**T&H Subject Description**

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*The purpose of this template-document is to provide a short subject description for your T&H paper. The subject description is typically created during the first weeks of your T&H assignment. Please note the deadline for handing in the assignment.*

*Please note that any information that you provide in this document (such as the title and sources for the paper) can still be changed an extended during later phases of the assignment. The main intention of this document is to trigger you to do some initial research and to get approval on the subject from your teacher, before you start writing the paper.*

**Part A:**

* **Title**: *How does a person decide to buy a game?*
* **Main Research question:** *What are the deciding factors for a person from the age of 16 till 26 to buy a game? (How can I replicate the thinking process of a buyer and apply it for others?)*
* **End product:** 
  + *A decision tree that buyers follow before they buy something. The end product will be a demonstration of following the rules other buyers apply to get a game that the decider is happy with.*
  + *A good questionnaire*
* **Personal Interest** *:As a big collector of games with already 400+ games in my collection I am really curious how my friends and other people decide if they want to buy a specific game*

**Part B:**

* **Breakdown of the main question in at least ten sub-research questions**:

***MRQ: How does a person decide to buy a game?***

*How do you make a good questionnaire?*

*What’s the media’s perspective on buying a game of value?*

*When are you happy with a game?*

*Is cost a deciding factor for buyers?*

*What is the best way for interacting when asking a questionnaire?*

*Are open or closed questions a better way of getting an effective answer?*

*How do you make a good decision tree?*

*What does the internet have to say about buying games?*

*Is a questionnaire enough to get information from?*

*When do you decide an answer is valid to use?*

*What are my personal opinion about games?*

*Is interviewing less than 20 people valid?*

*What research has been done on the behavior of buyers.*

* **Approach:**

*As this is market research I will use the following strategies:*

*Field – This is the biggest strategy as this is how I get my data. I will have to carefully select my participants for my questionnaires.*

*Library – A lot of research is already done on the market as the entertainment market is a profitable place if you know how to sell your game. A lot of critics will have a list of pros and cons that will help them decide if you should get the game.*

*Workshop – I have to put my research to the test and see if it applies for everybody. I need to convert the information into a guide and use that guide myself to see if I am going to buy a game and if I’m happy with the game I bought.*

* **Activities needed and mapping**

*Which activities do you need to undertake to answer your sub questions. Specify per activity which you will use.*

* + - *strategy - Library, Field, Workshop, Lab, Showroom*
    - *method - How will you do it and when is it ready : make it S.M.A.R.T.*

*Result will be a table:*

|  |  |  |  |
| --- | --- | --- | --- |
| **Question** | **Activity (what)** | **Strategy** | **Method (how)** |
| How do you make a good questionnaire? | Define a basic structure for a questionnaire. | Library, workshop | Looking on the internet for example questionnaires and on things to avoid when making a questionnaire. |
| What’s the media’s perspective on the value of game? | Search the media on reviews as well as price reviews | Field | Look on the internet for well-known critiques and look for research and opinions. |
| When are you happy with a game? | Psychological answer on happy purchases | Library | Look for credited research on how to define happiness from buying materialistic goods. |
| Is cost a deciding factor for buyers? | Questionnaire questions | Workshop, Field | Create questions in the questionnaire. And then ask them. |
| What is the best way for interacting when asking a questionnaire? | Create a common method to apply for all questionnaires. | Field, Lab | Find different ways on how to interact with people and ways of asking and then testing them out. |
| Are open or closed questions a better way of getting an effective answer? | A conclusion if open or closed is a better way to ask something (or both) | Lab, Library | Test the difference in open and closed questions and find research that show the different results between open and closed questions. |
| How do you make a good decision tree? | A decision tree template | Workshop, Library | Find different example Decision trees and from there build my own. |
| What does the internet have to say about buying games? | A set of answers | Library | Search the internet for rules that individuals set when to buy a game or not. |
| Is a questionnaire enough to get information from? | An opinion if the questionnaire will be enough | Field | Based on the created questionnaire and answers from them, I will have to review them together with a teacher to check its validity. |
| When do you decide an answer is valid to use? | An opinion on answers | Field, Library | Searching for articles depicting the validity from field research, as well as testing others opinion. |
| What are my personal opinion about games? | A detailed report | Field | I take the questionnaire myself as well to see how I think about games. |
| Is interviewing less than 20 people valid? | Finding on statistics and possibly change of wrong data | Field | Search about report depicting statistics of how well the data obtained from only 20 people is. |
| What research has been done on the behavior of buyers. | Psychological articles about consumerism. | library | Search research articles about buying entertainment value online for young folk. |

**Sources:**

*List sources (books, articles, internet sources) that you will be using to write your paper.*

*Note! This is still an empty list as the research has yet to be done.*

*Appendices*

**Appendix A: consequences of feedback on version1 by <student\_name>**

*explain what parts of the feedback you applied in your final version*

**Appendix B: consequences of feedback on version2 by <teacher\_name>**

*explain what parts of the feedback you applied in your final version*