

A DEEP DIVE INTO THE 12 MOTIVATIONS

WHAT WE LEARNED FROM
400,000 GAMERS

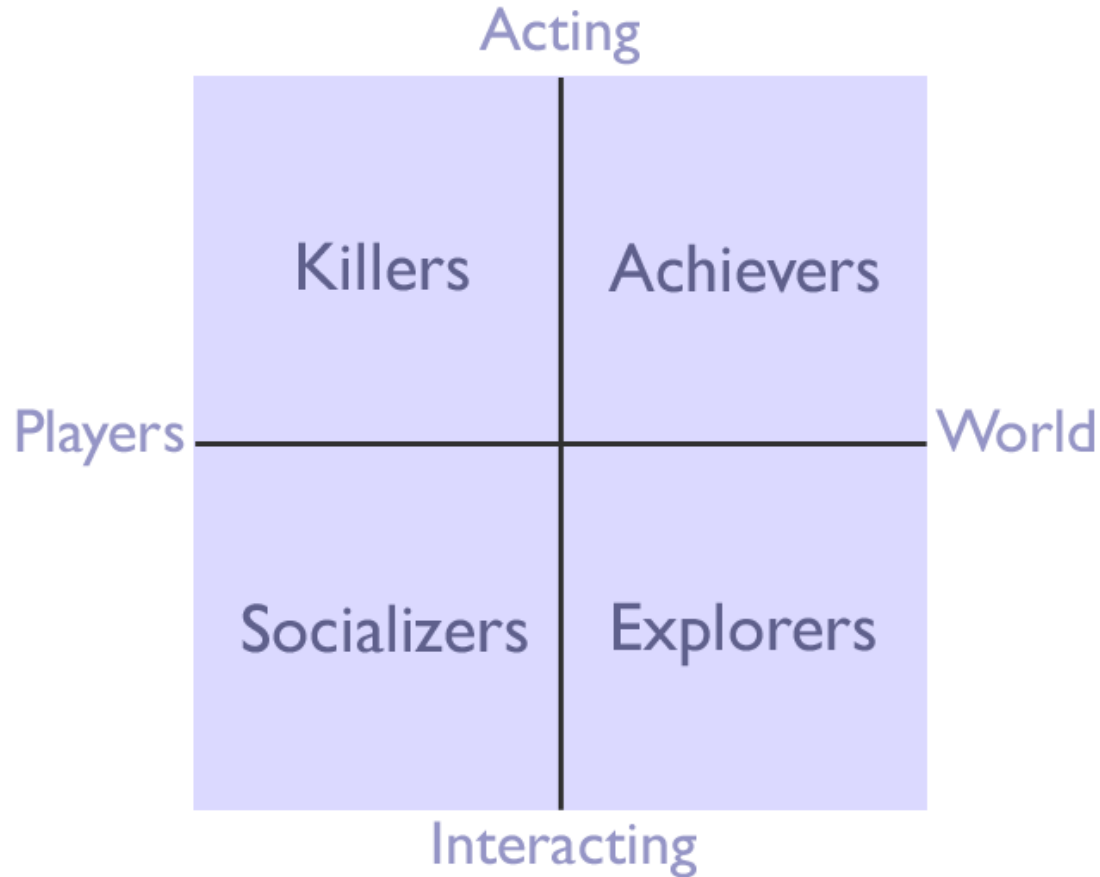
GAMER **MOTIVATION MODEL**

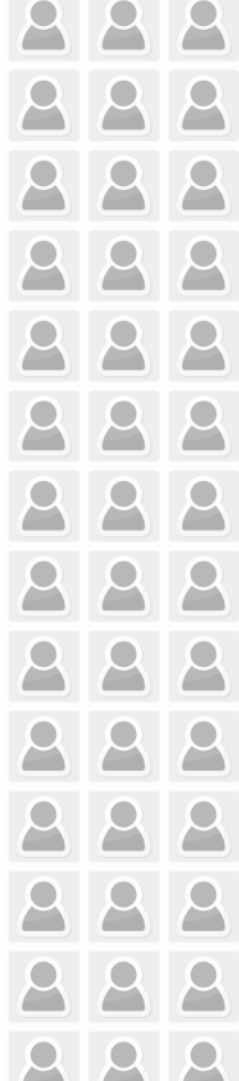


Action “Boom!”	Social “Let’s Play Together”	Mastery “Let Me Think”	Achievement “I Want More”	Immersion “Once Upon a Time”	Creativity “What If?”
Destruction Guns. Explosives. Chaos. Mayhem.	Competition Duels. Matches. High on Ranking.	Challenge Practice. High Difficulty. Challenges.	Completion Get All Collectibles. Complete All Missions.	Fantasy Being someone else, somewhere else.	Design Expression. Customization.
Excitement Fast-Paced. Action. Surprises. Thrills.	Community Being on Team. Chatting. Interacting.	Strategy Thinking Ahead. Making Decisions.	Power Powerful Character. Powerful Equipment.	Story Elaborate plots. Interesting characters.	Discovery Explore. Tinker. Experiment.



WHAT IS A **NON-ACHIEVER**?

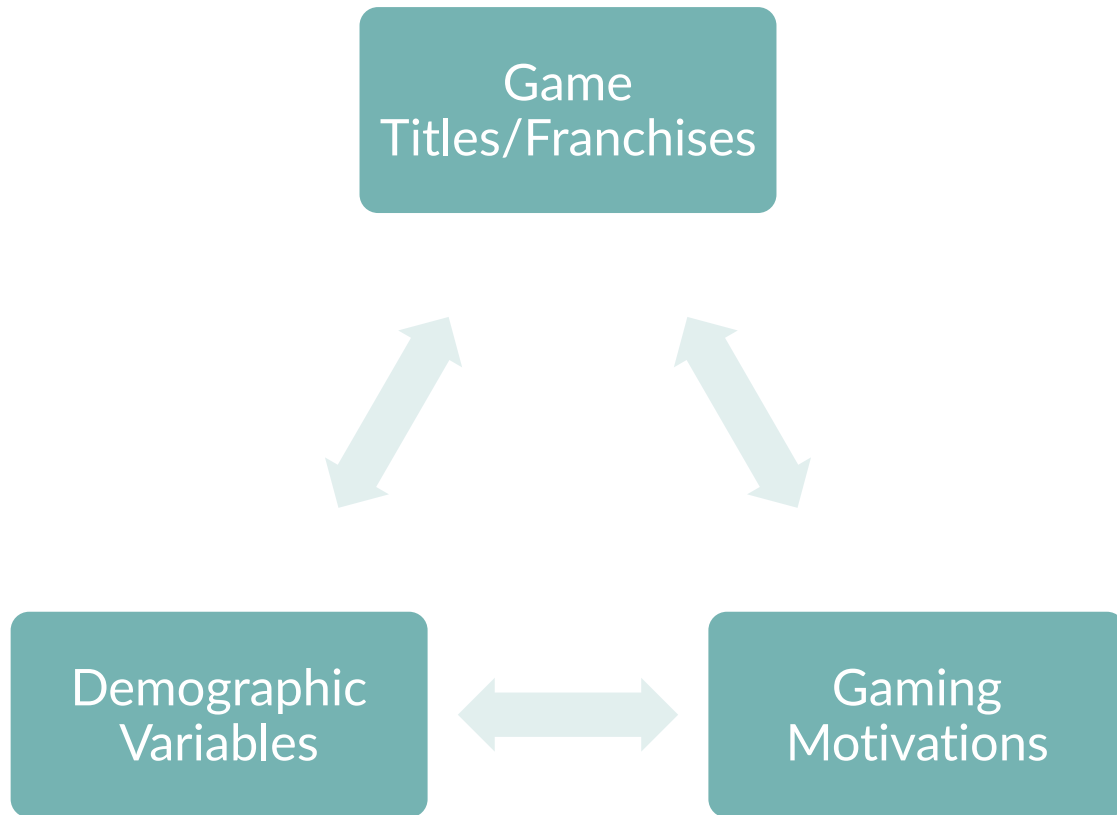




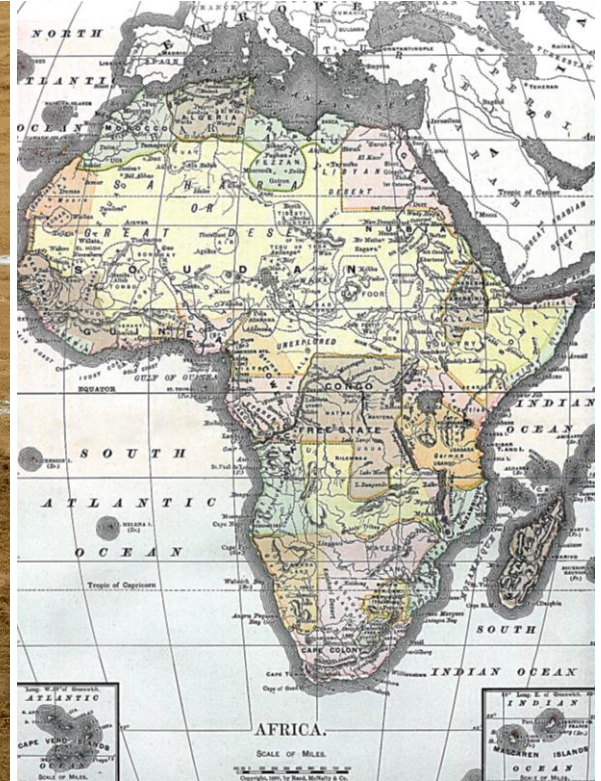
“OBVIOUS” QUESTIONS

1. What does low Completion mean?
2. When a gamer scores low on everything, are they just a disengaged gamer?
3. When a gamer has many high scores, do they just want more of everything?

USING OUR DATA TO **FILL IN NEGATIVE SPACE**



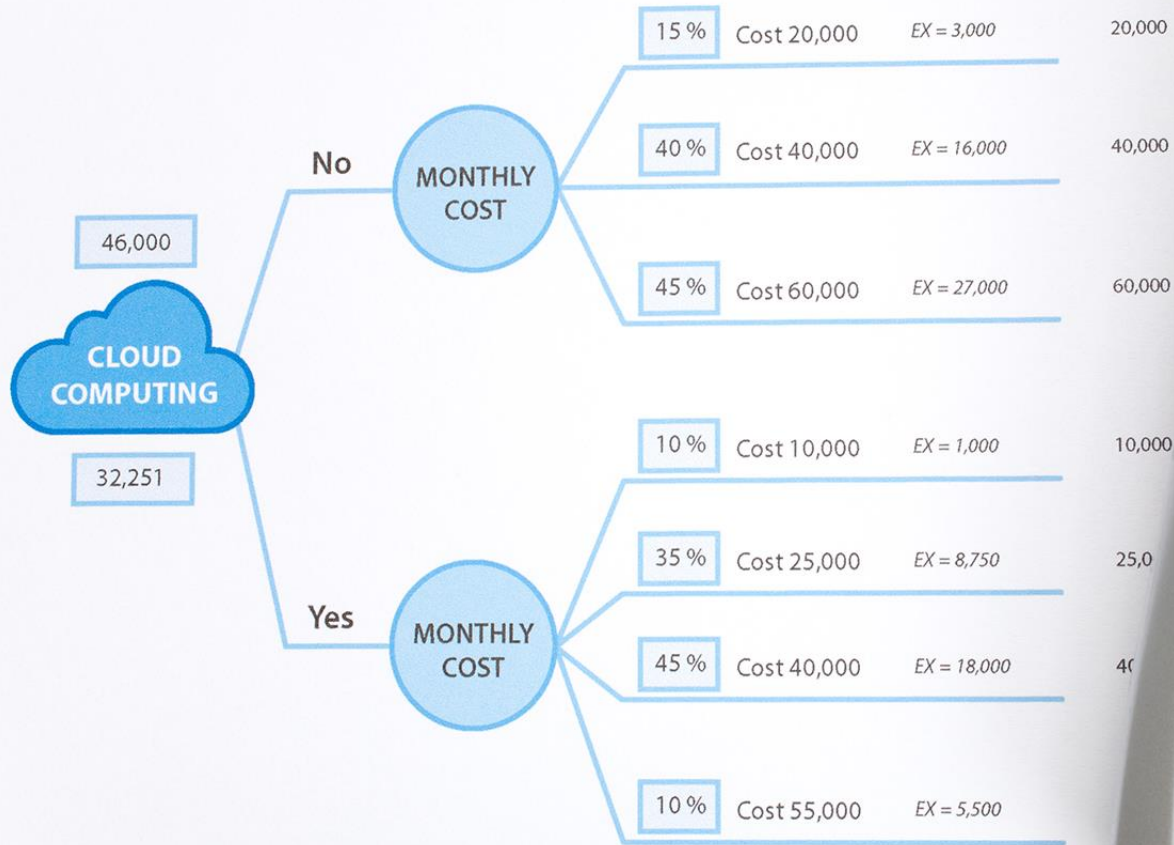
WHAT DO THESE 3 THINGS HAVE IN COMMON?



