

# OUT-OF-GAME: RATIONAL GAME USER

## IN-GAME: RATIONAL PLAYER

Utility<sub>Virtual</sub>

Disutility<sub>Virtual</sub>

+

-

Utility<sub>In-Game</sub>

+

Social norms  
Tangible rewards

Game enjoyment    Meaning

Displeasure  
Opportunity costs

Utility<sub>Extrinsic</sub>

Utility<sub>Intrinsic</sub>

Disutility<sub>Extrinsic</sub>

+

+

-

Utility<sub>Total</sub>

