Player Types: A Meta-synthesis

Juho Hamari
Game Research Lab, School of Information Science
University of Tampere, Finland
juho.hamari@uta.fi

Janne Tuunanen
Department of Industrial Engineering and Management
Aalto University School of Science
janne.tuunanen@aalto.fi
MOTIVATION

Pay to win?
Produkt 1

Produkt 2
Produkt 3
Produkt 3
Homogent + Signifikant
4 måter
4 måter
Geografi
4 måter

Geografi

demografi

[Drawings of a globe and people with gender symbols]
4 måter

Psykografisk

Livshil oppførsel
livsstilar
4 måter
Psykografisk

Behavioral
怎么做？
+ Produkt
Metode
PLAYER TYPOLOGIES

MOTIVATIONS

TRAITS

BEHAVIOURS
TYPE SPILL: MMO
<table>
<thead>
<tr>
<th>Author(s)</th>
<th>Year</th>
<th>Basis</th>
<th>Methods</th>
<th>Presented player types</th>
<th>Games in the study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whang Chang</td>
<td>2004</td>
<td>Psychographic</td>
<td>Quantitative-factor analyses</td>
<td>Single-oriented player, Community-oriented player, Off-real world player</td>
<td>Lineage (MMO)</td>
</tr>
<tr>
<td>Tseng</td>
<td>2010</td>
<td>Psychographic</td>
<td>Quantitative-factor analyses</td>
<td>Aggressive gamer, Social gamer, Inactive gamer</td>
<td>Online games in general</td>
</tr>
<tr>
<td>Yee</td>
<td>2006, 2007, 2012</td>
<td>Psychographic</td>
<td>Quantitative-factor analyses</td>
<td>Achievement, Social, Immersion (+subconstructs)</td>
<td>Ever-Quest, Dark Age of Camelot, Ultima Online, and Star Wars Galaxies (MMOs)</td>
</tr>
<tr>
<td>Zackariasson et al.</td>
<td>2010</td>
<td>Psychographic</td>
<td>Conceptual-analytical</td>
<td>Progress &amp; provocation, Power &amp; domination, Helping &amp; support, Friends &amp; collaboration, Exploration &amp; fantasy, Story &amp; escapism</td>
<td>World of Warcraft (MMO)</td>
</tr>
<tr>
<td>Stewart</td>
<td>2011</td>
<td>Psychographic</td>
<td>Conceptual-analytical</td>
<td>Guardian/Achiever, Rational/Explorer, Idealistic/Socialiser, Aristocrat/Killer, Conqueror/Wanderer, Manager, Participant, Hardcore, Casual</td>
<td>The same ones as in the previous studies that it combines</td>
</tr>
<tr>
<td>Bartie</td>
<td>1996</td>
<td>Behavioral</td>
<td>Qualitative observations, Conceptual-analytical</td>
<td>Achiever, Explorer, Socialiser, Killer</td>
<td>MUDs</td>
</tr>
<tr>
<td>Lazzaro</td>
<td>2004</td>
<td>Behavioral</td>
<td>Conceptual-analytical</td>
<td>Easy fun, Hard fun, Altered states, The people factor</td>
<td>Non-exclusive</td>
</tr>
<tr>
<td>ip Jacobs</td>
<td>2005</td>
<td>Behavioral</td>
<td>Quantitative - factor analyses</td>
<td>Hardcore gamer, Casual gamer</td>
<td>Non-exclusive</td>
</tr>
<tr>
<td>Kallo et al.</td>
<td>2011</td>
<td>Behavioral</td>
<td>Triangulation of quantitative and qualitative data</td>
<td>Social mentalities, Casual mentalities, Committed mentalities</td>
<td>Non-exclusive</td>
</tr>
</tbody>
</table>
VANSKELIG: LIKHET
Player Types
PLAYER TYPES

HARDCORE vs CASUALS
PLAYER TYPES

HARD CORE vs CASUALS

For ENKELT?
PLAYER TYPES

PLAYER TYPE MODEL

HARD CORE

CASUALS

2/10

9/10

1/10

3/10

0/10
PLAYER TYPES

LIFE = GAMING

HARDCORE

Leeenge

Kami

ALT

HIPSTERS
PLAYER TYPES

PROBLEMER:

<table>
<thead>
<tr>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>1</td>
<td>2 CASUAL</td>
<td>3</td>
<td>...</td>
<td>HARDCORE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

VIL: HOMOGENE + BESKRIVENDE
STEWART (2011)

Adventure Puzzles

Intelectul Challenges

Men...

