

Comparison Between the Facebook Pages for Different Platforms

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12 February 2018

Introduction

We chose to do our presentation on the similarities and differences between various game platforms. We chose this as it is something we are familiar with, due to us all being games development students, and it could be interesting to look at different variations of the same service.

Chosen Pages

The three services we will be looking at are:

- ▶ Xbox
- ▶ Playstation
- ▶ Steam

We chose these as they are the most widely used platforms and so were likely to yield the most active FaceBook Pages.

Xbox and Playstation

These two are both examples of console gaming platforms. They are usually cheaper to get into with a lower barrier of entry. There is a larger focus on major releases periodically throughout the year.

We chose to use two examples of consoles because they are in direct competition so there is the possibility of analysing similarities and differences between the two.

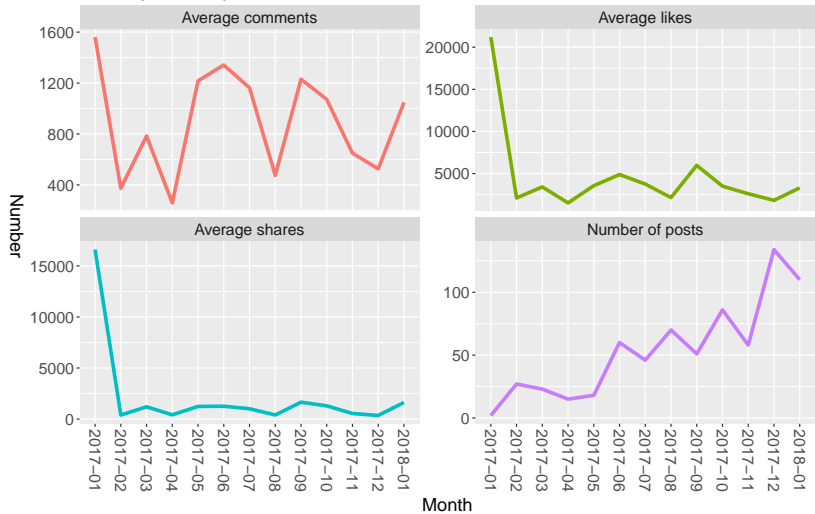
Steam

Steam was picked to compare against the two console platforms. It is the primary method for gaming on a PC and therefore tends to have a higher barrier for entry as a PC can be more expensive up-front than a console.

Steam also gets the major releases at distinct points throughout the year but has a much greater focus on smaller games releasing very rapidly; almost constantly.