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STRATEGY SPECTRUM

Low ← ————— ● ————— → High

Preferences

Games
Examples

Motivation

Game
Examples

Preferences

Spontaneous

Reactive gameplay.
Low cognitive load.
Short time horizons.

The Sims (series),
Disney Emoji Blitz,
Mario Kart Wii,
Covet Fashion

Strategy
Decision Complexity

StarCraft II,
Crusader Kings II,
Europa Universalis IV,
Stellaris, Eve Online

Contemplative

Think. Plan.
Complex decisions.
Long-term strategies.
Consider consequences.





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DESIGN SPECTRUM

Low ← ————— ● ————— → High

Preferences

Games
Examples

Motivation

Game
Examples

Preferences

Curated

Fixed, but often highly stylized avatar. None or few customization opportunities.

Braid,
Spelunky,
Super Meat Boy,
Super Mario Galaxy 2

Design
*Expressing
Individuality*

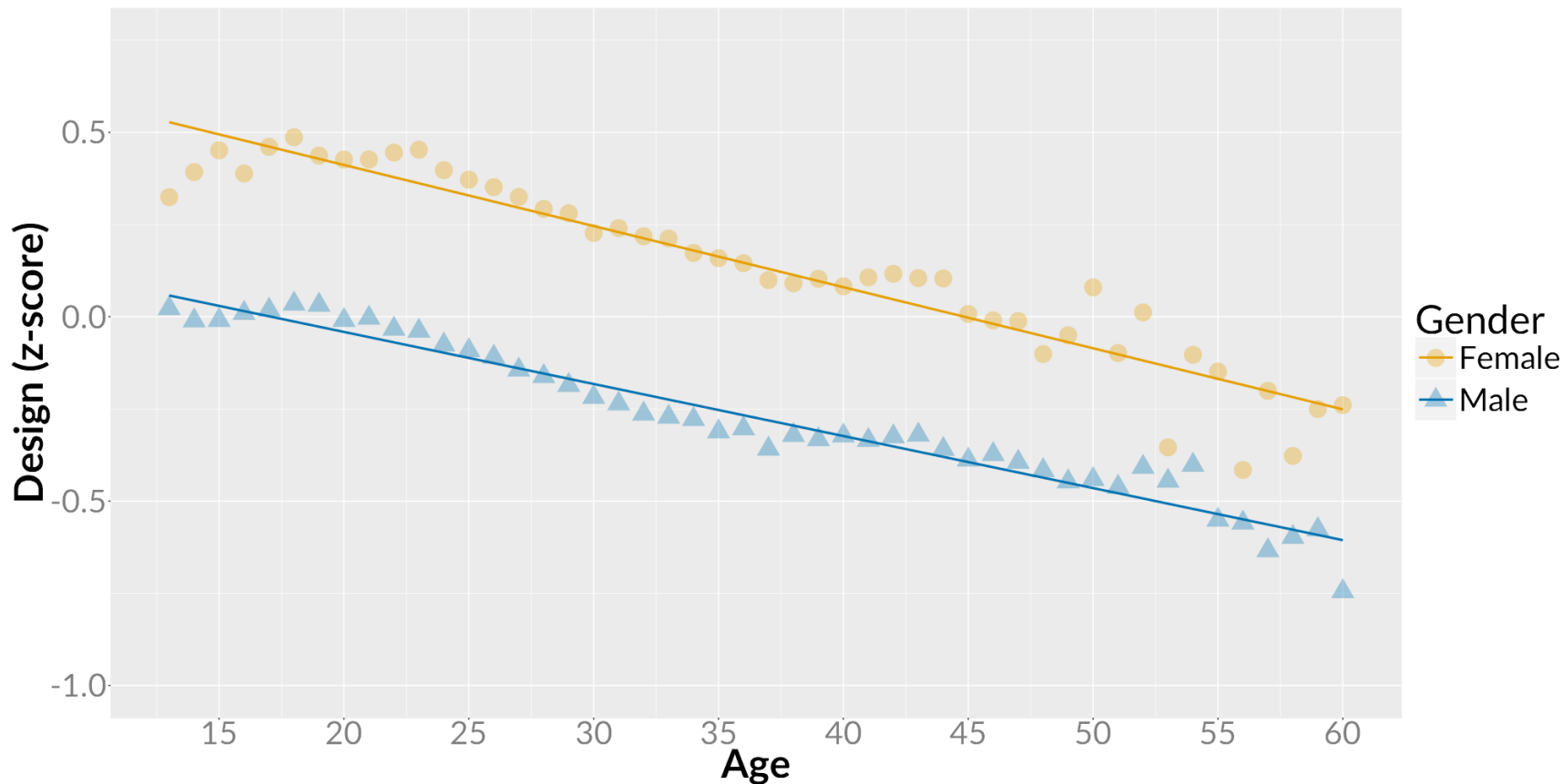
Guild Wars 2,
The Sims (series),
The Elder Scrolls Online,
Animal Crossing (series)

Customizable

Express individuality.
Customize avatar/house.
Lots of skins/accessories.

APPEAL OF DESIGN PEAKS EARLY.

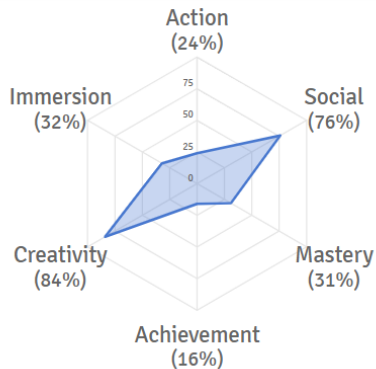
DIFFERENCES IN AGE AND GENDER ARE BOTH LINEAR.



Your Gamer Motivation Profile :

Calm, Spontaneous, Relaxed, Social, Story-Focused, and Creative

Your profile consists of your percentile rank across a broad range of gaming motivations. Your scores are based on how strong your motivations are relative to other gamers. In this customized report, we'll explain how to interpret these scores and what motivations we measured.



Show Secondary Motivations



How do you compare?

See Your Profile



Explore this profile's

Video Game
Recommendations

ASKING ABOUT X VS. **LACK OF X**

Characters with interesting back-stories and personalities

Not At All
Important

Slightly
Important

Somewhat
Important

Very
Important

Extremely
Important

Previous

Next

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ENTERTAINING VS. **OVERWHELMING**





EXCITEMENT SPECTRUM

Low ← — — — — — ● — — — — — → High

Preferences

Games
Examples

Motivation

Game
Examples

Preferences

Calm

Turn-based.
Can be paused.
Relaxed. Predictable.
Low visual stimulation.

Civilization (series),
Myst,
Master of Orion II,
Europa Universalis (series)

Excitement
Novelty

CS:GO,
Call of Duty (series),
Super Smash Bros. Melee

Thrilling

Fast-paced.
Action-based.
Surprising.
Adrenaline rush.

What's Your Personality Type?

Use the questions on the outside of the chart to determine the four letters of your Myers-Briggs type.
For each pair of letters, choose the side that seems most natural to you, even if you don't agree with every description.

1. Are you outwardly or inwardly focused? If you:

- Could be described as talkative, outgoing
- Like to be in a fast-paced environment
- Tend to work out ideas with others, think out loud
- Enjoy being the center of attention

then you prefer

E
Extraversion

- Could be described as reserved, private
- Prefer a slower pace with time for contemplation
- Tend to think things through inside your head
- Would rather observe than be the center of attention

then you prefer

I
Introversion

2. How do you prefer to take in information? If you:

- Focus on the reality of how things are
- Pay attention to concrete facts and details
- Prefer ideas that have practical applications
- Like to describe things in a specific, literal way

then you prefer

S
Sensing

- Imagine the possibilities of how things could be
- Notice the big picture, see how everything connects
- Enjoy ideas and concepts for their own sake
- Like to describe things in a figurative, poetic way

then you prefer

N
Intuition

ISTJ

Responsible, sincere, analytical, reserved, realistic, systematic. Hardworking and trustworthy with sound practical judgment.

ISFJ

Warm, considerate, gentle, responsible, pragmatic, thorough. Devoted caretakers who enjoy being helpful to others.

INFJ

Idealistic, organized, insightful, dependable, compassionate, gentle. Seek harmony and cooperation, enjoy intellectual stimulation.

INTJ

Innovative, independent, strategic, logical, reserved, insightful. Driven by their own original ideas to achieve improvements.

ISTP

Action-oriented, logical, analytical, spontaneous, reserved, independent. Enjoy adventure, skilled at understanding how mechanical things work.

ISFP

Gentle, sensitive, nurturing, helpful, flexible, realistic. Seek to create a personal environment that is both beautiful and practical.

INFP

Sensitive, creative, idealistic, perceptive, caring, loyal. Value inner harmony and personal growth, focus on dreams and possibilities.

INTP

Intellectual, logical, precise, reserved, flexible, imaginative. Original thinkers who enjoy speculation and creative problem solving.

3. How do you prefer to make decisions? If you:

- Make decisions in an impersonal way, using logical reasoning
- Value justice, fairness
- Enjoy finding the flaws in an argument
- Could be described as reasonable, level-headed

then you prefer

T
Thinking

- Base your decisions on personal values and how your actions affect others
- Value harmony, forgiveness
- Like to please others and point out the best in people
- Could be described as warm, empathetic

then you prefer

F
Feeling

4. How do you prefer to live your outer life? If you:

- Prefer to have matters settled
- Think rules and deadlines should be respected
- Prefer to have detailed, step-by-step instructions
- Make plans, want to know what you're getting into

