

Mobile Game: Expectations and Interests of the Users

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Abstract— This research investigates the intrinsic motivations for the playing of mobile games on Smart phones. As mobile games continue to grow in popularity, revenue and influence in many different areas of business and life, researcher's come up with new developments. The focus of this study is to investigate the psychological constructs that drive preferences to play a particular game.

Keywords— Expectations, interests, age, gender and mobile games

I. INTRODUCTION

This research investigates the intrinsic motivations for the playing of mobile games on Smart phones. The concept of play and a theory of intrinsic motivation provide an underlying theoretical idea. Relevant characteristics of player's age, gender and level of playfulness will be examined on their potential influence. The already existing literature of this study contributes to an understanding of the process of enjoyment of games and the expectations of the users. As mobile games continue to grow in popularity, revenue and influence in many different areas of business and life, researcher's come up with new developments. This research study is to investigate that add to the existing literature. The focus of this study is to investigate the psychological constructs that drive preferences to play a particular game. To be motivated is to be moved to do something and, 'its most basic distinction is between intrinsic motivation, which refers to doing something because it is inherently interesting or enjoyable, and extrinsic motivation, which refers to doing something because it leads to a separable outcome' (Ryan & Deci 2000, p. 55).

The focus of this thesis is to develop a conceptual model that investigates the psychological constructs that drive preferences and motivate consumption in a particular context. Motivation is explained as identifying how various determinants impel an action towards a goal, in this case the enjoyment of video games on a smartphone. Combining this approach with the psychological construct of playfulness and defined roles such as age, gender further illuminate facets of intrinsic value to the contribution of this study.

II. MOTIVATION TOWARDS GAMES

The rapid proliferation of the smartphone throughout the world has facilitated the growth and spread of smartphone gaming. Subsequently the rise of the smartphone and tablet and the resulting accessibility of Apps, in the form of games, has broadened this market of gamers even further and resulted in a standalone industry of gaming that has a much bigger reach than the costly arena of dedicated gaming consoles and high performance PCs.

The freemium model is where the initial game is downloaded free and subsequently, assorted optional in game extras and perks are available at a price to generate revenue. This model of business extends to paid games also in the form of further in-app-purchases whereas the paying consumer pays for further perks and options post initial purchase to improve their gaming experience.

III. PLAYER CHARACTERISTICS

In terms of this research it is important to note that gender and age were found to be the most significantly influential demographic factors. Gender and age have been established in the literature as important factors in terms of the motivation to play games.

A. Demographics of Age

Greenberg et al. (2010) examined orientations to video games among gender and age groups utilising a uses and gratifications approach. Examining nine gratifications, they found age differences for seven of the nine but not related to age in a consistent linear fashion. The motivations for play were found to differ by age.

B. Demographics of Gender

Gender has an influence on motivations, including areas 100 such as competency, value, and self-efficacy beliefs, and these influences are domain-specific (Meece, Glienke & Burg 2006) while most intrinsically motivated behaviour can also be seen as a result of individual interests that vary as a result of gender and age (Renninger 2000). This indicates that can potentially have an influence on any examination of intrinsic motivations that is domain specific. Lucas and Sherry (2004), who examined the differences between the genders in terms of traditional video game results with a number of interesting results. Male players were more likely to be video game players than females and tended to play for longer periods of time. Males were also more likely to enjoy the social aspect of gaming and were significantly motivated by competition. Both genders were highly motivated by challenge with females more motivated by 101 challenge than competition. In effect both genders were motivated by the challenge inherent in the game play itself but males were more likely to be engaged by competition with others

IV. METHODOLOGY

The scale and success of the industry demonstrates that mobile gaming represents a valid field of inquiry, both in terms of practical applications and theoretical considerations. Mobile gaming represents the largest entertainment industry in the world with a global value

estimated at 93 billion dollars for 2013, growing to 111 billion dollars in 2015.

This research study is about the expectations and interests in the users playing mobile games. This study is being made to analyze on what factors the expectation and interest of the gamers depends.

Since this study is a generalized survey, the study can be carried out in any environment. So the study will be carried out by distributing of the questionnaire in the form of a google form to all the people known. The data required includes the age, gender, type of games preferred and other similar type of data. The required data can be collected from the period from wit smart phones became publicly more aware to the current days. Two initial variables are considered for this thesis, the expectations and the interest of the users of various games. The technique that is chosen for collection of the data is questionnaire. In order to provide the importance of context when playing games on smartphones, two questions were posed. The responses to these questions supported the literature on mobile gaming and also provided a key insight that mobile gaming is now situated in the home as well as being an ever accessible device used while away from home

The analysis of the data will be done by testing of the hypothesis. The report of this study will be prepared in a technical style.

V. DATA COLLECTION AND SAMPLE

Two initial variables are considered for this thesis, the expectations and interests for the users of various games. Demographics of age and gender and player characteristics of playfulness were considered as categorical antecedent variables for this thesis and will be included in the analysis. The data collection method tat will be used in this thesis is Questionnaire and any person who plays any kind of game will serve the purpose of the sample. This research study is a survey based research. It indicates no order or distance relationship and no arithmetic origin. So the measurement scale that will be used in this research is nominal scale. The scale construction technique that will be used in this research study is Item analysis approach. The measurement technique that will be used in this research paper is a likert type scale.

