Introduction

Playing video games has been my biggest passion throughout my life. My earliest memories are playing Super Mario Bros. on the Nintendo with my older brother. This hobby of mine only ramped up as I grew old enough to have my own console, buy my own games, and choose how responsible or irresponsible I want to be with my game time.

With age came maturity and a change in how I look at video games. Sitting down and playing in my own little world was not enough. I became more interested in the development process behind video games, the business side of publication, and most importantly, the simple act of talking to others people about video games. Everyone has their own opinions about which games are good and which ones are bad. I’ve had debates with classmates on the school bus about Gamecube vs. Playstation 2 vs. Xbox. I’ve argued about why The Legend of Zelda: A Link to the Past is better than The Legend of Zelda: Ocarina of Time. I’ve discussed fighting game tactics with a player from New York and a player from Detroit and both players had completely opposite yet effective strategies for overcoming a certain scenario.

Looking back at my history of silly video game arguments made me think about what attracts certain people to certain games. Why do hardcore anime fans usually play a lot of role-playing games? Why do stereotypical “bros” play Madden and Call of Duty? Is this just a coincidence or do certain groups of people approach video games from a different perspective? This research project answers the question “do different people approach video games differently based on their demographics?”

Personal attachment aside, I believe that this research has two legitimate uses. Knowing who plays what types of games is useful for marketing so that advertisements for a game can be aimed at the people who are most likely interested in it. On the development side, games can be created with the types of features their target demographic is interested in.