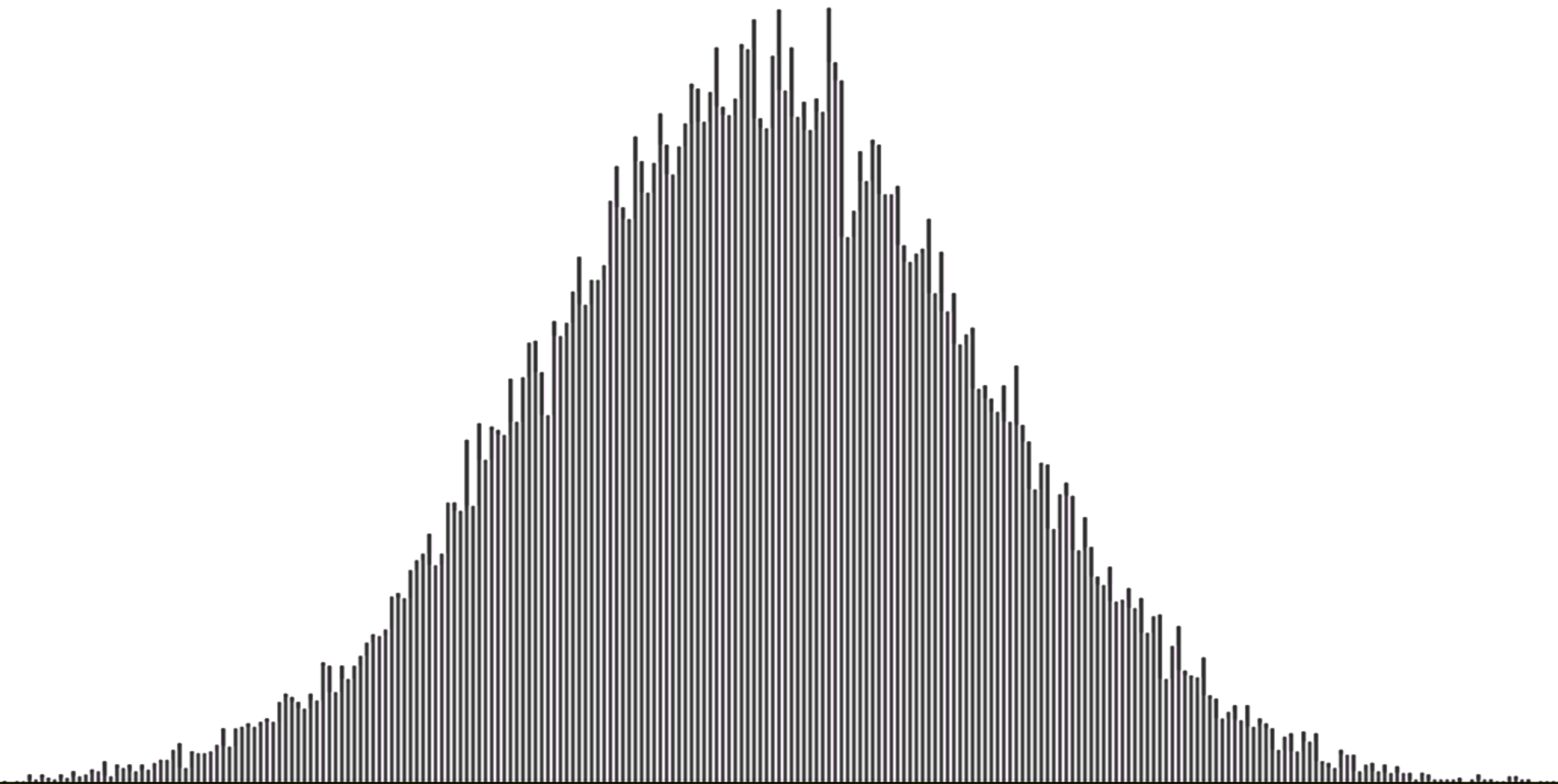
← **Closedness-** **O**penness to Experience →

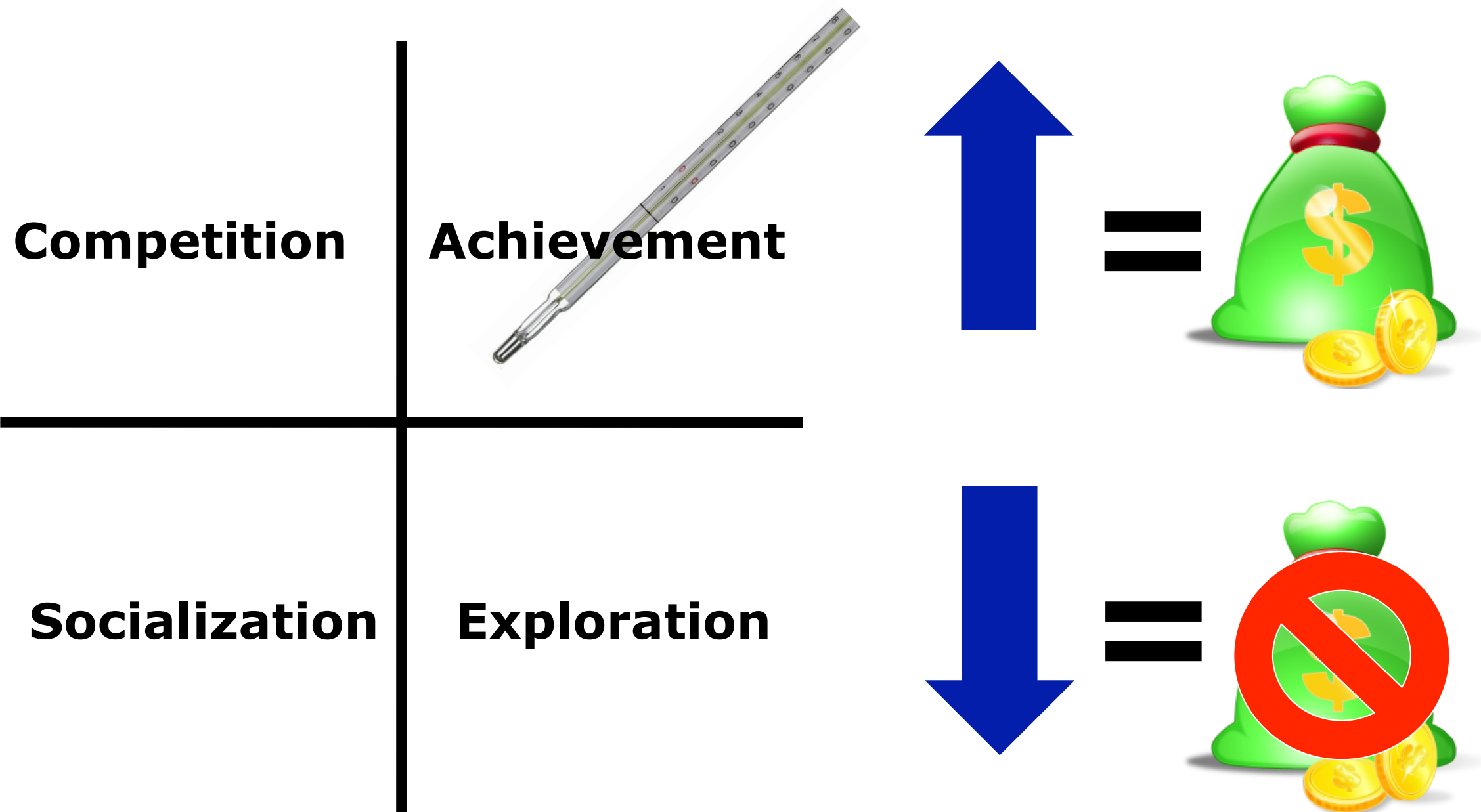
← **Un-Conscientiousness** **C**onscientiousness →

← **Introversion** **E**xtraversion →

← **Disagreeableness** **A**greeableness →

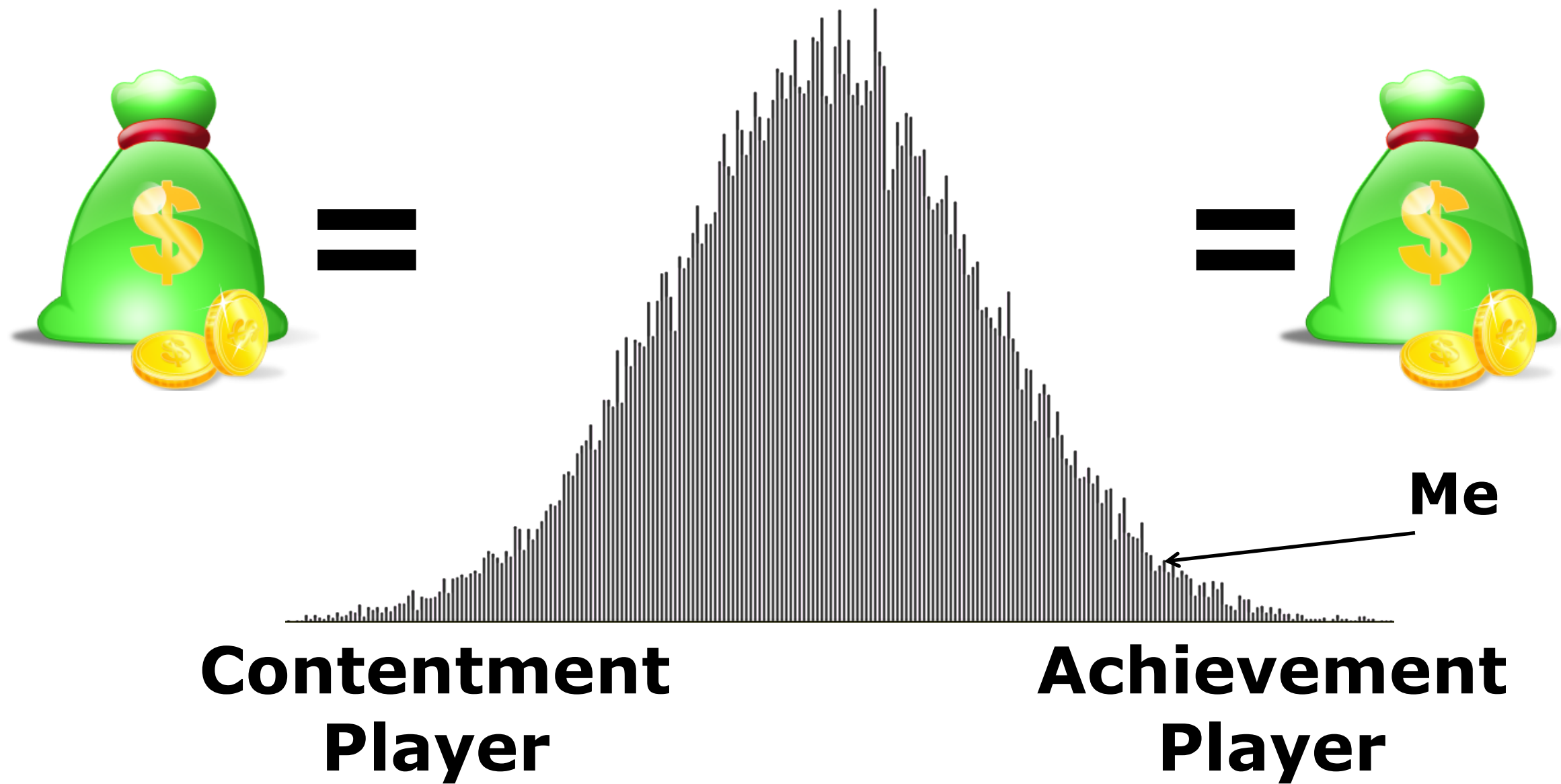
← **Stability** **N**euroticism →





# A Riddle

**What's the opposite of an Achievement Player?**



# Openness to Experience

← Distinguishes imaginative, creative motivations from down-to-earth, conventional ones. →





