A DEEP DIVE INTO THE 12 MOTIVATIONS

WHAT WE LEARNED FROM 400,000 GAMERS

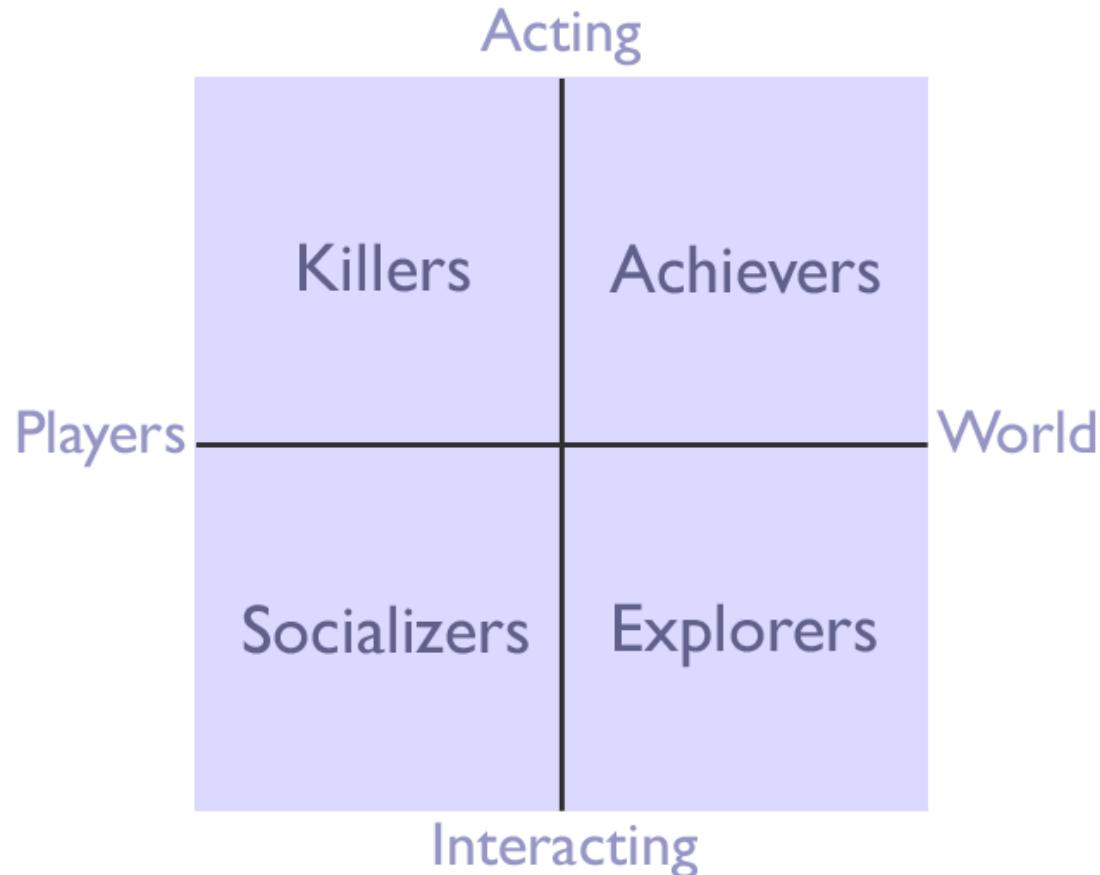QUANTIC
FOUNDRY

GAMER MOTIVATION MODEL

QUANTIC FOUNDRY

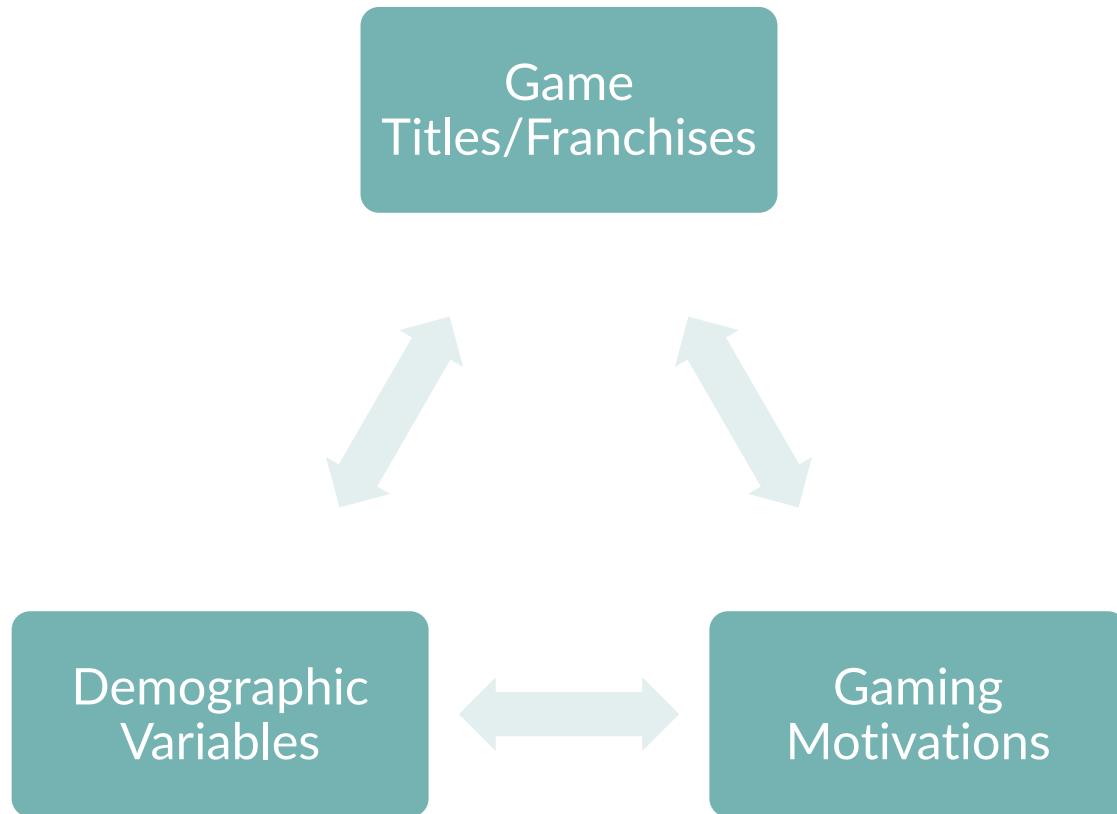| Action	Social	Mastery	Achievement	Immersion	Creativity
"Boom!"	"Let's Play Together"	"Let Me Think"	"I Want More"	"Once Upon a Time"	"What If?"
Destruction Guns. Explosives. Chaos. Mayhem.	**Competition** Duels. Matches. High on Ranking.	**Challenge** Practice. High Difficulty. Challenges.	**Completion** Get All Collectibles. Complete All Missions.	**Fantasy** Being someone else, somewhere else.	**Design** Expression. Customization.
Excitement Fast-Paced. Action. Surprises. Thrills.	**Community** Being on Team. Chatting. Interacting.	**Strategy** Thinking Ahead. Making Decisions.	**Power** Powerful Character. Powerful Equipment.	**Story** Elaborate plots. Interesting characters.	**Discovery** Explore. Tinker. Experiment.

WHAT IS A NON-ACHIEVER?

"OBVIOUS" QUESTIONS

1. What does low Completion mean?

2. When a gamer scores low on everything, are they just a disengaged gamer?

3. When a gamer has many high scores, do they just want more of everything?

