

Player Types – A Meta-synthesis

Part Two



Magnus Rand

In-game Demographics

- Relatively new area for marketing
 - Focus marketing on segmentations
- Based on motivational traits, player behave differently in-game
 - Dedication in RPG
 - Guild size
 - etc.

Typologies Combined

- Summary of previous papers “concepts”
- Most papers focus on Achievement and Sociability
- Very few papers discuss in-game demographics

Concept	BATTLE 19%	LASDARD 2004	WHANG & CHANG 2004	IP & JACOBI 2005	WILLIAMS ET AL. 2006	YEE 2006 / 2007 / 2012	DRACHEN ET AL. 2009	HANSEN & LEHNDORFER 2010	TRING 2010	ZACKARFALSON ET AL. 2010	KALLIO ET AL. 2011	STEWART 2011
Gaming intensity and skill (Hardcore, Committed mentalities, Aggressive gamer, Veteran, Casual, Casual mentalities, Inactive gamer, Pacifist, Avatar level, Amateur)				✓			✓	✓	✓		✓	
Achievement (Achiever, Single-oriented player, Guardian/Achiever, Aggressive gamer, Achievement, Progress & provocation, Power & domination, Runner, hard fun, Casual (Stewart), Avatar level, (Semi-) professional)	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓
Exploration (Explorer, Solver, Rational/Explorer, Aggressive gamer, Social games, Immersion, Exploration & Fantasy, Story & escapism, curiosity)	✓	✓				✓	✓		✓	✓		✓
Sociability (Socializer, Social mentalities, Community-oriented player, Idealist/Socializer, Social, Helping & support, the people factor, Friends & Collaboration, (Semi-)professional, Amateur)	✓	✓	✓		✓	✓			✓	✓	✓	✓
Domination (Killer, Artisan/Killer, Aggressive games, Off-real world oriented player, Progress & provocation, Power & domination, Casual (Stewart))	✓		✓						✓	✓		✓
Immersion (Immersion, Committed mentalities, Exploration & fantasy, Story & escapism, Off-real world oriented player, altered states, Hardcore (Stewart))		✓	✓		✓	✓				✓	✓	✓
In-game demographics (Avatar class and profession, non-clan member, Amateur, (Semi-) professional, Group centrality, Size of the guild, Type of server, Faction)					✓			✓				

Criticism on Player Types

- Arguably easily criticisable typologies:
 - Not necessarily dichotomous
 - Motivation and behaviour should have more focus
 - Does not necessarily translate between games
 - Might seem counterproductive to not focus on experience
 - Is it even necessary?

Conclusion & Discussion

- Five key dimensions:
 - **Achievement, Exploration, Sociability, Domination** and **Immersion**
- Player could belong to several types
- The aim of this paper is to bring previous papers together
- Low dimension in previous studies
 - Much based on Bartle's work
 - Aesthetics and sensory enjoyment, as well as utilitarian behaviour not discussed
- Further research needed

Implications to game studies

- Quantitative studies could focus on relations between traits and behaviour
- Other games than MMO
- Feedback loops from the player types

Implications to game design and marketing

- Player types can help marketing
 - Types can give better understanding of clientele
 - Develop and market based on types of players