Understanding Player Attitudes Towards Digital Game Objects

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Goals
- Assess player attitudes towards digital game objects to understand how the tendency to collect can be used to improve game design;
- Identify which game genres motivate players to value their digital game objects;
- Identify the main reasons why players value their game objects;
- Identify the personalization features that players consider most important.

Methodology
- Online survey consisted of four parts: demographic information, questions about player attitudes towards digital game objects, player type assessment based on the BrainHex model, and the Ten Item Personality Measure.

Results
- Role-Playing Games were where players most valued their game objects: MMORPGs appeared as the most cited game genre, with Traditional RPGs and Action RPGs following, Action-Adventure, MOBA, Simulation, and CCG also appeared considerable;
- Utility and Enjoyment were the main reasons for valuing game objects, followed by Enjoyment, Self-Expression, and Memory;
- Dyes or color-changing, physical placement adjustments, and naming or name-changing were the most important personalization features;
- Our analysis also suggests that players’ reasons for valuing game objects and personalization of digital game objects varies between different game genres.

Future Work
- Conduct statistical tests to validate our findings, after increasing the data set;
- Collect data from qualitative interviews from players who opted to participate;
- Analyze data from game genres and game objects’ values from a richer set of players’ responses (currently we only considered players’ favorite object);
- Analyze how these findings may be valuable to game designers, game researchers, and educators for informing game design and refinement, understanding how players value game objects, and assisting in developing more robust player typographies.