

De La Salle University
Action Games: The Ultimate Game Genre
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Chapter 1
Introduction

A. Background of the study

Super Mario Bros., Space Invaders, PAC-MAN, these are some of the prominent action games from long ago. Years later, action games have maintained their dominance in the market, but have branched out from other genre combinations as well. How and why are they able to retain the spot of top gaming genre?

B. Significance of the study

In the future of the gaming industry, competition will always be there. Franchise going against franchise, each company throwing out their best card to to dominate the gaming industry and its consumers. An example would be the competition between the Call of Duty franchise and the Battlefield franchise. This is where the significance of this study shows, to keep that competition thriving, keeping the gaming industry well and alive.

C. Scope and limitations

Our research focuses on action games and its variations. The games may be on PC, mobile, or console, other platforms will not be considered. Our target respondents will be around the age of, but are not limited to, 17 to 20, as they play the most variety of video games.

D. Definition of terms

Chapter 2

Methodology and Data Analysis

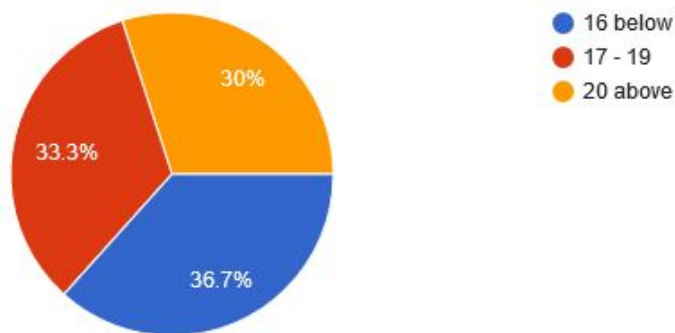
A. Research Setting

The research was done in a natural setting with the only factor of course is the availability of a device and internet connection to all of our research participants. No other setting was necessary for this research because it is mostly on opinions from people whom had any sort of relation with video games at some point in their recent history.

B. Participants

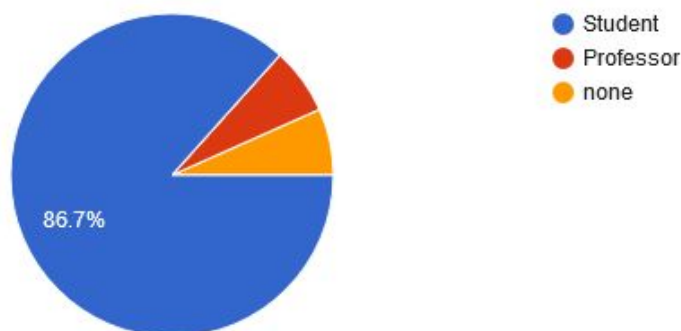
Age

30 responses



Occupation

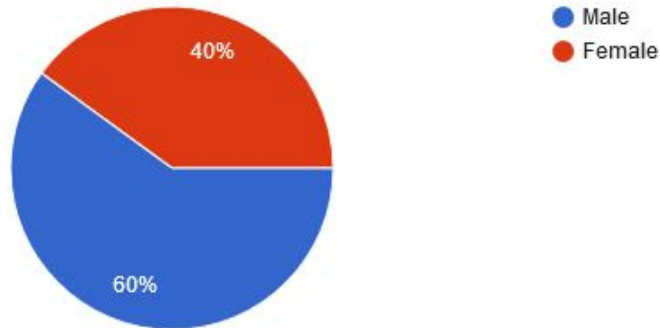
30 responses



The participants for this research have an average age of roughly 17 to 20 years old with the majority of them as students.

Gender

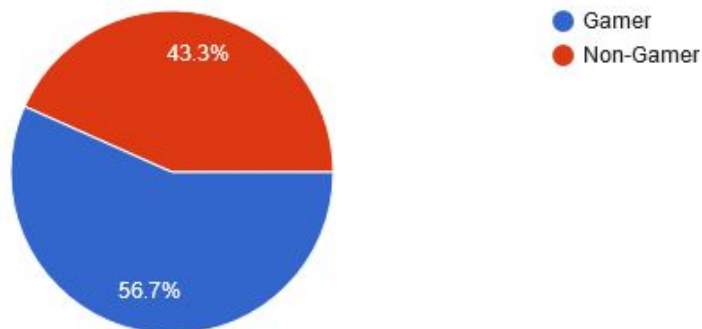
30 responses



Roughly equal distribution between males and females, although males have a slightly greater population.

