Player Types: A Meta-synthesis

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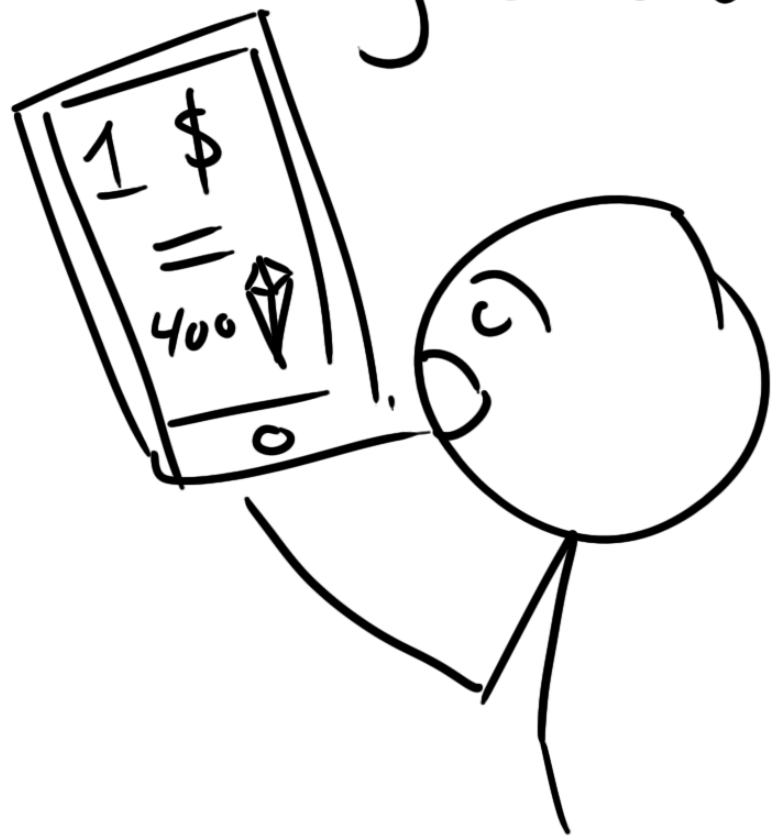
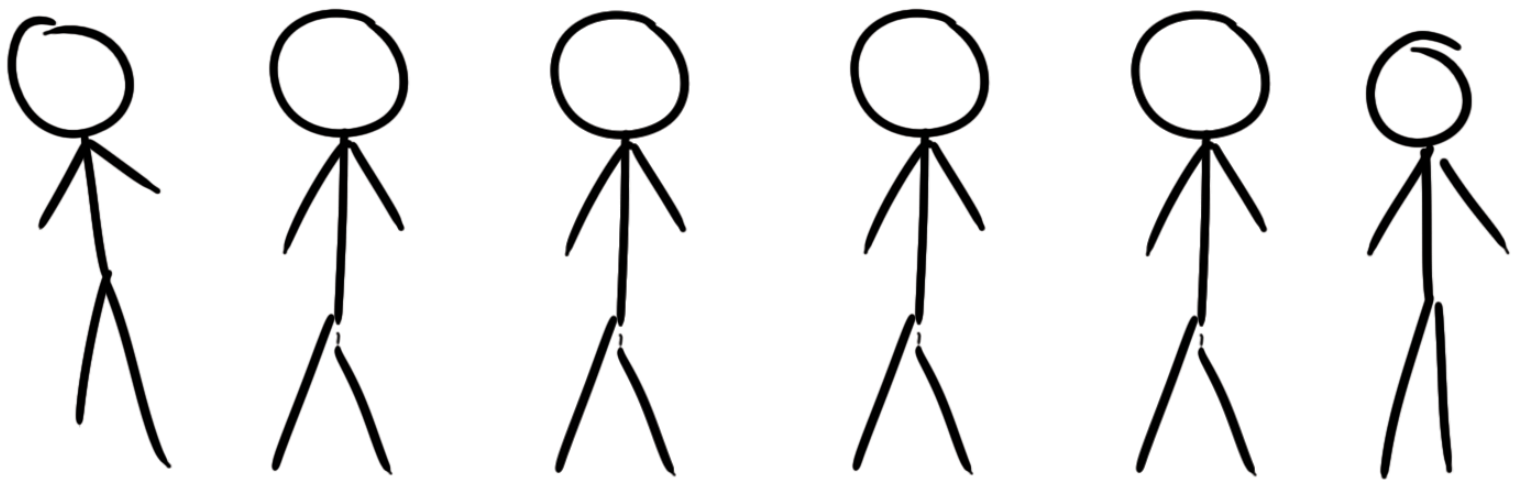
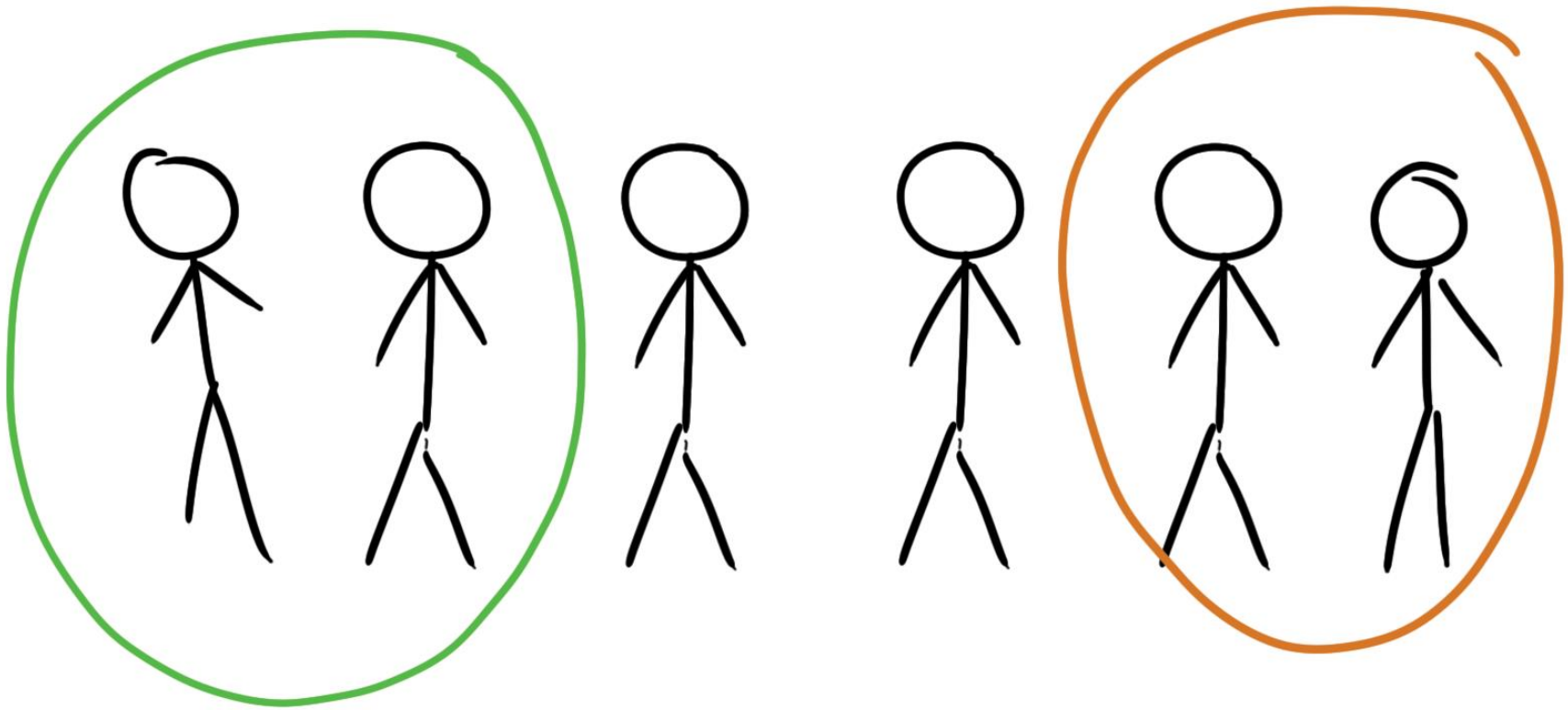
MOTIVATION

Pay to win?



