



Player Types

A Meta-synthesis pt.1

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Introduction

Player Types: A Meta-synthesis, March 2014

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- Distinguish between player types
 - Monetization of players
 - Create a balanced game

Ways to categorize the perspectives to player types

- Segmentation (marketing theory)
 - Match each customer's needs
- Geographically
- Demographically
- Psychographically
- Behaviorally



Review of player typologies

- Research process
 - Analyzed works in regards to segmentation
 - Categorized the findings on relevant player typologies

- Geographic and demographic aspects **less** relevant
- Psychographic and behavioral categories **more** used

- MMOs and online games more frequently studied

Psychographic basis

- Divide into **hardcore** and **casual** players
 - Maybe too simplistic
 - Identify players with deeper knowledge and longer sessions
 - Should be a nuanced scale



- Hardcore players prefer ~~adventure and puzzle~~ (Stewart, 2011)
- Hardcore players prefer action and strategy (Selwyn, 2007)

Behavioral basis

Concerned with **how player, users or customers behave** with and within products and service.

Veterans

Solvers

Pacifists

Runners

The four archetypes - Bartle's Taxonomy

Killer



Acting

Achiever



Players

World

Socialiser



Interacting

Explorer



Achiever



Prefers **action**, and is world oriented.

Explorer



Prefers **interaction**, and is world oriented.

Killer



Prefers action, and is player oriented.

Socialiser



Prefers **interaction** with other players

Other approaches

Yee(2002, 2006, 2007)

The three factors that motivate online gamers are

Achievement

Social aspects

Immersion

Other approaches

Stewart(2011)

Combined Bartles behavioural typology with other conceptualizations

Zacharriason et al. (2010)

Yee's motivational factors

Progress & Provocation

Power & Domination

Achievement

Helping & Support

Friends & Collaboration

Social

Exploration & Fantasy

Story & Escapism

Immersion

Leo Whang & Chang (2004)



Single-oriented



Community-oriented



“Off-real” world player

Kallio(2011)

Social mentalities

Playing with children

Playing with mates

Playing for company

Casual mentalities

Killing time

Filling gaps

Relaxing

Committed mentalities

Gaming for fun

Immersive play

Gaming for entertainment

Sources

- **Player Types: A Meta-synthesis, March 2014**
Juho Hamari, University of Tampere, Finland
Janne Tuunanen, Aalto University School of Science
- (All the sources that the Meta-synthesis is based on)
- Bartle's Taxonomy - What type of player are you?
<https://www.youtube.com/watch?v=yxpW2ltDNow>