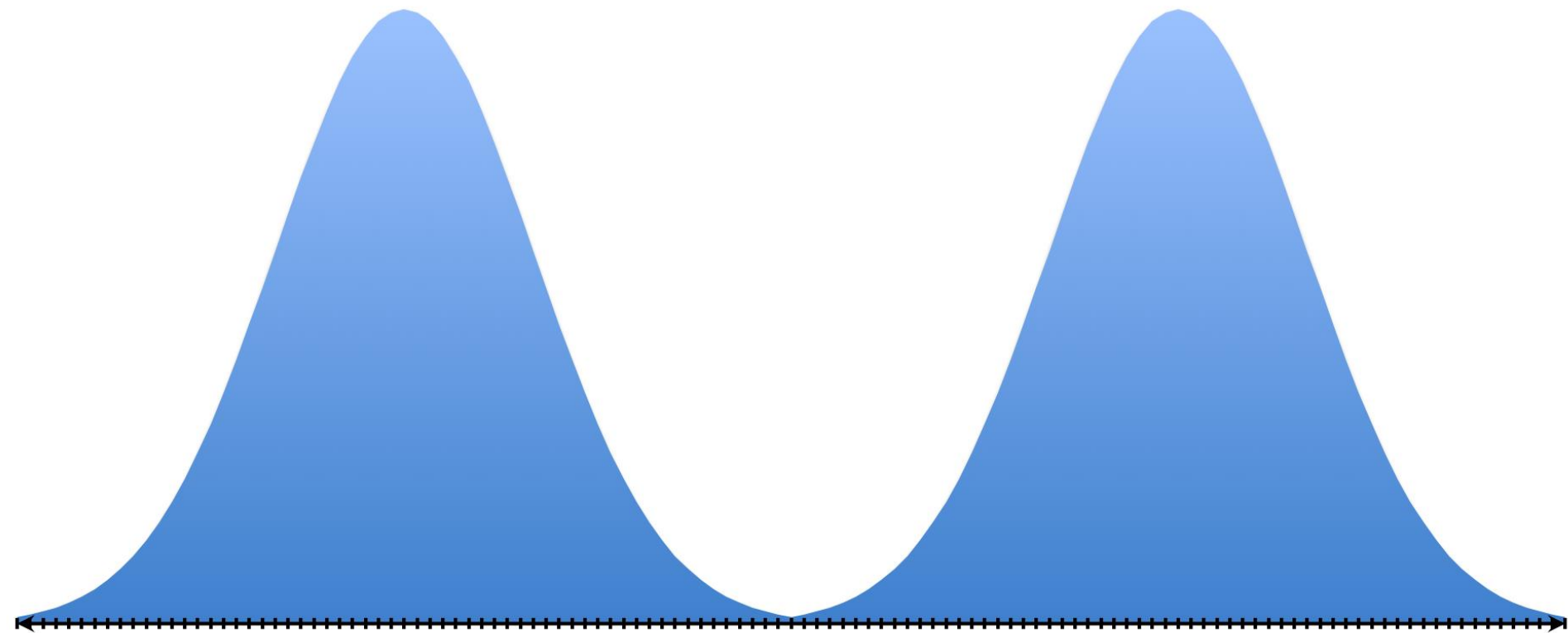
then you prefer

J
Judging

- Prefer to leave your options open
- See rules and deadlines as flexible
- Like to improvise and make things up as you go
- Are spontaneous, enjoy surprises and new situations

then you prefer

P
Perceiving



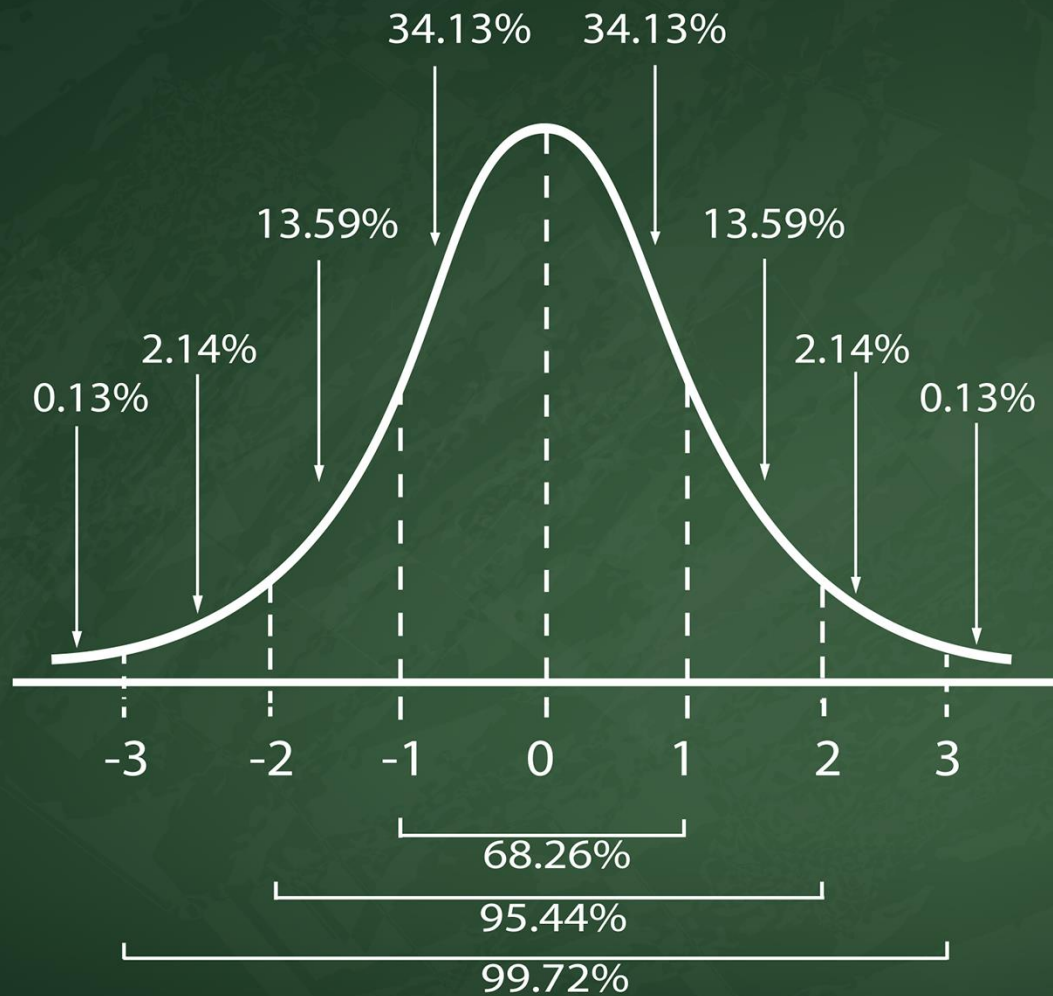


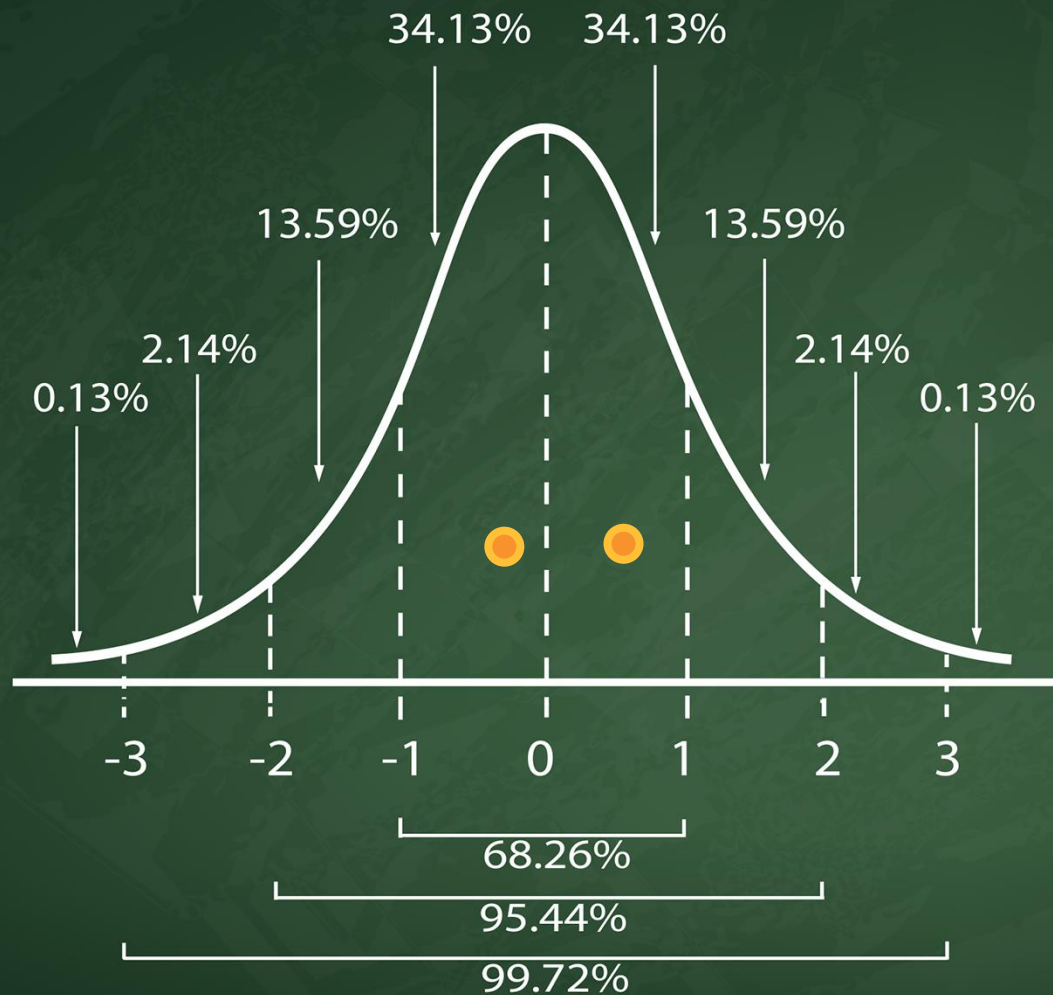
What Is An Ambivert?

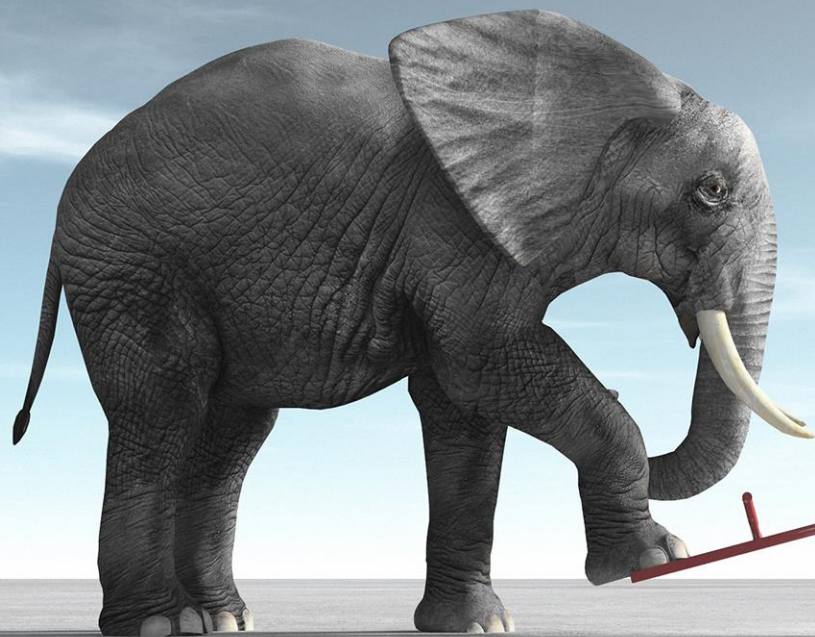
Ambivert definition:

An ambivert is someone who falls in the middle of the introvert/extrovert continuum.

Ambiverts have a blend of traits from both introverts and extroverts, as well as their own unique strengths.



