



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

SCHOOL OF COMPUTING
Faculty of Engineering

Project Proposal Form MCSD 6215
Sem:..... Session:.....

SECTION A: Project Information

Program Name: **Masters of Science (Data Science)**

Subject Name: **Project 1 (MCSD 6215)**

Student Name: Safira Nurul Izza

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Student Email & Phone: nurulizza@graduate.utm.my

Project Title: Analyzing Player Feedback in Steam Review Across Game Genres

Supervisor 1: _____

Supervisor 2 / Industry
Advisor(if any): _____

SECTION B: Project Proposal

Introduction:

Steam is one of the largest gaming platforms with millions of users use it to play and interact. It provides features like purchasing games, playing multiplayer and communication with other players. Players can leave their experiences for the games they have played as a review. With this, they can share and discuss about the in-game features, such as achievements, character customizations, quests, and many more. However, Steam review system labels the players' reviews into "recommended" and "not recommended", which limit the understanding of game developers of what the players truly feel about their games.

Game genre is a classification based on gameplay characteristic and how the players interact with the game. Each genre received different feedback and acceptance from the players. Some genres get more critiques on the storyline, while others received praises even with simple storyline. With the simplification in the Steam review system, game developers cannot grasps such details in players feedback. Using trends and sentiment analysis, this study will comparing the number of positive and negative review and provide more details of the review labels by different genres.

Problem Background:

Steam reviews are the primary way for game developers to understand what their customers think of their games. However, the binary technique utilized by Steam does not capture the intricacies of how players feel. For example, a favorable review could simply say "It's okay, nothing special," and a negative review could say "Great concept, but too many bugs."

This lack of detail makes it difficult for creators to fully evaluate how their game is regarded, especially across genres. Because players' expectations vary by genre, it's critical to go beyond review counts.

Problem Statement:

The Steam review system's positive and negative labels oversimplify feedback, providing only a broad idea of players' attitudes toward games. There hasn't been much research into the differences in review patterns between game genres. As a result, developers risk losing out on important variances between what players prefer in various genres. This study seeks to solve this by investigating how positive and negative reviews change by genre.

Aim of the Project:

This study aims to examine the connection between player feedback and various game genres on Steam, reveal significant trends in review sentiments, and offer developers suggestions to improve player satisfaction within particular genres.

Objectives of the Project:

1. To collect review data on selected Steam games in certain genres.
2. To analyze the proportion of positive and negative reviews for each genre.
3. To identify trends in player feedback across genres and provide actionable insights.

Scopes of the Project:

1. A selection of Steam games in four genres (e.g., RPGs, FPS, simulation, horror)
2. Reviews are written in English to avoid translation issues.
3. Use reviews from a specified timeframe

Expected Contribution of the Project:

This study will show how player feedback varies by game genre on Steam, assisting developers in determining which genres create more good or negative input.

Project Requirements:

Software: Python, BeautifulSoup/Selenium, NLTK/VADER, Pandas, Matplotlib/Seaborn, Google Colab/Jupyter Notebook

Hardware: Macbook RAM 8 GB

Technology/Technique/
Methodology/Algorithm:

Data collection, sentiment analysis, data analysis, visualization

Type of Project (Focusing on Data Science):

- ☐ Data Preparation and Modeling
- ☒ Data Analysis and Visualization
- ☒ Business Intelligence and Analytics
- ☐ Machine Learning and Prediction
- ☐ Data Science Application in Business Domain

Status of Project:

- ☒ New
- ☐ Continued

If continued, what is
the previous title?

SECTION C: Declaration

I declare that this project is proposed by:

- ☐ Myself
- ☐ Supervisor/Industry Advisor ()

Student Name:

Signature

Date

SECTION D: Supervisor Acknowledgement

The Supervisor(s) shall complete this section.

I/We agree to become the supervisor(s) for this student under aforesaid proposed title.

Name of Supervisor 1:

Signature

Date

Name of Supervisor 2 (if any):

Signature

Date

SECTION E: Evaluation Panel Approval

The Evaluator(s) shall complete this section.

Result:

- ☐ FULL APPROVAL ☐ CONDITIONAL APPROVAL (Major)*
- ☐ CONDITIONAL APPROVAL (Minor) ☐ FAIL*

* Student has to submit new proposal form considering the evaluators' comments.

Comments:

Lined area for writing the proposal.

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Name of Evaluator 1:

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Signature	Date

Name of Evaluator 2:

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Signature	Date