Game Psychographics

**Psychographics** refers to the mental attributes distributed among a group of people. In game studies, it usually refers to what different players like seeing and doing in a [game](https://game-studies.fandom.com/wiki/Game).

In [The Art of Game Design: A Book of Lenses](https://game-studies.fandom.com/wiki/The_Art_of_Game_Design:_A_Book_of_Lenses), game designer [Jesse Schell](http://en.wikipedia.org/wiki/Jesse_Schell) paraphrases the work of game designers Marc LeBlanc and Richard Bartle's breakdown of player attributes (109-110):

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## LeBlanc's Taxonomy of Game Pleasures

Game designer Marc LeBlanc has proposed eight primary pleasures that arise from playing games:

1. **Sensation**-- hearing music, seeing something beautiful, or using a control scheme that feels empowering. Usually tied to a game's [aesthetics](https://game-studies.fandom.com/wiki/Aesthetics).
2. **Fantasy**-- pleasure that comes from imagining oneself as part of a grand fictional world, immersion in a game's [fictional world.](https://game-studies.fandom.com/wiki/Fiction)
3. **Narrative** -- the dramatic unfolding of a sequence of events, usually through a game's [story](https://game-studies.fandom.com/wiki/Story).
4. **Challenge** -- accomplishing tasks or solving [puzzles](https://game-studies.fandom.com/wiki/Puzzle); (a feeling other theorists associate with [fun](https://game-studies.fandom.com/wiki/Fun))
5. **Fellowship**-- feelings of pleasure, friendship, or community
6. **Discovery**-- exploring the game world or finding a secret feature or clever strategy within a game
7. **Expression**-- pleasure of expressing oneself or creating things; includes character creation or community level building
8. **Submission**-- the pleasure that arises from entering the [magic circle](https://game-studies.fandom.com/wiki/Magic_Circle) of play and escaping from the "real world" for a while

## ​Bartle's Taxonomy of Player Types

A more general system, Bartle's taxonomy was designed to be mapped onto suits of a deck of cards and so are easy to remember. Schell associates each type with at least one of LeBlanc's pleasures:

1. **Achievers**(diamonds) -- players who primarily wish to achieve the goals of the game; associated with "Challenge"
2. **Explorers**(spades) -- players who want to "get to know the breadth of the game;" associated with "Discovery"
3. **Socializers**(hearts) -- interested in relationships with other people; their primary pleasure is "Fellowship"
4. **Killers**(clubs) -- interested in "imposing themselves on others," either through competition, destruction, or helping/teaching other players

This study compares people who play games on the Internet, people who use the Internet but not for gaming, and people who do not use the Internet. In terms of demography, there is no gender difference among the three groups. On-line gamers are the youngest group and have above-average education and income, but non-gaming Internet users enjoy the highest socioeconomic status. In terms of motivation, on-line gamers are more impulsive and more open to the Internet than either other group. On-line gamers are also highest in novelty seeking, risk-taking, and word-of-mouth communication.

Sources:

<https://www.tandfonline.com/doi/abs/10.1080/15252019.2003.10722073?journalCode=ujia20>

<https://game-studies.fandom.com/wiki/Game_Psychographics>