# Conscientiousness

← Deals with the way we control, regulate, and direct our impulses. →



# Extraversion

← Deals with the tendency to seek out stimulation and the company of others. →



# Agreeableness

←—————→  
**Reflects differences in concern with cooperation and social harmony.**





# Neuroticism

←—————→  
**Reflects a tendency to experience (or not experience)  
negative emotions.**





**O**penness to Experience



**C**onscientiousness



**E**xtraversion



**A**greeableness

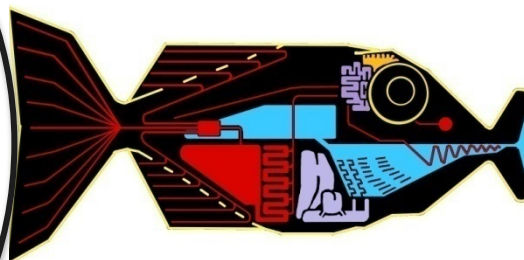


**N**euroticism



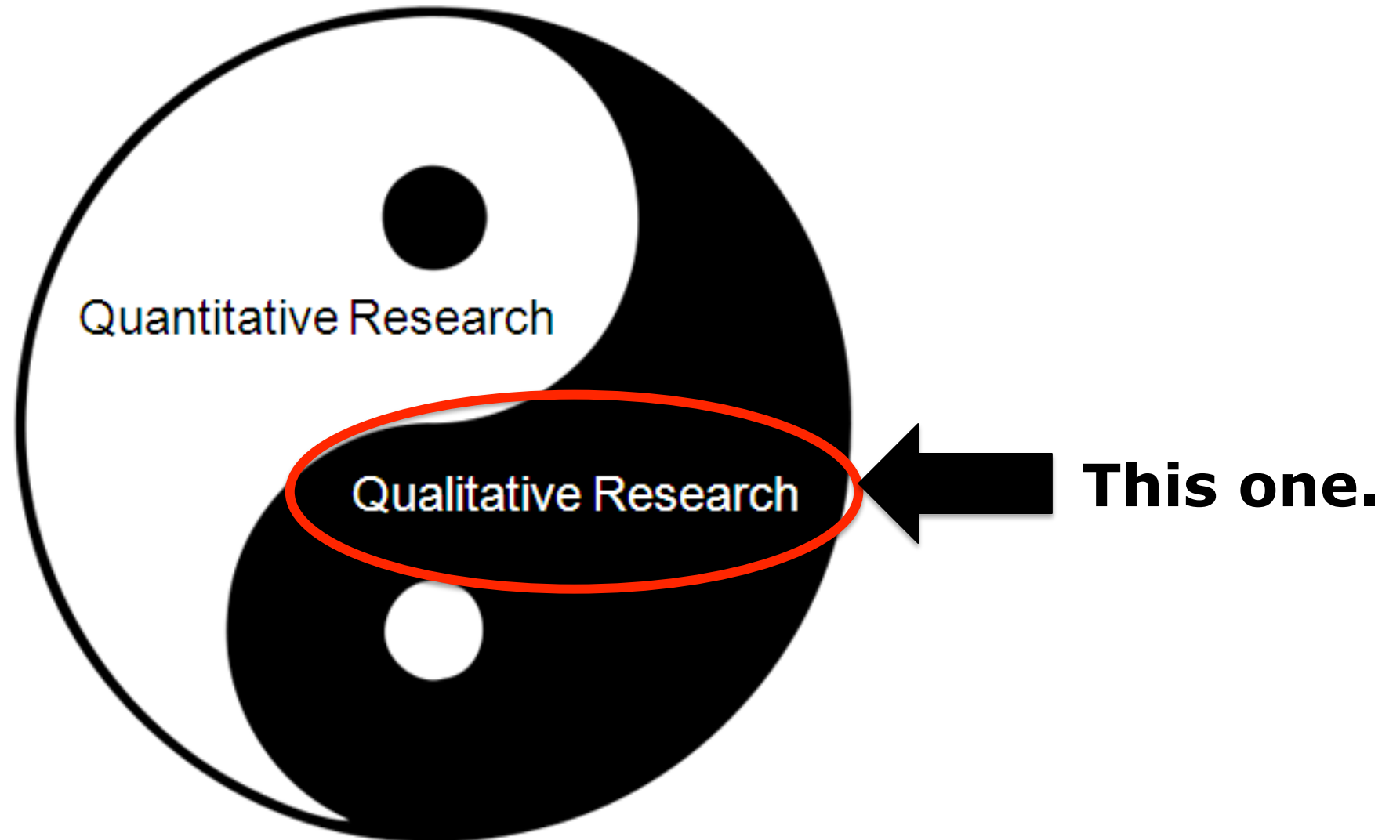
# How?