Gaming Involvement

30 responses



Also there is an equal distribution between those with different gaming involvement, which are gamers, people who claim to be very active and involved in the gaming community or even its industry, and otherwise non-gamers.

C. Instruments

The data for this research was gathered through an online surveying application namely Google Forms. Of course, to have access to Google Forms, our participants were required to have access and use any device they preferred and an internet connection.

D. Procedure

The participants are to receive a sharable hyperlink which would direct them to the survey form. Once directed to the survey form, they are prompt to answer the questions, some of which are optional and others are required, truthfully.

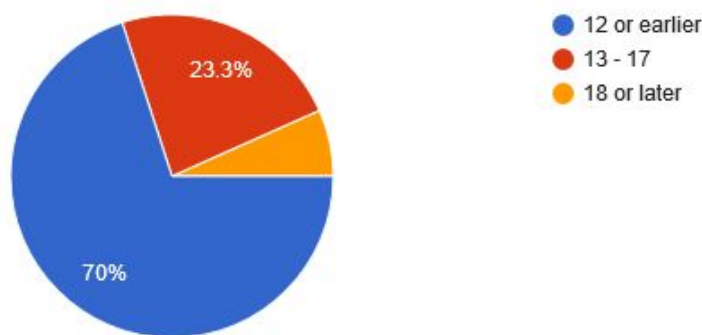
E. Method of analysis

The methods of analysis which were involved in the creation and collection of survey results from a selected sample population is the use of graphs and charts, which could be seen in the succeeding subchapter, generated innately from Google Forms which is a tool that was used to create the forms for the participants and collect their answers..

F. Analysis of data

At what age did you start playing video games?

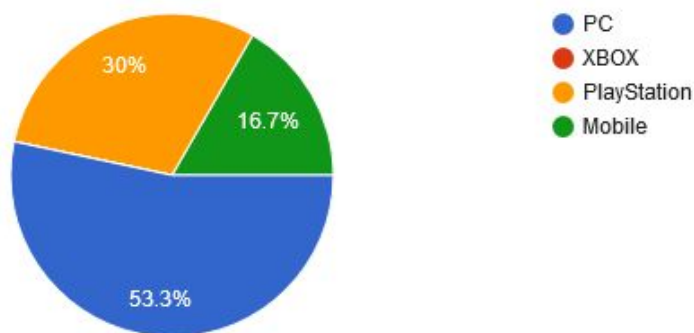
30 responses



Based from the survey results, 7 out of 10 people has started playing video games as early as 12, possibly earlier, in their life.

Among the following, which was your first video game console?

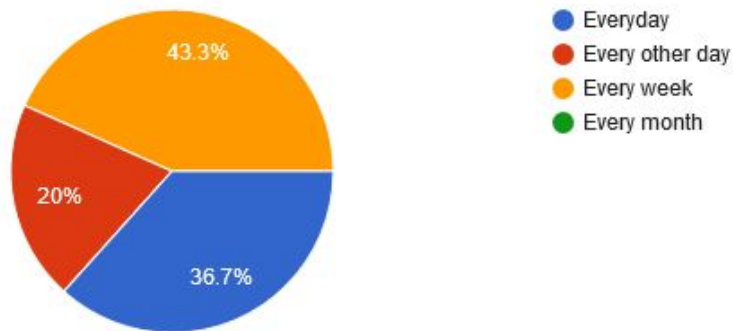
30 responses



Based from the survey results, more than half of the people has started playing video games on a PC whereas only 30% began on a PlayStation, only above 15% began on mobile and a very few if not none began on an XBOX.

How often do you play games?