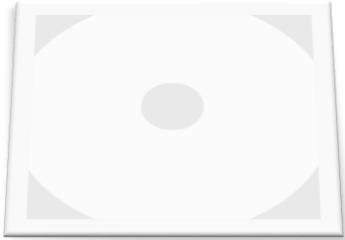




BIG 5 EXTRAVERSION

Extraversion

Openness to
Experience



Adventurous
Imaginative



Down-To-Earth
Pragmatic

Conscientiousness



Disciplined
Organized



Flexible
Spontaneous



Social
Cheerful
Thrill-Seeking
Assertive



Reserved
Low-Key
Quiet
Independent

Agreeableness



Sympathetic
Compassionate



Guarded
Objective

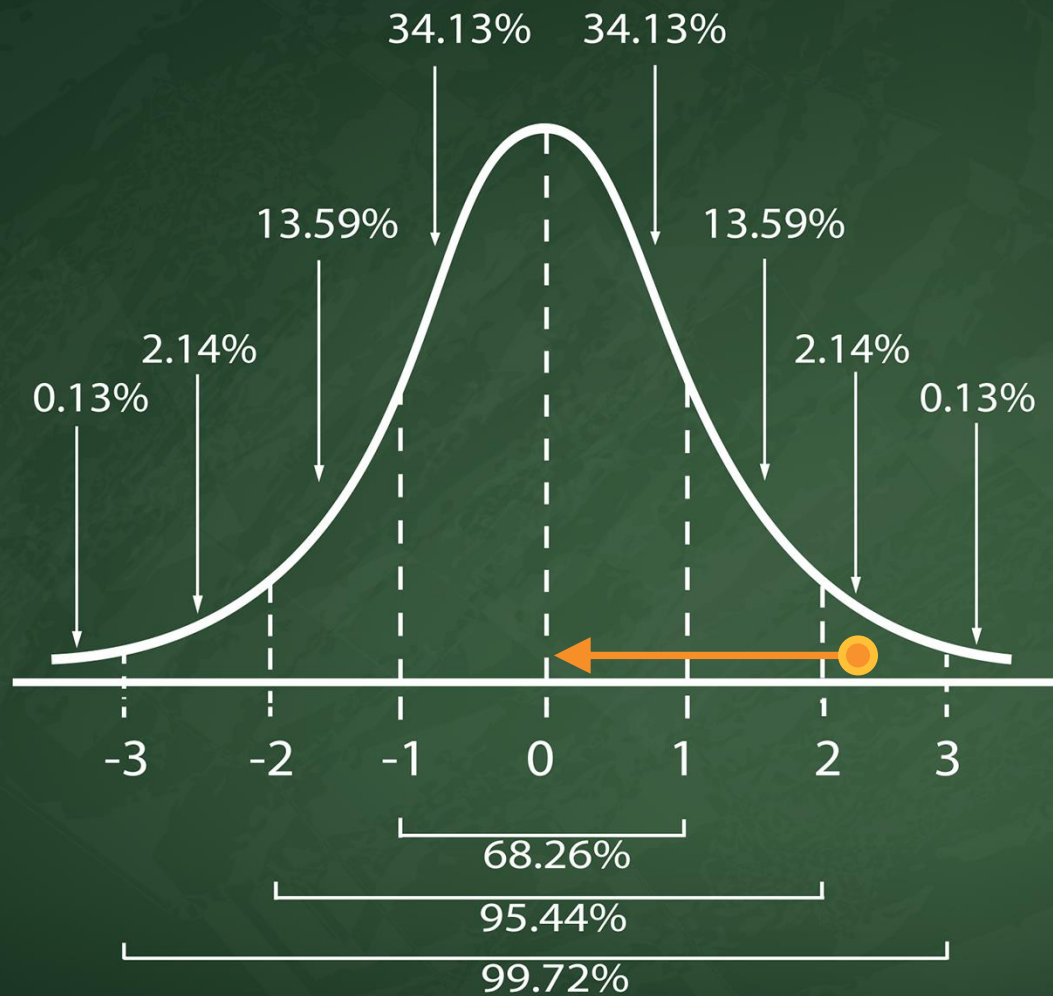
Neuroticism



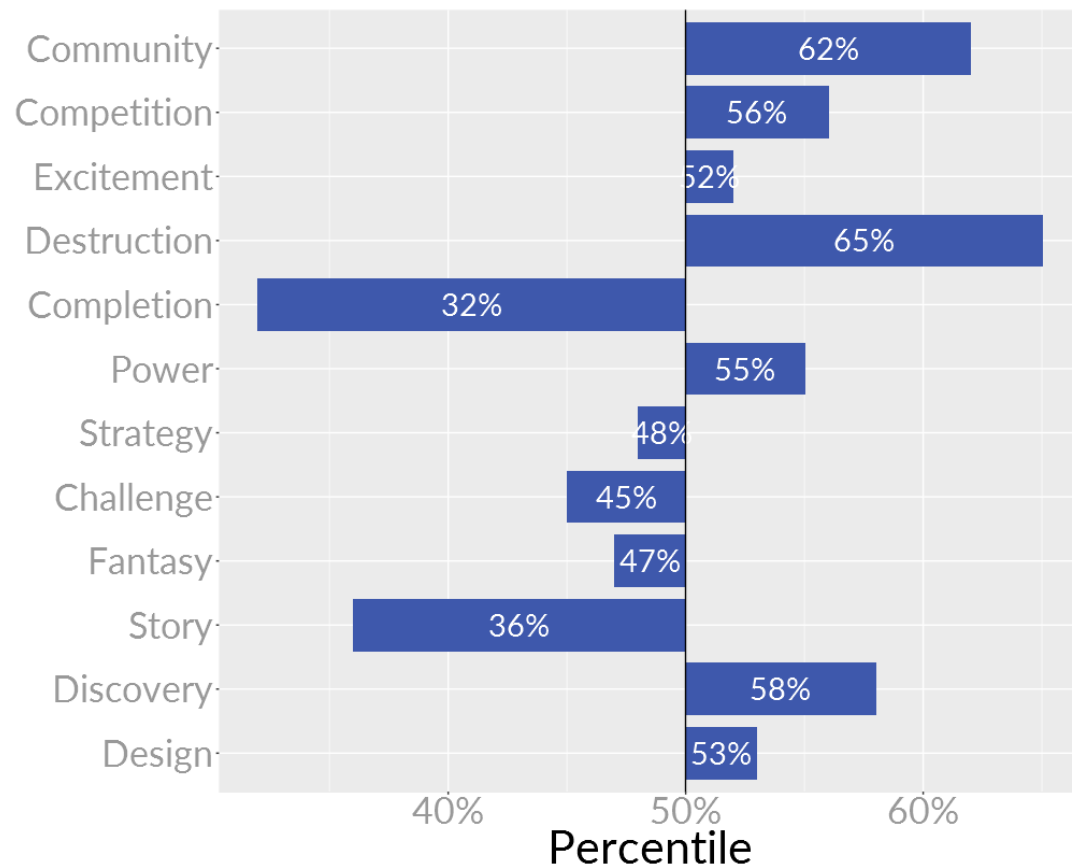
Anxious
Nervous



Calm
Relaxed



MOTIVATION PROFILE



GAMER MOTIVATION MODEL



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COMMUNITY SPECTRUM

Low ← ———— ● ———— → High

Preferences

Games
Examples

Motivation

Game
Examples

Preferences

Independence
Single-player.
Soloable quests.
Be in full control.

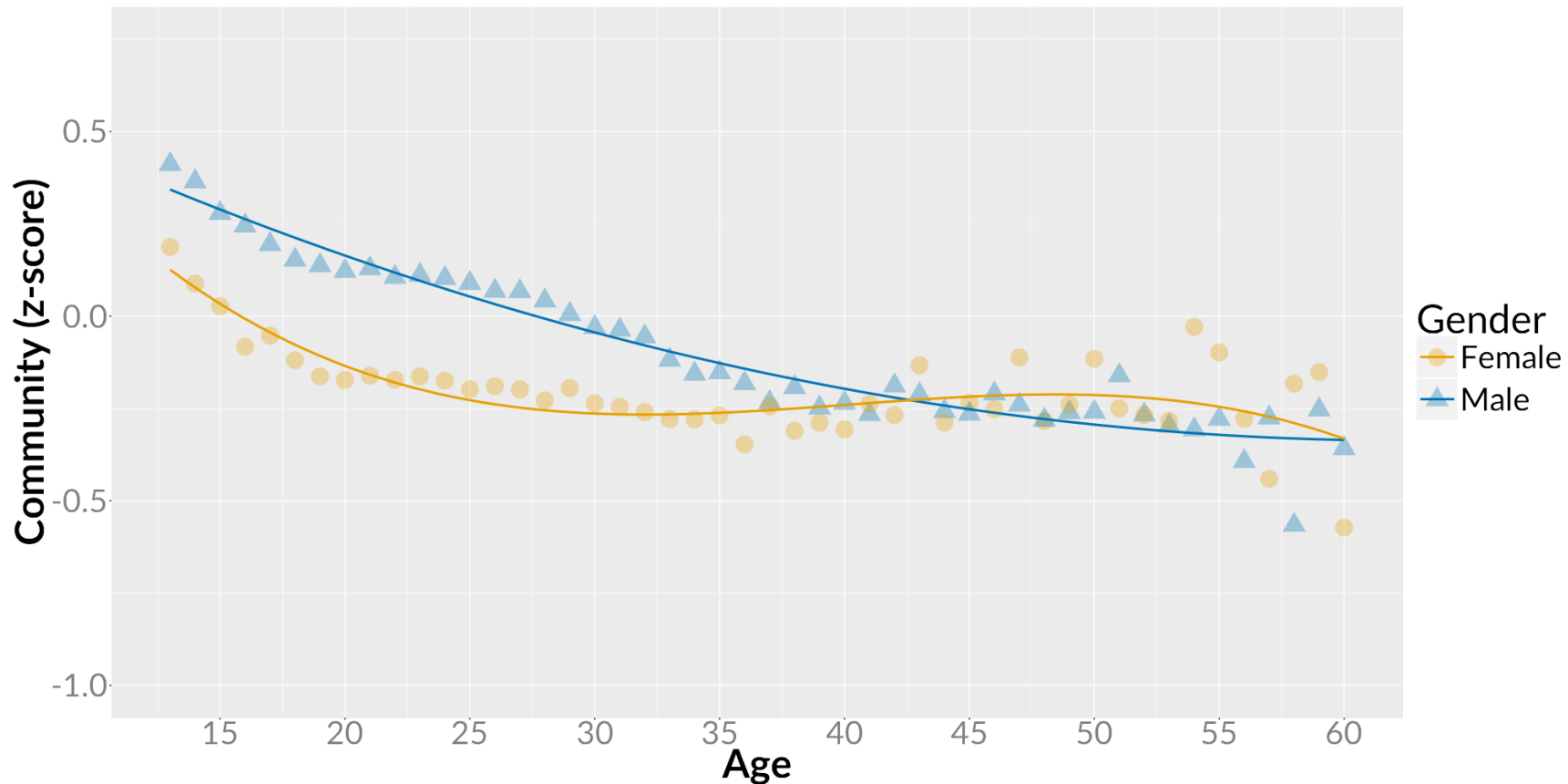
Lego Harry Potter,
Hatoful Boyfriend,
Farm Heroes Saga,
Yakuza 2

Community
Shared Experience

Destiny,
Final Fantasy XIV,
Rainbow Six Siege,
Battlefield (series)

Teamwork
Grouping up. Chatting.
Social interaction.
Collaboration.