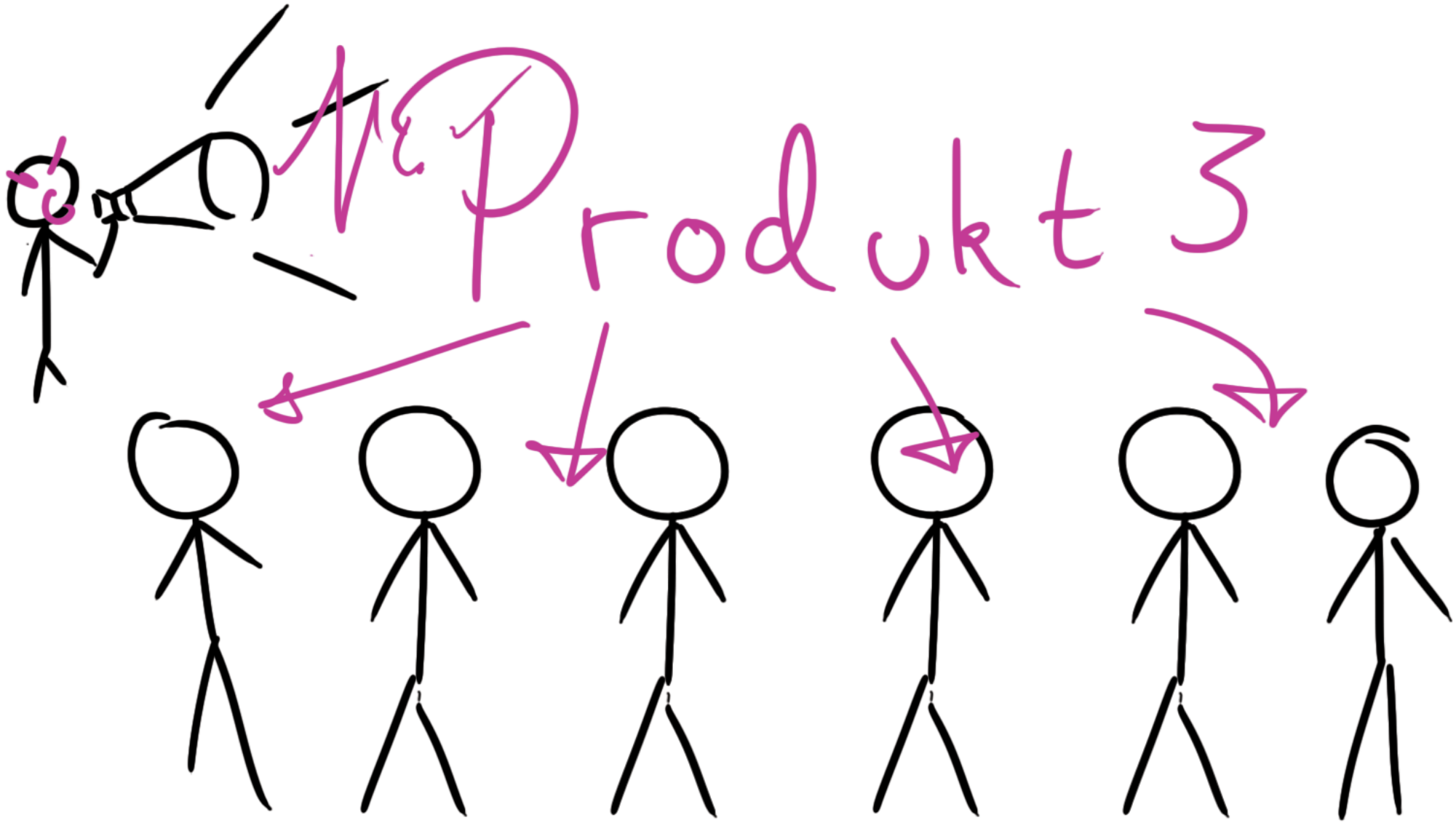




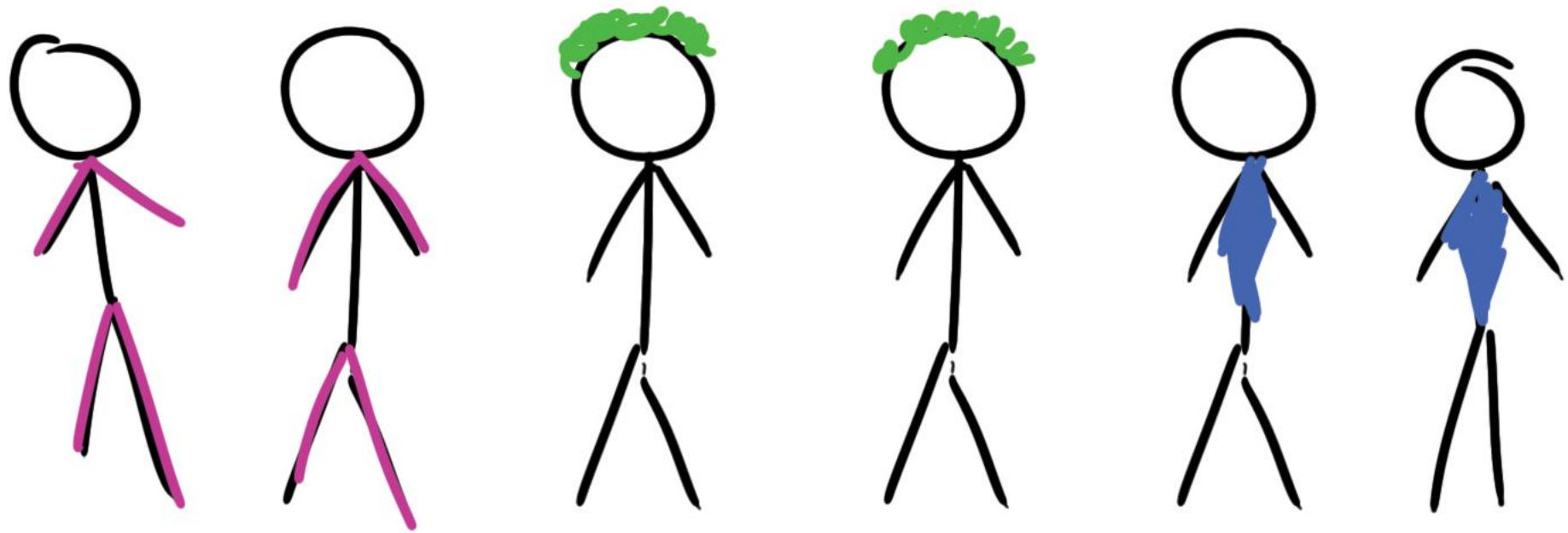
Produkt 1

Produkt 2

Produkt 3


NEP
Produkt 3

Homogent + Signifikant



4 måter

4 måter

Geografi

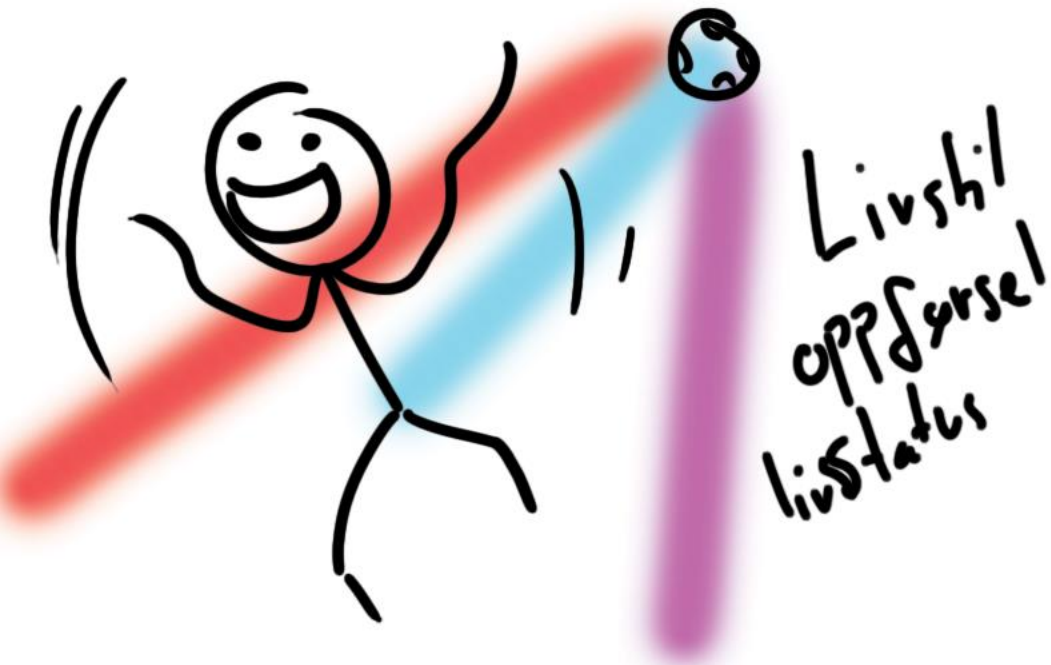
4 måter

Geografi

Demografi

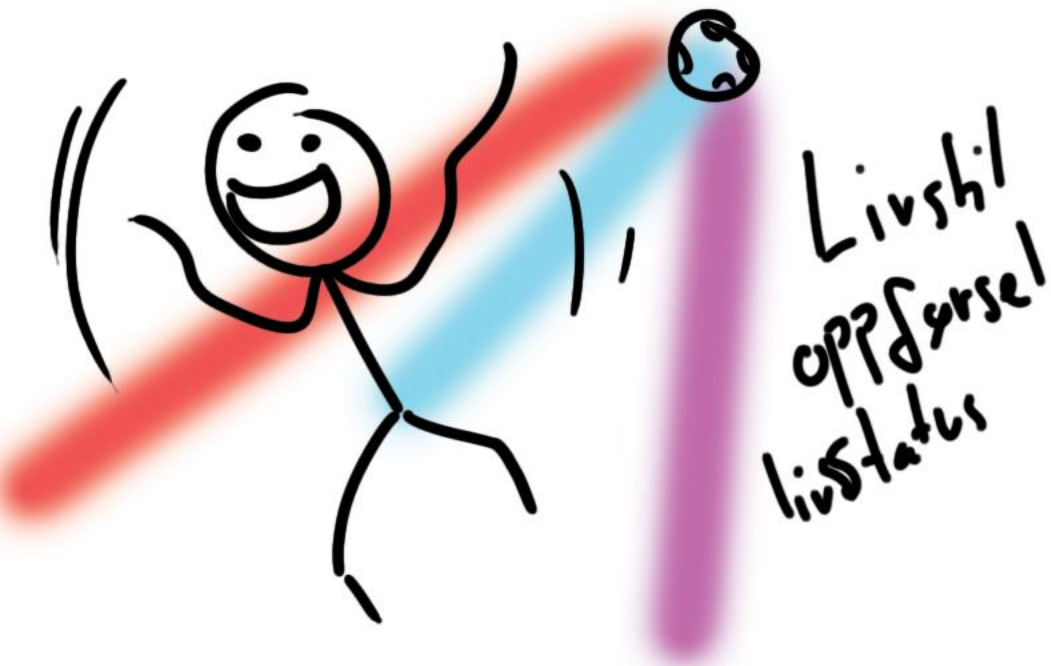
4 måter

Psykografisk

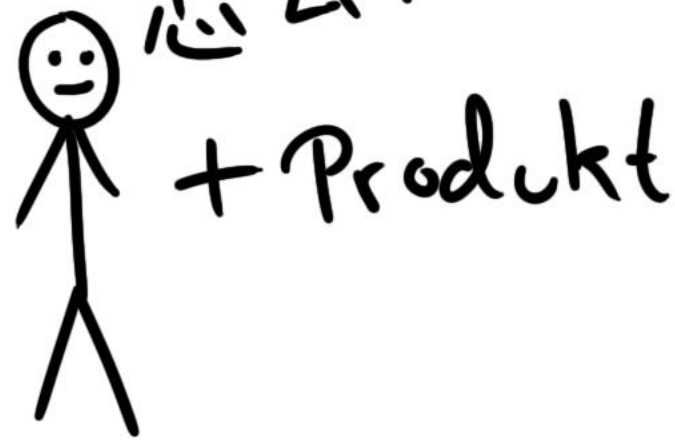


4 måter

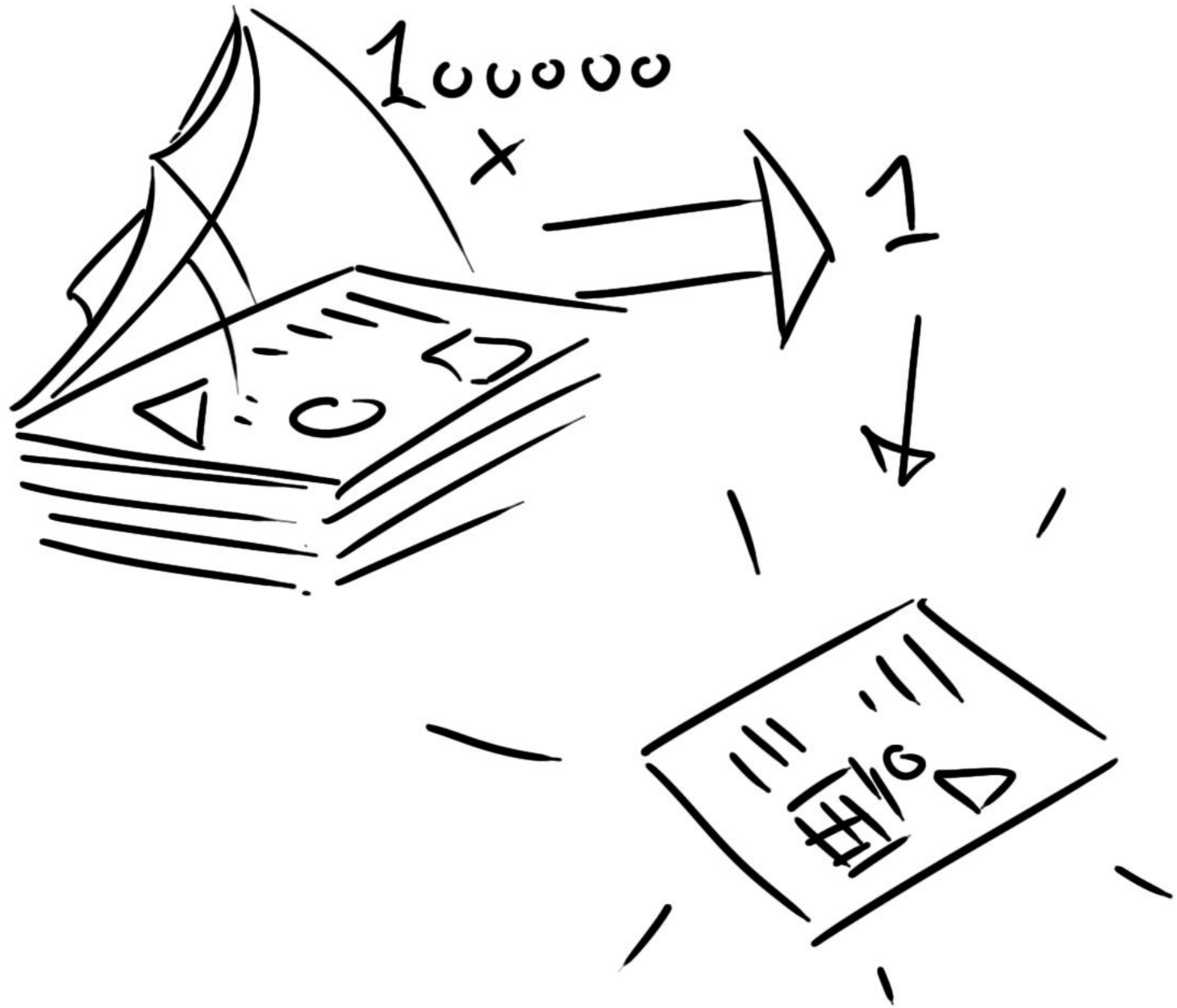
Psykografisk



Behavioral



Metode



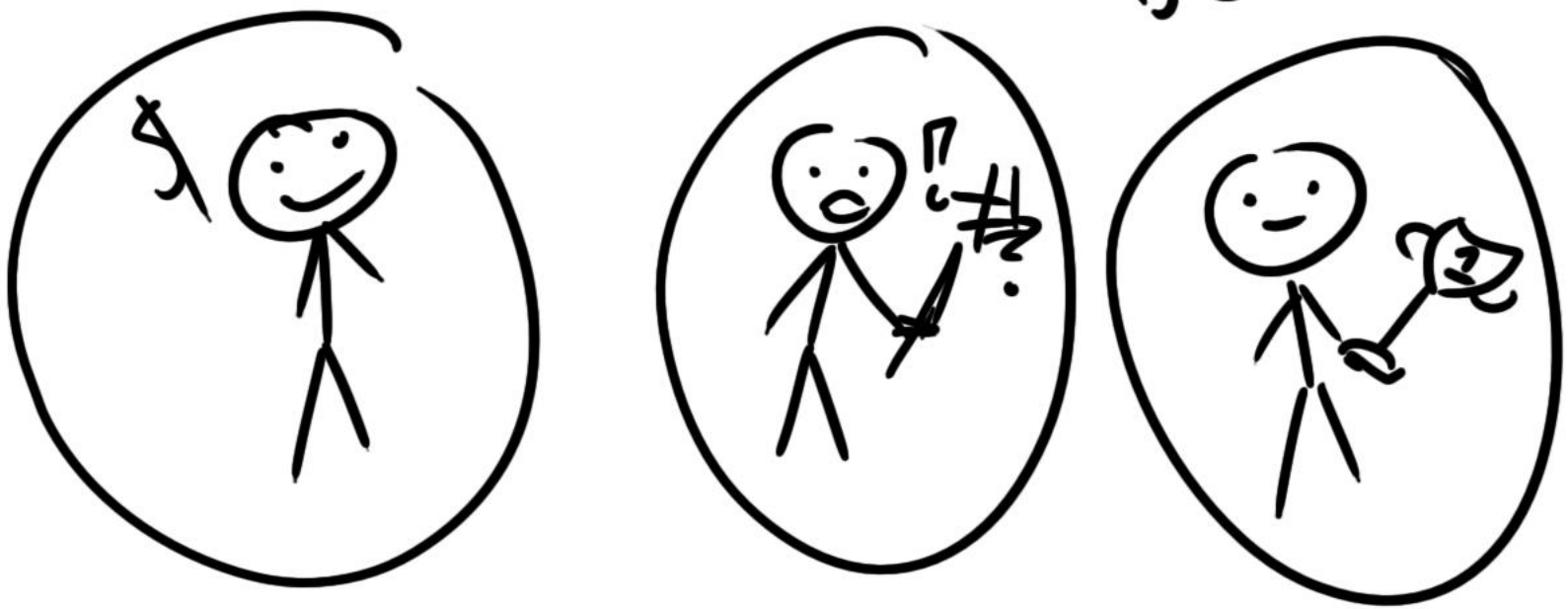
PLAYER TYPOLOGIES

PLAYER TYPOLOGIES

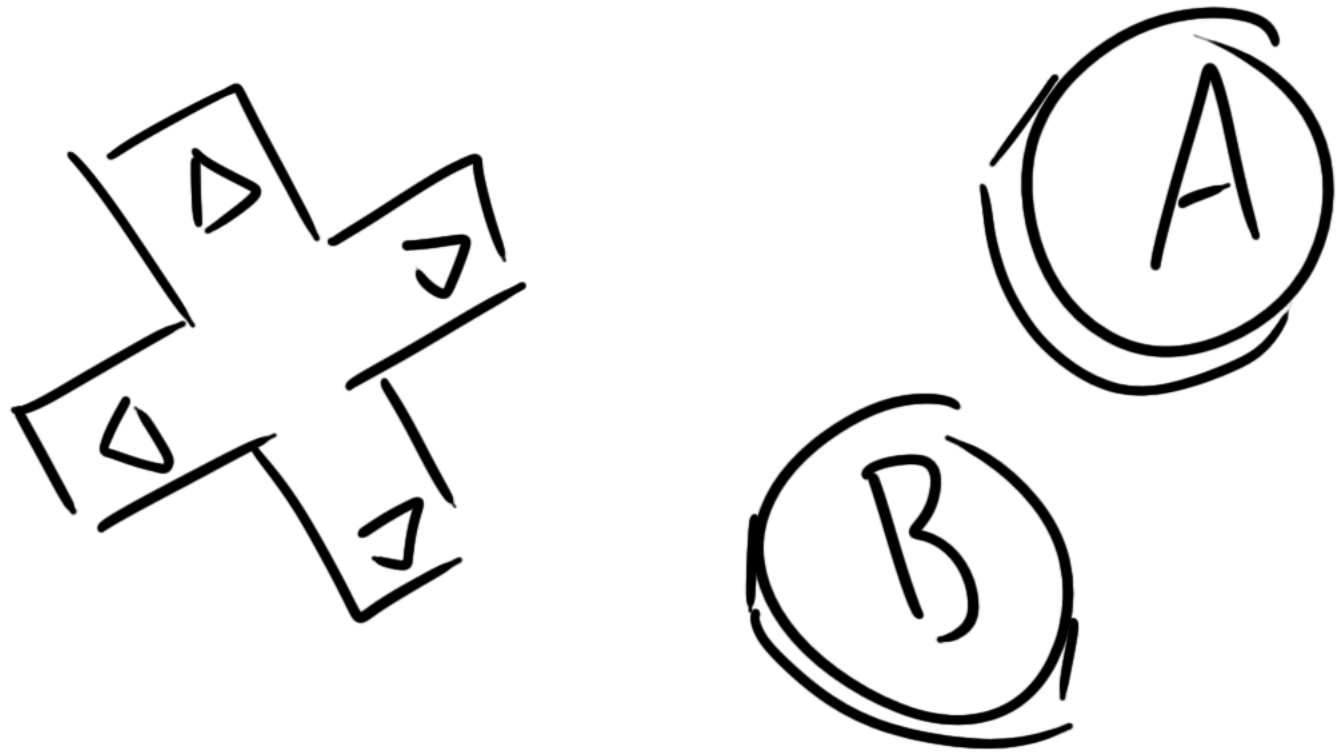
MOTIVATIONS

TRAITS

BEHAVIOURS



TYPE SPILL: MMO



Psychographic og behavioral aspects

Fra BEHAVIORAL QUALITIES

Author(s)	Year	Basis	Methods	Presented player types	Games in the study
