Descriptive Analysis

Age (Figure D1)

The mean age of the sample is 20.48 years ranging from 18 to 27. College students made up the majority of the sample with 61% ranging from ages 18 to 20 years old.

Gender (Figure D2)

The gender distribution of the sample was 62.8% male and 37.2% female. There was also one person who selected “other,” but I had to recode the variable to exclude that person to perform my analysis. The male to female distribution is a not too far off from the data collected by the ESA showing a 55% to 45% male to female distribution considering the limitation in my sampling process.

Race (Figure D3)

An overwhelming majority of the sample is White with very few Hispanic/Latinos and Asians. I had to recode the variable into a dichotomous “White” and “not white” variable to perform any analysis. With that, 60% of the sample is White with the other 40% being Not White.

Education (Figure D4)

The education variable is very closely related to the age variable with a correlation coefficient of .717. This variable was mostly used the same way age was used for analysis. I believe some people misunderstood the question as it was written “What is the highest year of school you have **COMPLETED**” and many people answered with what I already knew to be their current year of school.

Region of Residence (Figure D5)

The region of residence distribution showed 13.6% living in urban environments, 72.7% in suburban, 11.4% rural, and 2.3% chose “other.” Unfortunately, this variable was useless in my analysis. I was left with no choice but to recode the variable into two categories, “suburban” and “not suburban.” The problem with this is grouping urban and rural populations makes no sense when comparing them to the suburban population. My intensions with this variable was looking at the difference in population density of the region in comparison time spent playing games locally and online. However, grouping the most densely populated area and the least densely populated area was not good for regression analysis.

Time Spent Playing games (Figure D6)

The mean time spent playing games is about 12.5 hours per week. There was one major outlier who claimed to play 100 hours per week. I talked to this person and he explained to me that he constantly plays games on his phone during class in addition to standard video game playing time. This made me think about the game time people may not think about like playing a puzzle game on a smartphone during a commercial break on TV or while waiting in line. We may spend more time playing games than we realize.

Number of Games Purchased (Figure D7)

The mean number of games people purchased in the past year is 9.09. What I found interesting is that three people have not purchased any games in the past year yet still spend time playing. There could be some conflict with borrowing games or getting free games via services lie Playstation Plus. Many of the higher game purchasers mentioned sales on the video game distribution service, Steam. It is well known in the gaming community for people to purchase numerous games on Steam during the sales, yet never make the time to play most of them simply because the prices are so good.

Amount of Money Spent on Video Games (Figure D8)

The average amount of money spent on video game hardware and software is $211.64. It is worth noting that the Playstation 4 (MSRP $400) and Xbox One (MSRP $500) released in this past fall. Many of the subjects who spent hundreds of dollars in the past year were purchasers of these consoles.

Primary Video Game Platform (Figure D9)

The primary game platform variable had too many categories for the small sample size. I combined the Playstation, Xbox, and Wii players into “console” and the 3DS, Vita, iOS/Android players into “handheld.” With this, 51.1% of my sample primarily play console games, 31.1% play on PC/Mac, and 17.8% play on handheld devices.

Favorite Type of Video Game (Figure D10)

The variable for favorite game type was a little tricky. I could easily have the same issue I had in primary game platform. Including every type of video game would mean too many choices and not enough people to fill them. The issue with region also occurs here because group random genres together like shooter and puzzle game does not make sense.

My data shows action/adventure and role-playing games being the most popular with 31.1% and 40%. The ESA data shows Action and adventure combining for 30.6% of total sales in 2012 and role-playing games with 6.5% of total sales. I believe the significantly high number of role-playing game fans is due to the fact that I used a convenience sample and about half my data came from the WCU Anime Club which has a lot of cross-over between role-playing game fans.

Time Spent Playing Video Games Online (Figure D11)

I was surprised to see that 48.9% of my sample did not play games online at all. There is such a wide variety of game with online play that some people who aren’t “typical” online gamers actually still play online. This variable was also recoded into two variables “online” and “not online.”

Time Spent Playing Local Multiplayer Video Games (Figure D12)

The local multiplayer variable had a more evenly spread out distribution. 0 days and 2 days a week each had 22.2%. I believe that the two days a week is very popular because most of the respondents are part of video game club. I assume they play locally once during club and again on the weekend.

Competitive Video Game Playing (Figure D13)

35.6% of my sample has paid money to enter a video game competition. I was not sure what to expect from this variable. It could be used in deeper analysis to potentially explain why some people spend more time playing games than others.