Comparison Between the Facebook Pages for Different Platforms

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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 familier 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.

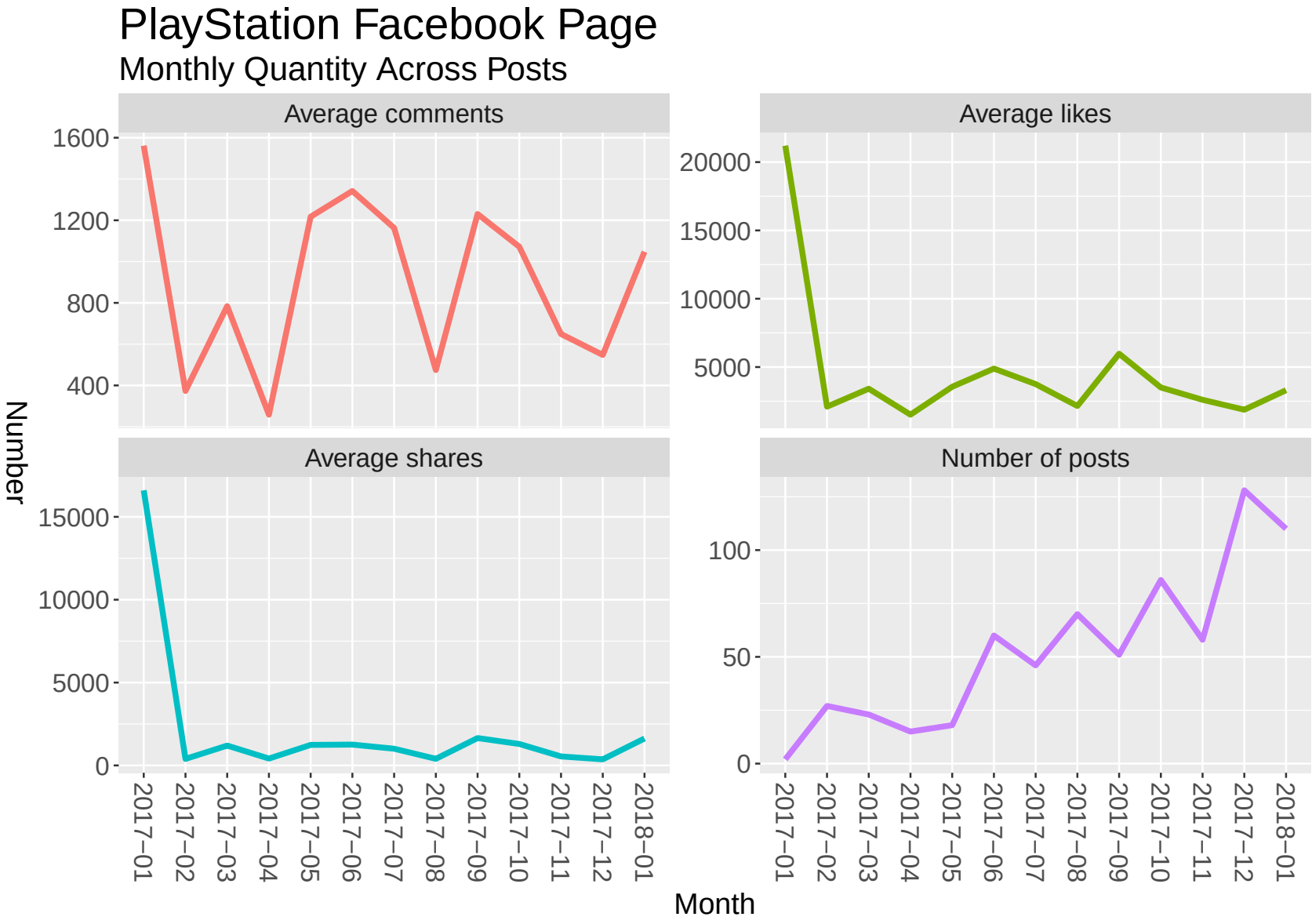
We chose to use two examples of consoles because they are in direct competition so there is the possiblility of analysing similarities and differences between the two.