Whang Chang	2004	Psychographic	Quantitative – factor analyses	Single-oriented player, Community-oriented player, Off-real world player	Lineage (MMO)
Tseng	2010	Psychographic	Quantitative – factor analyses	Aggressive gamer, Social gamer, Inactive gamer	Online games in general
Yee	2006, 2007, 2012	Psychographic	Quantitative – factor analyses	Achievement, Social, Immersion (+subconstructs)	EverQuest, Dark Age of Camelot, Ultima Online, and Star Wars Galaxies (MMOs)
Zackariasson et al.	2010	Psychographic	Conceptual-analytical	Progress & provocation, Power & domination, Helping & support, Friends & collaboration, Exploration & fantasy, Story & escapism	World of Warcraft (MMO)
Stewart	2011	Behavioral Psychographic	Conceptual-analytical	Guardian/Achiever, Rational/Explorer, Idealist/Socialiser, Artisan/Killer, Conqueror, Wanderer, Manager, Participant, Hardcore, Casual	The same ones as in the previous studies that it combines
Bartle	1996	Behavioral	Qualitative observations & Conceptual-analytical	Achiever, Explorer, Socialiser, Killer	MUDs
Lazzaro	2004	Behavioral	Conceptual-analytical	Easy fun, Hard fun, Altered states, The people factor	Non-exclusive
Drachen et al.	2009	Behavioral	Quantitative - clustering of gameplay data	Veteran, Solver, Pacifist, Runner	Tomb Raider: Underworld
Ip Jacobs	2005	Behavioral	Quantitative – factor analyses	Hardcore gamer, Casual gamer	Non-exclusive
Kallio et al.	2011	Behavioral	Triangulation of quantitative and qualitative data	Social mentalities, Casual mentalities, Committed mentalities	Non-exclusive
			Conceptual-analytical		EverQuest, Habbo,

