HPV & Digital Gaming Focus Group 11\_17

Codes

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| **Additional Features\_Charcteristics to consider for HPV Vaccine Game** |
| A good story line\_Narrative |
| Accurate |
| Advertisements (Ads) |
| Catchy Game |
| Context (Where you are giving the game and by whom) |
| Entertainment Value |
| Exploration |
| Flow |
| Fun\_Enjoyable\_Cool |
| High Quality Graphics |
| Incentives\_Rewards |
| Inclusion of Characters |
| Informative |
| Interactive (i.e. Questions) |
| Mobile App Based\_downloadable technology |
| Need to only play once |
| Not too lengthy |
| ~~Point System\_Points (in levels)~~ |
| Private |
| Relevant |
| Role playing Game (RPG) in nature |
| Self-explanatory (easy to understand) |
| Short Brief\_Subtle Messages |
| Similar concept to Osmosis Jones |
| Single Player Game |
| Social Component\_Engagement with other |
| Solving a Problem\_Quest |
| Various Levels |
| **Aspects most liked about video game character** |
| ~~Childhood Memories (Nostalgia)~~ |
| ~~companion~~ |
| ~~Contrary to the beliefs of others~~ |
| Different\_Opposite from self |
| ~~Doesnt give up on values (under ethical/moral decisions)~~ |
| Ease of Play |
| Educational |
| Fantasy (Exploration\_magic) |
| Fun\_Enjoyable\_Cool |
| Honorable |
| Intimidating |
| Moral\_Ethical Decision Making |
| Original OG of Video Games |
| Physical Attributes (appearance, looks) |
| ~~Saves~~ ~~the world~~ |
| Similar to own Personality |
| Skill based attributes-(strength, Power-Ability, speed) |
| Team Game\_Team Effort (characters work together, mimics real world ooperation) |
| ~~Warfare~~ |
| ~~Well-liked by~~ ~~Others~~ |
| Wellness\_Healt Association  **Customizations** |
| **Attractive Characteristics\_Features of the Video Games played** |
| Action Based Excitement\_Intensity of the Game |
| Adventure |
| Competition\_Comradery |
| Creative Freedom\_Ability to Modify |
| Open world sandbox |
| Storytelling\_Storyline |
| Customization (General\_Character) |
| Physical appearance customization |
| Skill customization |
| Easy Breaking Points |
| Enjoyment\_Fun\_Cool |
| ~~Fits into schedule (with break points)~~ |
| ~~Game that Lasts (Longevity)~~ |
| ~~Goal setting~~ |
| Immersive/ Immersed |
| Interactive (i.e. Questions) |
| Learning Platform |
| Levels\_Rapid Ascension from one level to the next |
| ~~Online vs. Offline~~ |
| ~~Playing the Villian or Bad guy~~ |
| ~~Problem Solving\_Completing a Task~~ |
| ~~Real time Experiences\_Realistic~~ |
| Relaxation\_Escape\_Stress Management |
| Rewards\_Sense of Gratification |
| Social Interaction |
| ~~Solidarity\_Focusing on being the Player~~ |
| ~~Strategy Planning~~ |
| Team work\_Team effort(able to play with friends) |
| ~~Unique experience (tailored)~~ |
| Vivid Graphics (real life) + Game effects |
| **Barriers to HPV Vaccine uptake** |
| Alternative Treatments Available |
| Cost\_Expense |
| Fear due to Lack of Knowledge\_Awareness |
| Fear of Safety\_Side Effects |
| Lack of knowledge |
| Not fully tested\_new vaccine |
| Parent(s)\_Parental influence |
| Takes time to get it from doctor\_Inconvenience |
| **Benefits of using a digital game to discuss HPV** |
| Can learn privately |
| College students are digital learners\_digital natives |
| Increases Conversation\_Awareness\_Knowledge |
| Remove Awkardness (sensitive topic) |
| **Character Customization in a Video Game for HPV** |
| (Pre-existing characters\_not customizable) |
| Dependent on Context Playing In\_Depends on game (i.e. Offline vs. Online, who's going to see) |
| Doesn't matter much |
| Don't play video games |
| Microtransactions (play for play, earn points to improve character) |
| Special Customization |
| fantasy |
| Physical\_Appearance Based Customization |
| Sexual Profile Customization |
| Skill Based Customization |
| Standard\_Broader Customization |
| **Examples of Video Games played (mobile\_console\_computer)** |
