# Research Summary

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As I mentioned in research proposal and research plan, the masculine design of games might have bad effects on women’s gaming performance. Thus, to determine the factors in designing a female-preferable game is the main purpose of this questionnaire.

Based on the final data of this questionnaire, the results include :

1. In terms of gaming devices and purchasement methods, Most female gamers prefer playing online games with their own PC and purchasing for new games online just as general video-game players.
2. Though casual games and games of type role playing are most attractive to female gamers, they prioritize equipments of a specific character to other factors such as appearance.
3. Graphics and Gameplay are two main factors for female gamers to decide if they like a specific game or not.

# Conclusion: A female-preferable game should be like some casual game that has an attractive design of gameplay with fancy motional graphics and original video soundtrack. Ideally, its characters should have a nice looking and plentiful equipments.

References:

Participants: 28 participants in total with all of whom are female gamers.( experienced playing online games before)

# Factors in female-preferable gaming design

| **1. Which of the following devices do you prefer to use while playing games?** | | | | |
| --- | --- | --- | --- | --- |
|  | | | **Response Percent** | **Response Total** |
| 1 | Mobile Phones | |  | | --- | |  | | 64.29% | 18 |
| 2 | PC(Personal Computer) | |  | | --- | |  | | 75.00% | 21 |
| 3 | Consoles | |  | | --- | |  | | 42.86% | 12 |
| 4 | Laptop | |  | | --- | |  | | 42.86% | 12 |
| 5 | Other (please specify): | |  | | --- | |  | | 3.57% | 1 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 5.32 | Std. Deviation: | 4.83 | Satisfaction Rate: | 75.89 | | Variance: | 23.34 | Std. Error: | 0.91 |  | | | | | answered | 28 |
| skipped | 0 |
| Other (please specify): (1) | | | | |
| |  |  |  | | --- | --- | --- | | 1 | [27/01/18 3:52AM ID: 72393650](file://localhost/survey/results/responses/id/398018%3Fu=72393650) | PS4 PSV | | | | | |

| **2. Where do you purchase your games?** | | | | |
| --- | --- | --- | --- | --- |
|  | | | **Response Percent** | **Response Total** |
| 1 | online shops | |  | | --- | |  | | 85.71% | 24 |
| 2 | in store | |  | | --- | |  | | 35.71% | 10 |
| 3 | through system platform | |  | | --- | |  | | 53.57% | 15 |
| 4 | Other (please specify): |  | 0.00% | 0 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 3.18 | Std. Deviation: | 2.14 | Satisfaction Rate: | 47.62 | | Variance: | 4.58 | Std. Error: | 0.4 |  | | | | | answered | 28 |
| skipped | 0 |
| Other (please specify): (0) | | | | |
| No answers found. | | | | |

| **3. What types of games do you play?** | | | | |
| --- | --- | --- | --- | --- |
|  | | | **Response Percent** | **Response Total** |
| 1 | First Person Shooting (e.g Csgo, Battlefield) | |  | | --- | |  | | 42.86% | 12 |
| 2 | Action (e.g Batman) | |  | | --- | |  | | 39.29% | 11 |
| 3 | Real time Strategy (e.g Civilization) | |  | | --- | |  | | 32.14% | 9 |
| 4 | Educational (e.g Getting Over It) | |  | | --- | |  | | 7.14% | 2 |
| 5 | Third Person Shooting (e.g PUBG) | |  | | --- | |  | | 25.00% | 7 |
| 6 | Survival Horror (e.g Left for dead) | |  | | --- | |  | | 21.43% | 6 |
| 7 | Role Playing (e.g Dark Soul) | |  | | --- | |  | | 57.14% | 16 |
| 8 | Casual Games (e.g Candy Crush) | |  | | --- | |  | | 60.71% | 17 |
| 9 | Other (please specify): | |  | | --- | |  | | 28.57% | 8 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 16.43 | Std. Deviation: | 20.46 | Satisfaction Rate: | 166.07 | | Variance: | 418.45 | Std. Error: | 3.87 |  | | | | | answered | 28 |
| skipped | 0 |
| Other (please specify): (8) | | | | |
| |  |  |  | | --- | --- | --- | | 1 | [27/01/18 3:47AM ID: 72393559](file://localhost/survey/results/responses/id/398018%3Fu=72393559) | AVG | | 2 | [27/01/18 4:01AM ID: 72393757](file://localhost/survey/results/responses/id/398018%3Fu=72393757) | league of legend | | 3 | [27/01/18 4:09AM ID: 72393819](file://localhost/survey/results/responses/id/398018%3Fu=72393819) | open world adventure | | 4 | [27/01/18 4:15AM ID: 72393826](file://localhost/survey/results/responses/id/398018%3Fu=72393826) | pixels rpg games | | 5 | [27/01/18 4:52AM ID: 72394100](file://localhost/survey/results/responses/id/398018%3Fu=72394100) | Massive Multiplayer Online | | 6 | [27/01/18 4:52AM ID: 72394360](file://localhost/survey/results/responses/id/398018%3Fu=72394360) | Massive Multiplayer Online | | 7 | [27/01/18 5:28AM ID: 72394790](file://localhost/survey/results/responses/id/398018%3Fu=72394790) | League of legend | | 8 | [27/01/18 11:08AM ID: 72403669](file://localhost/survey/results/responses/id/398018%3Fu=72403669) | JRPG, SLG, AVG | | | | | |