VANSKELIG: LIKHET

PLAYER TYPES

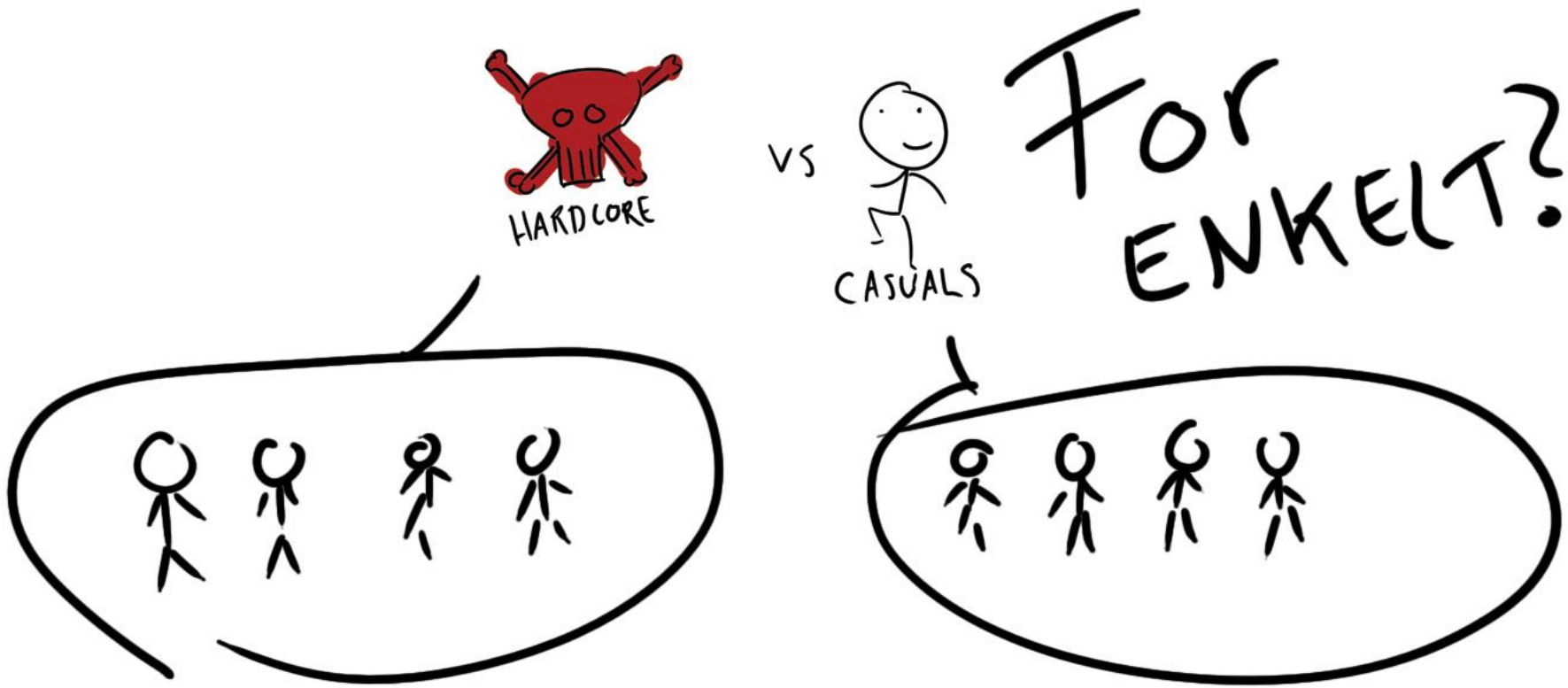
PLAYER TYPES

HARDCORE

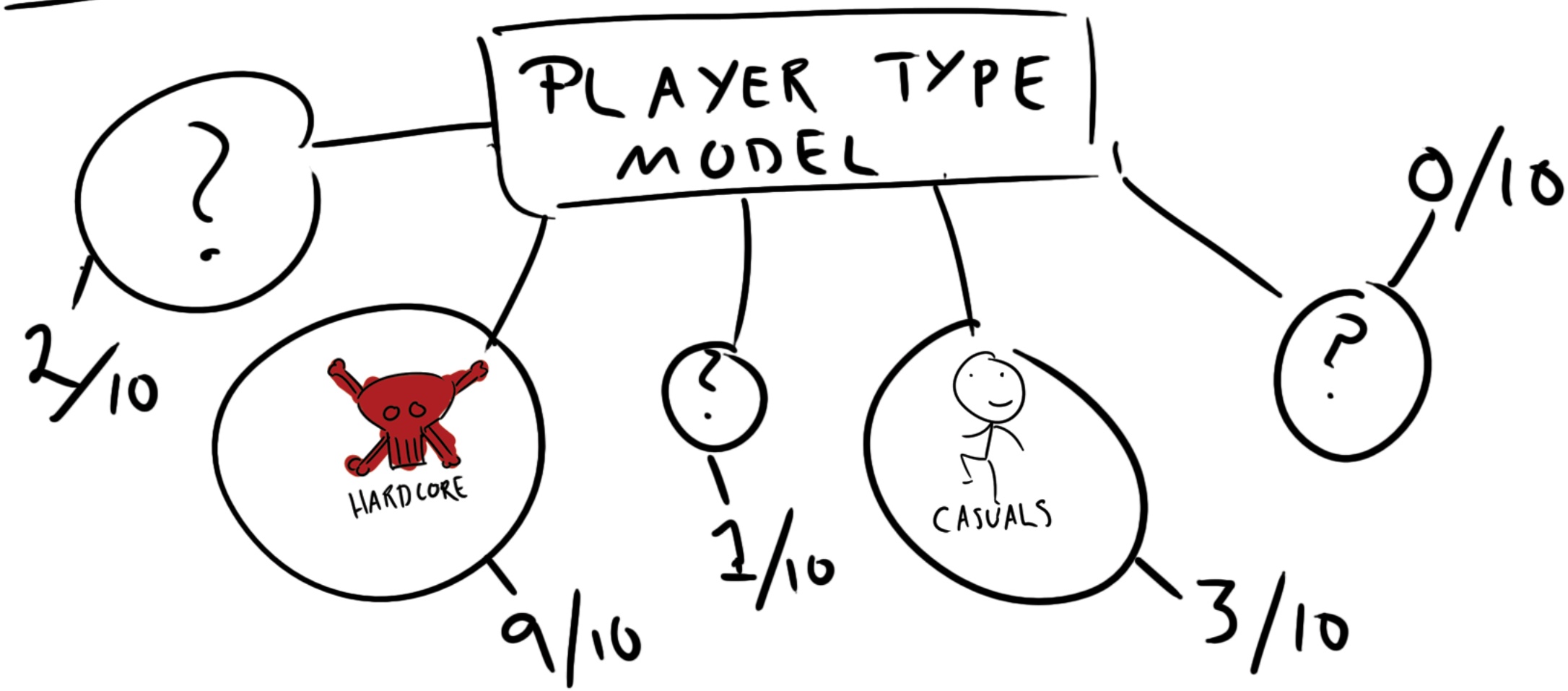
VS

CASUALS

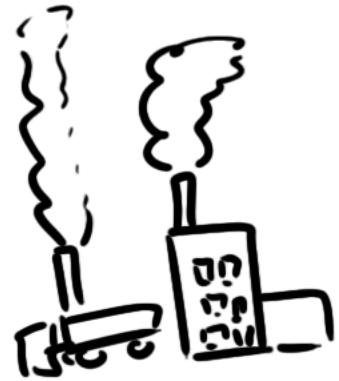
PLAYER TYPES



PLAYER TYPES



PLAYER TYPES



Kart
ALT

HARD-
CORE

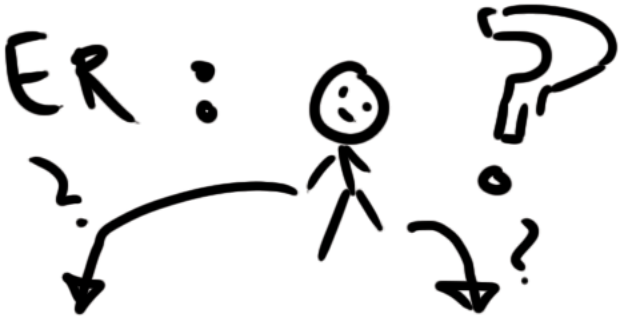
LIFE = GAMING

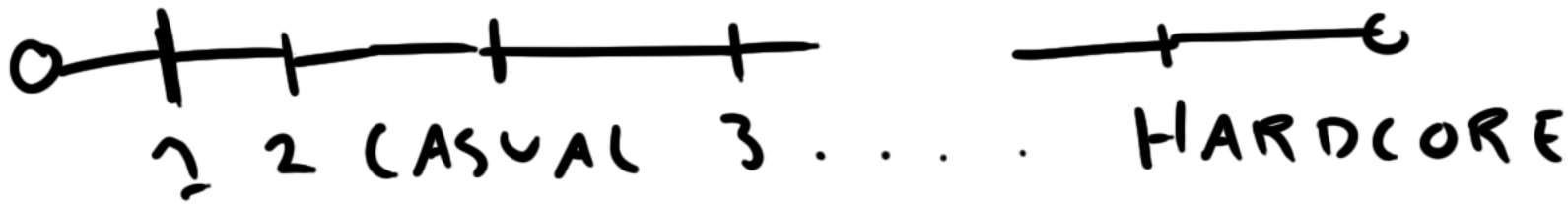
Leeenge

HIPSTERS

PLAYER TYPES

PROBLEMER:





VIL: HOMOGENE + BESKRIVENDE

STEWART (2011)

⇒

Intelectul challenges..

Men...?

