Its sales numbers indicate the popularity of an item. For most forms of entertainment, this number is updated regularly and is easily accessible to the public. However, the same is not valid for games. To do so, *Kyle Orland, senior game editor at ARS Technica, and his team* have analyzed the data on Steam, and he shares his findings at the 2015 GDC. To analyze the sales of a game, Kyle considered a random sample of the total steam users and the games owned by public users. He does this through what he calls a Steam gauge, which helps him sample three day rolling data. However, this method has a few limitations, such as low accuracy for low sales, likelihood to undercount, unable to tell what games are bought by private users, etc. Also, discrepancies arise if a game is sold predominantly on a platform other than Steam. Also, some games are missing from the Steam API. From his research, Kyle concluded that the bulk of sales in Steam is for the top-ranked games and the least for the lower ranks, and this drop is more than exponential. He also noticed that major titles and most popular games occupy the majority of the steam market.

Apart from the sales numbers, Kyle also examined the number of players for a game, the total player hours on a game, average hours per owner, Metacritic reviews, etc. From his studies, Kyle noticed a correlation between reviews and sales. According to him, games with better reviews had better sales.

People rely on reviews to buy products. Further, the helpfulness votes provide actionable feedback for the review writers. *Patrick Kasper and his team* document their research on how various factors affect reviews in the paper '*On the Role of Score, Genre, and Text in Helpfulness of Video Game Reviews on Metacritic*'. They extracted 319017 reviews written by 169115 users, and from these, they further pruned it according to some conditions like the number of votes received, writing style, sentiment, content, etc. It was observed that for some genres, a high score meant high helpfulness, and for some, it meant low, while for some others, there was no correlation at all. They also found that some people don't read the reviews but express their views by voting on reviews with similar scores. In such cases, the reader would have to read the entire review rather than the score alone.

From both the researches mentioned above, we see that the popularity of a game makes it more buyable. People rely on other data to determine whether a game should be bought or not. To a large extent, game reviews can influence a person's decision to buy a game or not. Take the example of a person who is new to video games or even a particular genre of games. This person, rather than only choosing a game based on the game description, would rely on feedback or reviews from other users. Since most games have many reviews, the user would then be forced to rely on the helpfulness votes to pick the top few reviews they can depend on. Sometimes if they are short on time or patience, the user then relies directly on the score given to the game rather than reading the text.

While this is the easiest way to pick a game, we see from the research conducted above that this relation doesn't always hold for all genres of games. Some genres like adventure, survival, and fantasy, have no correlation between score and perceived helpfulness. This shows that genre does indeed impact the helpfulness of game reviews.

1. The author clearly mentions that there is indeed a relation between genre and helpfulness of reviews but doesn't give an explanation why this may be the case. Why does genre have such a big impact on helpfulness scores?
2. Why does sentiment matter so much in determining the helpfulness? A positive review needn't be helpful and negative not helpful and vice versa.