**The Big 5  
(O.C.E.A.N.)**



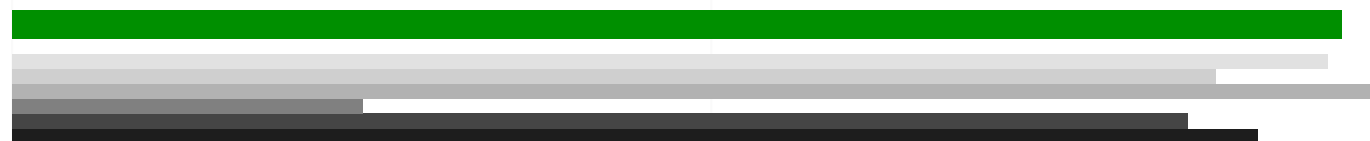
**The 5  
Domains  
of Play**

# Research

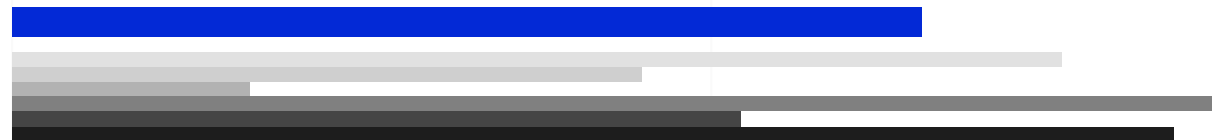


# There's a test.

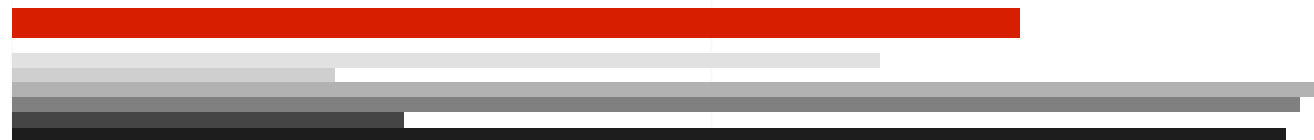
**O**penness



**C**onscientiousness



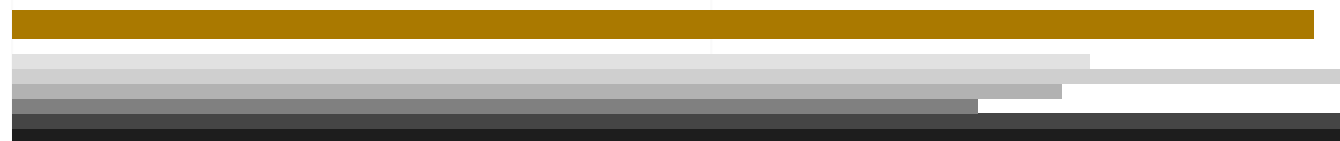
**E**xtraversion



**A**greeableness

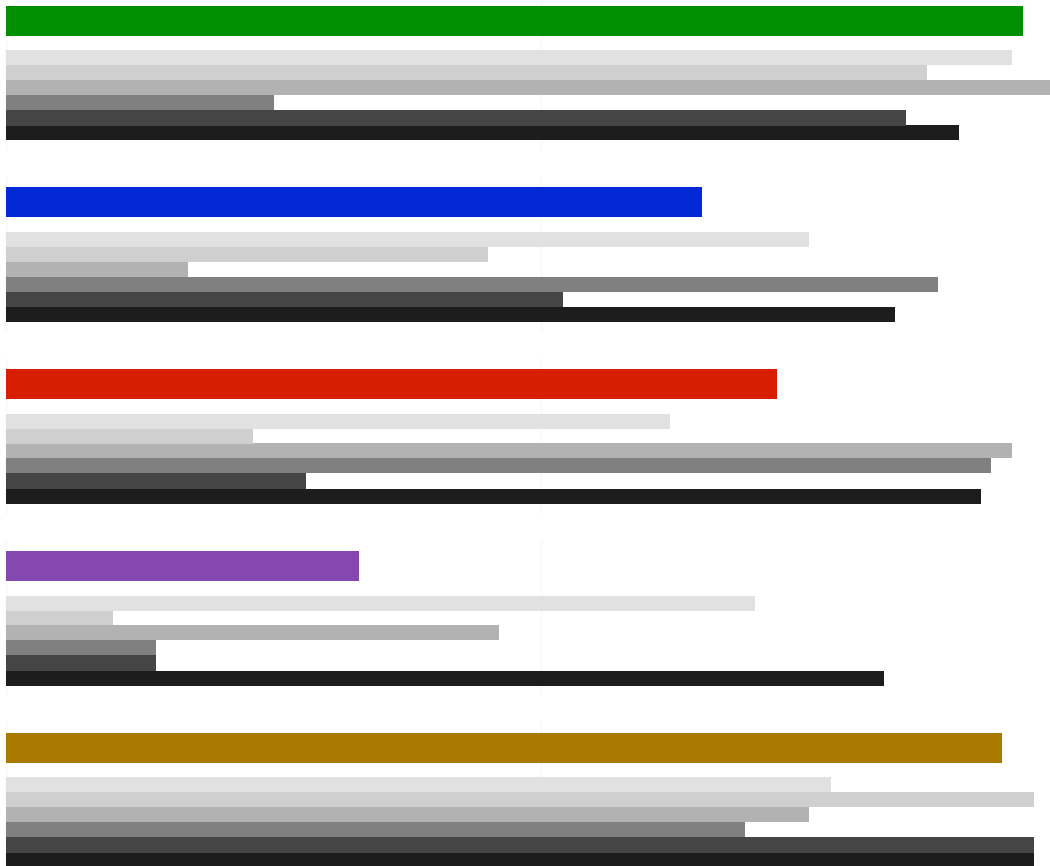


**N**euroticism



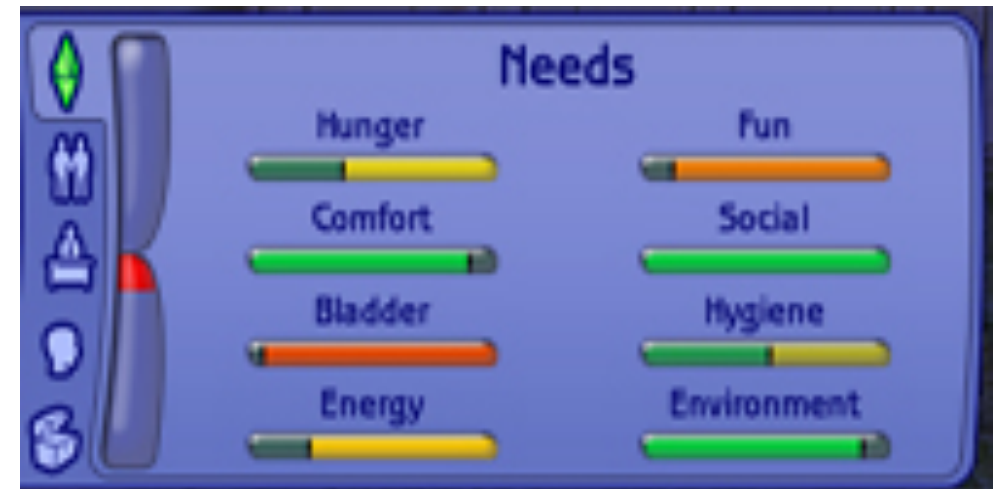
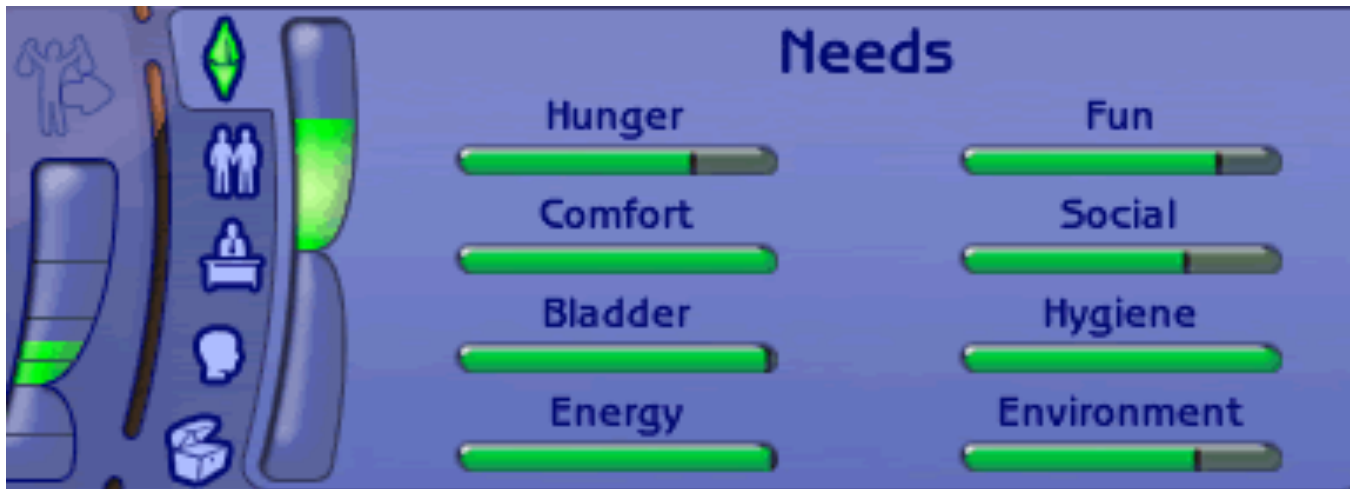


# “Qualitative Research”



# The Big Question

Do your motivations in life determine your style of play?





# Novelty

Openness to Experience

# Challenge

Conscientiousness

# Stimulation

Extraversion

# Harmony

Agreeableness

# Threat

Neuroticism

# Novelty

(Openness to Experience)

← Distinguishes open, imaginative experiences from repeating, conventional ones. →



# Challenge

(Conscientiousness)

← Deals with how much effort and/or self-control the player is expected to use. →

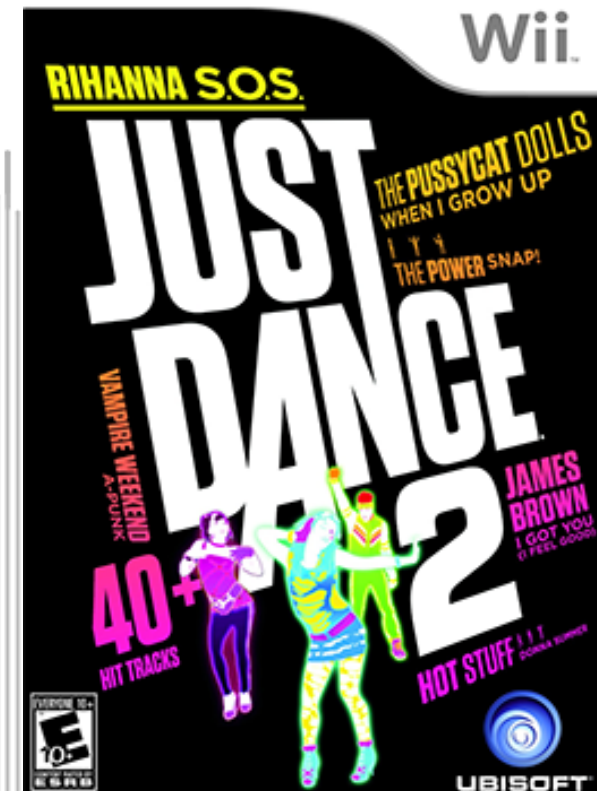




# Stimulation

(Extraversion)

Deals with the stimulation level and social engagement of play.



# Harmony

(Agreeableness)

Reflects the rules of player-to-player interactions.





# Threat

## (Neuroticism)

Reflects the game's capacity to trigger negative emotions in the player.