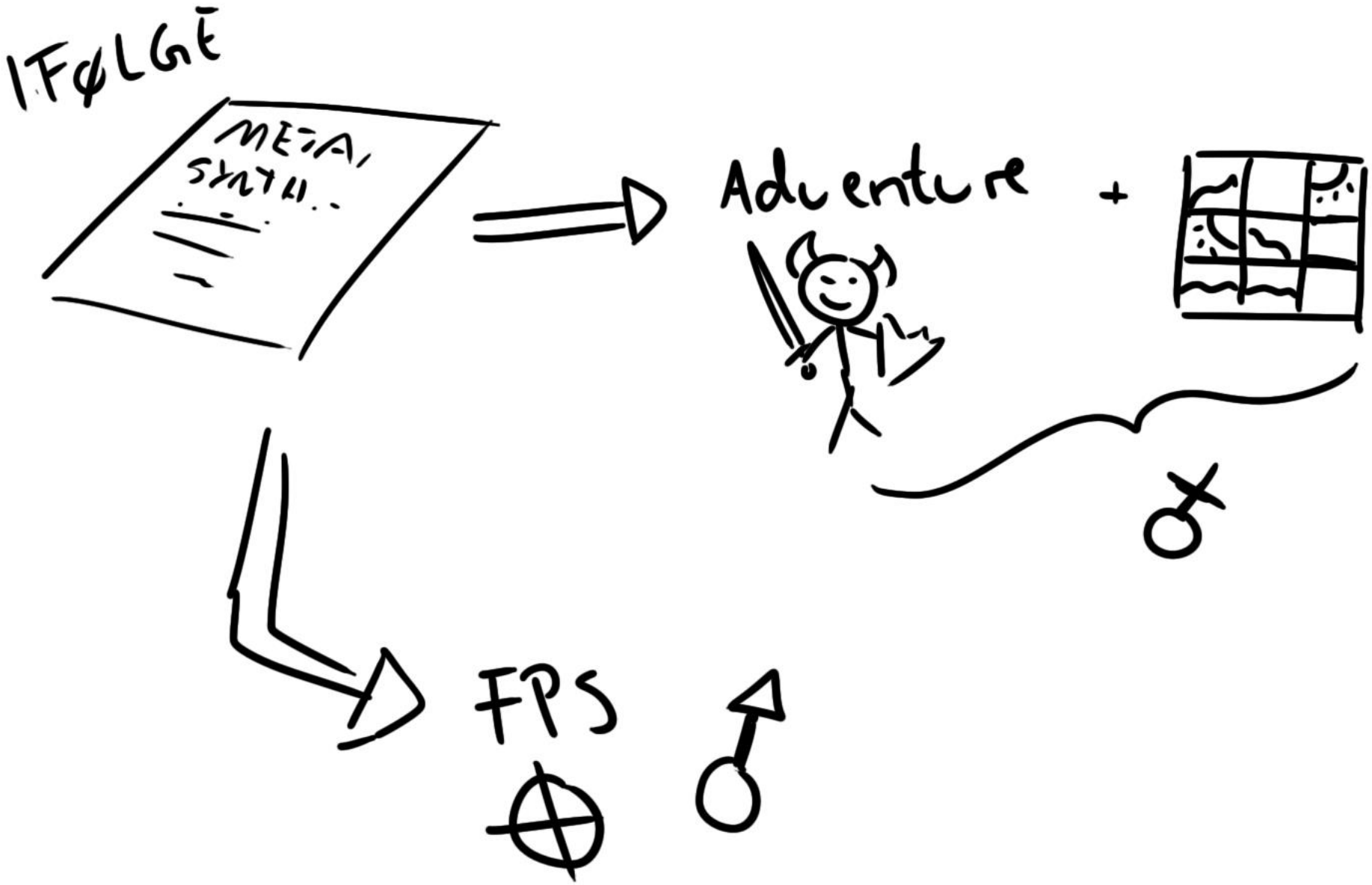
Popular discussion

Action

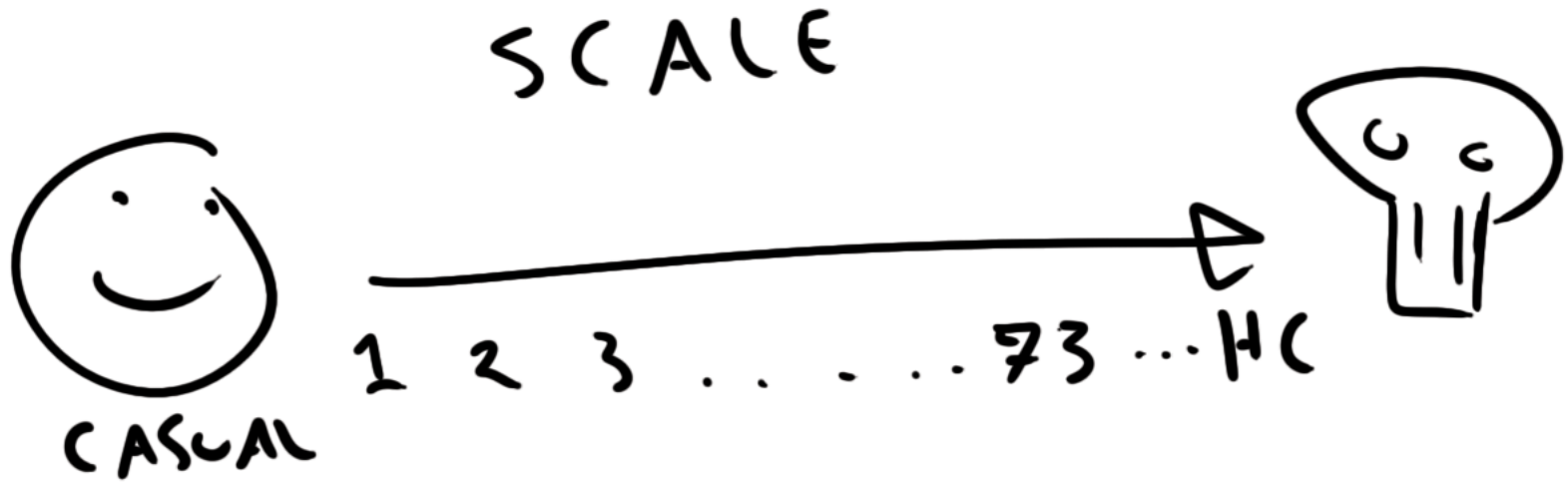
strategi

STEWART

CASUALS!


IFØLGE
META, SYNTH...
Adventure
+
FPS

Poenget er: $= X \cdot Y$



IKKE I SEG SELV

TYPOLOGY

IMMERSION = ...

og = +

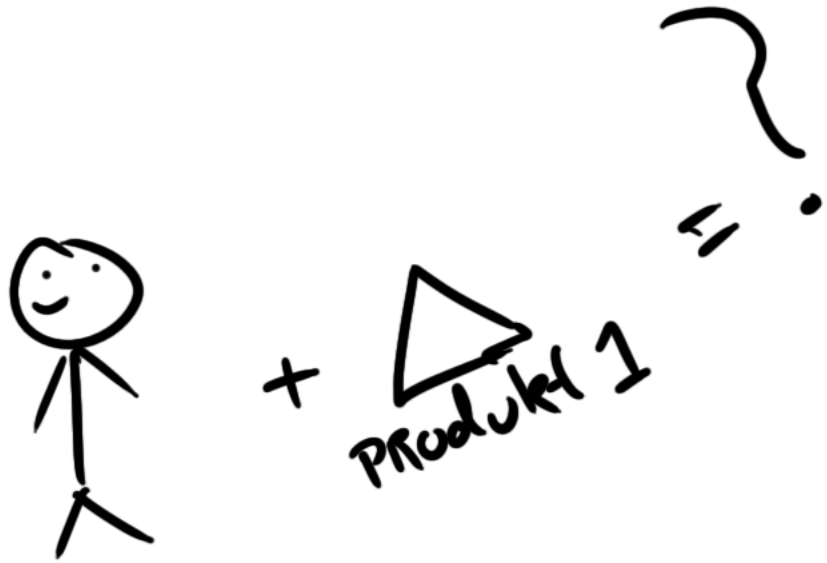
=D + IMMERSED +

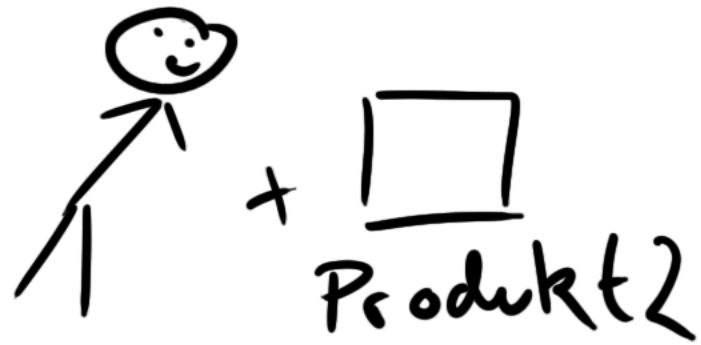
RETORISK...

IMMERSION $\in$ { Motivational factors }

Segmentering

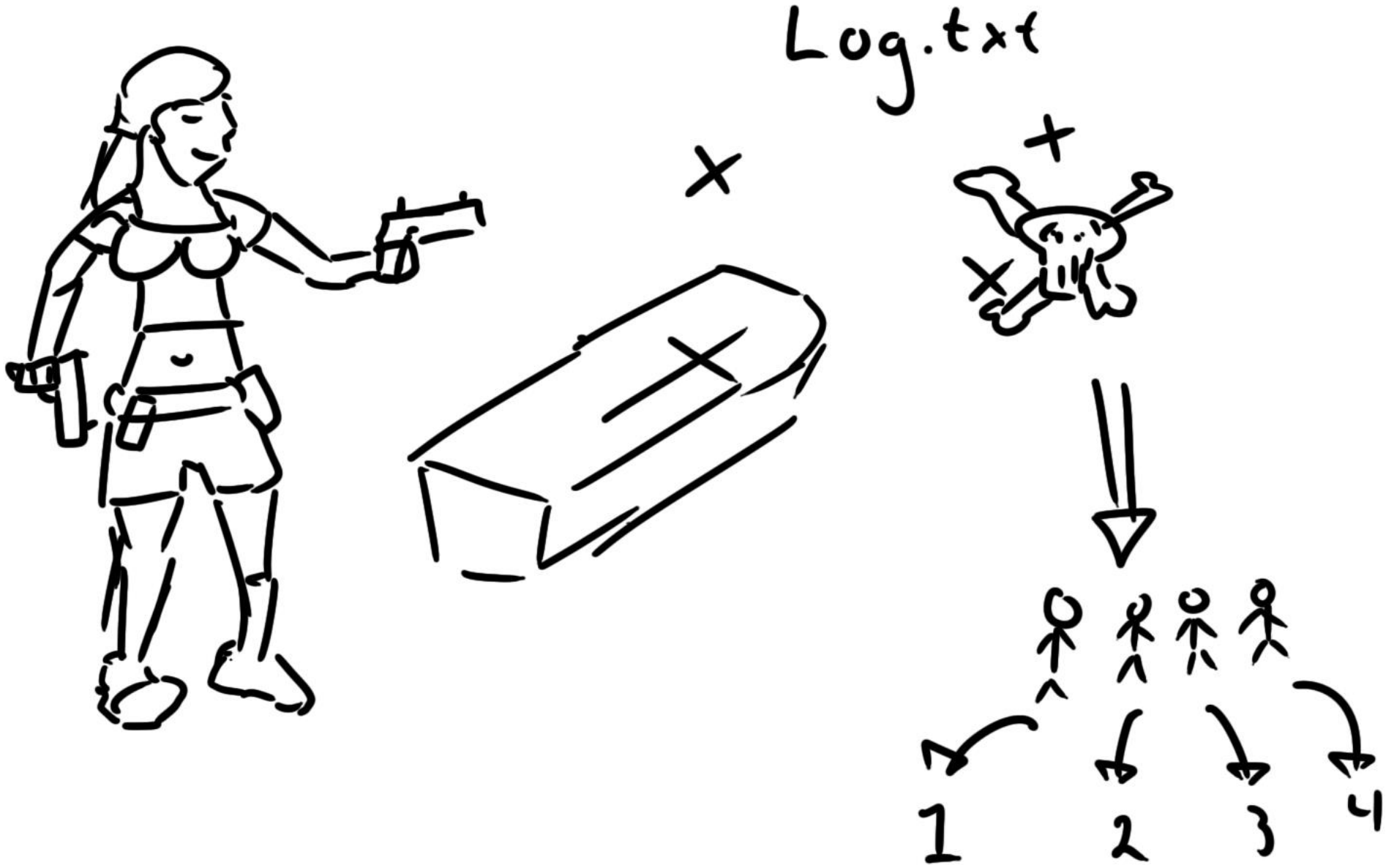
Behavioral.





怎么做?