| **4. What's your source(s) to find new games?** | | | | |
| --- | --- | --- | --- | --- |
|  | | | **Response Percent** | **Response Total** |
| 1 | Friends or Family | |  | | --- | |  | | 85.71% | 24 |
| 2 | Game sites | |  | | --- | |  | | 25.00% | 7 |
| 3 | Online video channels | |  | | --- | |  | | 32.14% | 9 |
| 4 | Social networks | |  | | --- | |  | | 64.29% | 18 |
| 5 | Online advertising | |  | | --- | |  | | 39.29% | 11 |
| 6 | Rankings in app store | |  | | --- | |  | | 42.86% | 12 |
| 7 | Magazines | |  | | --- | |  | | 7.14% | 2 |
| 8 | Other (please specify): |  | 0.00% | 0 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 9.93 | Std. Deviation: | 11.78 | Satisfaction Rate: | 99.49 | | Variance: | 138.84 | Std. Error: | 2.23 |  | | | | | answered | 28 |
| skipped | 0 |
| Other (please specify): (0) | | | | |
| No answers found. | | | | |

| **5. On the scale of 1-5, how would you order the importance of following factors in choosing games to play? 1 being the first priority.** | | |
| --- | --- | --- |
| **Item** | **Total Score 1** | **Overall Rank** |
| Gameplay | 114 | 1 |
| Graphics | 102 | 2 |
| User Interface | 86 | 3 |
| Character customization | 61 | 4 |
| Video Game Music | 57 | 5 |
| 1 Score is a weighted calculation. Items ranked first are valued higher than the following ranks, the score is a sum of all weighted rank counts. | answered | 28 |
| skipped | 0 |

| **6. If you prioritize Video Game Music, What types of music do you prefer?** | | | | |
| --- | --- | --- | --- | --- |
|  | | | **Response Percent** | **Response Total** |
| 1 | original music composed specifically for the game(e.g Orchestral) | |  | | --- | |  | | 80.00% | 20 |
| 2 | individual artist recordings(e.g Pop music) | |  | | --- | |  | | 28.00% | 7 |
| 3 | Other (please specify): |  | 0.00% | 0 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 1.36 | Std. Deviation: | 0.47 | Satisfaction Rate: | 14 | | Variance: | 0.22 | Std. Error: | 0.09 |  | | | | | answered | 25 |
| skipped | 3 |
| Other (please specify): (0) | | | | |
| No answers found. | | | | |

| **7. If you prioritize Graphics, what types of Graphics do you prefer?** | | | | |
| --- | --- | --- | --- | --- |
|  | | | **Response Percent** | **Response Total** |
| 1 | Text-based | |  | | --- | |  | | 24.00% | 6 |
| 2 | Vector graphics | |  | | --- | |  | | 28.00% | 7 |
| 3 | Full motion Video | |  | | --- | |  | | 40.00% | 10 |
| 4 | 2D | |  | | --- | |  | | 52.00% | 13 |
| 5 | 3D | |  | | --- | |  | | 44.00% | 11 |
| 6 | Mixed reality graphics | |  | | --- | |  | | 12.00% | 3 |
| 7 | Other (please specify): | |  | | --- | |  | | 4.00% | 1 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 7.28 | Std. Deviation: | 5.72 | Satisfaction Rate: | 87.33 | | Variance: | 32.68 | Std. Error: | 1.14 |  | | | | | answered | 25 |
| skipped | 3 |
| Other (please specify): (1) | | | | |
| |  |  |  | | --- | --- | --- | | 1 | [27/01/18 4:15AM ID: 72393826](file://localhost/survey/results/responses/id/398018%3Fu=72393826) | As long as they fit the concept of the game well, I don’t care what kind of graphics I’m getting | | | | | |

| **8. If you prioritize Character customization , what part of character matters the most for your customization?** | | | | |
| --- | --- | --- | --- | --- |
|  | | | **Response Percent** | **Response Total** |
| 1 | Appearance | |  | | --- | |  | | 65.22% | 15 |
| 2 | Clothing | |  | | --- | |  | | 56.52% | 13 |
| 3 | Equipments | |  | | --- | |  | | 69.57% | 16 |
| 4 | Strength | |  | | --- | |  | | 43.48% | 10 |
| 5 | Other (please specify): | |  | | --- | |  | | 13.04% | 3 |
| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Analysis** | Mean: | 6.26 | Std. Deviation: | 6.18 | Satisfaction Rate: | 94.57 | | Variance: | 38.14 | Std. Error: | 1.29 |  | | | | | answered | 23 |
| skipped | 5 |
| Other (please specify): (3) | | | | |
| |  |  |  | | --- | --- | --- | | 1 | [27/01/18 4:15AM ID: 72393826](file://localhost/survey/results/responses/id/398018%3Fu=72393826) | Personality, or individual characteristics | | 2 | [27/01/18 4:52AM ID: 72394100](file://localhost/survey/results/responses/id/398018%3Fu=72394100) | Hitting feedback | | 3 | [27/01/18 4:52AM ID: 72394360](file://localhost/survey/results/responses/id/398018%3Fu=72394360) | Hitting feedback | | | | | |