Steam

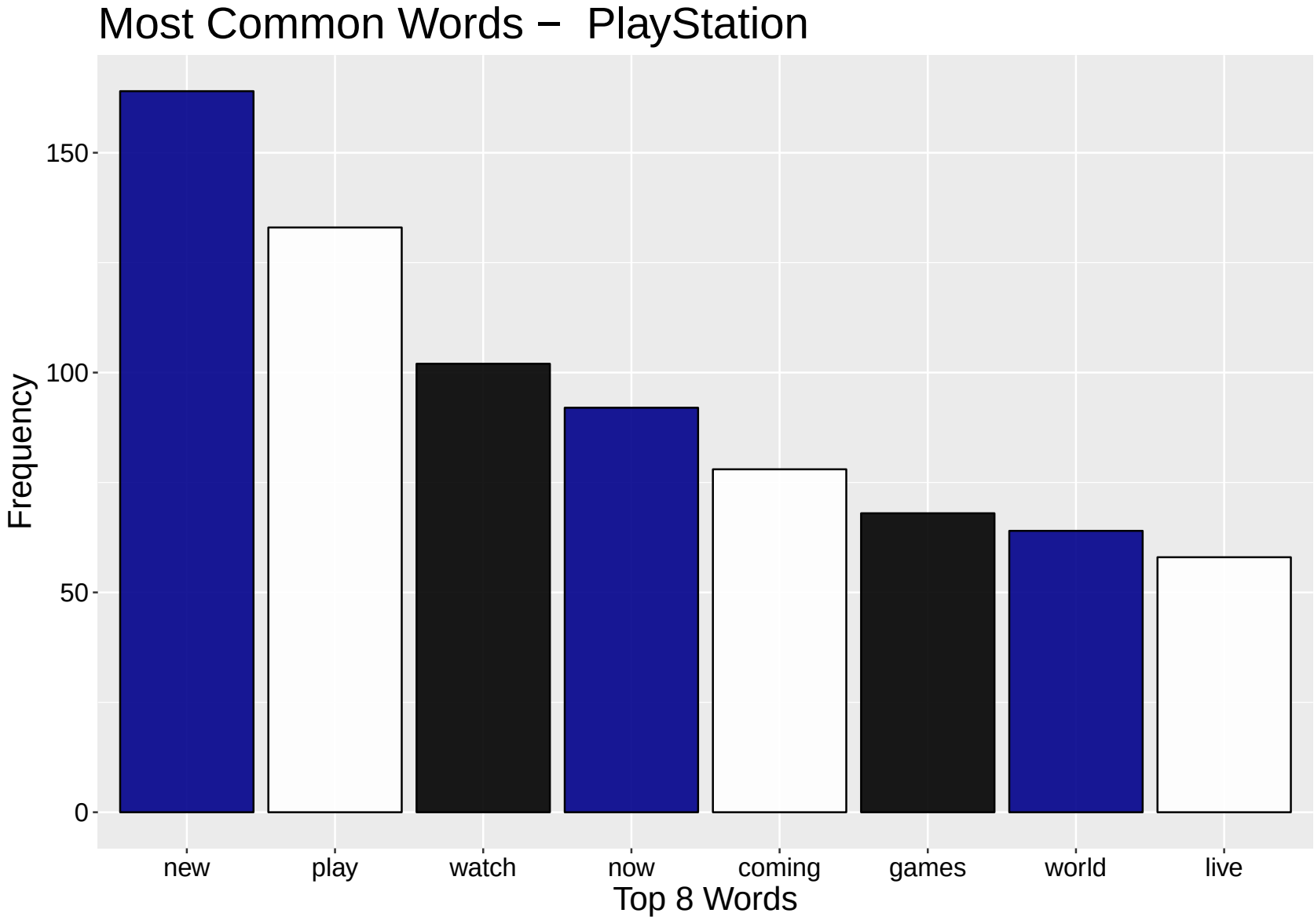
Steam was picked to compare against the two console platforms. It is the primary method for gaming on a PC and therefore tends to have a higher barrier for enrty as a PC can be more expensive up-front than a console.

