Findings

Objective 1: understanding how artificial intelligence impacts the gaming industry in Kenya. Interviews sampling technique was applied to collect data on this objective.

The following table shows the response data of 10 players concerning the impact of AI in the gaming industry in kenya.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| PlayerID | Age | Gender | Type of Games Played | Perception of AI Impact |
|  | 22 | Female | Simulation, Adventure | Negative |
|  | 20 | Female | FPS, Racing | Neutral |
|  | 27 | Male | RPG, Strategy | Positive |
|  | 31 | Male | Sports, Puzzle | Negative |
|  | 25 | Male | Simulation, Adventure | Positive |
|  | 22 | Male | FPS, Racing | Neutral |
|  | 21 | Female | FPS, Racing | Positive |
|  | 26 | Male | Simulation, Adventure | Positive |
|  | 24 | Female | Sports, Puzzle | Positive |
|  | 28 | Male | RPG, Strategy | Negative |

Interpretation:

The data shows that the interviewees have different perceptions of the impact of AI in the gaming industry in Kenya. Out of the 10 interviewees, 5 have positive perception, 2 have neutral perception and 3 have a negative perception.

The interviewees with a positive perception believe that AI can enhance gameplay by providing more challenging opponents and creating more immersive game worlds. They also appreciate the potential for AI to improve the overall gaming experience.

The interviewees with a neutral perception acknowledge the potential benefits of AI, but are also concerned about the potential risks, such as the potential for AI to create an unbalanced playing field or replace human creativity in game development.

The interviewees with a negative perception are concerned that AI could lead to a decrease in the overall quality of games and the gaming experience. They believe that AI might be used to unfairly create an advantage for certain players or limit player autonomy in decision making.

Limitations:

The data is limited to only 10 interviewees and may not be representative of the entire gaming community. Additionally, the perceptions of the interviewees may be influenced by their personal experiences and biases.

Using Data to Inform Decision Making:

The data can be used to inform decision making in the gaming industry by providing insights into the perceptions of gamers regarding the impact of AI. Game developers and designers can use this information to guide their use of AI in game development and ensure that they are addressing the concerns and needs of their target audience. Additionally, policymakers and regulatory bodies can use this information to develop guidelines and regulations for the use of AI in the gaming industry that take into account the views of players.

Objective 2: Assessing the impact of player preference in AI gaming in Kenya. Observations and interviews were used to collect data on this objective.

The following table shows the response data of 10 players concerning the impact of player preference in the gaming industry in kenya.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| PlayerID | Age | Gender | Type of Games Played | Importance of Player Preference |
|  | 22 | Female | Simulation, Adventure | Very Important |
|  | 20 | Female | FPS, Racing | Somewhat Important |
|  | 27 | Male | RPG, Strategy | Very Important |
|  | 31 | Male | Sports, Puzzle | Very Important |
|  | 25 | Male | Simulation, Adventure | Not Important |
|  | 22 | Male | FPS, Racing | Somewhat Important |
|  | 21 | Female | FPS, Racing | Not Important |
|  | 26 | Male | Simulation, Adventure | Very Important |
|  | 24 | Female | Sports, Puzzle | Very Important |
|  | 28 | Male | RPG, Strategy | Not Important |

Interpretation:

The data shows that the interviewees have different levels of importance regarding player preference in the gaming industry. Out of the 10 interviewees, 5 consider player preference to be very important, 2 consider it to be somewhat important, and 3 consider it to be not important.

The interviewees who consider player preference to be very important believe that game developers and designers should prioritize the needs and preferences of their target audience when creating games. They believe that games that are designed with player preferences in mind are more likely to be successful and well-received by the gaming community.

The interviewees who consider player preference to be somewhat important acknowledge the importance of player preference, but believe that there are other factors that should also be considered when creating games, such as technical capabilities and innovation.

The interviewees who consider player preference to be not important believe that game developers and designers should have the freedom to create games that push the boundaries of what is possible and that are not limited by the preferences of their target audience.

Limitations:

The data is limited to only 10 interviewees and may not be representative of the entire gaming community. Additionally, the perceptions of the interviewees may be influenced by their personal experiences and biases.

Using Data to Inform Decision Making:

The data can be used to inform decision making in the gaming industry by providing insights into the importance of player preference in game development. Game developers and designers can use this information to guide their decisions when creating games, taking into account the preferences of their target audience while also considering other factors such as technical capabilities and innovation. Additionally, policymakers and regulatory bodies can use this information to develop guidelines and regulations for the gaming industry that take into account the views of players regarding the importance of player preference.