**Novelty**

**Challenge**

**Stimulation**

**Harmony**

**Threat**



**Novelty**

**Challenge**

**Stimulation**

**Harmony**

**Threat**

**Novelty-seeker**

**Challenge-seeker**

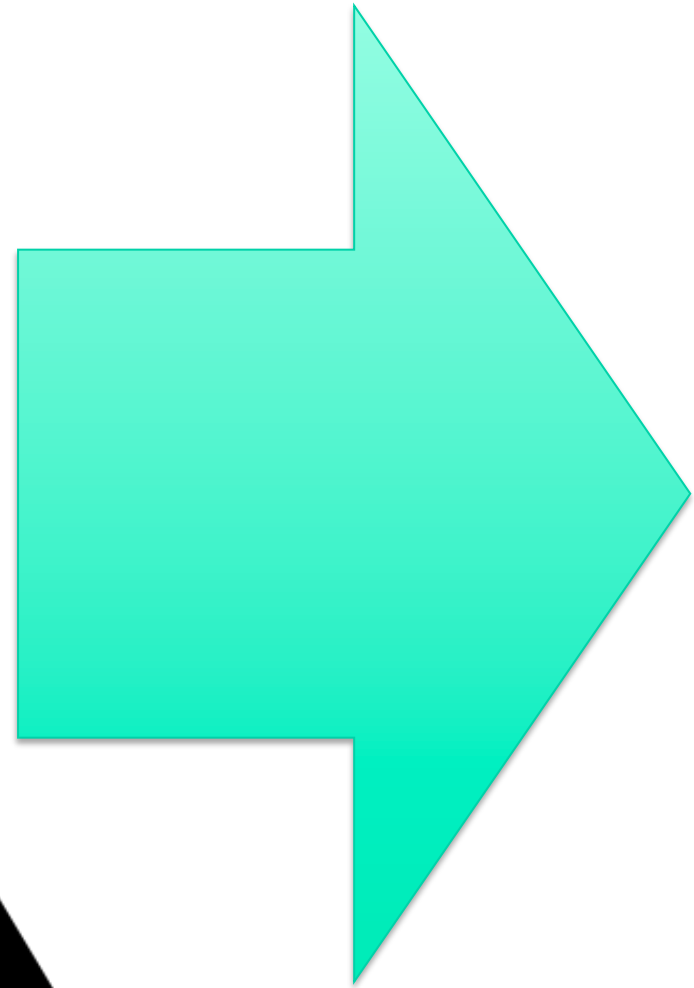
**Stimulation-seeker**

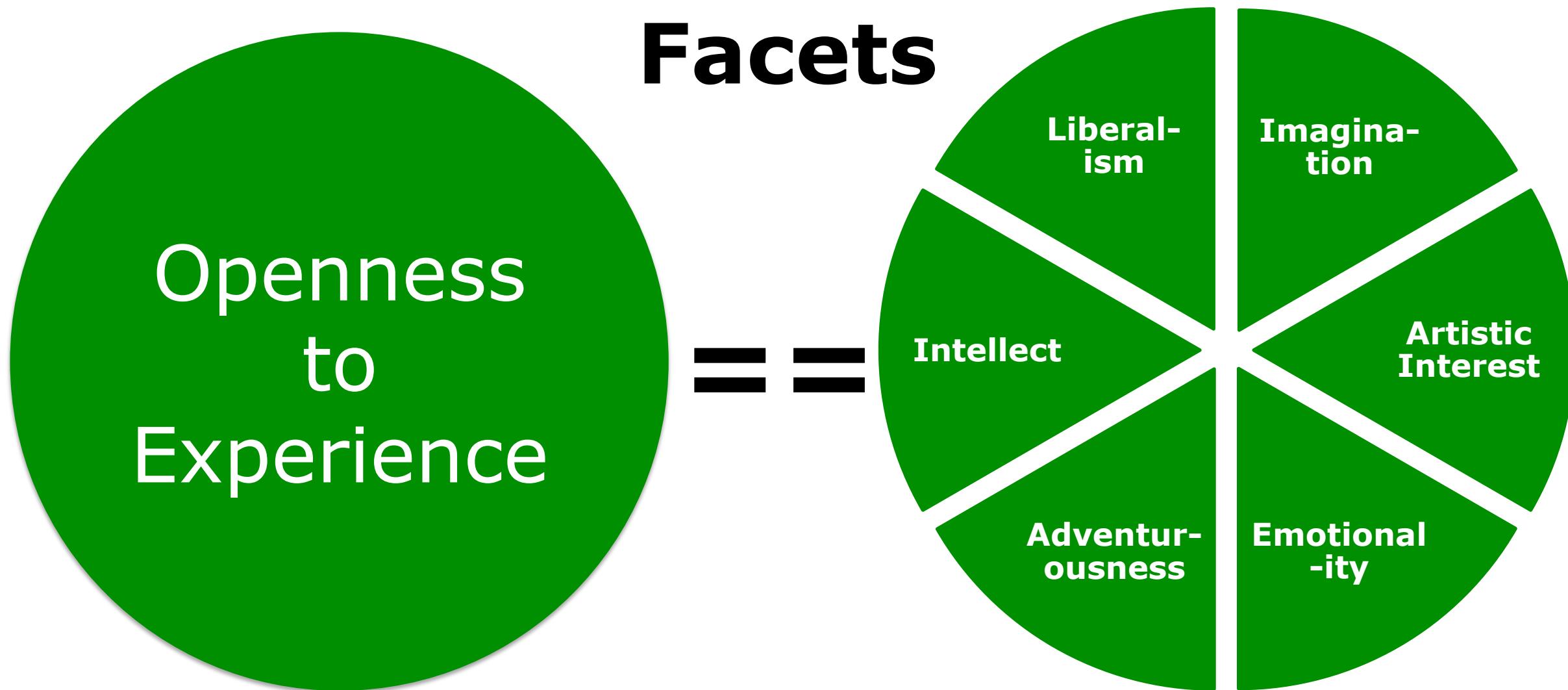
**Harmony-seeker**

**Threat-seeker**

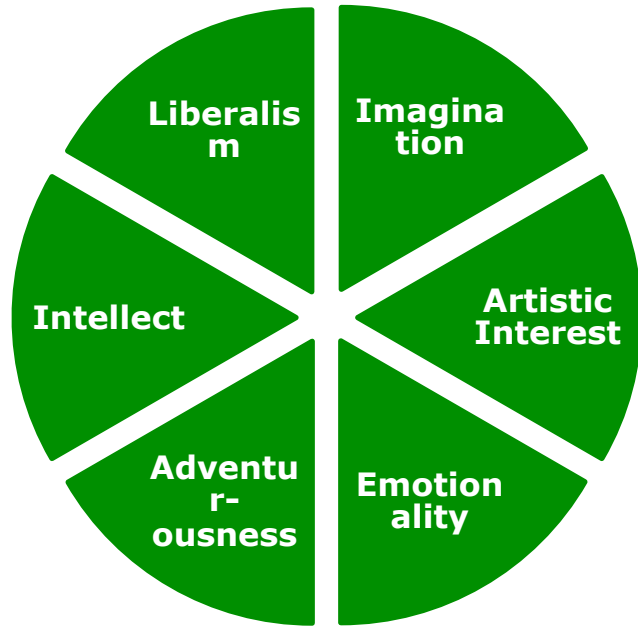
# How Does This Help?



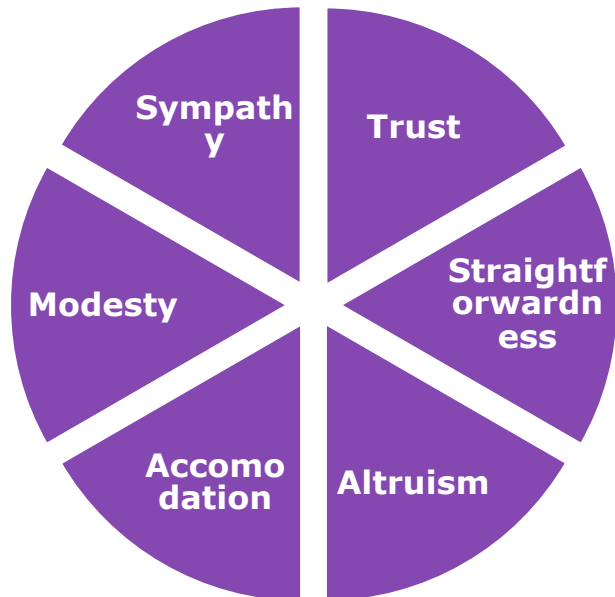








# Facets of Motivation (30)



# Remember the test



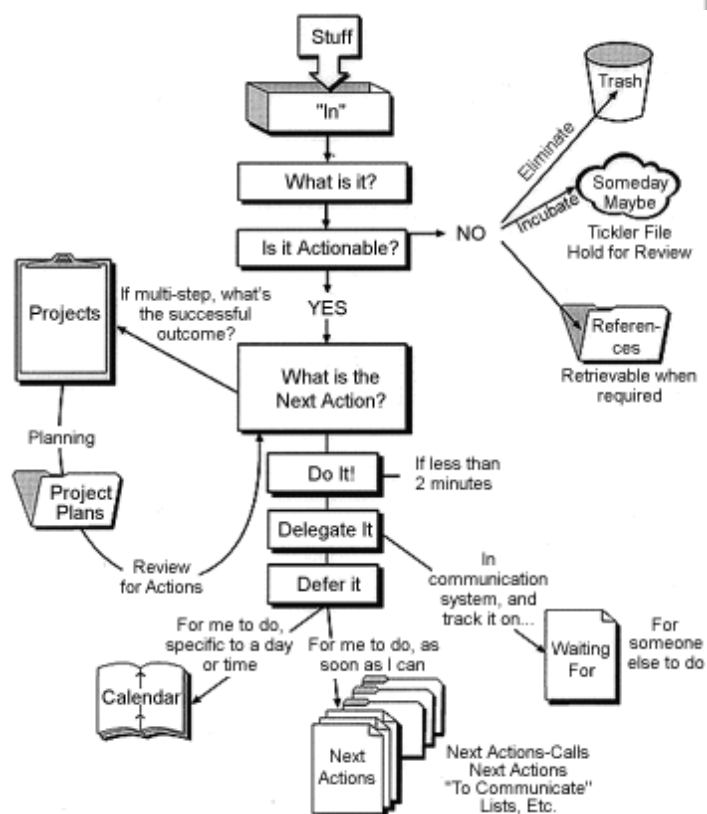


# Openness to Experience



← Fact-Orientation

Imagination →





# Openness to Experience



← Practical Interests

Artistic Interests →







# Openness to Experience



← Unemotionality                      Emotionality →





# Openness to Experience

← Desire for Routine      Adventurousness →







# Openness to Experience

← People & Things → Intellect →





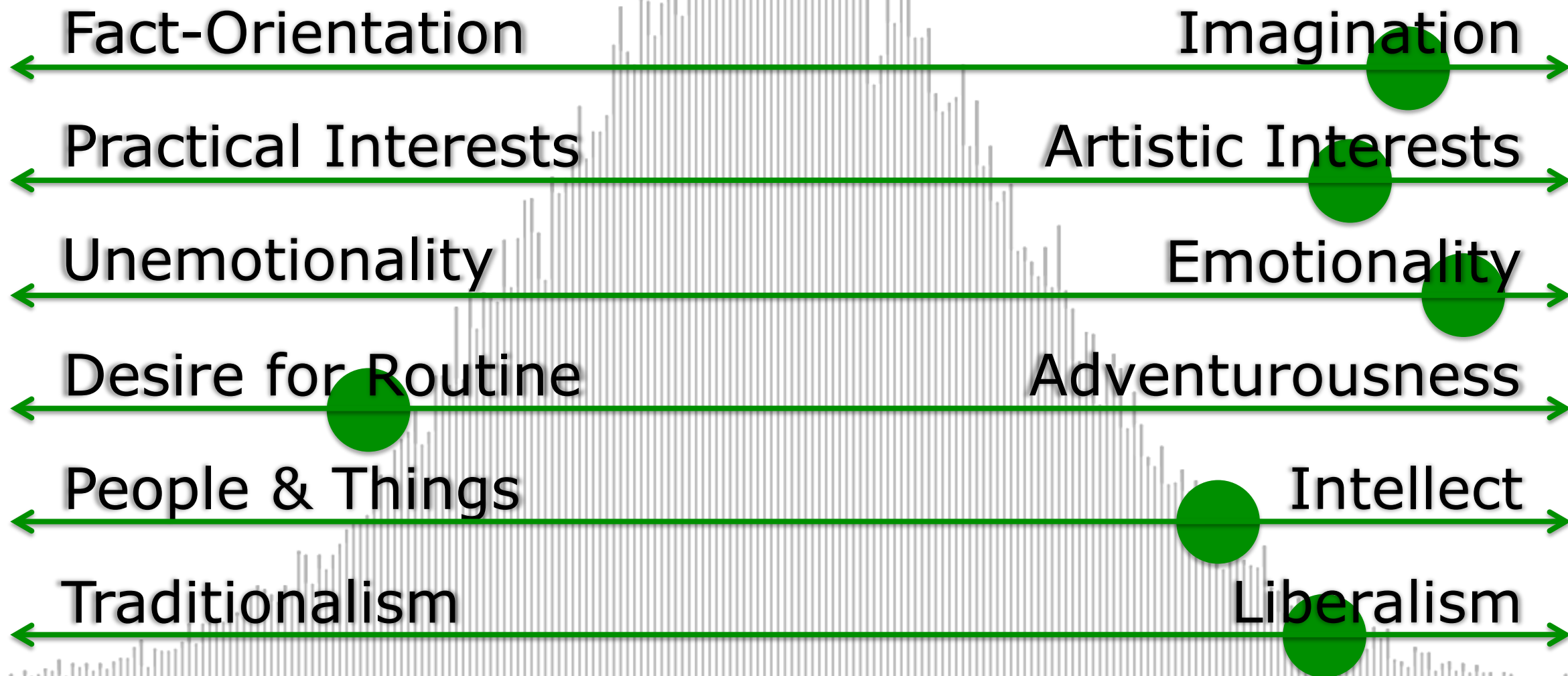
# Openness to Experience

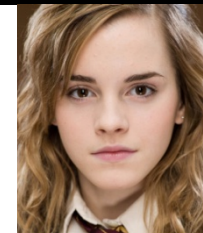
← Traditionalism Liberalism →





# Openness to Experience





# Conscientiousness

Un-Self-Efficacy

Self-Efficacy

Disorganization

Orderliness

Resistance

Dutifulness

Contentment

Achievement-Striving

Procrastination

Self-Discipline

Impulsiveness

Cautiousness





# Extraversion

Reservedness

Friendliness

Non-gregariousness

Gregariousness

Receptiveness

Assertiveness

Activity Level (low)

