

Discovering and Predicting Video Game Experiential Genres

MACS 30200 Project

Chih-Yu Chiang

What are video game genres based on experiences in the games?

With the new genres,
how to understand video games better?

Experience and Video Game

Experience

One **feels** or is affected by to feel.

Video Game as an Experiential Product

Products dominantly **emphasize on the consumption experiences**.

- Cooper-Martin, E. (1991). *Consumers and movies: Some findings on experiential products*. NA-Advances in Consumer Research Volume 18.

Playing Video Games

A **life projection** that different players are motivated to seek out in the form of **in-game experiences**.

- Bartle, R. (1996). *Hearts, clubs, diamonds, spades: Players who suit MUDs*. The Journal of Virtual Environments, 1.
- Ryan, R. M., Rigby, C. S., & Przybylski, A. (2006). *The motivational pull of video games: A self-determination theory approach*. Motivation and Emotion, 30(4), 347–363.

Why Bother?

Form

Shooter
Strategy
RPG
Action
Adventure
Fighter
Puzzle
Card

VS

Experience

Discover new world
Unfold storyline
Collect virtual items
Experience a real war
Vehicle Racing
Destroy a city
Coop with teammates
Lead a squad

All First-person Shooter Games Similar Experience?



Coop with teammates
Lead a squad

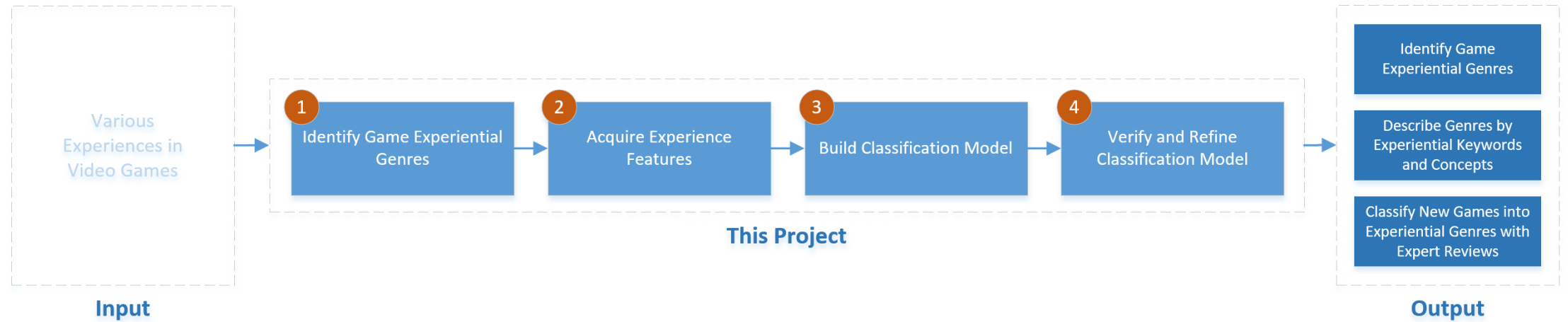


Unfold storyline
Vehicle Racing

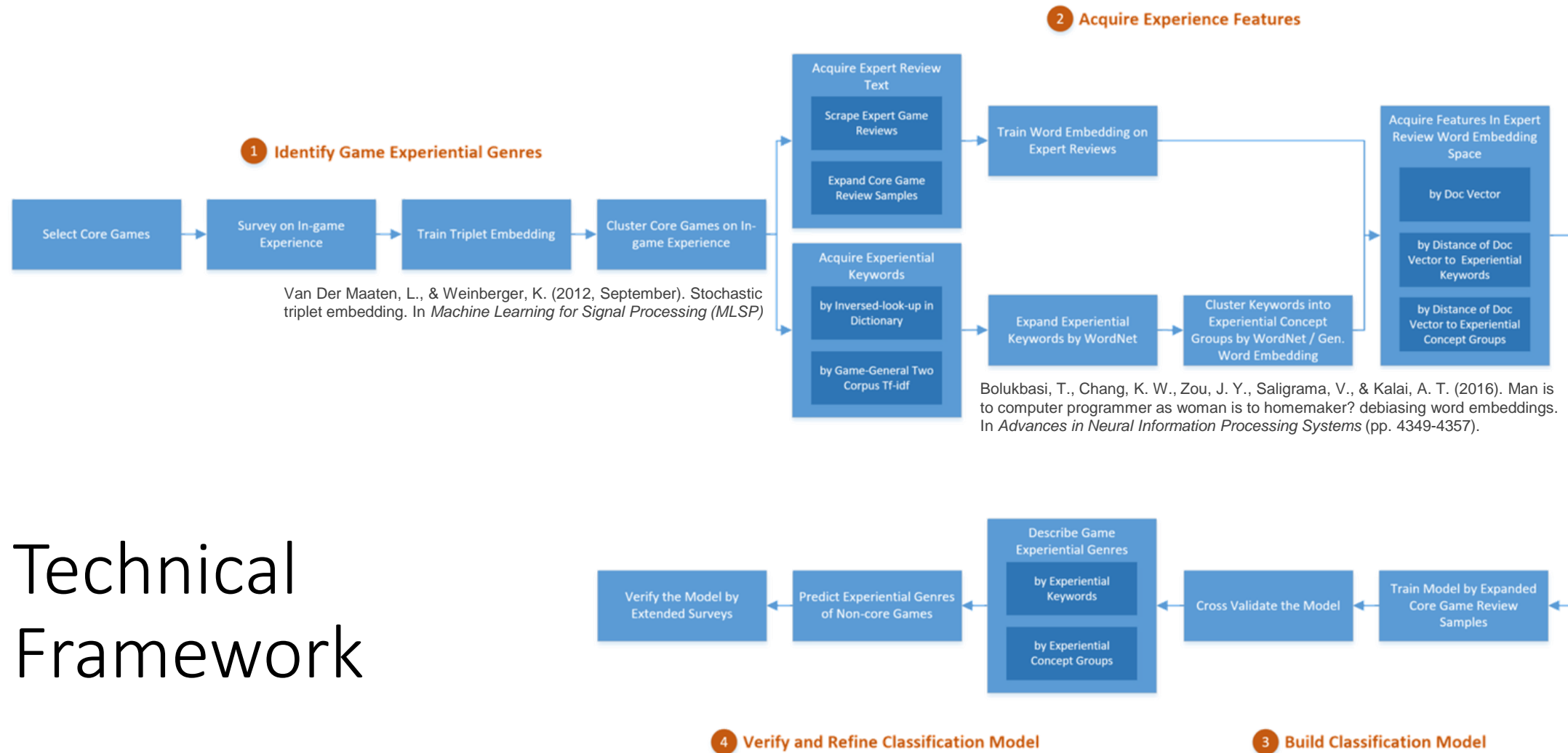


Coop with teammates
Experience a real war

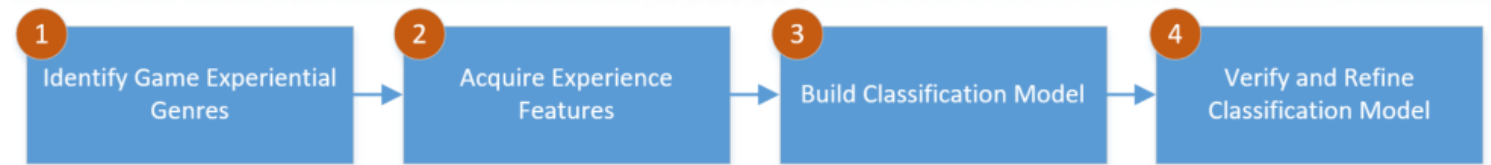
Project Overview



Technical Framework



Data



Stage 1: Triplet Survey

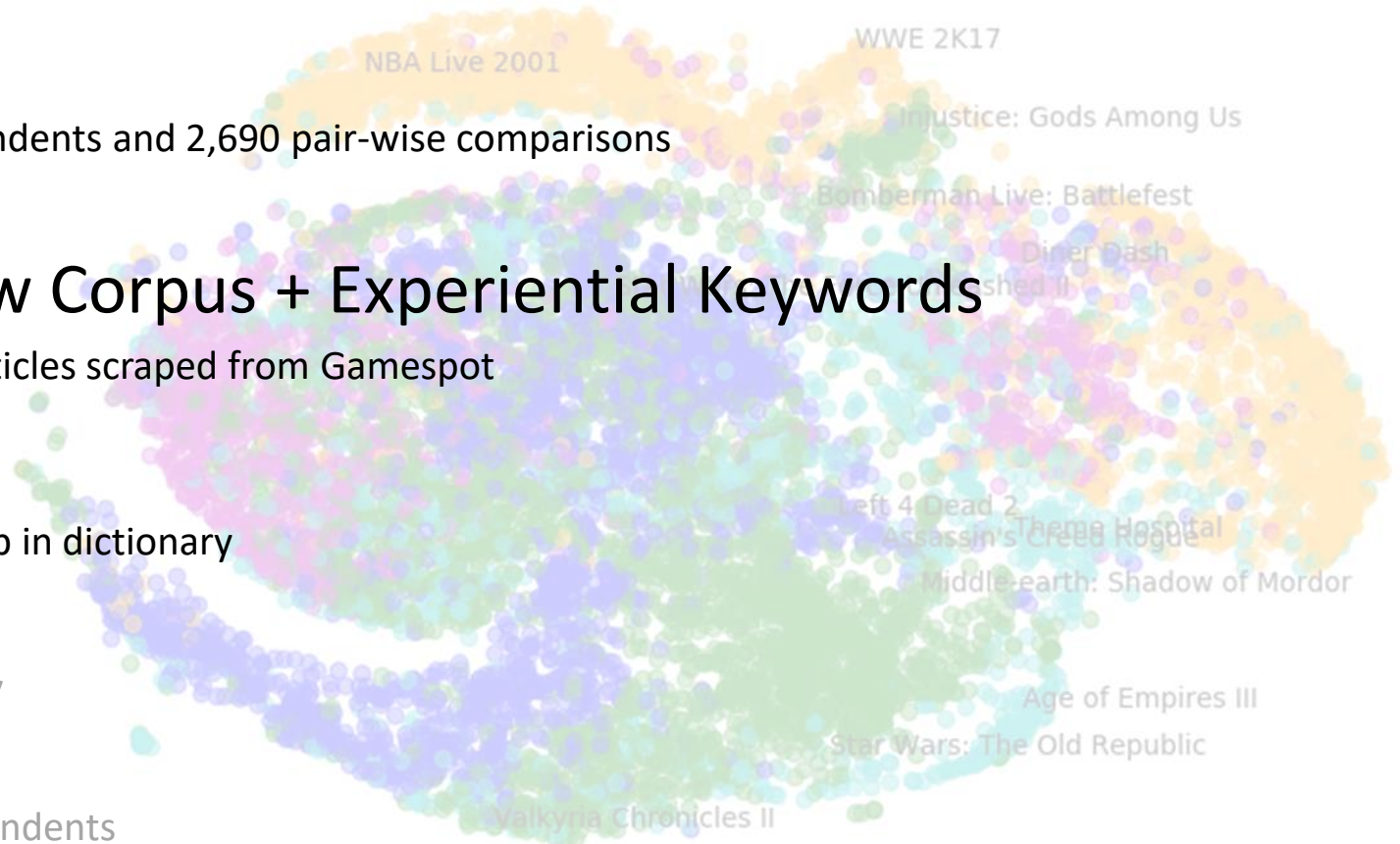
- Hand-picked 25 core games
- MTurk triplet survey with 135 respondents and 2,690 pair-wise comparisons

Stage 2 & 3: Expert Review Corpus + Experiential Keywords

- 11,022 expert video game review articles scraped from Gamespot
- 16,643,915 words
- 1,510 words per review on average
- 1,168 keywords from reverse look-up in dictionary

Stage 4: Validation Survey

- Expand to 40 core games
- Mturk survey with around 200 respondents



Result & Application

1. Identify **Video Game Experiential Genres**
2. Describe Genres by Experiential Keywords and Concepts
3. **Classify New Games** into Experiential Genres with Reviews



For Video Game Designers

As a research tool for understanding products and creating proper in-game experience

For Video Game Players and Publishers

As a recommendation system based on similarity of in-game experience

For Movies, Music, Novels, and Other Experiential Products

Same applications!