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.

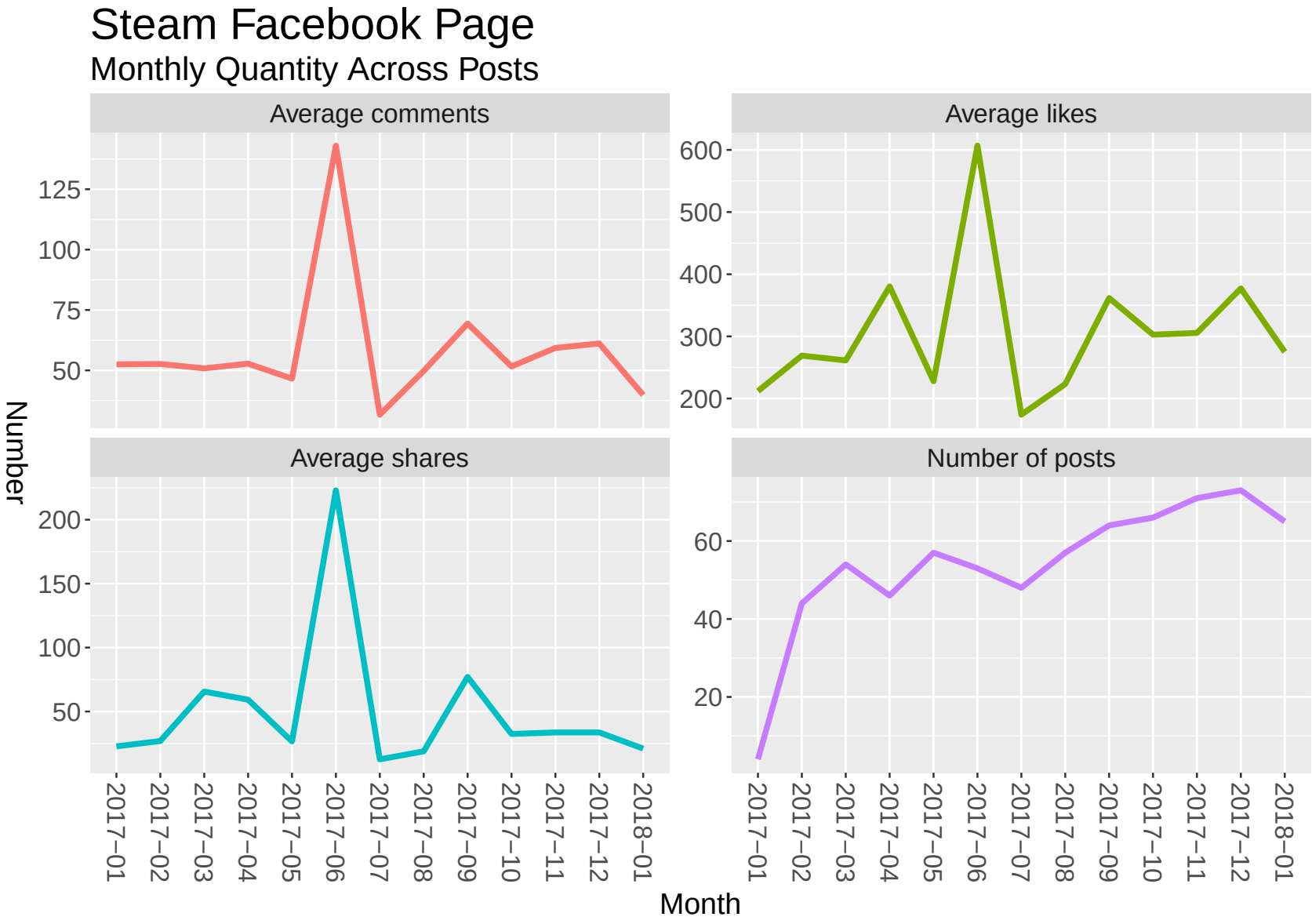
Playstation



Negative and Positive Words in the Playstation Comments



Steam