Activity-Level (high)

Excitement-Aversion

Excitement-Seeking

Inexpressiveness

Cheerfulness





# Agreeableness

Skepticism

Trust

Guardedness

Straightforwardness

Non-Altruism

Altruism

Competition

Accommodation

Immodesty

Modesty

Indifference

Sympathy



# Neuroticism

Fearlessness

Anxiety

Calm

Angry-Hostility

Resilience

Depression

Lack of Self-Consciousness

Self-Consciousness

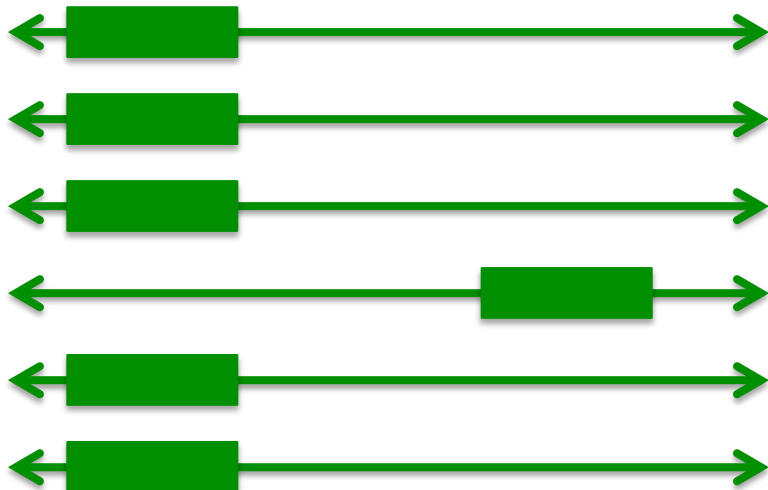
Temperateness

Immoderation

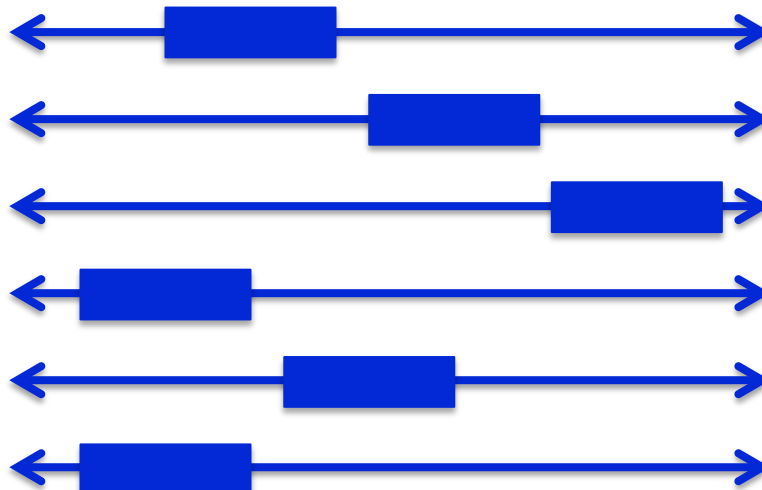
Poise

Vulnerability

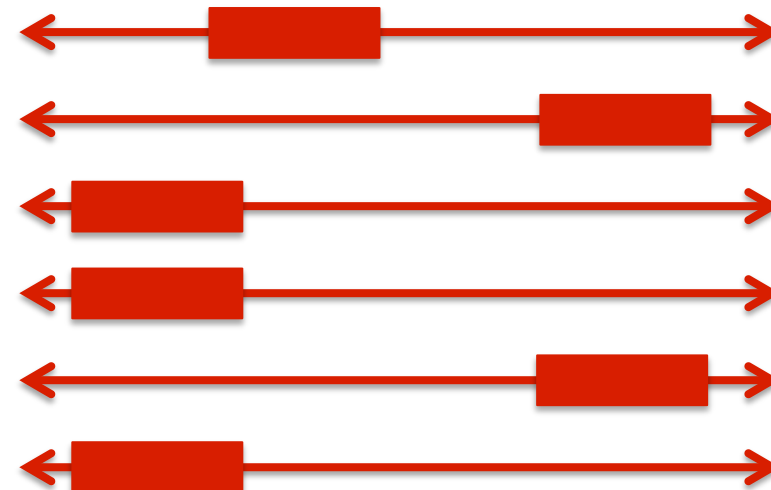
## Openness



## Conscientious-



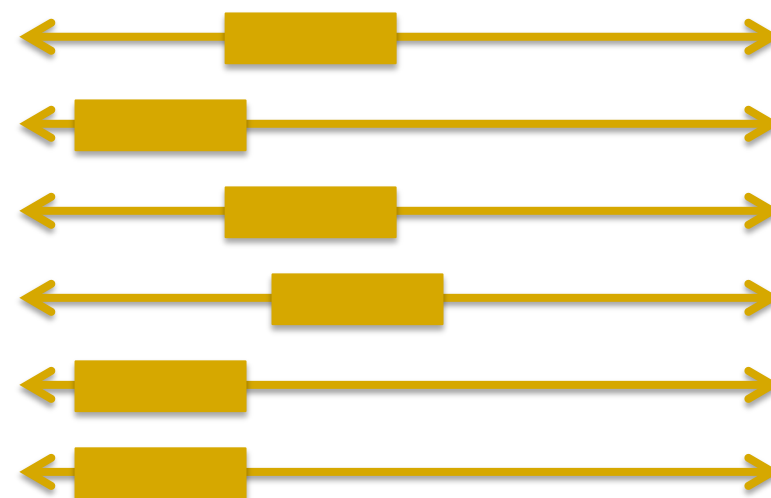
## Extraversion



## Agreeableness

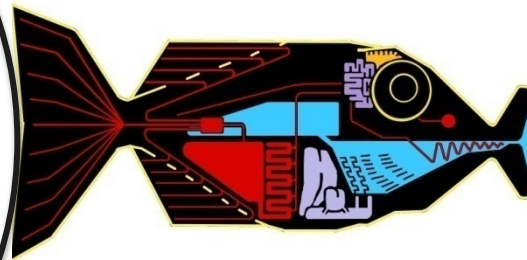


## Neuroticism



# So...

**The 30  
Facets of  
Motivation**



**The 30  
Facets of  
Play**

# Qualitative Research





= Novelty?



= Challenge?



= Stimulation?



= Agreeableness?  
= Harmony?



= Neuroticism?  
= Threat?