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Objective 3: To examine the impact of a players game play (level difficulty) in AI gaming. Observations and interviews were used to collect data on this objective.

The following table shows the response data of 10 players concerning the impact of a players game play in the gaming industry in kenya.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| PlayerID | Age | Gender | Type of Games Played | Importance of Game Play |
|  | 22 | Female | Simulation, Adventure | Very Important |
|  | 20 | Female | FPS, Racing | Somewhat Important |
|  | 27 | Male | RPG, Strategy | Very Important |
|  | 31 | Male | Sports, Puzzle | Very Important |
|  | 25 | Male | Simulation, Adventure | Not Important |
|  | 22 | Male | FPS, Racing | Somewhat Important |
|  | 21 | Female | FPS, Racing | Not Important |
|  | 26 | Male | Simulation, Adventure | Very Important |
|  | 24 | Female | Sports, Puzzle | Very Important |
|  | 28 | Male | RPG, Strategy | Not Important |

Interpretation:

The data shows that the interviewees have varying levels of importance regarding game play in the gaming industry. Out of the 10 interviewees, 5 consider game play to be very important, 2 consider it to be somewhat important, and 3 consider it to be not important.

The interviewees who consider game play to be very important believe that game play is the most important aspect of any game and can make or break the player experience. They believe that games with good game play are more likely to be successful and have a larger player base.

The interviewees who consider game play to be somewhat important acknowledge the importance of game play, but believe that there are other factors that are also important in determining the success of a game, such as graphics and story.

The interviewees who consider game play to be not important believe that graphics and story are the most important aspects of a game and that game play is secondary.

Limitations:

The data is limited to only 10 interviewees and may not be representative of the entire gaming community. Additionally, the perceptions of the interviewees may be influenced by their personal experiences and biases.

Using Data to Inform Decision Making:

The data can be used to inform decision making in the gaming industry by providing insights into the importance of game play in game development. Game developers and designers can use this information to guide their decisions when creating games, ensuring that they prioritize game play as an important aspect of the game. This can help to ensure that their games are well-received by players and have a larger player base. Additionally, policymakers and regulatory bodies can use this information to develop guidelines and regulations for the gaming industry that take into account the views of players regarding the importance of game play.Top of Form

Objective 4: To investigate non-player characters impact in AI gaming. Questionnaire and interviews were used to collect data on this objective.

The following table shows the response data of 10 players concerning the impact of a players game play in the gaming industry in kenya.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| PlayerID | Age | Gender | Type of Games Played | Importance of NPCs |
|  | 22 | Female | Simulation, Adventure | Very Important |
|  | 20 | Female | FPS, Racing | Somewhat Important |
|  | 27 | Male | RPG, Strategy | Very Important |
|  | 31 | Male | Sports, Puzzle | Somewhat Important |
|  | 25 | Male | Simulation, Adventure | Not Important |
|  | 22 | Male | FPS, Racing | Somewhat Important |
|  | 21 | Female | FPS, Racing | Not Important |
|  | 26 | Male | Simulation, Adventure | Very Important |
|  | 24 | Female | Sports, Puzzle | Very Important |
|  | 28 | Male | RPG, Strategy | Not Important |

Interpretation:

The data shows that the interviewees have varying levels of importance regarding NPCs in the gaming industry. Out of the 10 interviewees, 4 consider NPCs to be very important, 3 consider them to be somewhat important, and 3 consider them to be not important.

The interviewees who consider NPCs to be very important believe that NPCs are crucial in making the game world feel alive and immersive. They enjoy interacting with NPCs and appreciate the additional depth and complexity that they can bring to a game.

The interviewees who consider NPCs to be somewhat important acknowledge the role of NPCs in creating a believable game world, but do not consider them to be as important as other aspects of the game, such as game play and graphics.

The interviewees who consider NPCs to be not important believe that NPCs are unnecessary and can actually detract from the player experience. They prefer games that focus solely on the player's experience and do not require interaction with NPCs.

Limitations:

The data is limited to only 10 interviewees and may not be representative of the entire gaming community. Additionally, the perceptions of the interviewees may be influenced by their personal experiences and biases.

Using Data to Inform Decision Making:

The data can be used to inform decision making in the gaming industry by providing insights into the importance of NPCs in game development. Game developers and designers can use this information to guide their decisions when creating games, ensuring that they prioritize the use of NPCs in games in a way that enhances the player experience. This can help to ensure that their games are well-received by players and have a larger player base. Additionally, policymakers and regulatory bodies can use this information to develop guidelines and regulations for the gaming industry that take into account the views of players regarding the importance of NPCs in games.