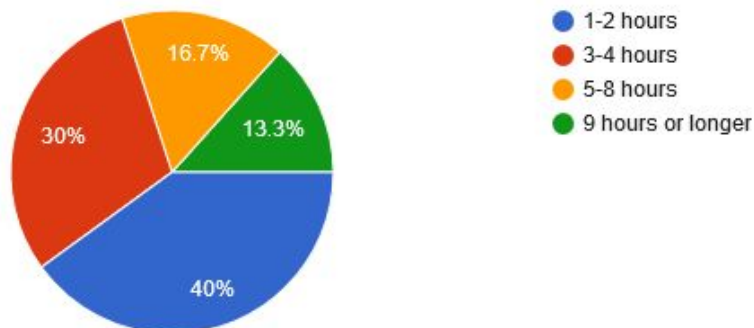
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Based from the survey results, almost 45% of the population of our participants had played video games every week, above 35% of which had played video games everyday and 20% every other day.

How long are your gaming sessions?

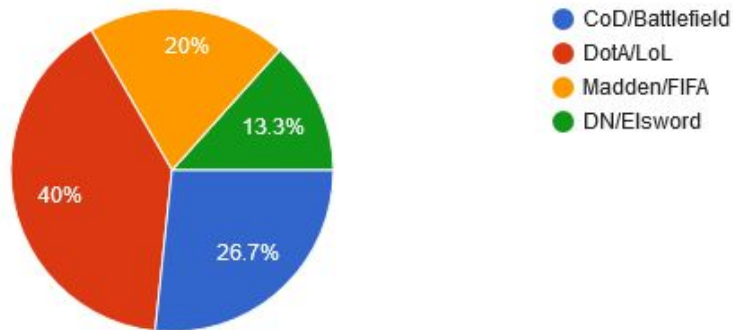
30 responses



Based from the survey results, 40% of the population of our participants had played video games 1 to 2 hours straight, 30% had played video games for 3 to 4 hours straight, above 15% had played video games for 5 to 8 hours straight and the rest played for 9 hours or even longer.

Among the following, which is your preferred game?

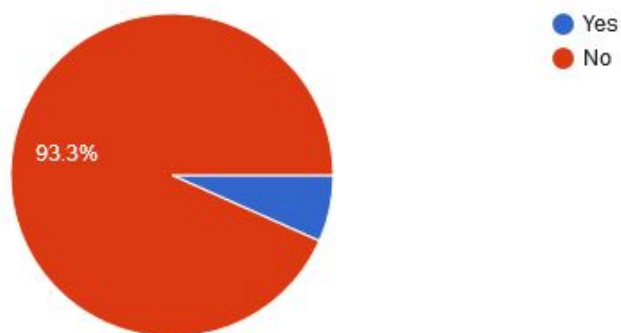
30 responses



Based from the survey results, 40% of the population of the participants had preferred DotA (Defense of the Ancients) or LoL (League of Legends) which are of the sub-genre of MOBA (Multiplayer Online Battle Arena), above 25% had preferred CoD (Call of Duty) or Battlefield which are of the sub-genre of FPS (First Person Shooter), 20% had preferred Madden or FIFA (Fédération Internationale de Football Association, the game of course) which are of the sub-genre of Sports, and the remaining which is above 10% had preferred DN (Dragon Nest) or Elsword which are of the sub-genre of MMORPG (Massive Multiplayer Online Role Playing Game).

If we remove the action aspect of that game, would you still enjoy it?

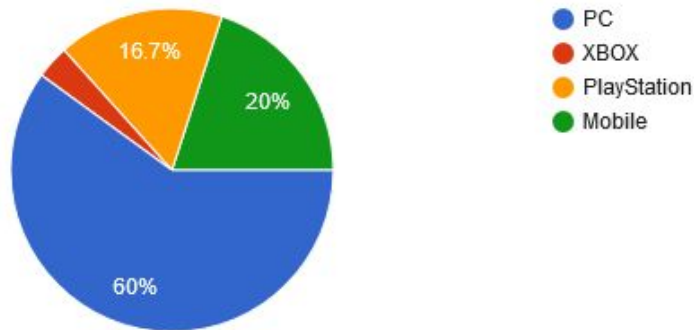
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Following up the previous question, based on the survey results, almost 95% of the population of the participants would not enjoy the games from the previous question if the action aspect of those games were removed from it.

