Player Types – A Meta-synthesis
Part Two

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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
Criticism on Player Types

- Arguably easily critisiable 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