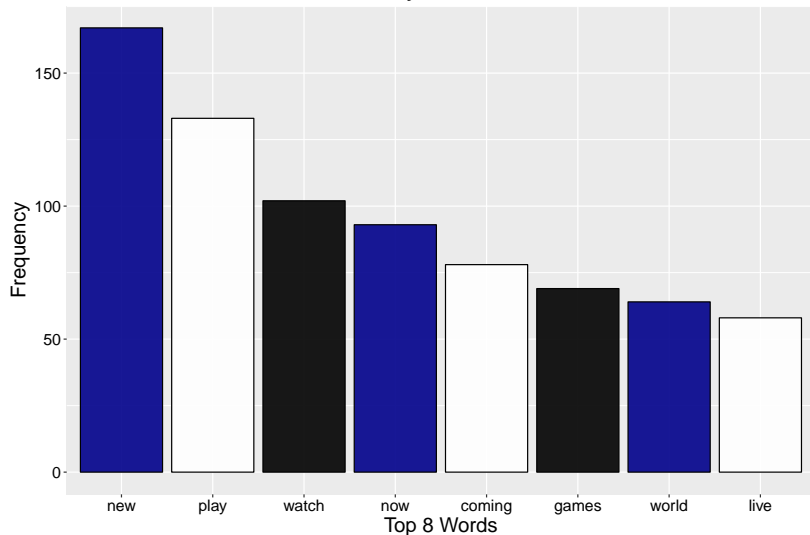
Playstation

PlayStation Facebook Page
Monthly Quantity Across Posts



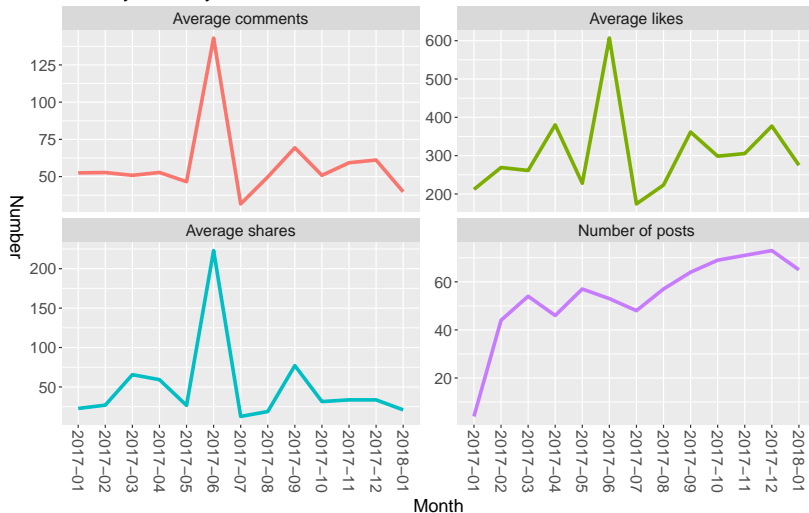
negative/positive playstation

Most Common Words – PlayStation

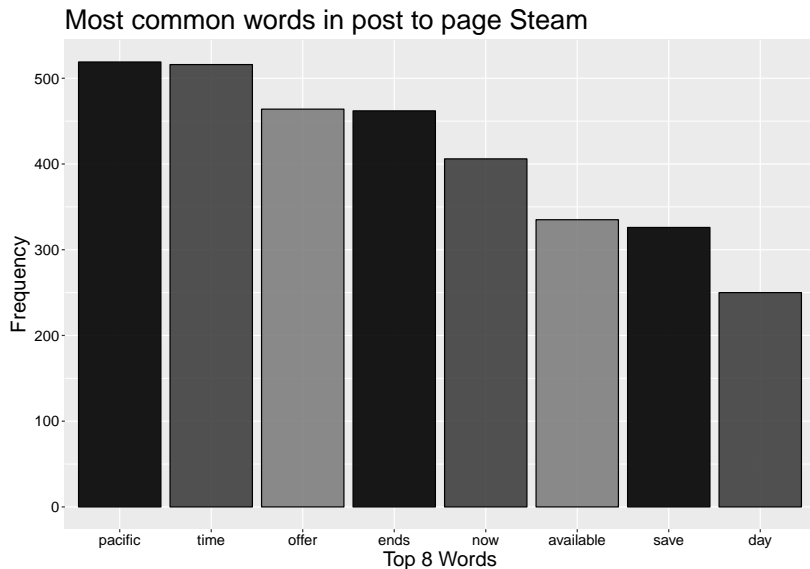


Steam

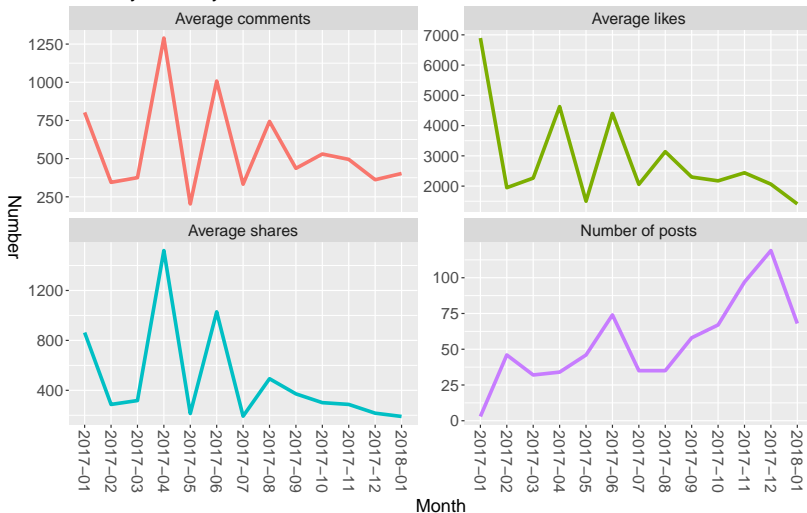
Steam Facebook Page Monthly Quantity Across Posts



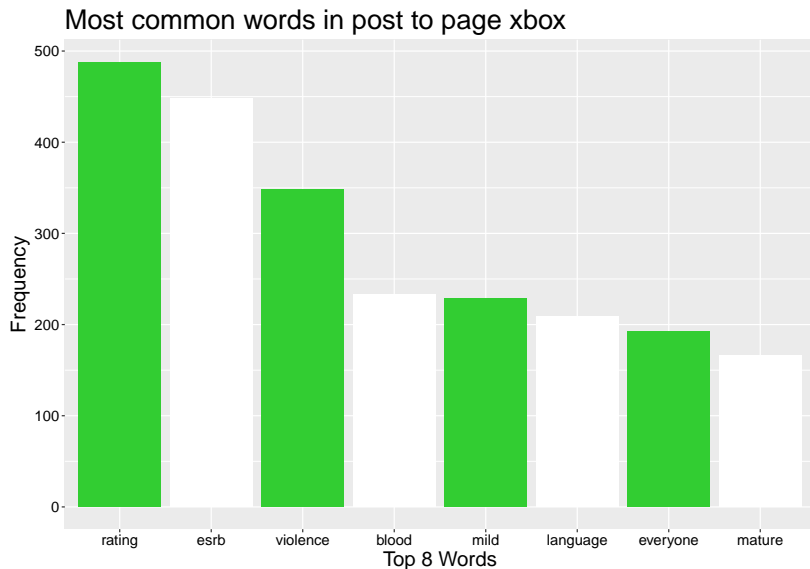
Negative/positive steam



xbox Facebook Page Monthly Quantity Across Posts



negative/positive xbox



Number of comments over a year (all 3)

Likes over a year

Mood of responses in all three