WE STEREOTYPE WOMEN AS SOCIAL CARE BEARS, BUT MEN UNDER 30 CARE MORE ABOUT COMMUNITY



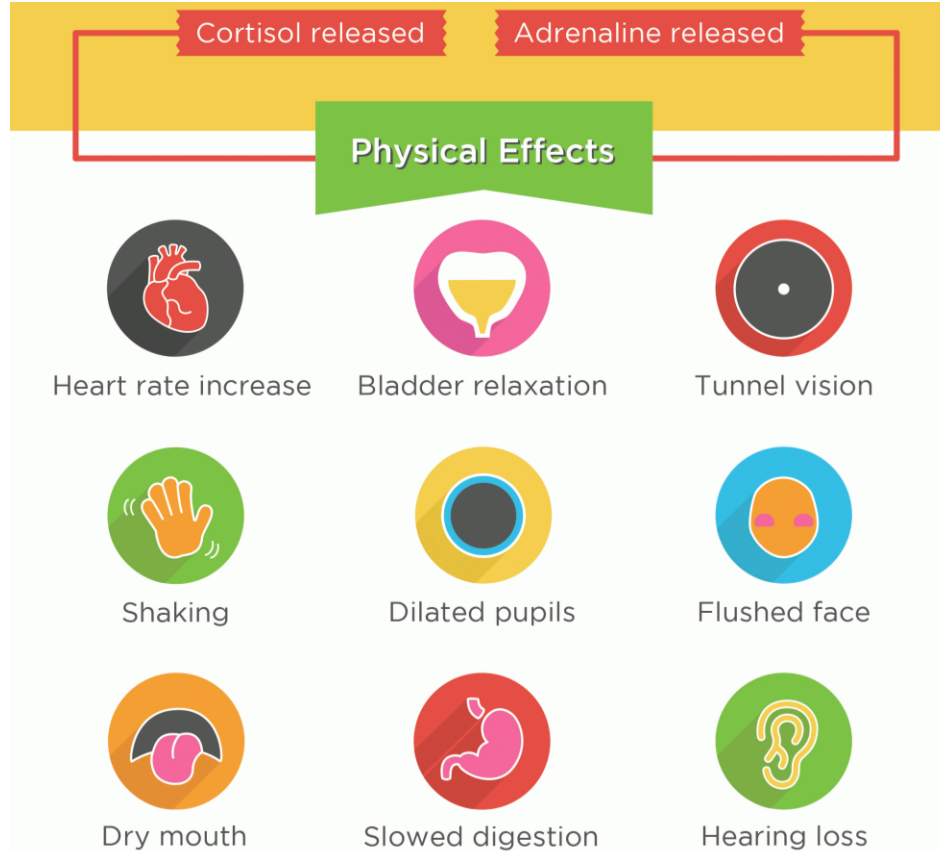


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THE ACUTE STRESS CASCADE





COMPETITION SPECTRUM

Low ← ————— ● ————— → High

Preferences

Games
Examples

Motivation

Game
Examples

Preferences

Non-Adversarial
Non-competitive.
No rankings/duels
against human players.

Myst, Gone Home,
Dragon Age II,
Lego Dimensions

Competition
Social Comparison

League of Legends,
DotA 2,
Call of Duty (series),
CS:GO

High Conflict
Adversarial.
Arenas. Duels. Matches.
Leaderboards. Rankings.

GAMER MOTIVATION MODEL



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0%



10%



20%



30%



40%



50%



60%



70%



80%



90%



100%



COMPLETE

COMPLETION SPECTRUM

Low ← ————— ● ————— → High

Preferences

Games
Examples

Motivation

Game
Examples

Preferences

Self-Driven

Decide what to do myself.
Sandbox/open gameplay.
Self-directed goals.

RimWorld,
Victoria II,
Kerbal Space Program,
Cities: Skylines

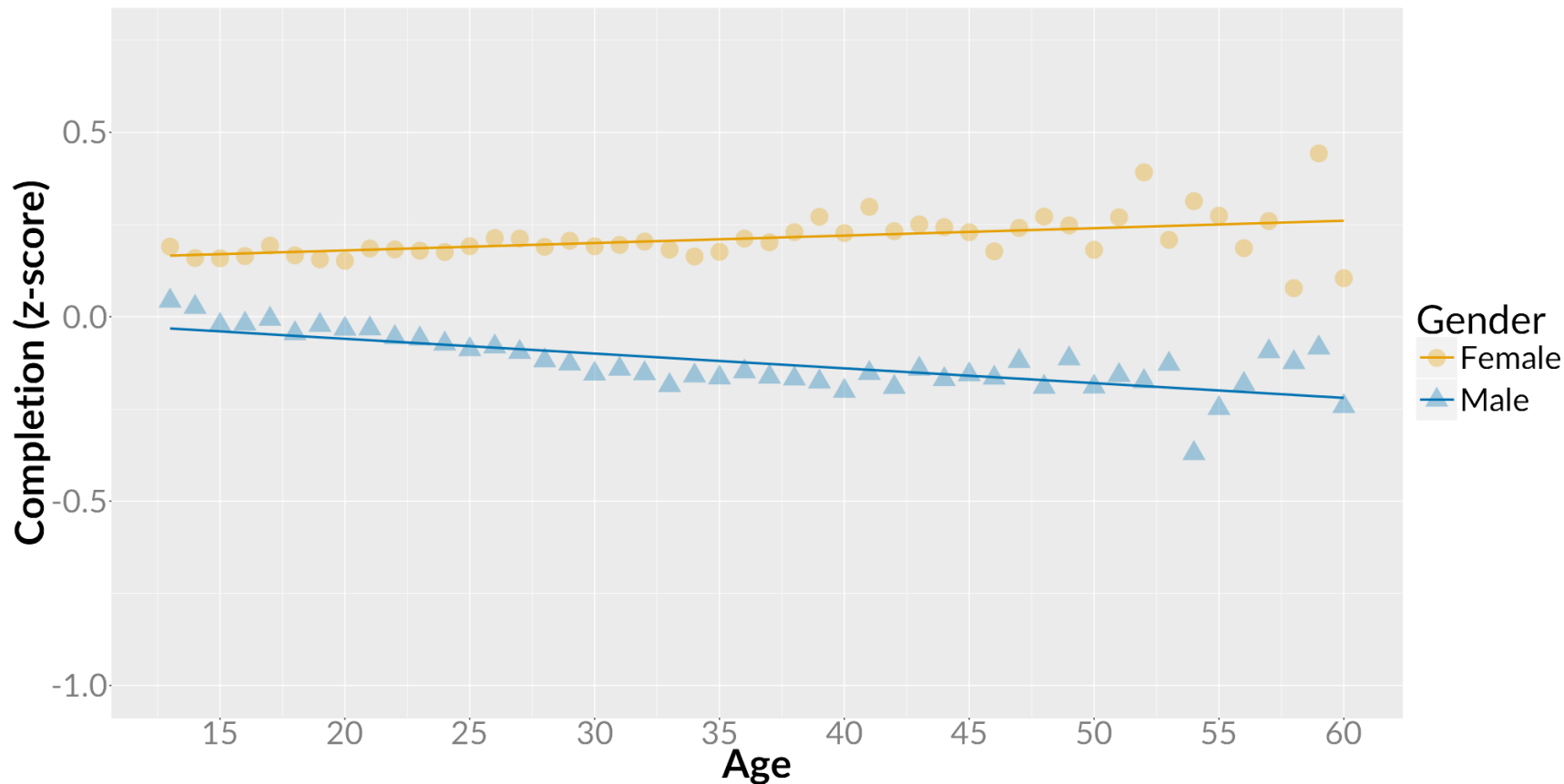
Completion
Source of Goals

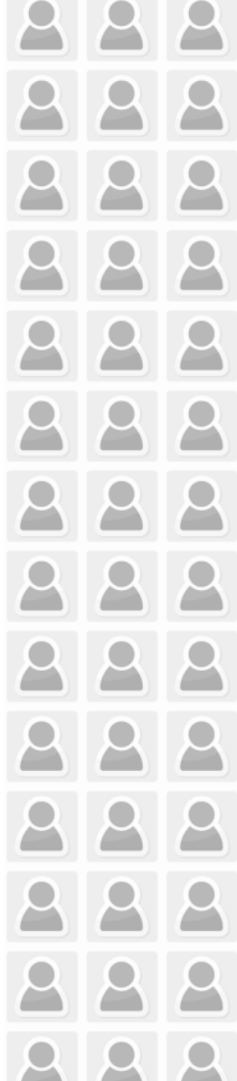
Dragon Nest,
Lego Dimensions,
Aura Kingdom,
Final Fantasy (series)

Task-Oriented

Complete tasks/quests.
Collect stars/trophies and
collectibles.