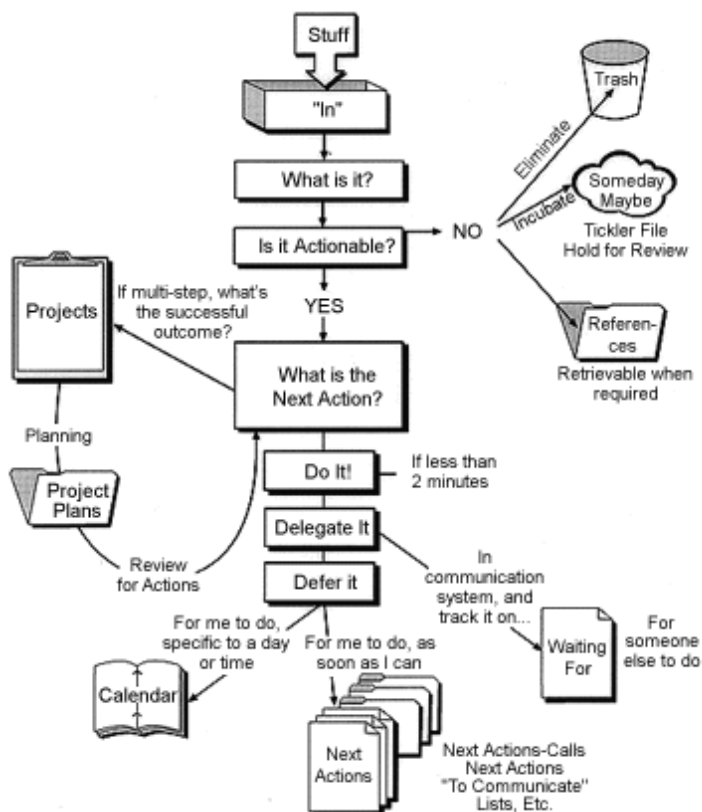
# Openness to Experience



Fact-Orientation

***Fantasy***

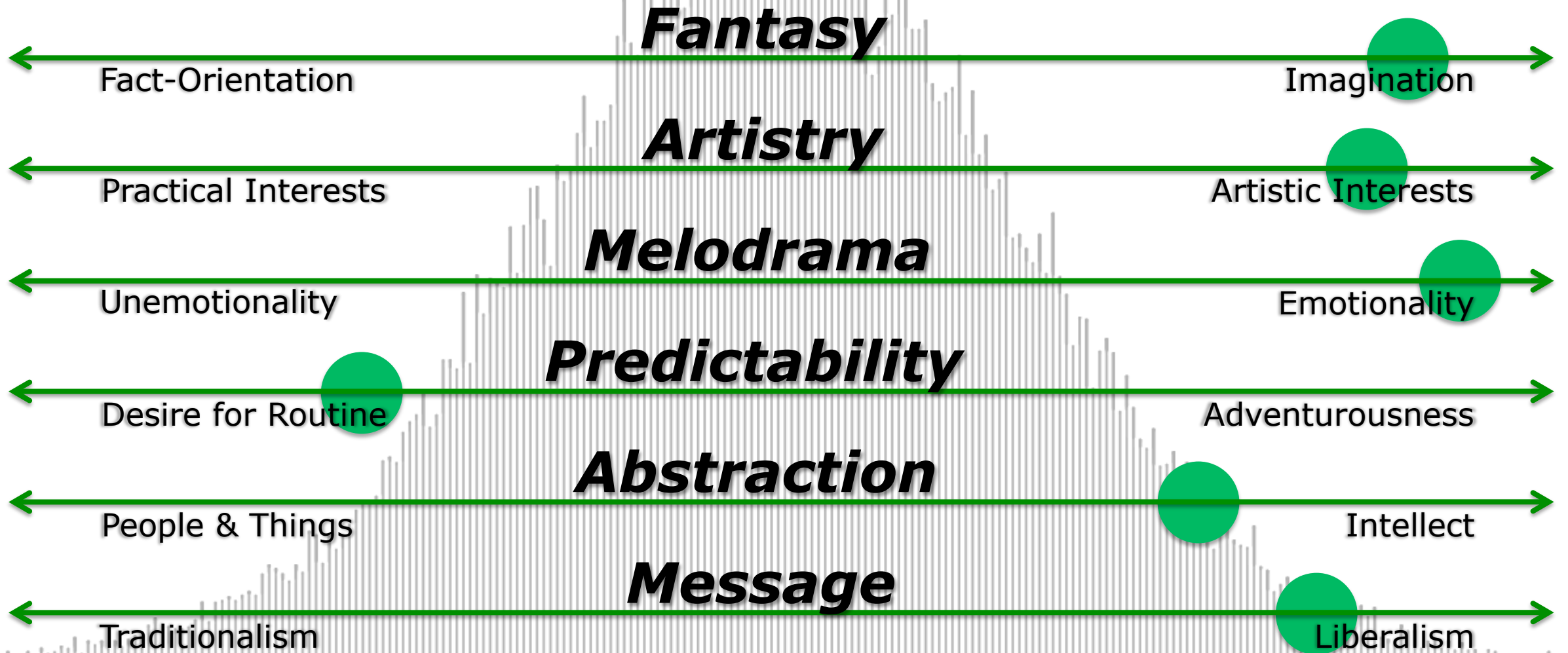
Imagination





# Novelty

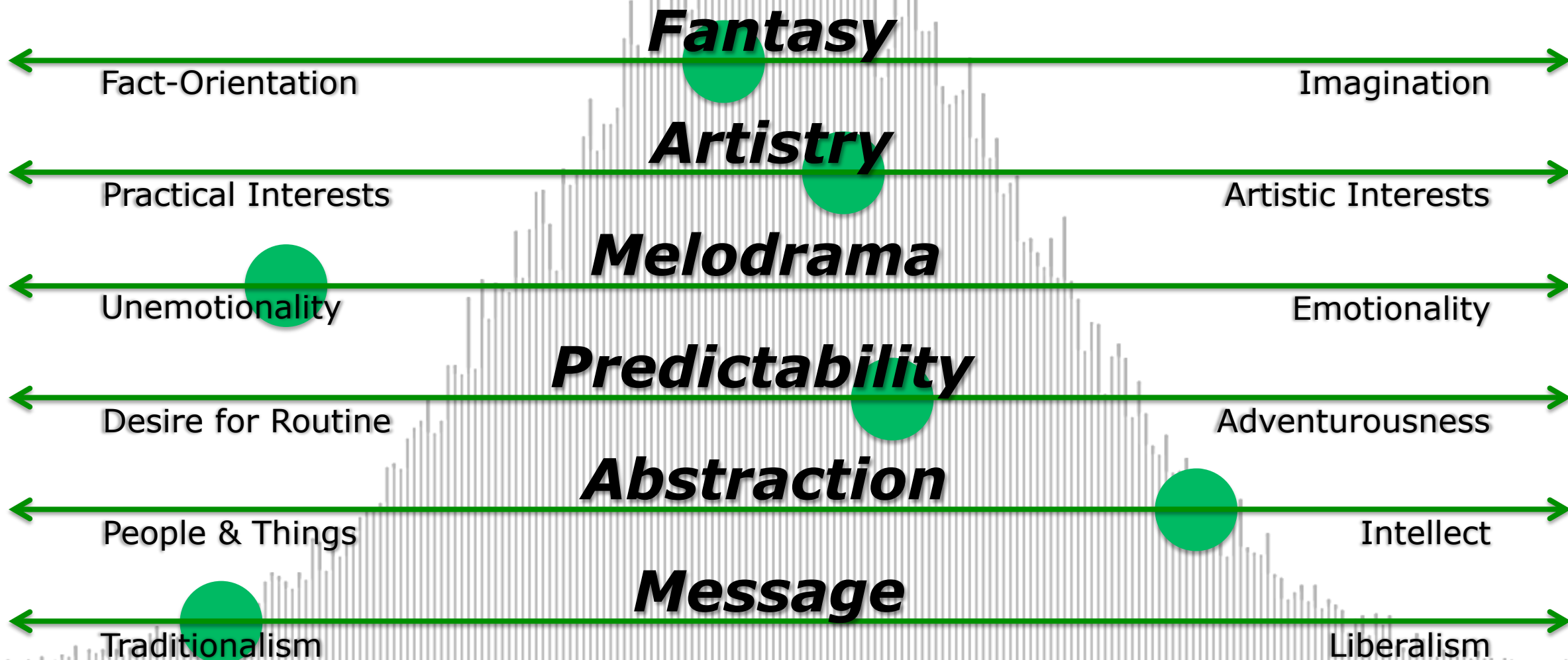
(Openness to Experience)





# Novelty

(Openness to Experience)





# Challenge

(Conscientiousness)

## Difficulty



## Order



## Obligation



## Achievement



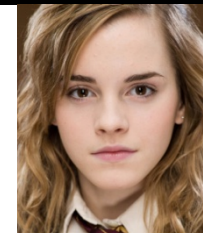
## Work



## Caution







# Challenge

(Conscientiousness)

**Difficulty**



**Order**



**Obligation**



**Achievement**



**Work**



**Caution**







# Stimulation (Extraversion)

## Expression



## Crowds



## Role



## Pace



## Thrill



## Joy





# Stimulation

(Extraversion)

**Expression**

**Crowds**

**Role**

**Pace**

**Thrill**

**Joy**

Reservedness

Friendliness

Non-gregariousness

Gregariousness

Receptiveness

Assertiveness

Activity Level (low)

Activity-Level (high)

Excitement-Aversion

Excitement-Seeking

Inexpressiveness

Cheerfulness



# Harmony

(Agreeableness)

## Trust



## Integrity



## Help



## Competitiveness



## Glory



## Compassion





# Harmony

(Agreeableness)

**Trust**

**Integrity**

**Help**

**Competitiveness**

**Glory**

**Compassion**

Skepticism

Trust

Guardedness

Straightforwardness

Non-Altruism

Altruism

Competition

Accommodation

Immodesty

Modesty

Indifference

Sympathy



**Threat**

**Tension**



**Provocation**



**Gloom**



**Humiliation**



**Addiction**



**Danger**







# Threat

## Tension



## Provocation



## Gloom



## Humiliation



## Addiction



## Danger



**The  
5  
Domains  
of  
Play**

**Novelty**

**Challenge**

**Stimulation**

**Harmony**

**Threat**

*Fantasy, Artistry,  
Melodrama, Predictability,  
Abstraction, Message*

*Difficulty, Order,  
Obligation, Achievement,  
Work, Caution*

*Expression, Crowd,  
Role, Pace,  
Thrill, Joy*

*Trust, Integrity,  
Help, Competitiveness,  
Glory, Compassion*

*Tension, Provocation,  
Gloom, Humiliation,  
Addiction, Danger*

**The  
30  
Facets  
of  
Play**

**Novelty**

**Challenge**

**Stimulation**

**Harmony**

**Threat**

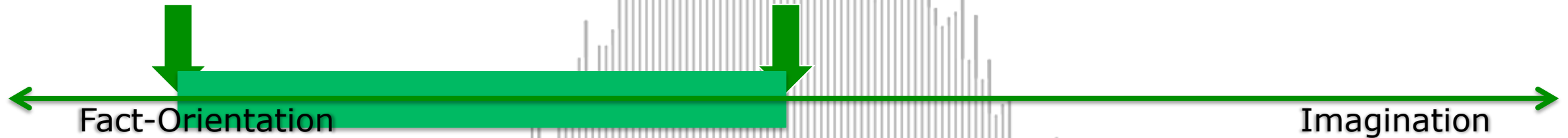




# Novelty

(Openness to Experience)

*Fantasy*





# Novelty

(Openness to Experience)