Steam Facebook Page
Monthly Quantity Across Posts
Average comments
Average likes
Average shares
Number of posts
Number
Month
125
100
75
50
600
500
400
300
200
150
60
40
20
2017–01
2017–02
2017–03
2017–04
2017–05
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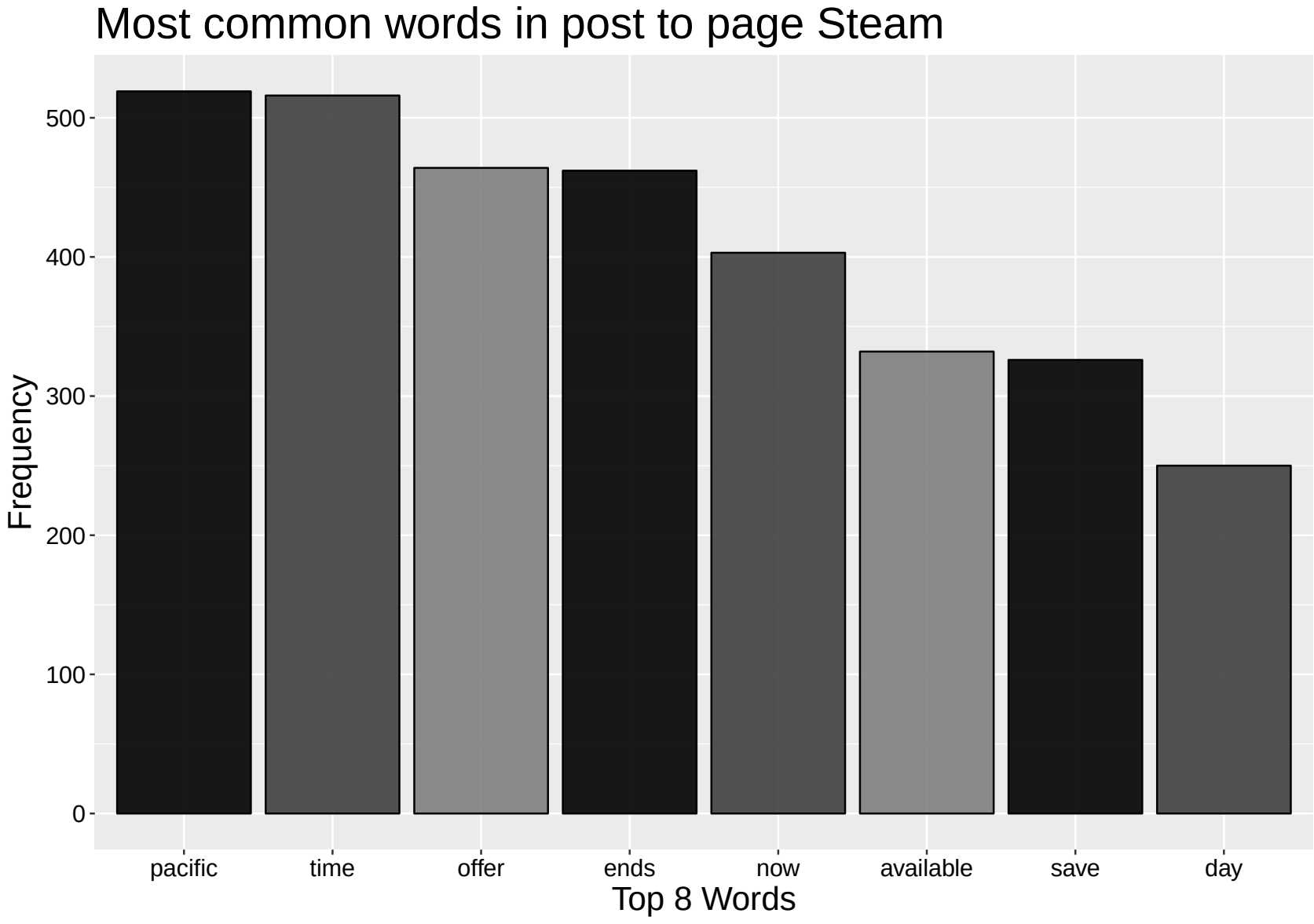
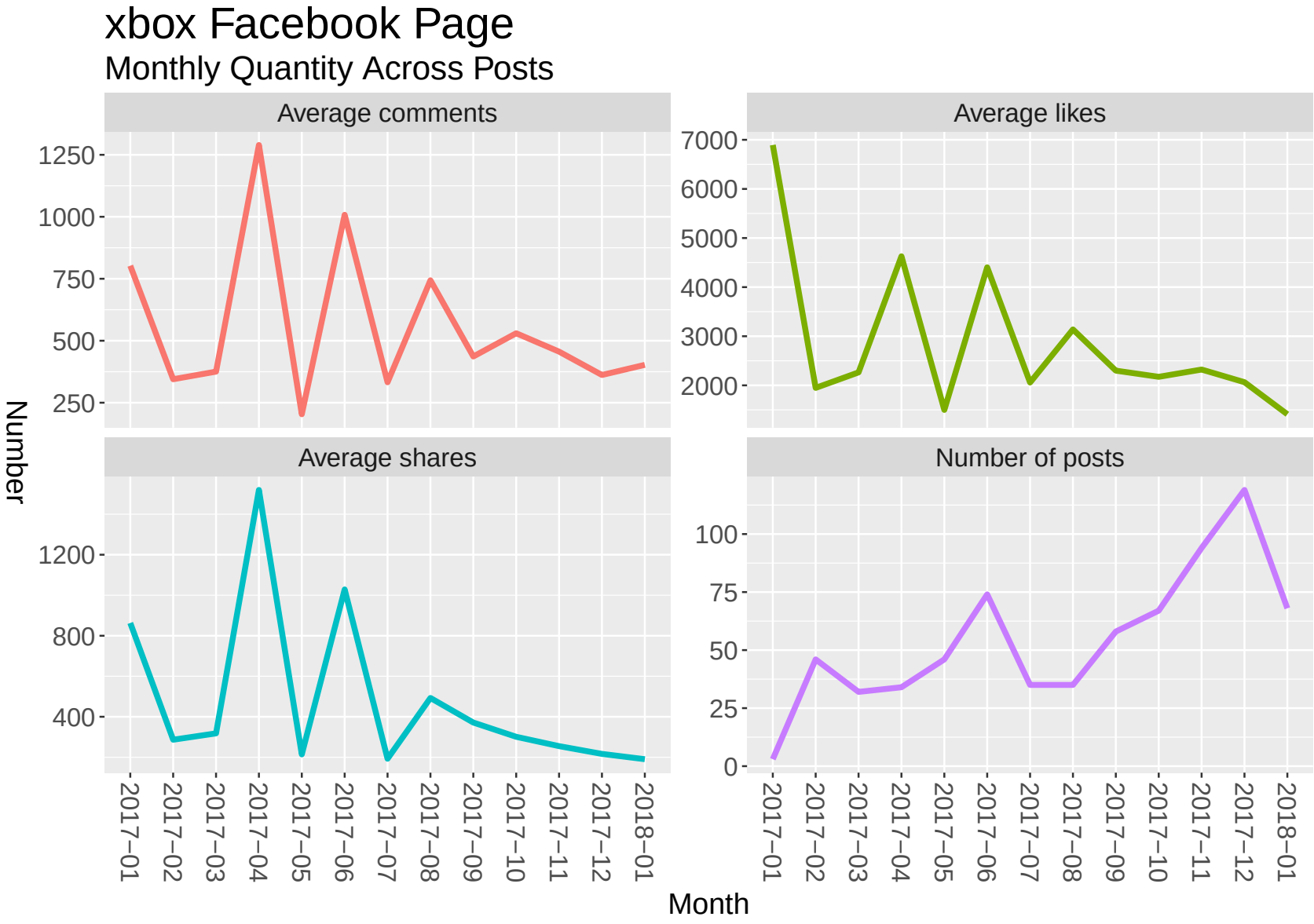
2017–10
2017–11
2017–12
2018–01