COMPLETION IS THE MOST STABLE MOTIVATION ACROSS AGE COHORTS

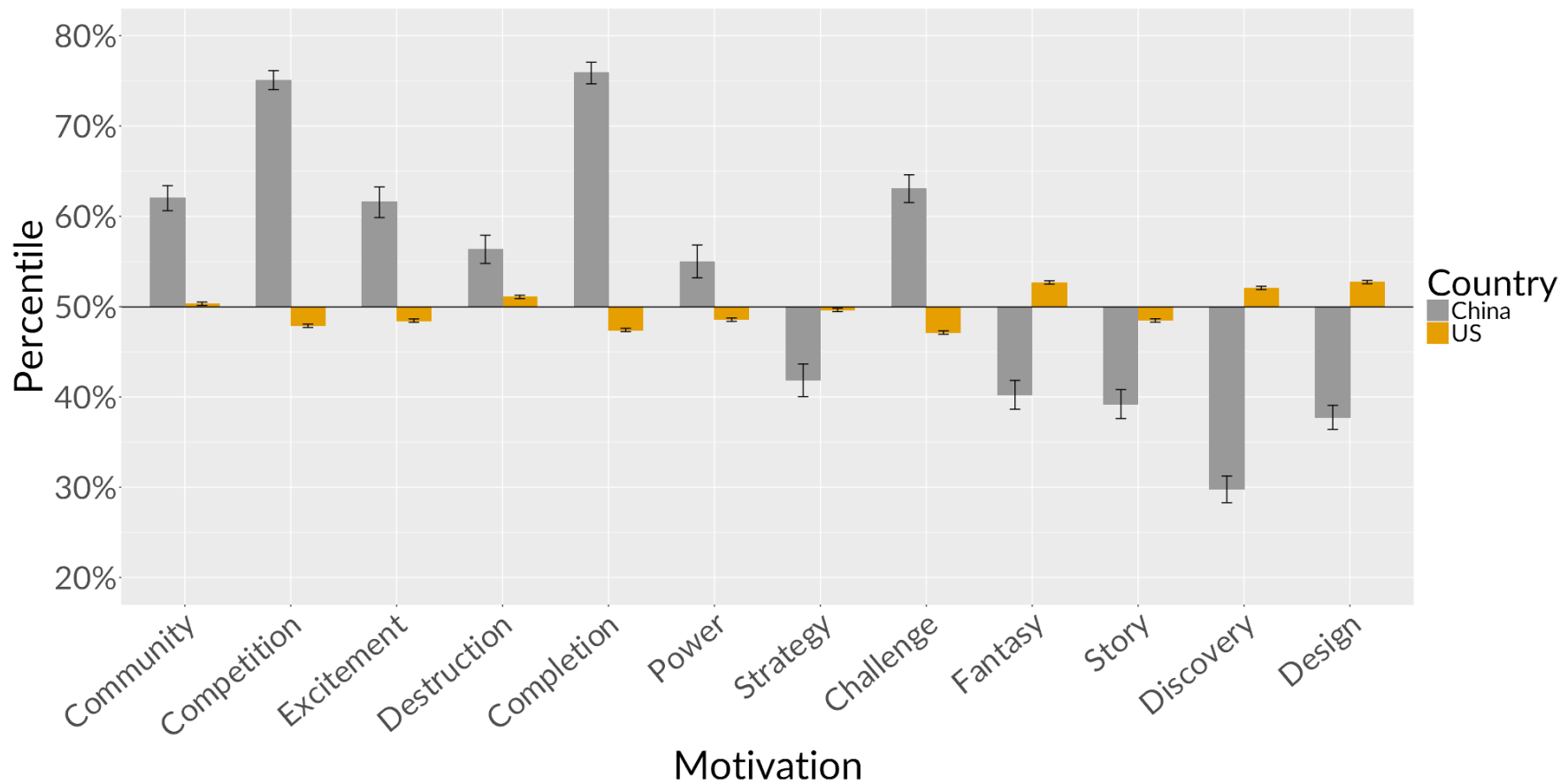




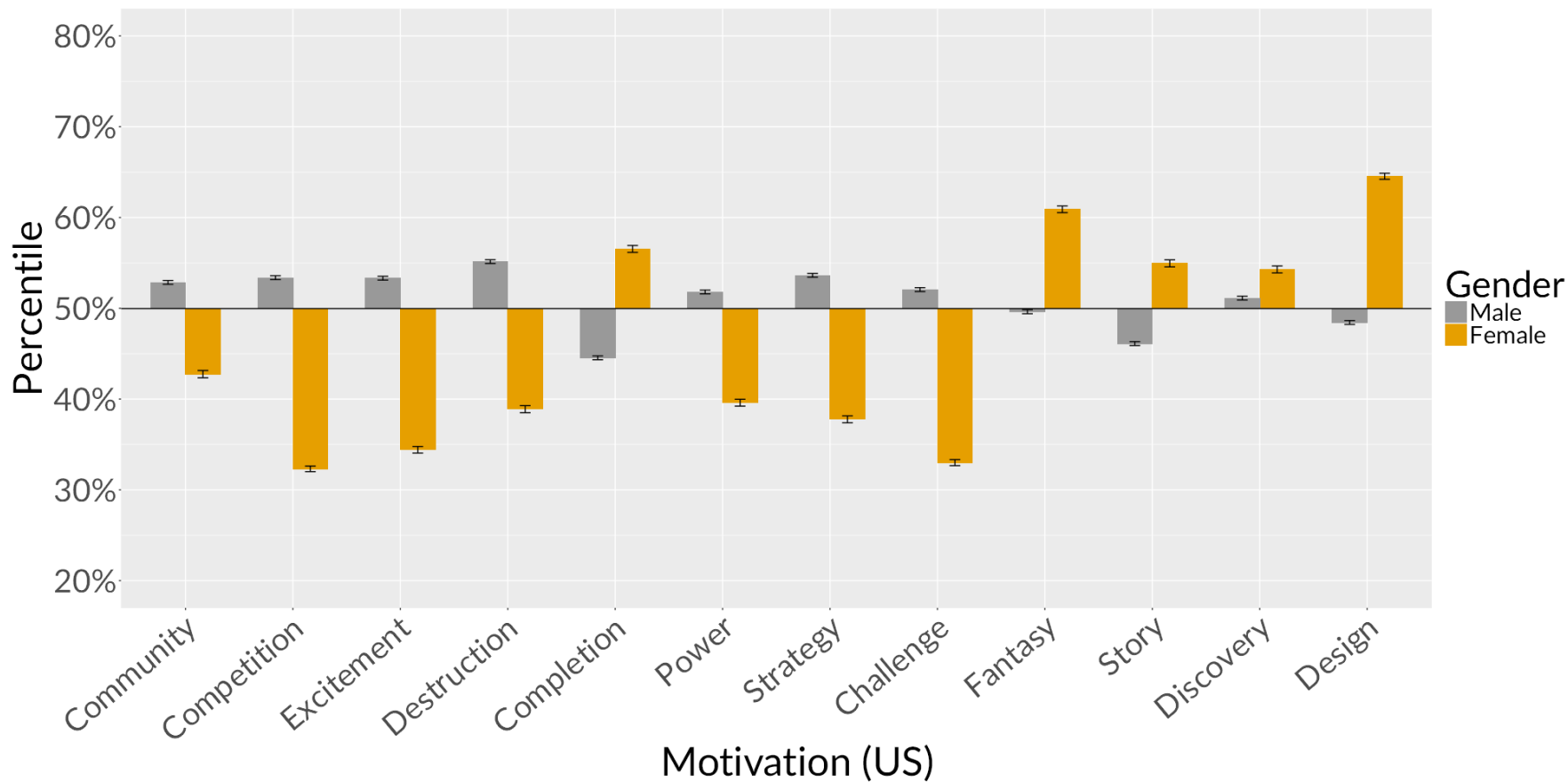
US **VS. CHINA**

- 2,000 representative Chinese gamers from panel provider.
- Gamer = someone who has played >60 mins of video games in past 30 days.

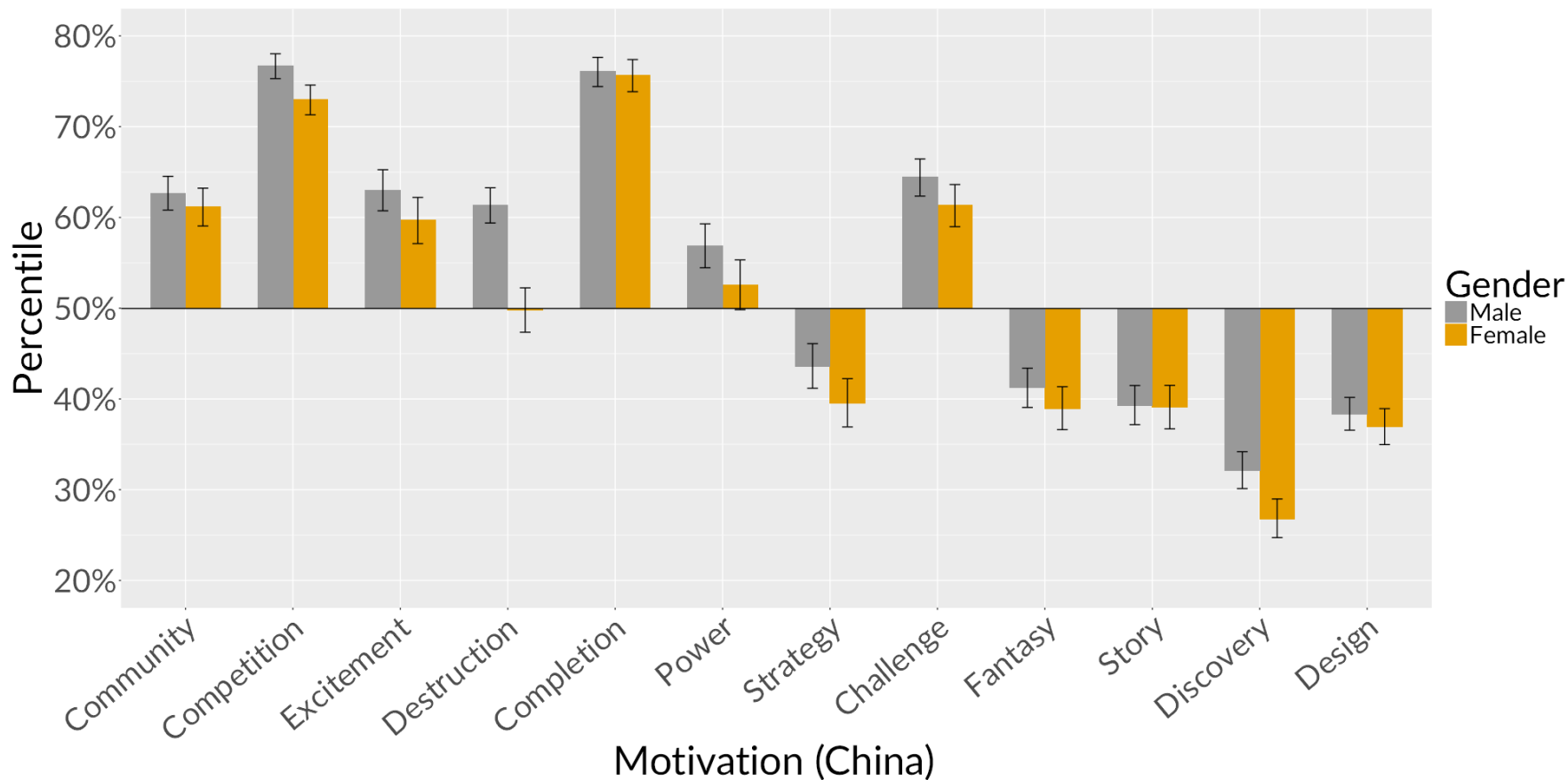
GAMING MOTIVATIONS: U.S. VS. CHINA



GENDER DIFFERENCES: U.S.



GENDER DIFFERENCES: CHINA



AGE CORRELATIONS: US VS. CHINA

	China	US
Community	-0.09	-0.11
Competition	-0.07	-0.26
Excitement	-0.06	-0.26
Destruction	0.01	-0.12
Completion	-0.04	0.01
Power	-0.03	-0.09
Strategy	-0.03	-0.01
Challenge	-0.03	-0.15
Fantasy	-0.02	-0.06
Story	-0.03	-0.12
Discovery	-0.06	-0.03
Design	-0.09	-0.13

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POWER SPECTRUM

Low ← ————— ● ————— → High

Preferences

Games
Examples

Motivation

Game
Examples

Preferences

Flat Progression

Fully-developed
characters from the start.
Static. Level playing field.

Night in the Woods,
The Longest Journey,
Ico,
80 Days, Her Story

Power
Growth

World of Warcraft,
League of Legends,
Diablo III,
Summoners War

Progression-Based

Start weak and grind.
Level up character/stats.
Upgrade weapons/spells.

GAMER MOTIVATION MODEL



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DESTRUCTION SPECTRUM

Low ← ————— ● ————— → High

Preferences

Games
Examples

Motivation

Game
Examples

Preferences

Enduring
Idyllic. Serene.
Constant. Evergreen.
No weapons/gore.
Typically G/PG content.

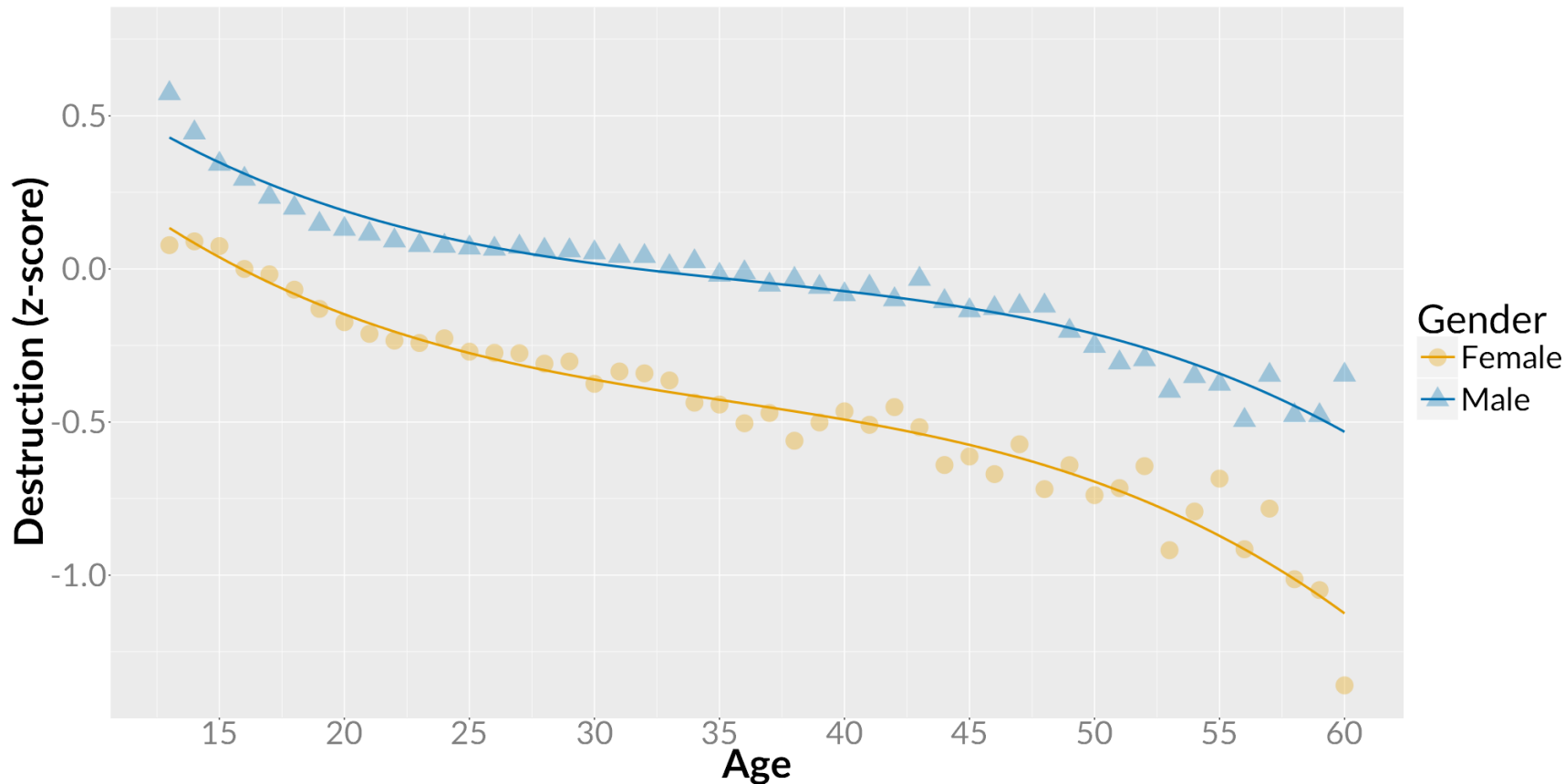
Professor Layton (series),
Myst, Riven,
Animal Crossing (series),
Harvest Moon (series)

Destruction
Entropy

Halo (series),
Call of Duty (series),
Destiny 2,
Battlefield (series)

Chaotic
Guns. Explosions.
Mayhem.
Carnage. Gore.
Destructible
environments.