*Fantasy*





## Novelty



## Challenge



## Stimulation



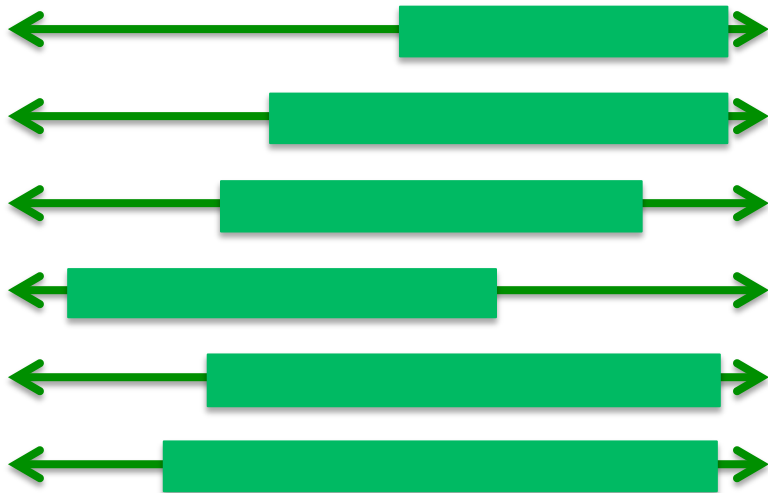
## Harmony



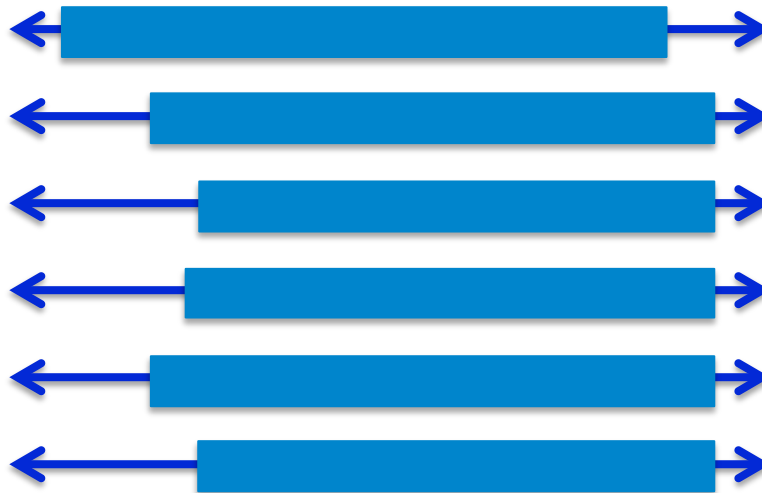
## Threat



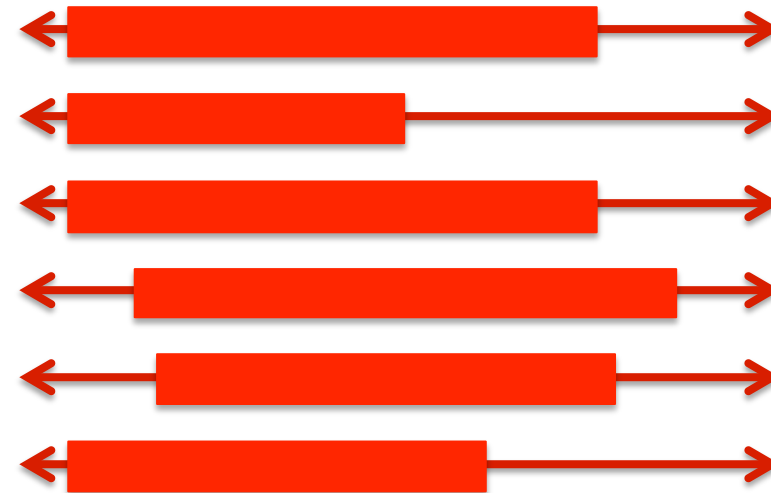
## Novelty



## Challenge



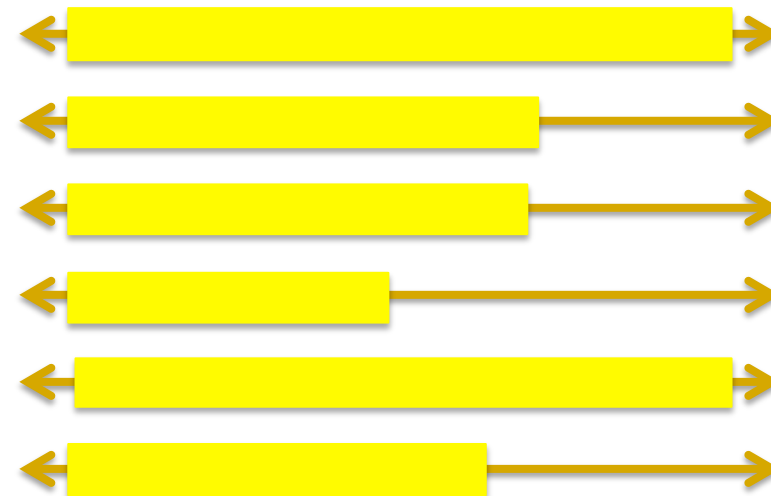
## Stimulation



## Harmony



## Threat



**Novelty**

**Challenge**

**Stimulation**

**Harmony**

**Threat**



**Conclusions**

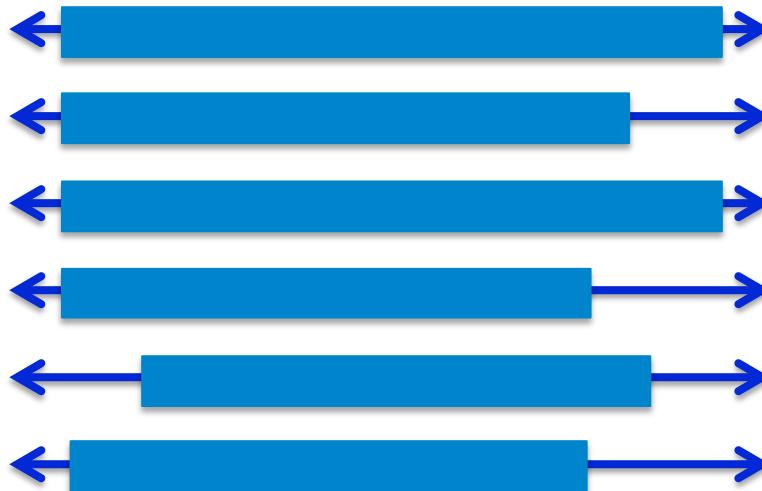
# Conclusion #1:

