Research and Design

My method of research was purely qualitative. I believe this was the best choice because I decided to focus on trends in different groups of people rather than individuals personal experiences with video games. Interviews could be useful for a personal more detailed explanation on the results if I decide to continue researching this topic.

I created and distributed a simple survey. The questions were separated into two sections. The first section consisted of questions about the subject’s demographics (age, race, gender, etc.). I looked at questions one would find in a census, but avoided questions about subjects a typical college student may not be able to answer accurately like income and questions I didn’t feel were relevant like religion. These served as my independent variables. The second section had my dependent variables about the subject’s interaction with video games. These questions were about the video game habits and preferences I was in such as average hours of play time, number of games purchased, preferred type of game, etc. The general strategy was to use my independent variables about demographics to explain my dependent variables about video games.

The list of questions included

Demographic Questions

1. What is your age?
2. What is your gender?
3. What is your race?
4. What is the highest year of school you have completed?
5. What is your region of residence?

Video game questions

1. On average, how many hours do you spend playing video games each week?
2. Approximately, how many video games have you purchased in the past year?
3. Approximately, how much money have you spend on video games (including game hardware, accessories, DLC, etc.) in the past year?
4. What is your primary gaming platform?
5. What is your favorite video game genre
6. On average, how many days a week do you play video games online?
7. On average, how many days a week do you play video games with other people in person?
8. Have you ever paid money to enter any type of video game competition?

After the data collection was completed, I entered and analyzed the results using the program, SPSS. The first step of analysis was the descriptive statistics. I created very basic pie charts, bar charts, and histograms to display what my sample looked like. The second step was looking at the correlation coefficients between the pairs of variables. I looked for significance among the pairs of variables to see what is worth analyzing in more detail. Initially, there was a third step for multivariate analysis in which I would look at two independent (or “predictor”) variables to explain one dependent (or “output”) variable. This would give more detail explaining the relationship among the pairs of variables, but sample size was not large enough to go through with it.