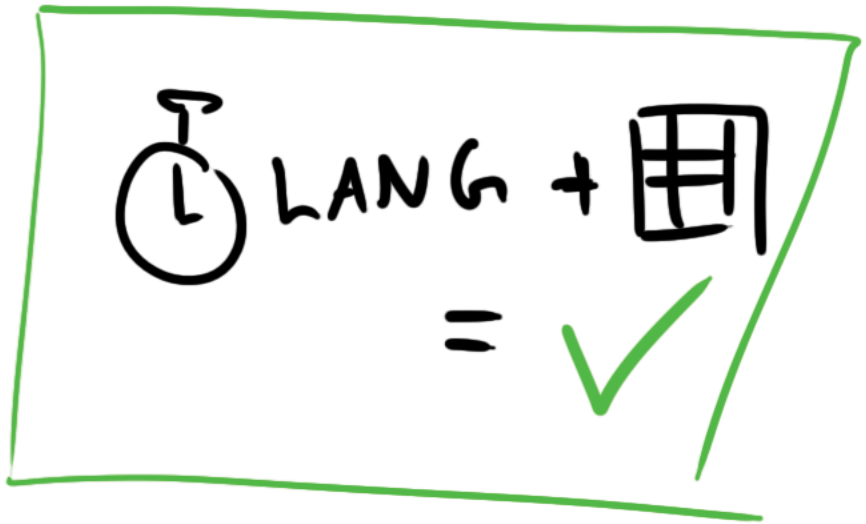
DRACHEN (2009)



VETERANS

VETERANS

SOLVERS



VETERANS

Seasoned

FAST

SOLVERS

LANG + ▦ = ✓

PACIFISTS

VETERANS

Seasoned

FAST

SOLVERS

LANG + ▦ = ✓

PACIFISTS

= ∞

= 0

RUNNERS

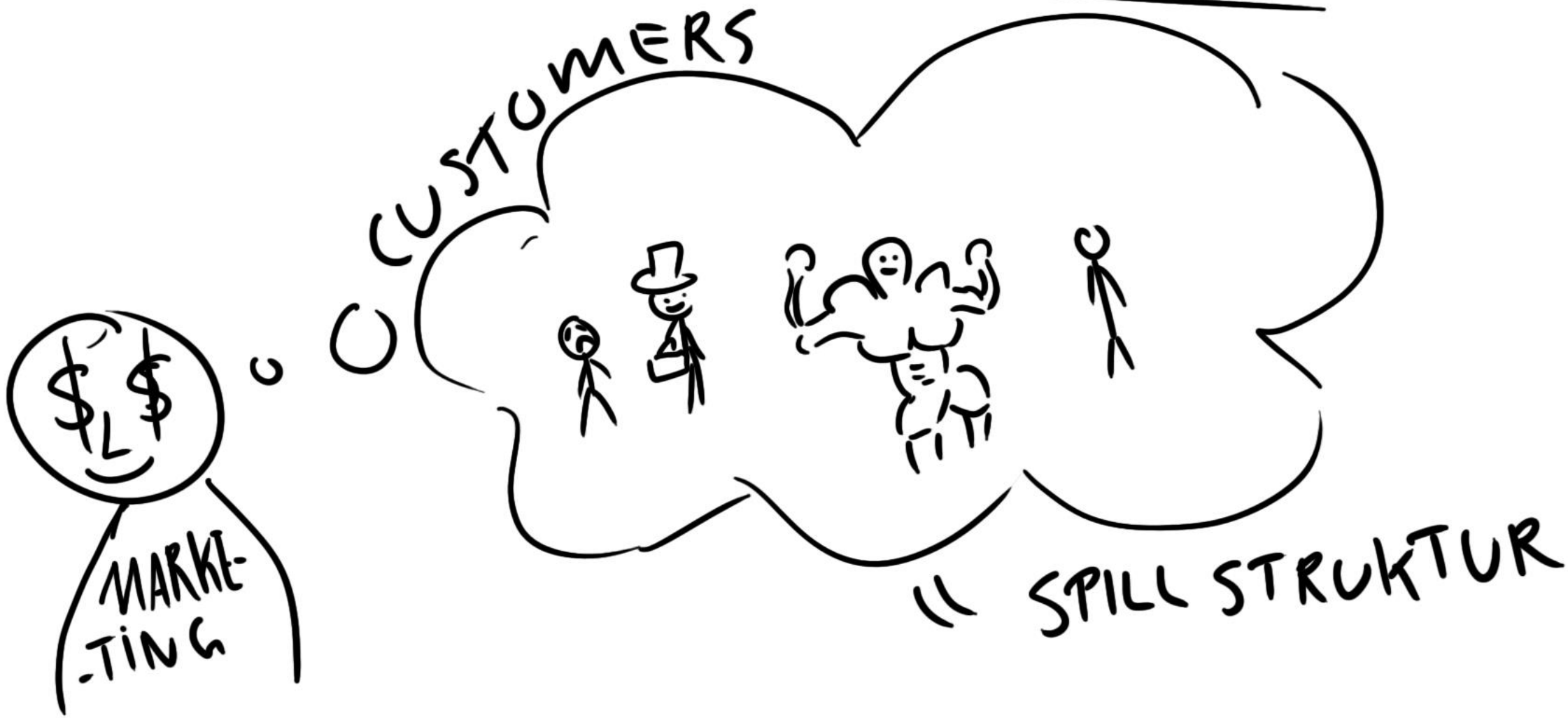
WOW!

HAMARI & LEHDONVIRTA (2010)

STATUS vs Progresjon vs affordance

LV. 99/99

HAMARI & LEHDONVIRTA (2010)