**We tend to play for the same reasons we live.**

## Novelty



## Challenge



## Stimulation



## Harmony



## Threat

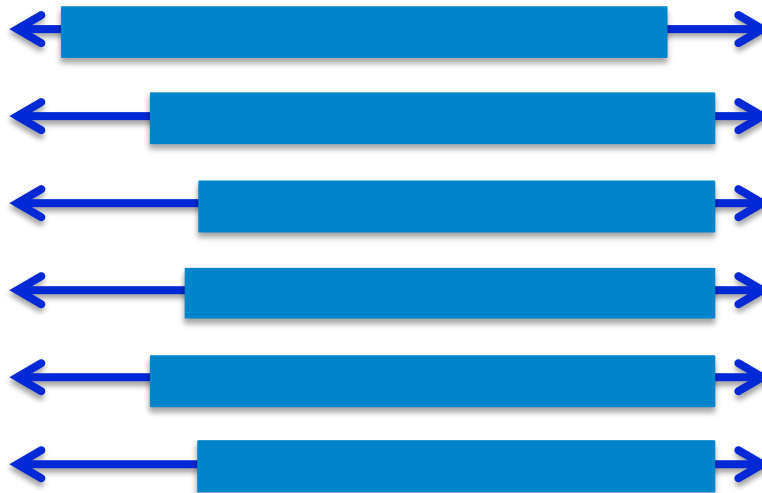




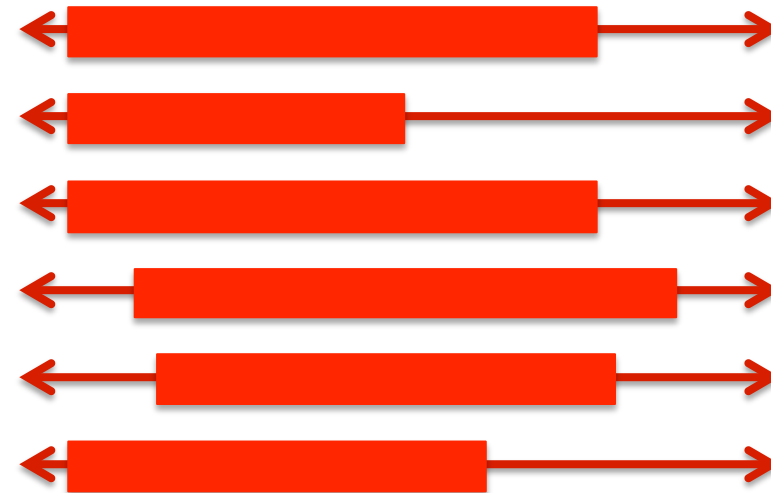
## Novelty



## Challenge



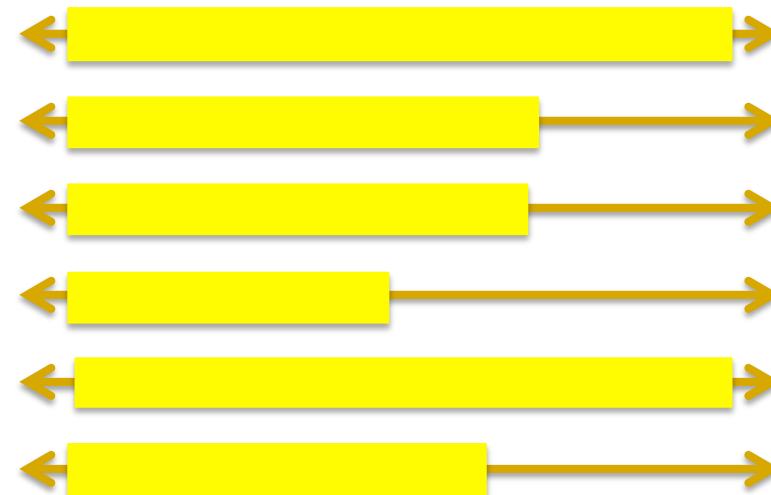
## Stimulation



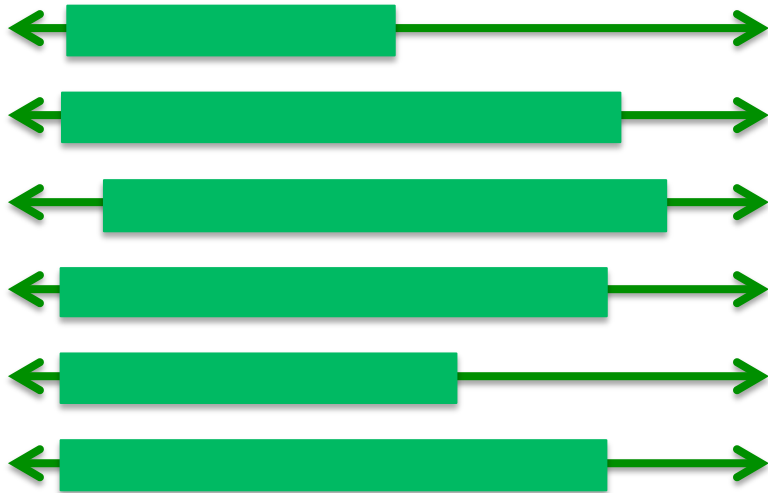
## Harmony



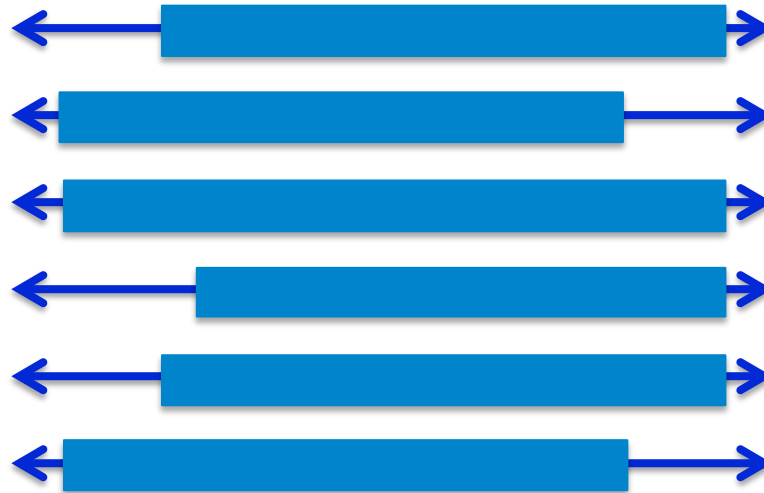
## Threat



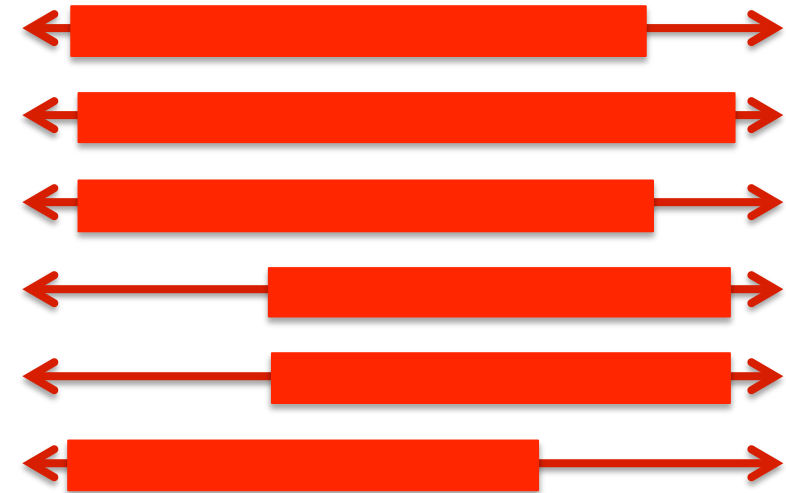
## Novelty



## Challenge



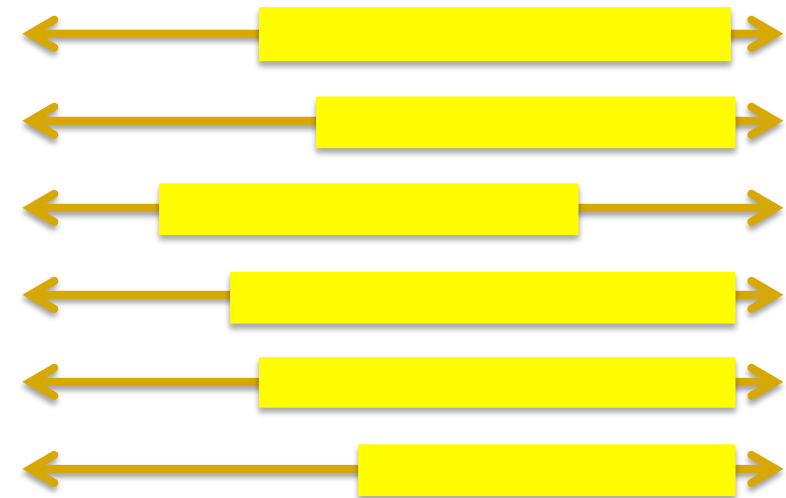
## Stimulation



## Harmony



## Threat



# Conclusion #2:

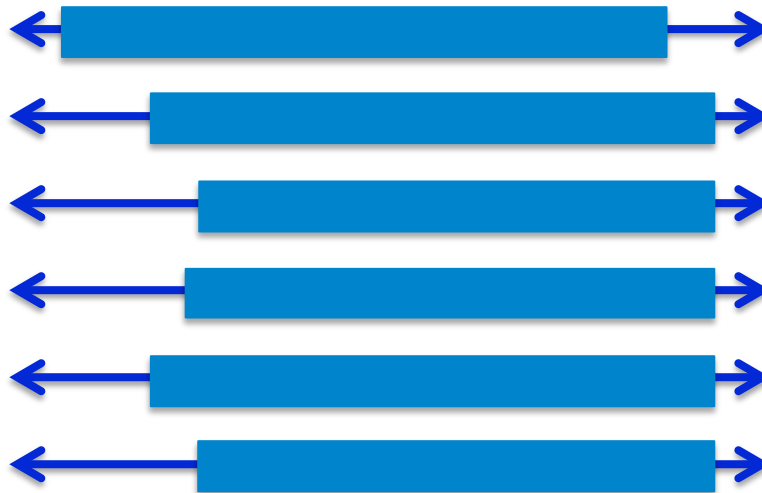
**Game design has techniques for targeting most of human motivation.**

(We may not be using them in every genre.)

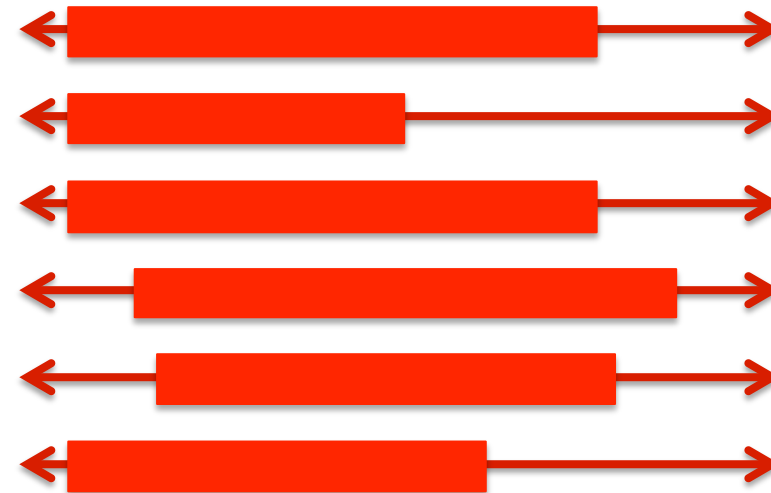
## Novelty



## Challenge



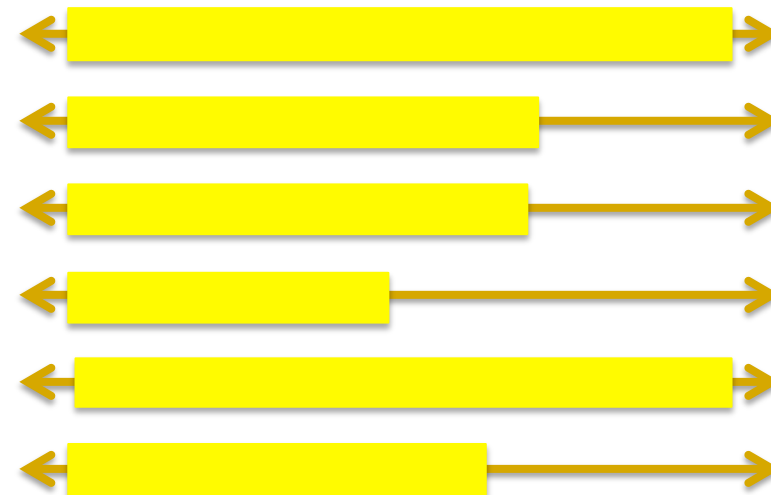
## Stimulation



## Harmony



## Threat



# Conclusion #3:

**To reach a large audience, target both sides of each spectrum.**

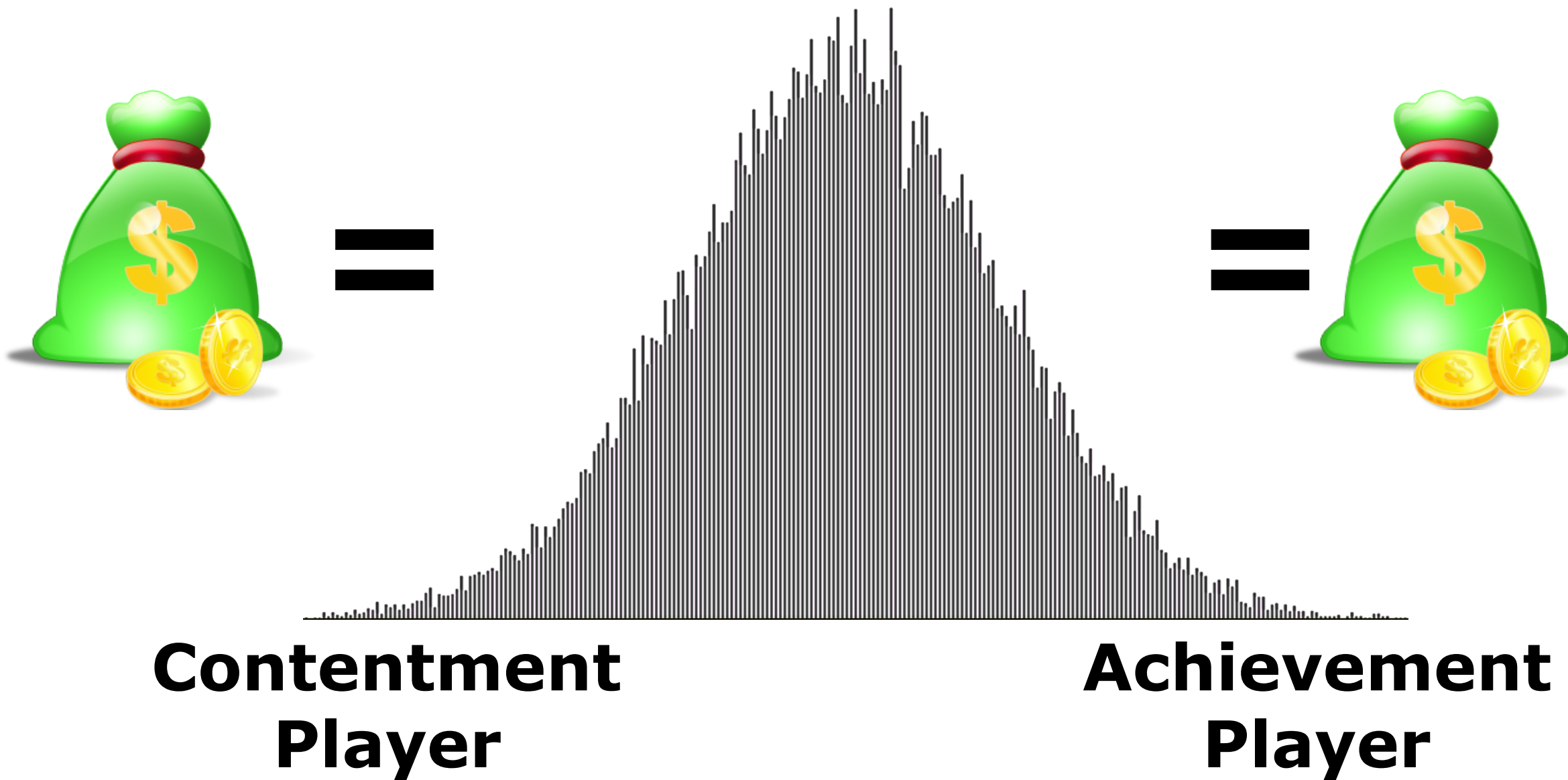
(This may not be possible for every facet)



# Amazing Change #1:

**“Players want \_\_\_\_\_”.**

**“True – half of them! And the other half want \_\_\_\_\_!”**



# Next Steps?

- More research
  - We have a draft survey!
- Figure out how Neuroticism/Threat work
- More application to reveal usage

# Thx

- Prof. Vanessa Hemovich
- Stephane Bura
- Project Horseshoe (esp. Ken Rolston)

# Thank You

jason.vandenberghe@ubisoft.com  
@the\_darklorde



**UBISOFT™**

The Big 5 test:

<http://www.personal.psu.edu/~j5j/IPIP/>



**Novelty-seeker**

**Novelty-seeker**

**?-seeker**

**Challenge-seeker**

**Quiet-seeker?**

**Stimulation-seeker**

**Conflict-seeker**

**Harmony-seeker**

**?-seeker**

**Threat-seeker**