Popular discussion

Action + Strategy

STEWART

CASUALS!
IFølge Metal Smith

Adventure + File

FPS

O
Proengel er: \( \text{כוס} = x \cdot y \)
SCALE

CASUAL

1 2 3 ..... 73 ..... HC

IKKE 1 SEG SELV

TYPOLOGY
IMMERSION = 🍜...

0g 🍜 = ⬡️ + 🌿

⇒ D 🍜 + IMMERSED + 🐦

RETORISK...
IMMERSION ∈ \{ Motivational factors \} → Segmentering
Behavioral.
DRACHEN (2009)

Log.txt

[Diagram: A woman standing next to a coffin, a drone, and a tree with four branches: 1, 2, 3, 4]
VETERANS

seasoned

FAST
VETERANS

Seasoned

FAST

SOLVERS

LANG + 図 = ✓
Veterans

Seasoned

FAST

Solvers

LANG + \[\text{\textbullet}\] = \checkmark

Pacifists

\[\text{\textbullet} + \text{\textbullet} = \infty\]

\[\text{\textbullet} \times \text{\textbullet} = 0\]
VETERANS

Seasoned

Fast

PACIFISTS

+ = ∞

- = 0

SOLVERS

LANG + 田 = ✓

Runners

WOW!
HAMARI & LEHDONVIRTA (2010)

STATUS VS Progresjón VS affordance

LV. 99%
HAMARI & LEHDONVIRTÅ (2010)

CUSTOMERS

"SPILL STRUKTUR"

MARKETING
Lv. 1 = SAS PLUSS
Lv. 2 = BRONZE vs. SILVER
Lv. 3 = vs. GOLD

ONLINE GAME
DEVs.  PLAYER X

Lv. 1 vs. Lv 99

Casual ... HC?
BART (1996)

4 Player Types

Players

Socialiser

Explorer

Achiever

Killer

Acting

Interacting

World
Kritikk

Too EZ!

Achiever
SOCIALISER

TID

Killer

eller: Killer + Achiever ??
BARTLE

Achiever 1-10

Scales!!

Killer 1-10

Social 1-10

Ex. 1-10

Report = 4 types
YEE (02, 06, 07)

3 FACTORS

Achievement

1/3

Social

1/3

Immersion
Factors?

Basis for:

Psychographic segmentering
Factors → Sier hoorfor folk spiller

basis for:

Psychographic segmentering
Deus + PLAYER TYPOLOGIES

GAME DIMENSIONS
EXPLORERS SOCIALISERS

Achiever

😊 😊 😋 😃
ZACHARIASSON (2010)

↓

YEE

Progress & provocation
Power & Domination
Helping & support
Friends & collaboration

Achievement
Social

Identity constructions
"mot seg selv"
"mot andre"

EXPLORE & FANTASY
IMMERSION

FAKTORER FOR MOTIVASJON
Motivation = ??

Start: 2 faktorer: Need for exploration
        Need for conquering

Tseng (2010)
TSENG (2016)

**Motivation:** ??

Blé & al.: 3 player types

- **Aggressive**
  - \( \uparrow \) explore
  - \( \uparrow \) conquer

- **Social**
  - \( \uparrow \) explore
  - \( \downarrow \) conquer

- **Inactive**
  - \( \downarrow \) explore
  - \( \downarrow \) conquer
"Lineage" - online

- Single oriented community
- "off-real world player"
Leo Whang & Chang (2009)

Single oriented $\Rightarrow$ alle spill = 1p

Community $\Rightarrow$

"off-real world player" $\Rightarrow$ vil bli best unansett $\Rightarrow$ anti-social
Kallio (2011)

crossed out traditional types

tid og sted = typen du er
Kallio (2011)

3 kategorier x 3 sub

Social mentalities:
- Children
- Mates
- Company

Casual mentalities:
- Kill Time
- Fill Gaps
- Relax

Committed:
- Fun
- Immersion
- Entertainment