SAS PLUS5

BRONZE vs. SILVER

vs. GOLD

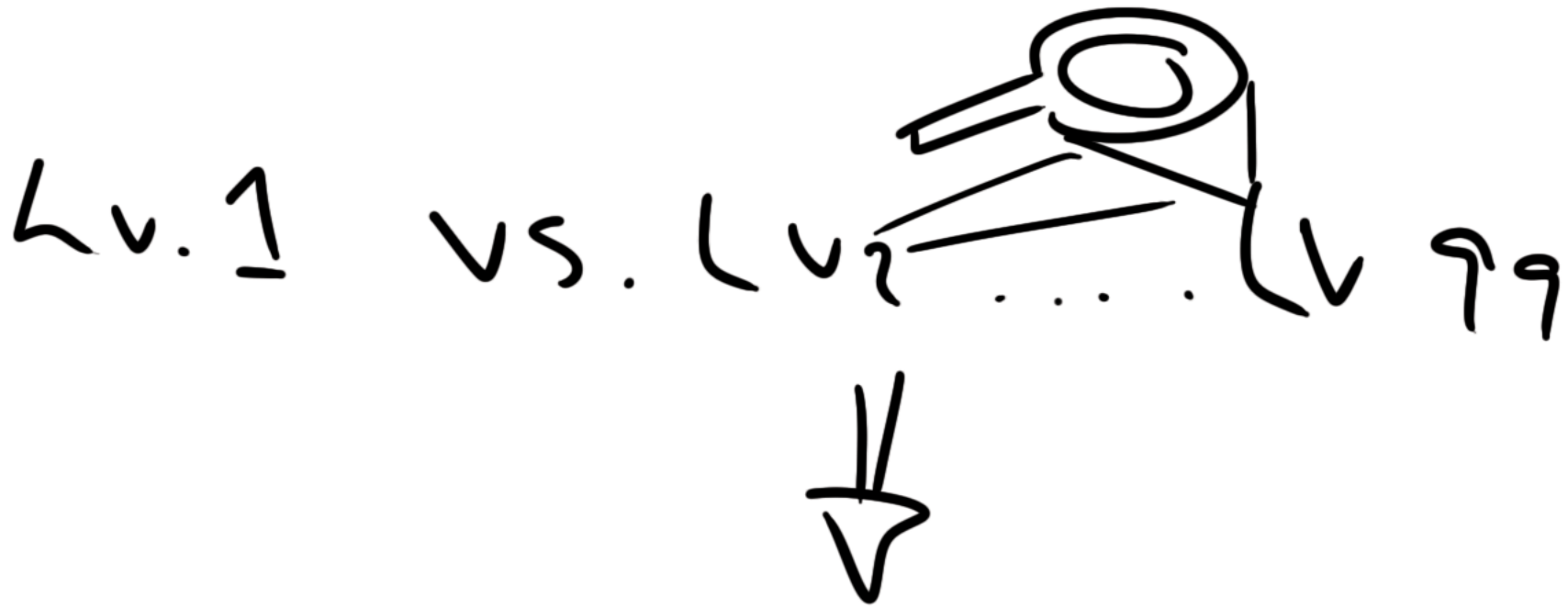
Lv. 1 =

Lv. 2 =

Lv. 3 =

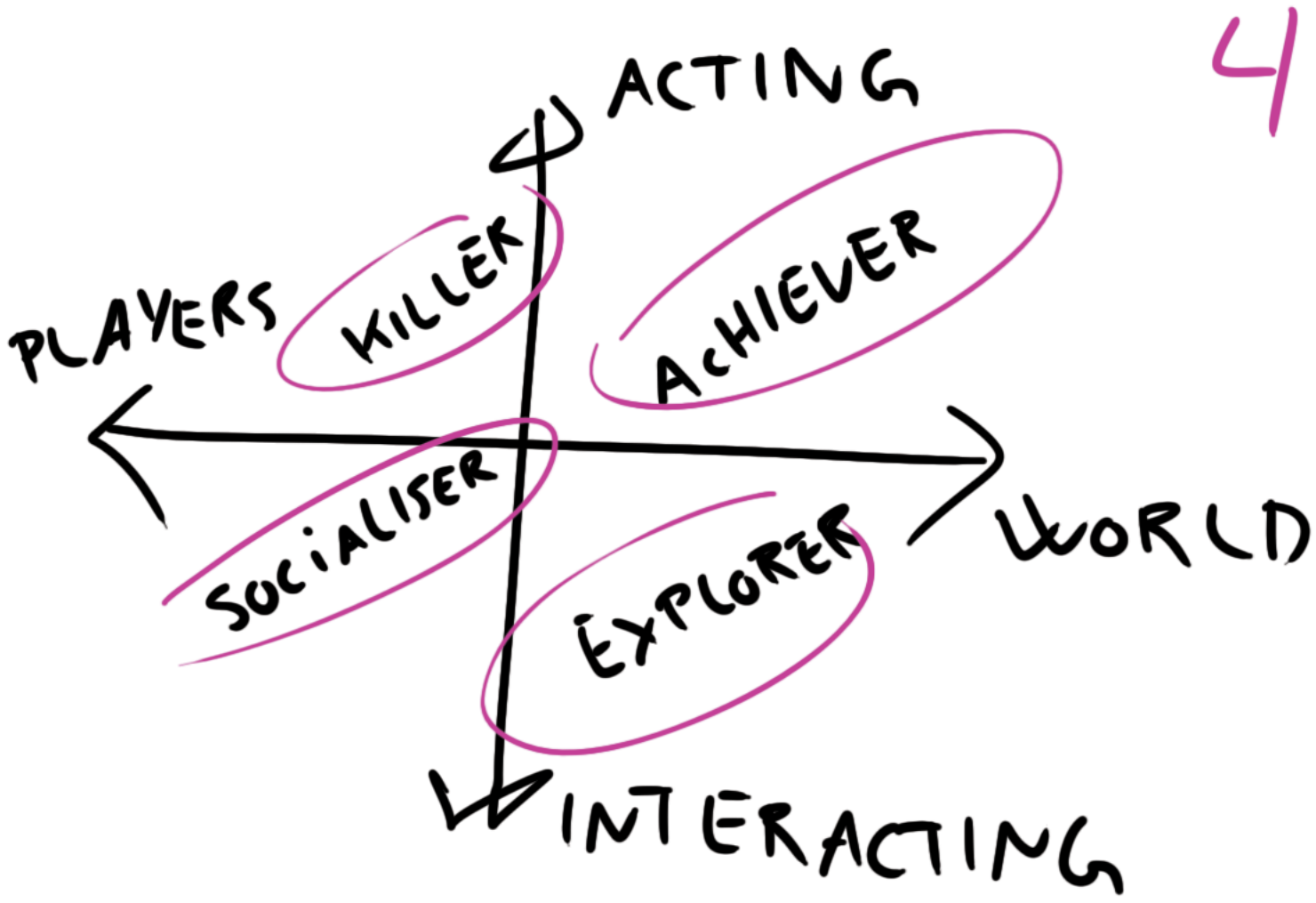
ONLINE GAME

DEVS. PLAYER X



CASUAL .... HC?

BARTE (1996)



4 PLAYER TYPES

Kritikk

Too EZ!

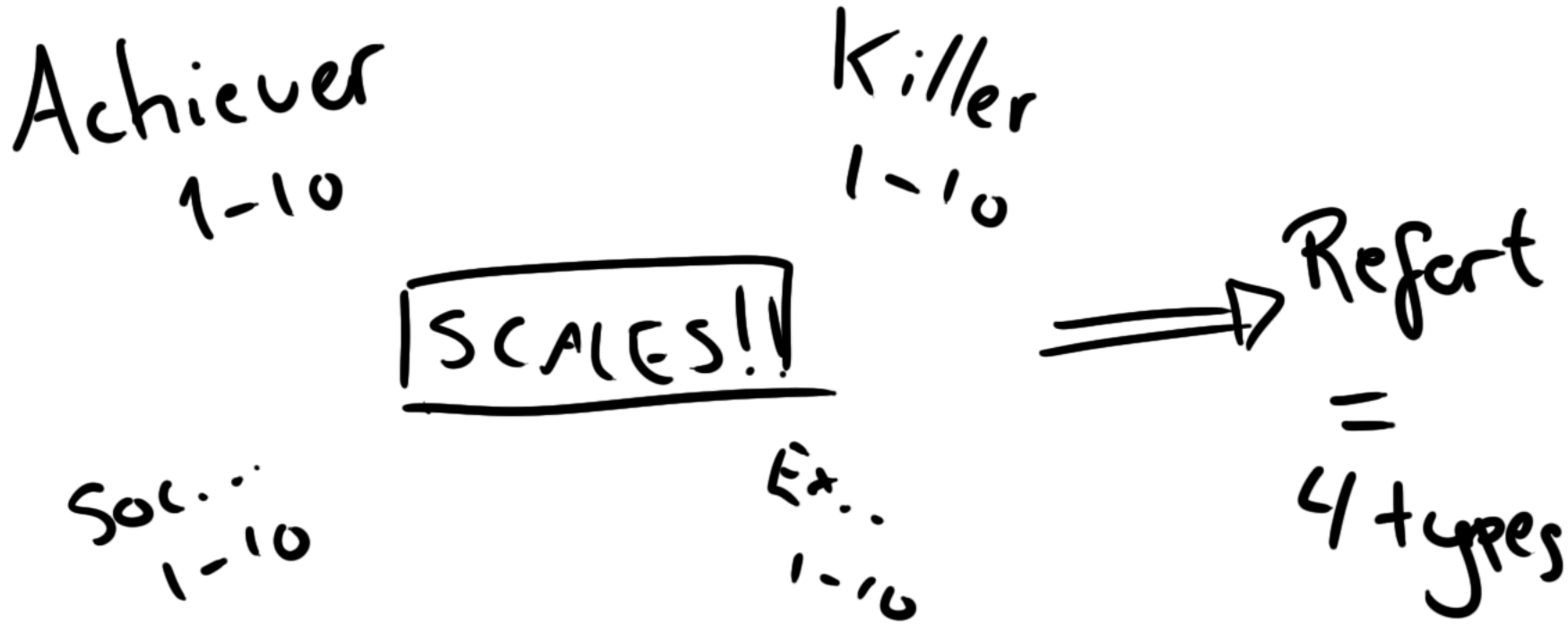
~~Achiever~~
SOCIALISER

Killer

eller: Killer + Achiever ??

BARTLE :

☹



YEE (02, 0C, 07)

3 FACTORS

Achievement

SOCIAL

IMMERSION

Factors?

basis for:

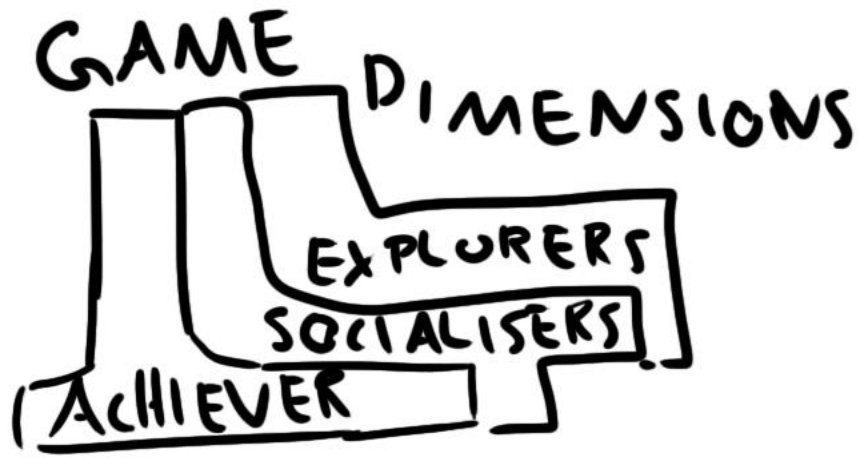
Psychographic segmentering

Factors ? ⟹ Sier hvorfor folk spiller

↳ basis for:

Psychographic segmentering

Deus + PLAYER TYPOLOGIES

= 

= ☺ ☺ ☺

ZACHARIASSON (2010)

⇓

YEE

Identity constructions
= "mot seg selv"
og
"mot andre"

Progress & provocation
Power & Dominatin
Achievement

Helping & Support
Friends & collaboration
SOCIAL

EXPLORE & FANTASY
IMMERSION

FAKTORER FOR MOTIVASJON

TSENG (2010)

MOTIVATION = ??

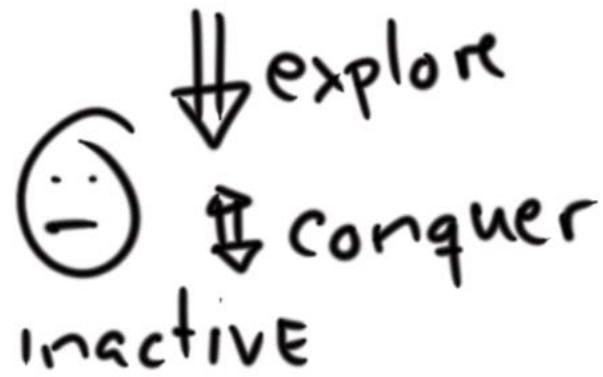
START: 2 FAKTORER:

- Need for exploration
- Need for conquering

TSENG (2010)

MOTIVATION = ??

Ble fil: 3 player types



LEO WHANG & CHANG (2004)

"Lineage" - online

LEO WANG & CHANG (2004)

Single oriented ⟹ alle spill = 1p

community -"- ⟹

"off-real word player" ⟹ vil bli best
uansett $
Anti social

Kallio (2011)

~~traditional typs~~

tid og sted = typen du er

Kallio (2011)

3 Kategorier x 3 sub

Social mentalities:

Casual mentalities:

COMMITTED —"—: