**Homework 3**

**Motivation, Social Psychology, & Personality**

1. Read the article on Cognitive Flow. Think back on a time when you experienced a disruption in your cognitive flow or an inability to enter a flow state while playing a game.
   1. Which of the four task characteristics in the article do you think was responsible for this disruption or inability to enter a flow state?
   2. Propose a solution that the game developers could implement in this situation that could increase the probability of a flow state.

I personally believe that characteristic 3 is responsible for this disruption although I also believe that characteristic 1 plays a huge part as well as they both share the same feature of lack of clarity.

The reason I believe so came from personal experience, observing friends playing games and from books and articles I’ve read before. For example, in the book, the art of game design, by Jesse Schell, he dedicated an entire chapter on just cognitive flow and feedback.

To summarize it, he basically states that for someone to enter the state of flow, one needs to know what to do (clear goal), what’s the rule and limitation(boundaries), and feedback given back to indicate clear changes and growth. In fact, he even stated that after an action, feedback must be given within a 1/10th of a second. The feedback must also fit the expectancy of what the player would expect (basically feedback makes sense)

So, to help increase the probability of a flow state for gamers, ensure that constant feedback is given to the player to help not only indicate growth, but also indicate changes in the environment. By showing that their action has impact in the world they are in (especially those with desirable outcome), the chances for the player to enter and stay in a state of flow increases.

1. “The Science of Persuasion” by Robert Cialdini presents six principles that govern persuasion.

Imagine you are head of video game sales and marketing at Scrooge Studios. You have lost any scruples about deception and your goal is to maximize sales and profits of the latest video game being released by your company. Apply **three** of Cialdini’s principles of influence that will accomplish this goal.

Be sure to discuss **how** you would apply the tactic and **why** it would be effective.

The 3 principles I’ll be choosing will be

Social validation

Liking

Authority

For social validation and liking, these 2 principles will work closely with one another due to the fact that both are quite similar to one another and also companies have use these 2 principles together before and were able to succeed.

Take for example games or just any product that uses “cool” factor to sell their product. By buying their product, you will be considered cooler than your peers and thus will lead you to be more well-liked by your peers and people around you. In fact, Sega used this tactic in the early 90s which helped them boost their sales for their console, the Sega Genesis and help skyrocketed Sonic’s popularity in the mainstream media (Search up Sega does what Nintendon’t). By proclaiming that they are “cooler” than Nintendo, people were more likely to buy their product so that they to can be in “cool” crowd thus increasing the chances of people like them and thus, increasing their social standing with people

So, if I were to create a sales campaign that uses Liking and social validation, I would highly likely do something liken what Sega has done and create cool image for the game and having it so that if you buy and play my game, your “cool” factor increases. This will also in turn, improve your social standing among your peers since you are considered “cool”.

For authority, I would get a bunch of famous and well know player from this game genre and ask them to help spread the word of the game. Since these players have strong influence over their audience and since they too like this game genre, if I got them to play this game, I’m advertising, high likely they too will start playing the game as well.

This is quite a common marketing practice nowadays. Getting highly influential players to come and play and talk about your game helps increase traffic among your game. And since this player are trusted and have influence over their audience, It high likely they too will start play the game.

1. Follow the link provided and complete the 120 question personality test:

<https://www.personalitytest.net/ipip/ipipneo120.html>

We will discuss this model of personality in the Personality unit. You **do not** need to submit your personality test results to me!