

# Player Types – A Meta- synthesis Part Two (from page 42)

# In-game demographics

- Game designers can affect market segmentation
- In-game demographics is a way of segmenting, for instance classes and professions among avatars (i.e wizard as class and blacksmith as profession)
- Differentiated digital products can developed and marketed to match the needs of different players based on dedication and orientation to a game

# Typologies combined: a concept-centric summary

- Summarizes the analysis based on the concepts found from the paper (show table) which are common ideas found across the tables
- Most covered: Achievement and sociability
- Bottom three: Domination, Immersion and in-game demography

# Criticism on player types

- Can seem dichotomous but in reality, player types ought to be discussed and thought of as scale
- Player types are dependent on the behaviour and motivation for a player
- A player's motivation and behaviour (which player types are dependent on) is not necessarily transferable between different game genres
- Counter-productive from phenomenological perspective -> the aim is to study player's experience
- Typification and codification of players have been described very different in the papers
- Questionable whether we need framework specific for playing or use other psychological frameworks

# Conclusions & Discussion

- The studies in the paper can synthesize 5 key dimensions/idea regarding a player's orientation or motivation: Achievement, Exploration, Sociability, Domination, and Immersion.
- Some studies has suggested using in-game demographics as one basis on typifying players
- Notion of intensity of play mode included as well
- The intention is not to give the impression that a player strictly belongs to a type, but rather provide ground for further measurements of player's traits, attributes and motivations of the players
- Should have been more identifications on player types from perspectives of motivations, ways in which players play or how they can otherwise be segmented according to their behavior within and around games.

# Implication to game studies

- Results from this study could be use in further quantitative study i.e focusing on relations between traits and behaviour
- Could provide to further qualitative study on player experience in finer grained level
- Could be interesting to investigate how the player types affect game design
- Could provide useful resource for other fields

# Implications to game design and marketing

- Player types not associated with marketing literature- but still a central interest with regards to design and marketing
- Could be used for market segmentation
- Game designer can develop their games accordingly to motivation and behaviour pattern from player types