Which platform do you play on more often?

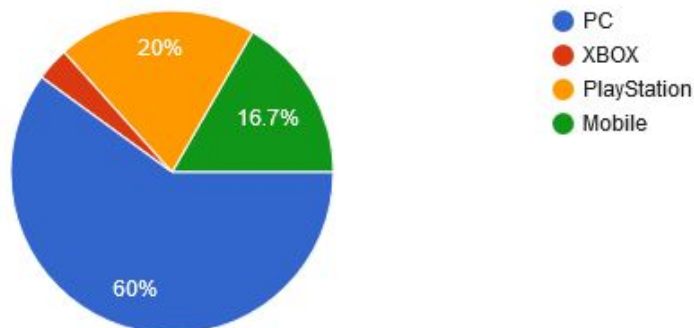
30 responses



Based on the survey results, most of the population of the participants, 60% to be exact, played on a PC, 20% of the population of the participants played on a mobile device, above 15% of the population of the participants played on a PlayStation and the remaining few played on an XBOX

Which platform do you prefer to play on?

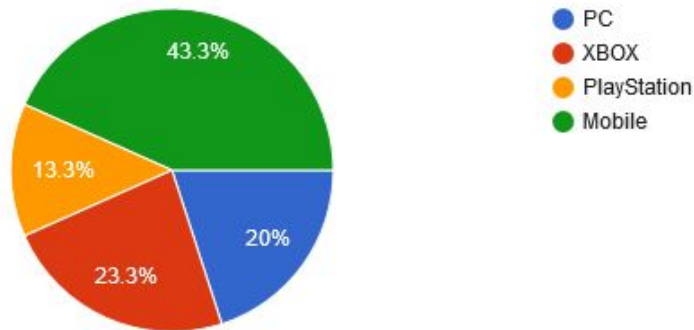
30 responses



Based on the survey results, PC is the most preferred console to be played on by 60% of the population of the participants, PlayStation second with 20% of the population of the participants, mobile second with above 15% of the population of the participants and lastly XBOX the the remaining few. This shows that the preference of console among players lean more on PC significantly greater among others but does not mean that XBOX is the least preferred console to be played on.

Which platform do you least prefer to play on?

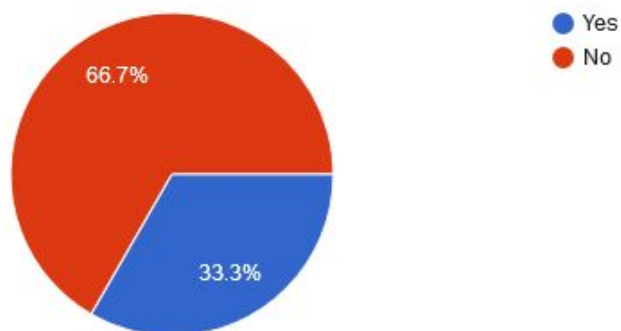
30 responses



Following up the previous survey question, based on these survey results, above 40% of the population of the participants least preferred playing on a mobile device, above 20% least preferred playing on an XBOX, 20% least preferred playing on PC and 13% least preferred playing on a PlayStation. It shows here that the console players would most likely not want to play their games on would be on a mobile device.

If it were on your least preferred platform, would you still play action games?