Negative and Positive Words in the Steam Comments



Xbox


xbox Facebook Page
Monthly Quantity Across Posts
Average comments
Average likes
Average shares
Number of posts
Number
Month
1250
1000
750
500
250
7000
6000
5000
4000
3000
2000
1200
800
400
100
75
50
25
0
2017–01
2017–02
2017–03
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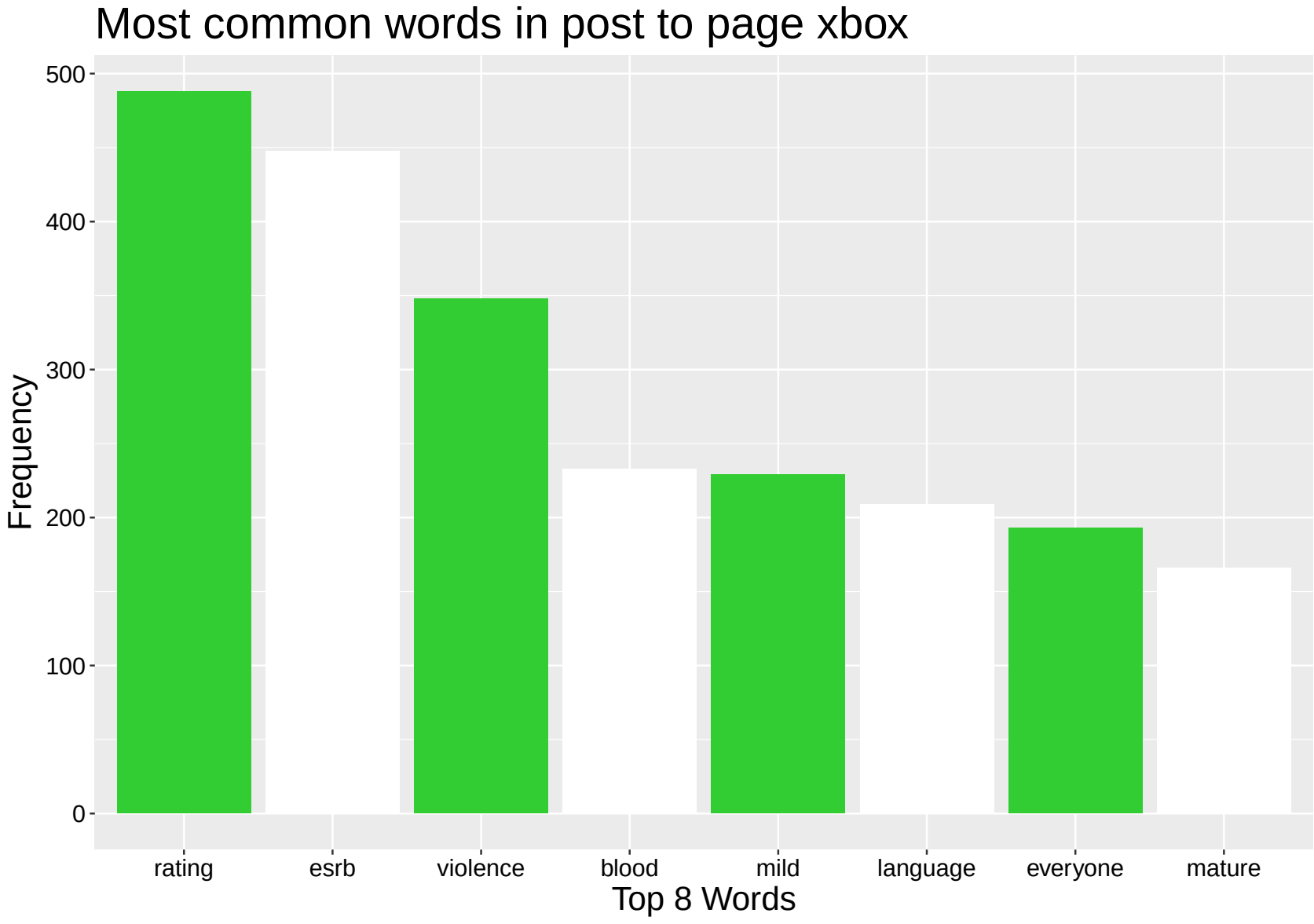
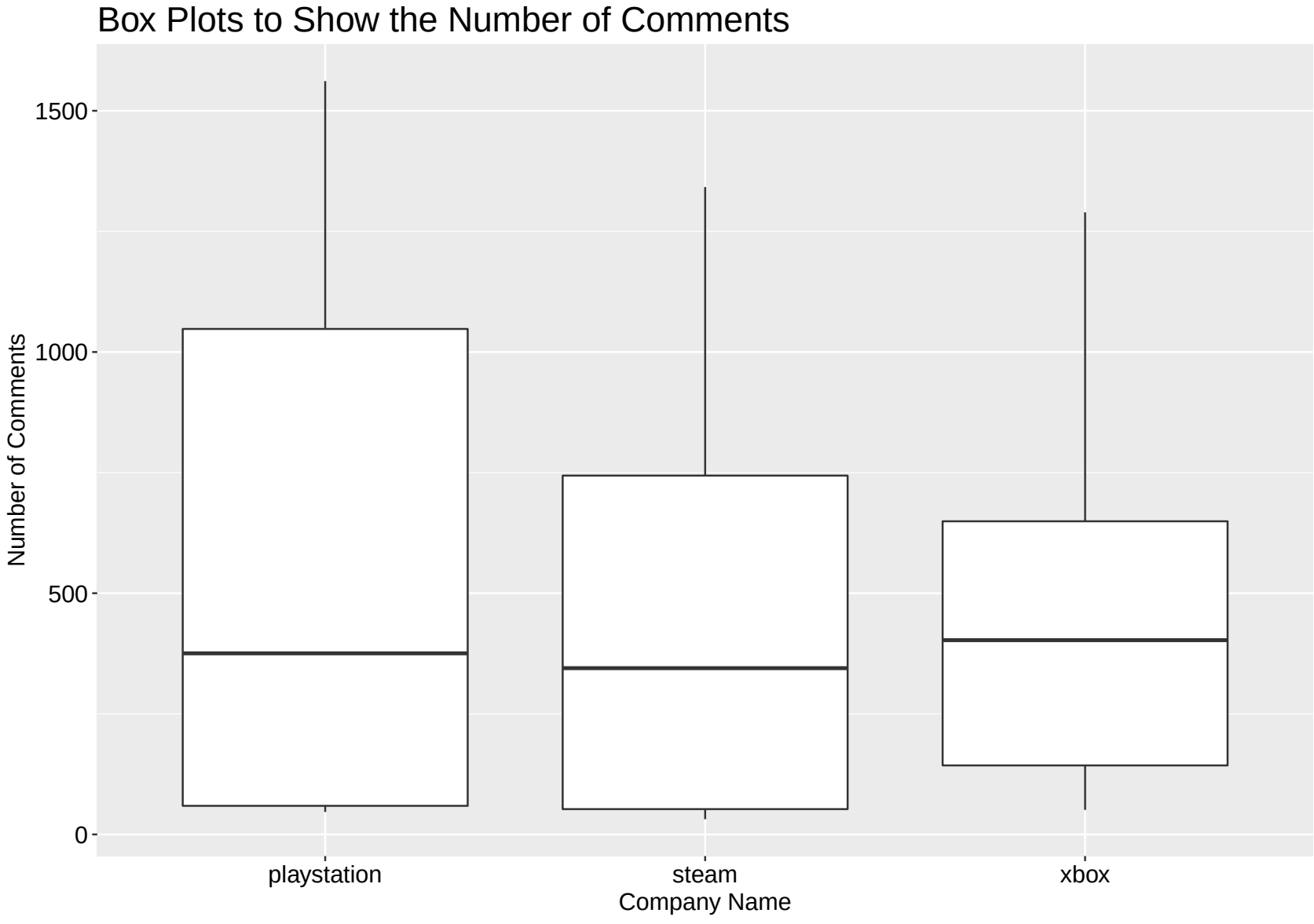
2017–10
2017–11
2017–12
2018–01