| 2048 |
| 24A |
| 2K |
| Angry Birds |
| Apocalypse |
| Assassin's Creed |
| Bejeweled |
| Black Ops |
| Blitz |
| Call of Duty |
| Clash of Clans |
| Coccarope |
| Crash band |
| Destiny |
| Dragon Age Inquisition |
| Dragon Warefare\_Dragon Quest |
| Fall-out |
| Fantasy Star |
| FIFA |
| Flappy Bird |
| Fruit Ninja |
| Grand Theft Auto |
| Guitar Hero |
| Halo 5 |
| Heart of Stone |
| Interbust |
| Jeopardy |
| Just Dance |
| Lastimus |
| Legend of Zelda |
| Madden |
| Mario Party |
| Metal Gear Solid |
| Minecraft |
| Mortal Combat |
| NBA Jam |
| NBA live |
| Operation |
| Osmosis Jones |
| Pokemon |
| QuizUp |
| Ratchet and Clark |
| Real Racing |
| Rock Band |
| Roller Coaster Tycoon |
| Saga Dreamcast |
| Sims |
| Skrek 2 |
| Skyrim |
| Solitaire |
| Sonic |
| Subzero |
| Super Mario Kart |
| Teen Titans |
| Tetris |
| Words with Friends |
| X-Men |
| **Impact of Character Customization in Video Game for HPV** |
| Negative |
| No options\_limitation for customization in certain game types |
| Positive |
| Cool\_Fun Factor |
| Increased Engagement\_Interaction |
| Increased Immersion |
| Increases Self Efficacy |
| Influences game play and gaming behavior |
| Influences Personality\_Behavior in the Game |
| Simulation of Real World Experiences |
| **Knowledge\_Pre conceived notions of the HPV Vaccine** |
| Alternative\_Holistic Treatments available |
| Body clears some strains on its own |
| Controversial due to Sexual Promiscuity (message framing) |
| Counteracts the effect of HPV |
| Didn't know it existed for men |
| Doctor\_Healthcare provider recommended |
| Equally as important for men |
| If women get the vaccine, men are covered |
| Lack of Knowledge |
| More of an issue for women |
| Not an Issue\_Not on Radar |
| Not perinent\_relevant for men (don't have a cervix) |
| Required for women but only Recommended for men (Not required\_needed for men) |
| Required\_Mandatory for School |
| Three dose series of the vaccine\_multiple doses |
| Vaccine doesn't cover all strains of HPV |
| Vaccine is available |
| Vaccine recommended at certain ages |
| **Knowledge\_Pre-concieved notions of the HPV virus** |
| Becoming more prevalent in men |
| High prevalence of the virus |
| Is a STI\_STD |
| Knowledge of the name (Human Papillomavirus) |
| Looks like Cauliflower |
| Men not susceptible (i.e. low threat\_risk) |
| More of an issue in women |
| No negative effects in men |
| None\_Very Little Knowledge |
| Not an issue\_not on radar |
| Other physical manifestations result (i.e. genital warts) |
| Related to Cancer (i.e. cervical, oral and penile) |
| Vaccine is available\_Knowledge of the vaccine |
| **Messages\_Message type about HPV in a digital game** |
| Accuracy of Information |
| Breaks down HPV into simplest terms |
| Brief\_short |
| Catchy\_Grabs Attention |
| Frequency of message (how often does it appear) |
| Reiterated several times throughout |
| Relevant |
| Self-explanatory (easy to understand) |
| Timing (when does it appear) |
| **Platform used to play video games** |
| Computer- laptop\_desktop\_Mac |
| Facebook |
| Handheld game console (i.e. Nintendo DS, DS3) |
| Nintendo 64 (N64) |
| PlayStation (PlayStation, PS1,PS2, PS3, PS4) |
| Sega |
| Smartphone |
| Super Nintendo |
| Wii |
| Wireless Device (i.e. Tablet) |
| Xbox\_Xbox360\_Xbox Live |
| **Playing Games on a mobile app\_mobile phone** |
| Barriers\_Challenges |
| Affects players who regularly play on other platforms |
| Attention Spans (short) |
| Battery Life |
| Constant Access\_Convenience |
| Controls are hard to use |
| Decreased Graphics Quality |
| Decreased socialization with others\_aware of surroundings |
| Decreased Storage Space |
| Familiarity\_Culture of Gaming |
| Games are not as intriguing\_interesting |
| Games have infrequent releases |
| Games have limited life span |
| Increased Data Usage |
| Making it fun and engaging |
| Platform associated with other primary functions ( i.e. texting, calling, etc.) |