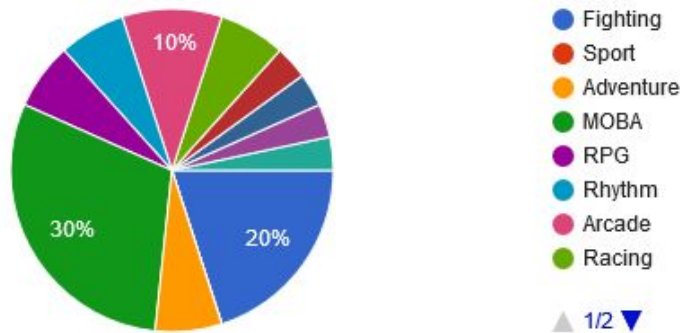
30 responses



But based on these survey results, even though the game is not on their preferred console, over 30% of the population of participants would still play games of the action genre on it. Meaning that action games could still possibly be a solid genre choice even on the consoles players would not rather play on.

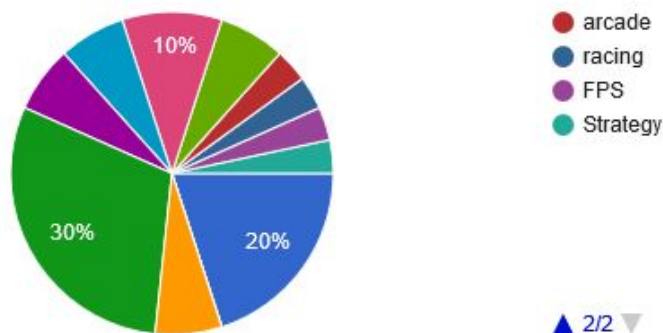
There is a wide variety of combinations such as action sci-fi games, action fighting games, and the like. Which one do you prefer the most?

30 responses



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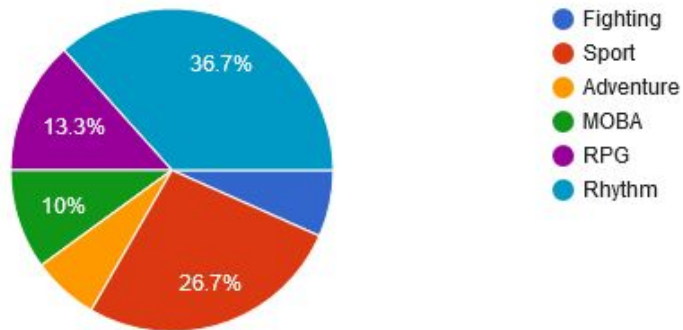
30 responses



Based on the survey results, MOBAs are most preferred by the population of participants with 30% votes, followed by Racing games with 20% of the population of the participants, and then by Arcade games with more than 10% of the population of the participants. It shows here what the consumers would prefer the most amongst other sub-genres, but this does not mean the sub-genres of Strategy games or FPS games are necessarily despised by the audience.

Which one do you least prefer?

30 responses



Following up the previous survey question, based on the survey results, more than 35% of the population of the participants least preferred Rhythm games a sub-genre, then followed by the sub-genre of Sports with more than 25% of the population of the participants. This differentiates the sub-genres which are preferred and most likely to be played by the audience of the gaming industry from those that they least likely prefer to play.

Chapter 3

Summary, Conclusion and Recommendations

A. Summary

Having action in a game propels players to have a more enjoyable time when playing that game. But of course, it is only around as influential as the media they would use to play it with and also with what subgenres, if any, are combined with it. An example of an action game with a low receiving value for the consumer could perhaps be an action rhythm game on mobile, though this could obviously be a possible top-selling game, but possibly only to a limited group of gamers whereas an example of an action game that is a Racing Game on XBOX or PlayStation, could be a better choice of combination based on the survey results.

B. Conclusion

Therefore, after the shown results of the survey research, action games are indeed prominent and is seemingly superior among other video games genres as it can be seen that suddenly removing the action aspect in the games would make the game not as well received by the players, but only to the extent of genres and not the overall gameplay of the game. Other factors may include the console the game will be played on and even its accommodating sub-genres.

C. Recommendations

The research only focused on the action genre and has no mention of other possible rival genres, so an in-depth comparison among those other genres would be a step for this research. Additionally, this research only took consideration of only four consoles, namely PC, XBOX, PlayStation and Mobile devices, therefore an in-depth comparison with other consoles could give a clearer answer to the influence of the action genre in video games.

Chapter 4
References

Chapter 5
Appendix