VI. PROPOSED HYPOTHESIS

Hypothesis 1:

H0 = Interest to participate in games does not depend on age and gender.

H1 = Interest to participate in games depends on age and gender.

A = 0.05 significance level

Sample size n=55

P = probability that a person is not a male and age not in 21-30 and they feel enjoyable or very much enjoyable.

P = 10/55

= 0.18

Here 0.18 > 0.05

That the significance value was above the alpha value of 0.05 and is not significant

Therefore, we do not reject the null hypothesis.

Hypothesis 2:

H0 = The expectation of the users depends on How much interested they are.

H1 = The expectation of the users depends on their interest.

A = 0.05 significance level

Sample size = 55

P = probability that a person feels very much enjoyable and play games for more than an hour and pay for a game.

P = 7/55

= 0.13

Here 0.13 > 0.05

That the significance value was above the alpha value of 0.05 and is not significant

Therefore, we do not reject the null hypothesis.

Hypothesis	Result
Hypothesis 1: Interest to participate in games does not depend on age and gender.	Supported
Hypothesis 2: The expectation of the users depends on How much interested they are.	Supported

Fig 1. Final hypothesis testing results

VII. VALIDITY

Since each variable has several indicators or sub-variables, confirmatory factor analysis is also performed.

QUESTIONS	CHOICES	PERCENTAGE
gender	Male	63.6%
	Female	36.4%
Age group	11-20	16.2%
	21-30	63.6%
	31-40	10.9%
	41-50	7.3%
Do you get enjoyment in playing games in your Smartphone ?	Not enjoyable	32.7%
	Enjoyable	32.7%
	Very much enjoyable	34.5%
When do you play games in your mobile ?	When Bored or time pass	63.6%
	For fun	52.7%
	When in stress	21.8%
Which games do your play ?	Sports and Racing	40%
	Brain and puzzle	58.2%
	Arcade and action	45.5%

	Strategy, simulation and role playing games	34.5%
	Cards and Casino	6%
have you ever paid any money for purchasing games or game components ?	Yes	32.7%
	No	67.3%
how much time do you spend each day in playing games ?	less than an hour	44.5%
	an hour	14.8%
	More than an hour	40.7%

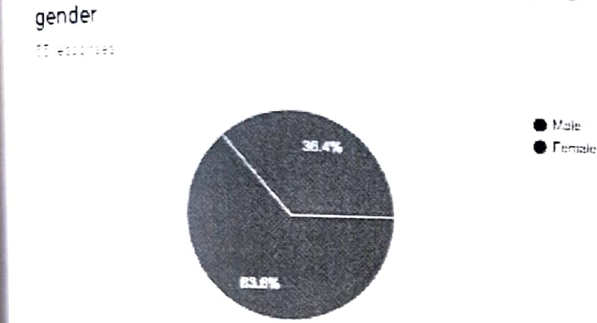


Fig 2. Gender breakdown of respondents

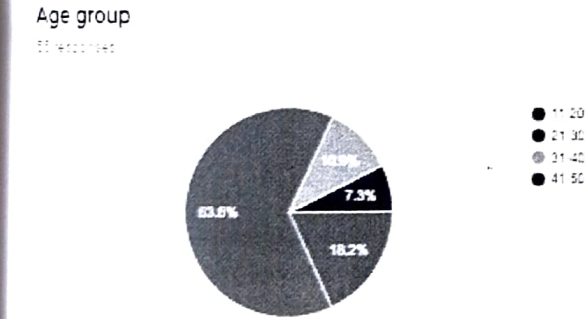


Fig 3. Age breakdown of respondents

VIII. FUTURE ENHANCEMENTS

The relative newness of the context and the identified lack of research on the subject add significance to the work of this thesis. Given we are entering an era in which play continues to define more and more of our consumption experiences, use of this scale in further studies can further understanding of intrinsic motivation in an era of continued technological development.

While this research provides an understanding of the typical mobile gamer, more in depth examination of particular segments may provide more illuminating results. Specific studies to examine contextual influences on segments such as students, working parents or retirees will allow for a fuller understanding of the role smartphone gaming plays in players' lives.

IX. CONCLUSION

Player characteristics of age, gender and playfulness did not impact on the conceptual model provides support for the model as a whole in terms of its encapsulation of the play. There is a powerful assumption towards gaming and technology in general as being masculine which can result in females feeling less inclined towards gaming as it takes away from their femininity. Yet through Smartphone gaming females are motivated by satisfaction of the same needs of males and indeed in terms of this particular sample can be seen to play more. The further away a players identity was from the stereotypical young male gamer a player was, the less likely they were to identify as a gamer, yet on smartphones females are as much a gamer as males. Also expectations of players depends on the interest they show in playing the game. Play as an intrinsically motivated, frequently repeated escape from reality is now available at the literal touch of a button.

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