DESTRUCTION IS MOST APPEALING FOR UNDER 18, AND THEN PLATEAUS FOR 2 DECADES



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FANTASY SPECTRUM

Low ← ————— ● ————— → High

Preferences

Games
Examples

Motivation

Game
Examples

Preferences

Generic/Abstract

Generic or abstract setting.
2D/retro graphics.
Minimal world-building and lore.

Counter-Strike (series),
Street Fighter (series),
Candy Crush Saga,
World of Tanks

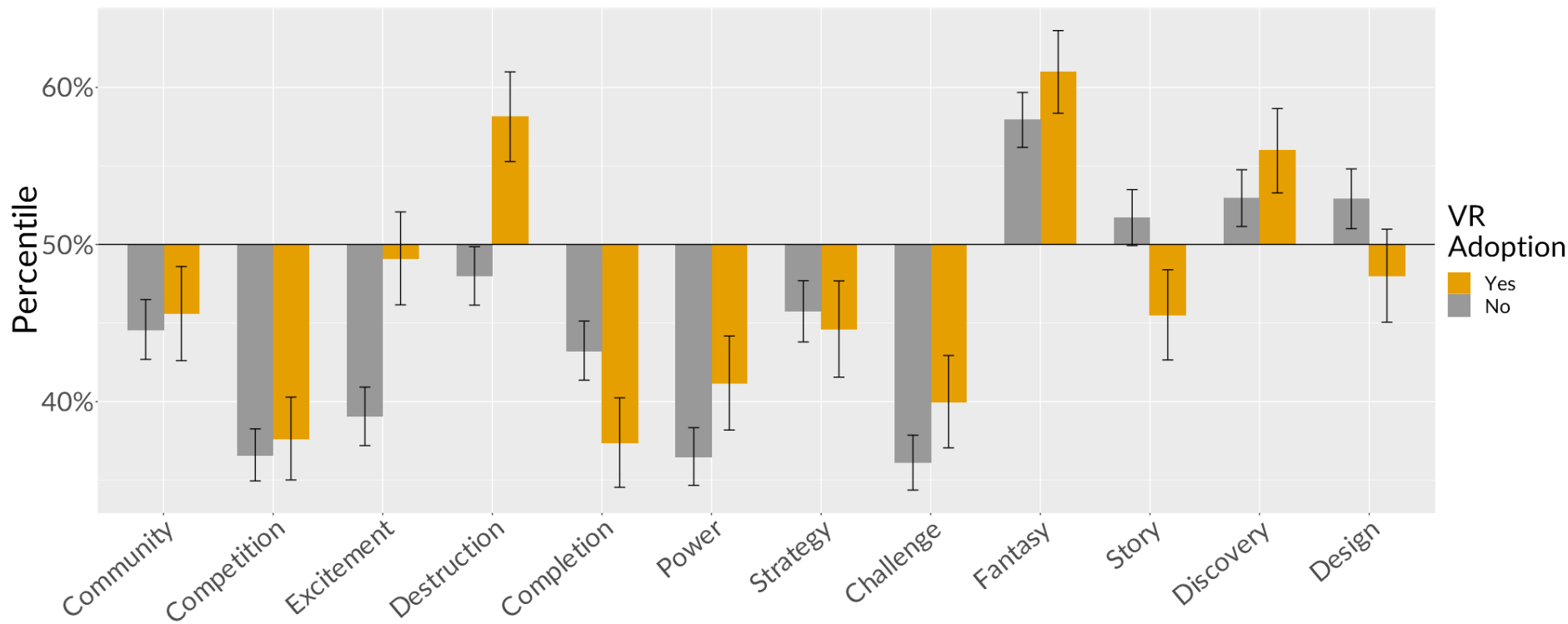
Fantasy
*Suspending
Disbelief*

Mass Effect (series),
Dragon Age (series),
Star Wars: KOTOR (series),
Fallout (series)

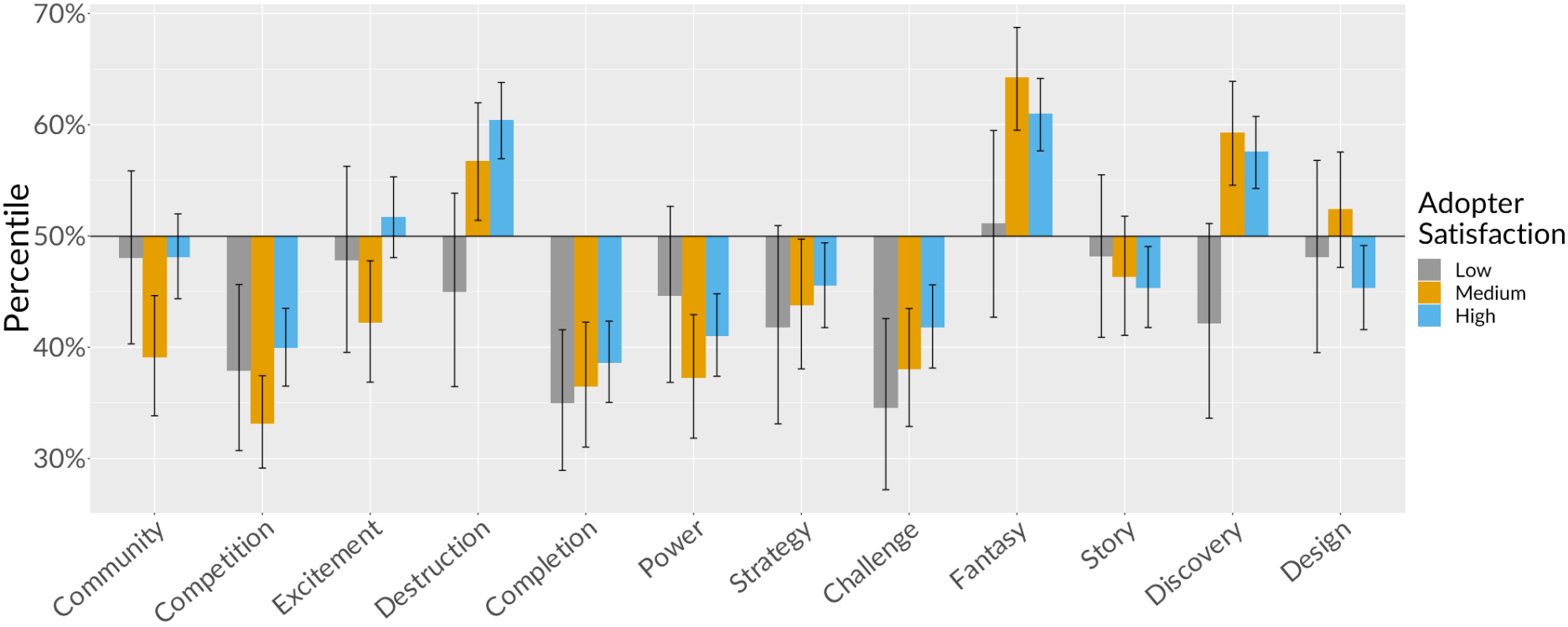
Deep Lore

Rich world lore/history.
Compelling alternate world.
Visually immersive world.

VR: ADOPTERS VS. NON-ADOPTERS



VR ADOPTERS: SATISFACTION



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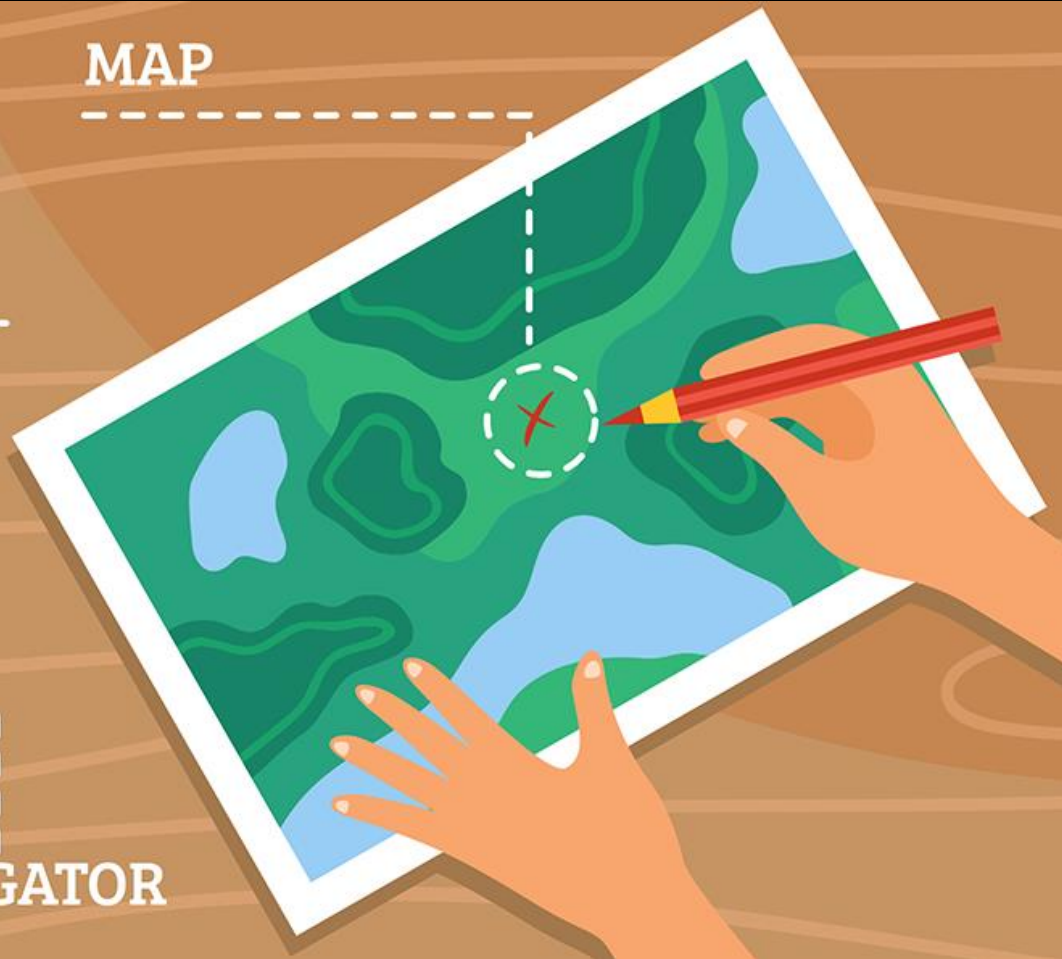


MAP

LIGHT



NAVIGATOR



DISCOVERY SPECTRUM

Low ← — — — — — ● — — — — — → High

Preferences

Games
Examples

Motivation

Game
Examples

Preferences

Practical

Fully-exposed rulesets.
Minimal unknown
variables and possible
interactions.