Negative and Positive Words in the Xbox Comments

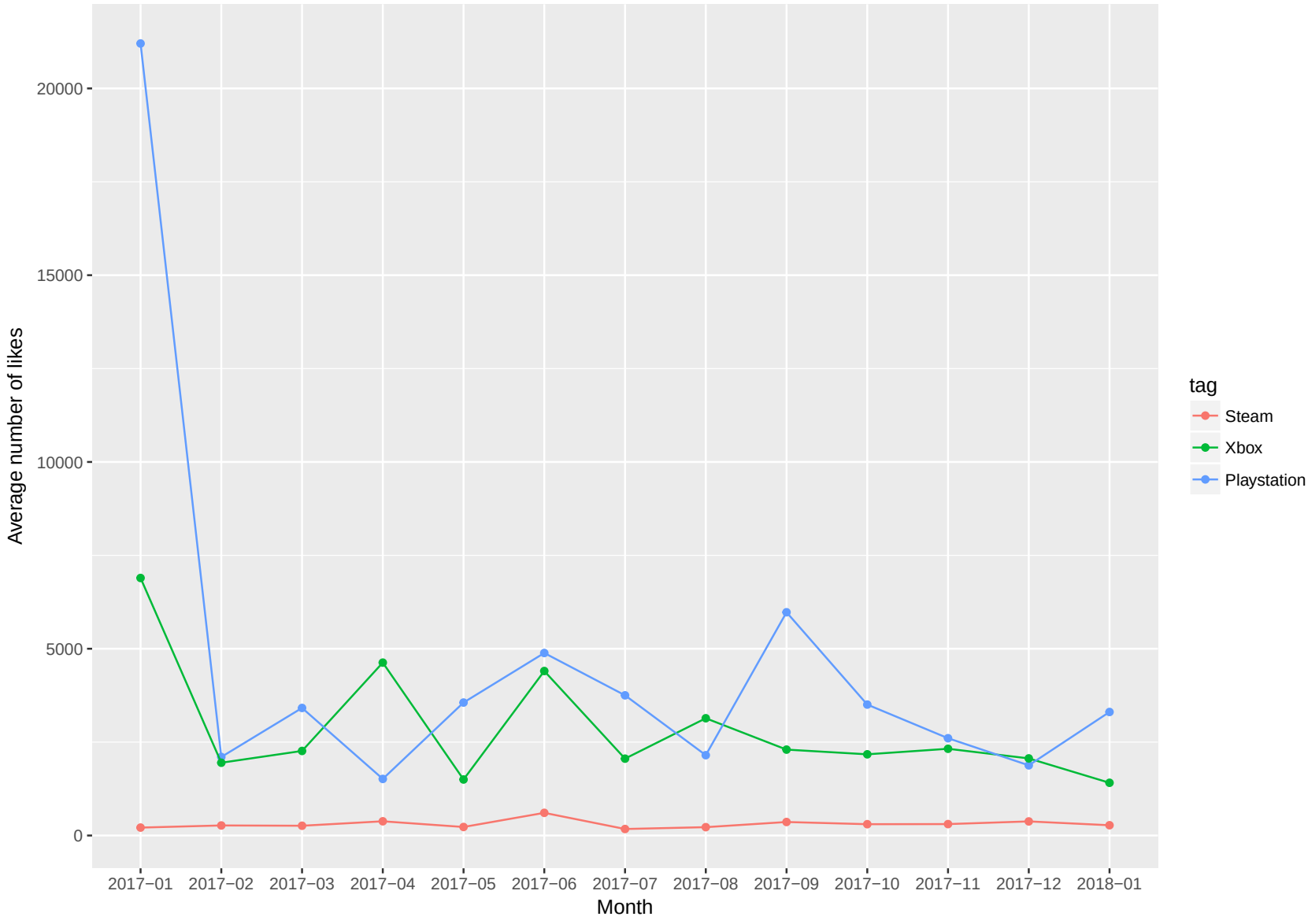


Possible Explanation for Differing Words and Moods

Number of comments over a year (all 3)



Likes over a year



Mood of responses in all three