

What makes a good steam review?

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Introduction

The difficulty of searching and buying new video games gets harder every year. Reviews are one way that users choose one game over the other as the options and prices of video games increase each year. I hypothesize users with a decent number of games (10-30 games) and invested (40-100 hrs) in the game would make the most helpful reviews. Since users with too many games or too few games have too little investment into the game or too little experience with other games respectively. Likewise, users with too many hours may review a game with more bias due to the sunk cost fallacy. I also hypothesized that humor plays a large impact on the up votes of a review.

1 What makes a review good?

1.1 Up votes And Funny Votes

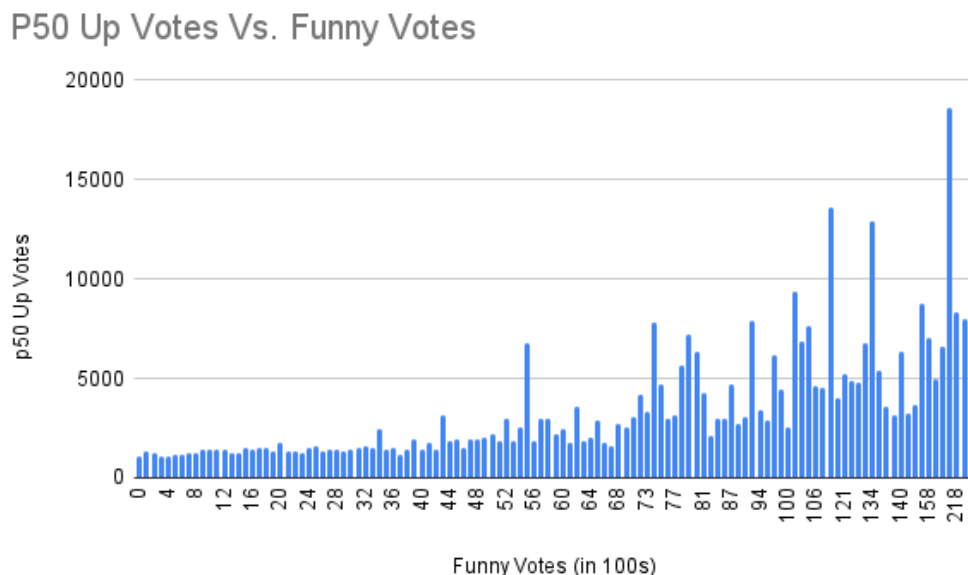


Figure 1: Top 10000 up voted reviews vs their funny votes in 100s

I my hypothesis by plotting the top 10,000 most voted reviews against the number of funny votes it receives in figure 1. The graph depicts the weak positive correlation between funny votes and up votes. This disproved my hypothesis and shows that humor generally played a smaller role. Note, the higher variation at the upper ends is a result of the smaller sample of highly rated funny reviews.

1.2 User role in reviews?

Given that humor plays a small role in a good review, I hypothesized that Steam users favored more knowledgeable and informative reviews. To define the knowledge of a user, it is the

combination of the number of hours at playtime, the number of games the user own, and the number of reviews a user has written.

Figure 2: Avg Up Votes Vs. User Total Reviews

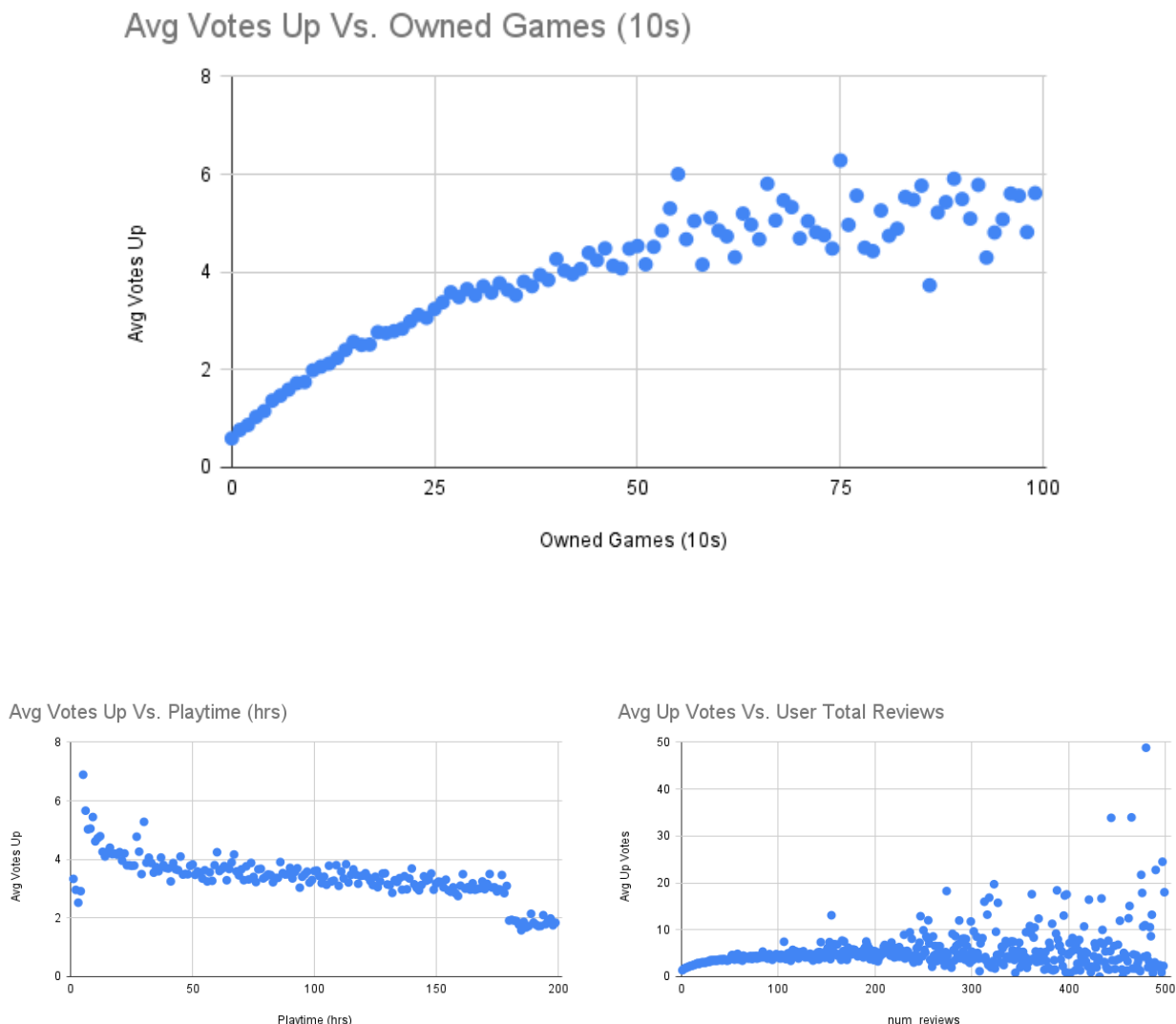


Figure 3: User Data Vs. Avg Up Votes

From the above, the number of games a user owned has a linear relationship to the number of up votes. This suggest that users with more owned games make better reviews than those with fewer games owned. This aligns with my hypothesis that users value experience in a review. On the other hand, good reviews peak at 10 hours of playtime. Interestingly after 170 hours, the up votes takes another dip. I underestimated how much users viewed playtime as a sign of bias. On the other hand, the number of reviews a user has made seems to have a positive effect on up votes, but this stops at around 100 reviews. My hypothesis was partial correct, but I misunderstood playtime and overestimated the role of humor.