FIFA (series),
Call of Duty (series),
Mahjong,
Scrabble

Discovery
The Unknowns

The Elder Scrolls (series),
Riven,
Fallout (series),
Legend of Zelda (series)

Curious

Explore world. Find
hidden secrets/treasures.
Experiment with objects.
Tinker.

GAMER MOTIVATION MODEL



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CHALLENGE SPECTRUM

Low ← ————— ● ————— → High

Preferences

Games
Examples

Motivation

Game
Examples

Preferences

Easy Fun

Quick to learn.
Low skill barrier.
Straightforward
mechanics.
No skill-based gates.

Oxenfree,
The Longest Journey,
Animal Crossing,
Stardew Valley

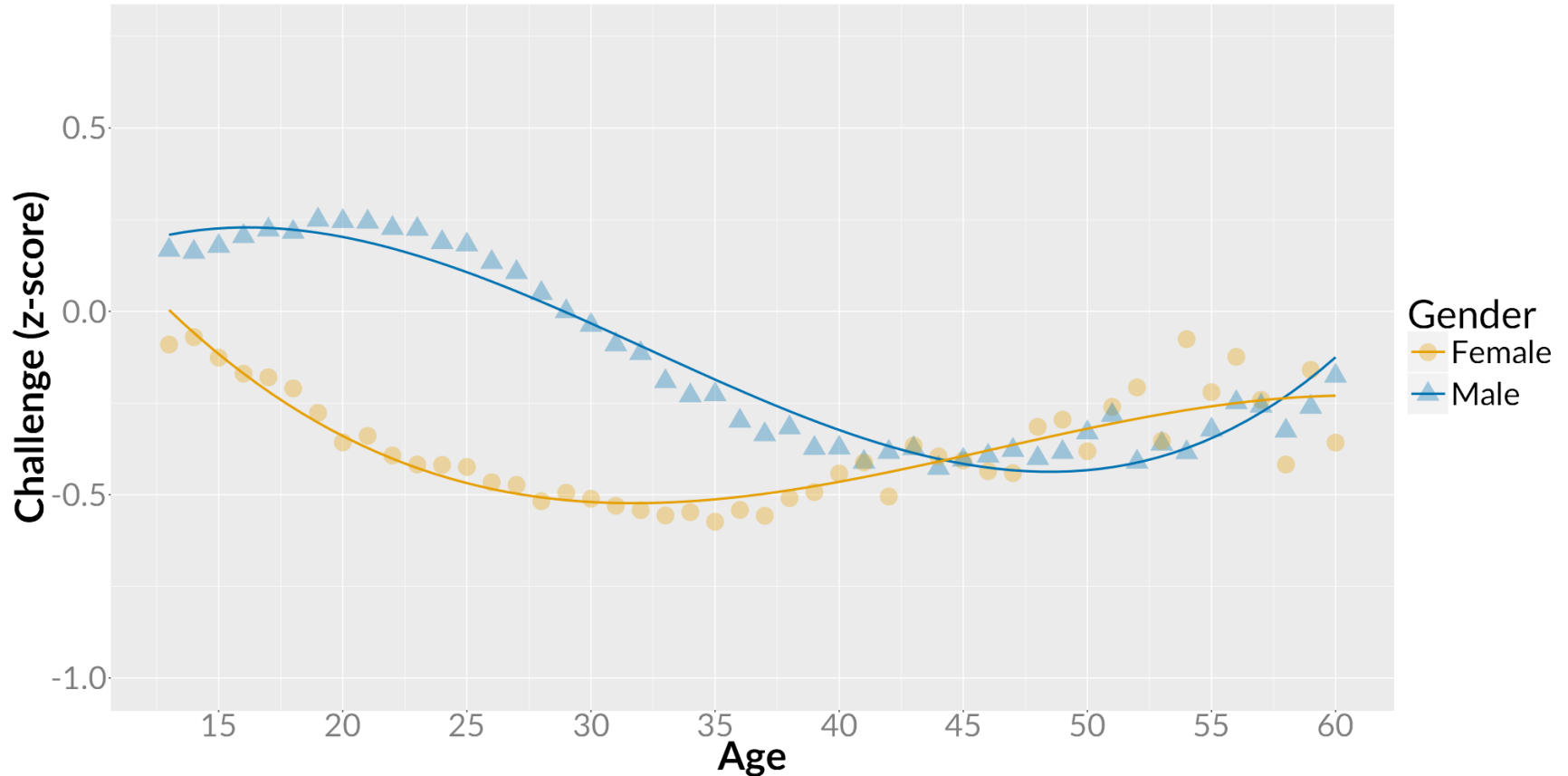
Challenge
Skill Improvement

Super Smash Bros. Melee,
DotA,
osu!,
Street Fighter V

Skill-Based

Steep learning curve.
Complex moves/rules.
Difficult missions, bosses.
Gated progress.

CHALLENGE IS THE ONLY MOTIVATION THAT REBOUNDS AFTER AGE 45



GAMER MOTIVATION MODEL



Action "Boom!"	Social "Let's Play Together"	Mastery "Let Me Think"	Achievement "I Want More"	Immersion "Once Upon a Time"	Creativity "What If?"
Destruction Guns. Explosives. Chaos. Mayhem.	Competition Duels. Matches. High on Ranking.	Challenge Practice. High Difficulty. Challenges.	Completion Get All Collectibles. Complete All Missions.	Fantasy Being someone else, somewhere else.	Design Expression. Customization.
Excitement Fast-Paced. Action. Surprises. Thrills.	Community Being on Team. Chatting. Interacting.	Strategy Thinking Ahead. Making Decisions.	Power Powerful Character. Powerful Equipment.	Story Elaborate plots. Interesting characters.	Discovery Explore. Tinker. Experiment.



STORY SPECTRUM

Low ← ————— ● ————— → High

Preferences

Games
Examples

Motivation

Game
Examples

Preferences

Open-Ended

No overarching narrative.
Basic/stock NPCs.
Blank canvas to build on.

Factorio,
SimCity,
Transport Tycoon,
Quake III Arena

Story
*Web of
Human Drama*

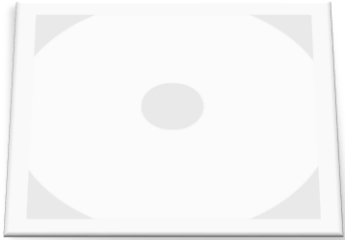
Mass Effect (series),
Dragon Age (series),
Life is Strange,
Persona 4

Scripted Drama

Elaborate narrative arc.
Large cast of characters
with motive/personality.

BIG FIVE PERSONALITY FACTORS

Openness to
Experience



Adventurous
Imaginative



Down-To-Earth
Pragmatic

Conscientiousness



Disciplined
Organized



Flexible
Spontaneous

Extraversion



Social
Energetic



Reserved
Low-Key

Agreeableness



Sympathetic
Compassionate



Guarded
Objective

Neuroticism



Anxious
Nervous



Calm
Relaxed

1 Disagree Strongly	2 Disagree a little	3 Neither agree nor disagree	4 Agree a little	5 Agree strongly
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I am someone who...

1. _____ Tends to find fault with others
2. _____ Is depressed, blue
3. _____ Can be somewhat careless
11. _____ Starts quarrels with others
12. _____ Can be tense
13. _____ Tends to be disorganized
14. _____ Worries a lot
15. _____ Tends to be lazy

GAMER MOTIVATION MODEL



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QUANTIC
FOUNDRY



3 HIGH LEVEL CLUSTERS



Action

“Boom!”

Destruction

Excitement

Social

“Let’s Play”

Competition

Community

Mastery

“Let Me Think”

Challenge

Strategy

Achievement

“I Want More”

Completion

Power

Immersion

“Once Upon a Time”

Fantasy

Story

Creativity

“What If?”

Design

Discovery

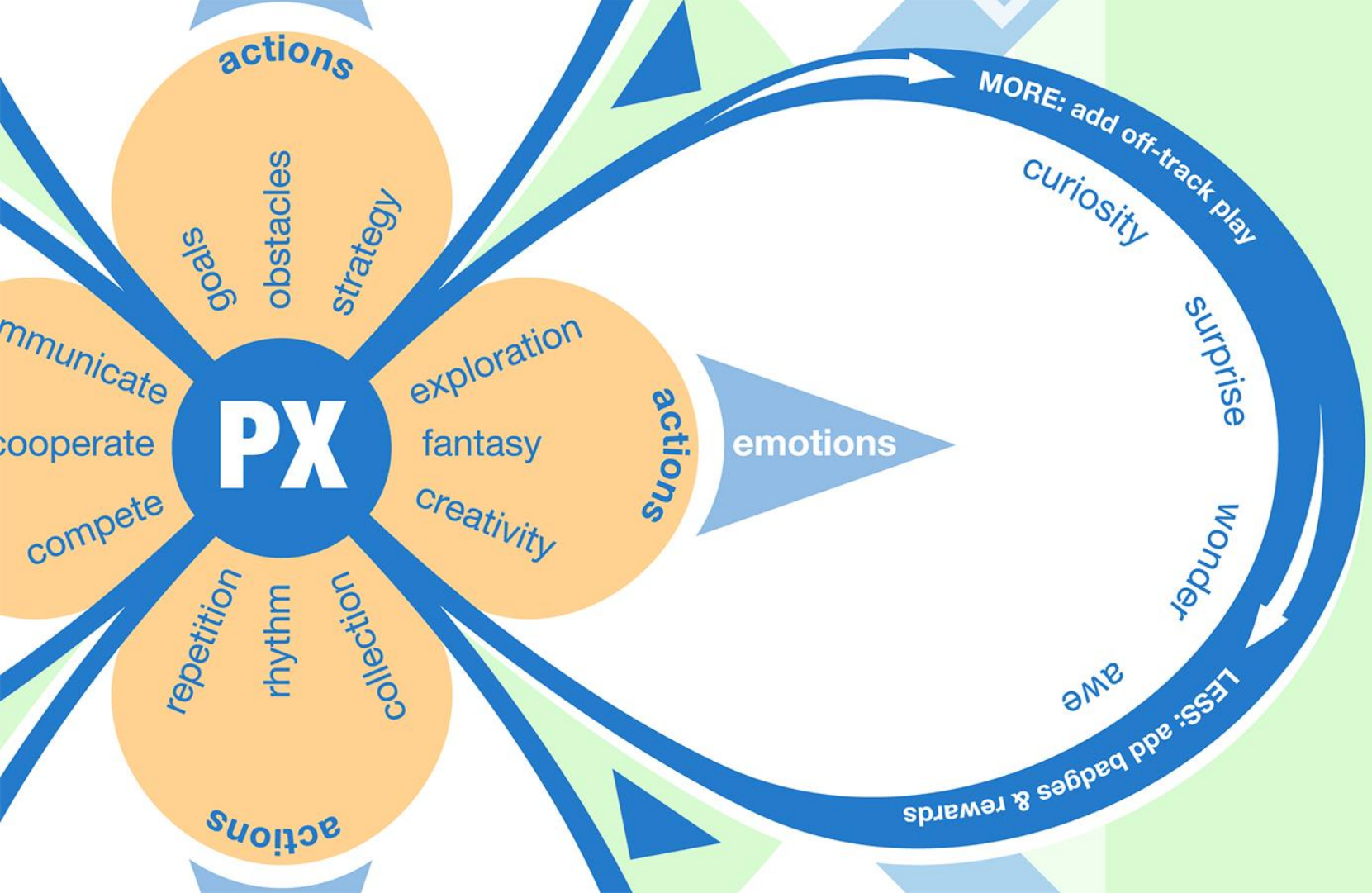
Adrenaline
Immediate
Excite Me
Bright

Cool-Headed
Long-Term
Cumulative
Tall

Expansive
Expressive
Curious
Wide

EASY FUN

CURIOSITY



Harmony

(Agreeableness)

Reflects the rules of player-to-player interactions.



Game Genre