| Time Waster |
| Translating of regular games are still limited |
| Barriers\_Challenges in playing a mobile game about HPV |
| Creative Strategy to Educate about HPV |
| Balance between fun and informative |
| Message comprehension\_absoprtion concerns |
| don't want to play with others\_don't want to others to see |
| Intermittent playing habits |
| Limitations with the platform itself |
| Privacy Concerns\_Un-comfortableness adressing the topic |
| Stigma associated with STDS |
| Benefits |
| Ability to translate regular games |
| Access (i.e. everyone has one) |
| Associated with age trends & usage patterns |
| Attract those with shorter attention spans |
| Cheaper\_Less Expensive |
| Connected to Device |
| Convenience |
| Easier for those players not good at playng games on traditional platforms |
| Extensive\_Increased Potential or Opportunities (virtual, reality, alternate reality) |
| Increased level of Involvement (Clash of Clans) |
| Learning through Entertainment |
| Notification\_Reminder option available (Clash of Clans) |
| Portable |
| Relaxation\_escape\_stress management |
| Time Killer\_time waster |
| **Playing Games on a Personal Computer (PC\_MacBook)** |
| Barriers\_Challenges |
| Able to play with friends online |
| More expensive to play high data games |
| Play for longer periods of time |
| Benefits |
| Better for Creative Freedom |
| Better Graphics\_Higher frame rate\_more realistic |
| Can use MODs (allow you to modify game) |
| Games are cheaper |
| Middle Ground for all player types (link between mobile and console) |
| Stategic thinking\_decision making |
| Unique experience (tailored game based on choices made) |
| **Playing Games on Console** |
| Barriers\_Challenges |
| Any modifactions result in account banned |
| Generational Difference in Preference |
| Microtransactions (pay for play, online costs) |
| Online-Depends heavily on Wi-Fi |
| Some games available on a computer may not available on console |
| Benefits |
| Balance\_Allows for Productivity |
| Can play online with friends |
| Different consoles for different needs (purposes, games, skill levels, abilities) |
| Easy Breaking Points\_Ability to Disconnect |
| Familiarity\_Culture of Gaming |
| **Sentiments towards playing a Game for Health** |
| Curriculum+Game Component (learning tool) |
| Engagement is important |
| Great reference tool to reinforce knowledge |
| Health Prevention vs. health management |
| Integrate\_embed into an existing game played by target population (including creatively) |
| Interesting\_Cool to play |
| Method to learn interactively |
| More effective at increasing health knowledge than a lecture (prefer game to lecture) |
| Must directly relate to it |
| Packaging of the game is important (message, method\_mode of delivery, marketing) |
| The more real\_realistic the better |
| Wouldn't play in leisure time |
| Wouldn't seek it out outright\_Not first Choice |
| **Type of Video Games Played** |
| Action |
| Adventures |
| Arcade |
| Combat\_Warfare\_Fighting |
| Dance |
| Educational |
| Finance |
| First Person Shooter |
| Horror |
| Massively Multiplayer Online Role Playing Games (MMORPGs) |
| Racing |
| Role Playing Games (RPGs) |
| Sandbox |
| Sci-Fi |
| Sports |
| Strategy |
| Trivia |
| **Video Game Character** |
| Angry Birds |
| Crash Bandit |
| Deadpool |
| Donkey Kong |
| Famous Athletic Player\_Player with a Skill |
| Jen |
| Luigi |
| Marvel |
| Master Chief |
| Player of a Certain\_specific Race\_Ethnicity (i.e. black, Hispanic,etc.) |
| Playing a Villian |
| Scorpion |
| Shrek |
| Snake |
| Sonic the Hedgehog |
| Sporting Team |
| Storm |
| Super Mario |
| Techin |
| Yoshi |
| Zelda |

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| **Purpose of playing a Game for Health** |

Educate

Improve

Adapt/adapting

Healthier lifestyle

**Attractive Characteristics\_Features of the Video Games played (continued)**

Personalizing