USING OUR DATA TO FILL IN NEGATIVE SPACE

WHAT DO THESE 3 THINGS HAVE IN COMMON?

GAMER MOTIVATION MODEL

Action "Boom!"	Social "Let's Play Together"	Mastery "Let Me Think"	Achievement "I Want More"	Immersion "Once Upon a Time"	Creativity "What If?"
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				Cost
	15 %	Cost 20,000	EX = 3,000	20,000
No → MONTHLY COST	40 %	Cost 40,000	EX = 16,000	40,000
	45 %	Cost 60,000	EX = 27,000	60,000

46,000

CLOUD COMPUTING

32,251

	10 %	Cost 10,000	EX = 1,000	10,000
Yes → MONTHLY COST	35 %	Cost 25,000	EX = 8,750	25,0
	45 %	Cost 40,000	EX = 18,000	4(
	10 %	Cost 55,000	EX = 5,500	

STRATEGY SPECTRUM

QUANTIC FOUNDRY

Low ← - - - - - - - - ● - - - - - - - → High

Preferences	Games Examples	Motivation	Game Examples	Preferences
Spontaneous Reactive gameplay. Low cognitive load. Short time horizons.	The Sims (series), Disney Emoji Blitz, Mario Kart Wii, Covet Fashion	**Strategy** *Decision Complexity*	StarCraft II, Crusader Kings II, Europa Universalis IV, Stellaris, Eve Online	**Contemplative** Think. Plan. Complex decisions. Long-term strategies. Consider consequences.

GAMER MOTIVATION MODEL

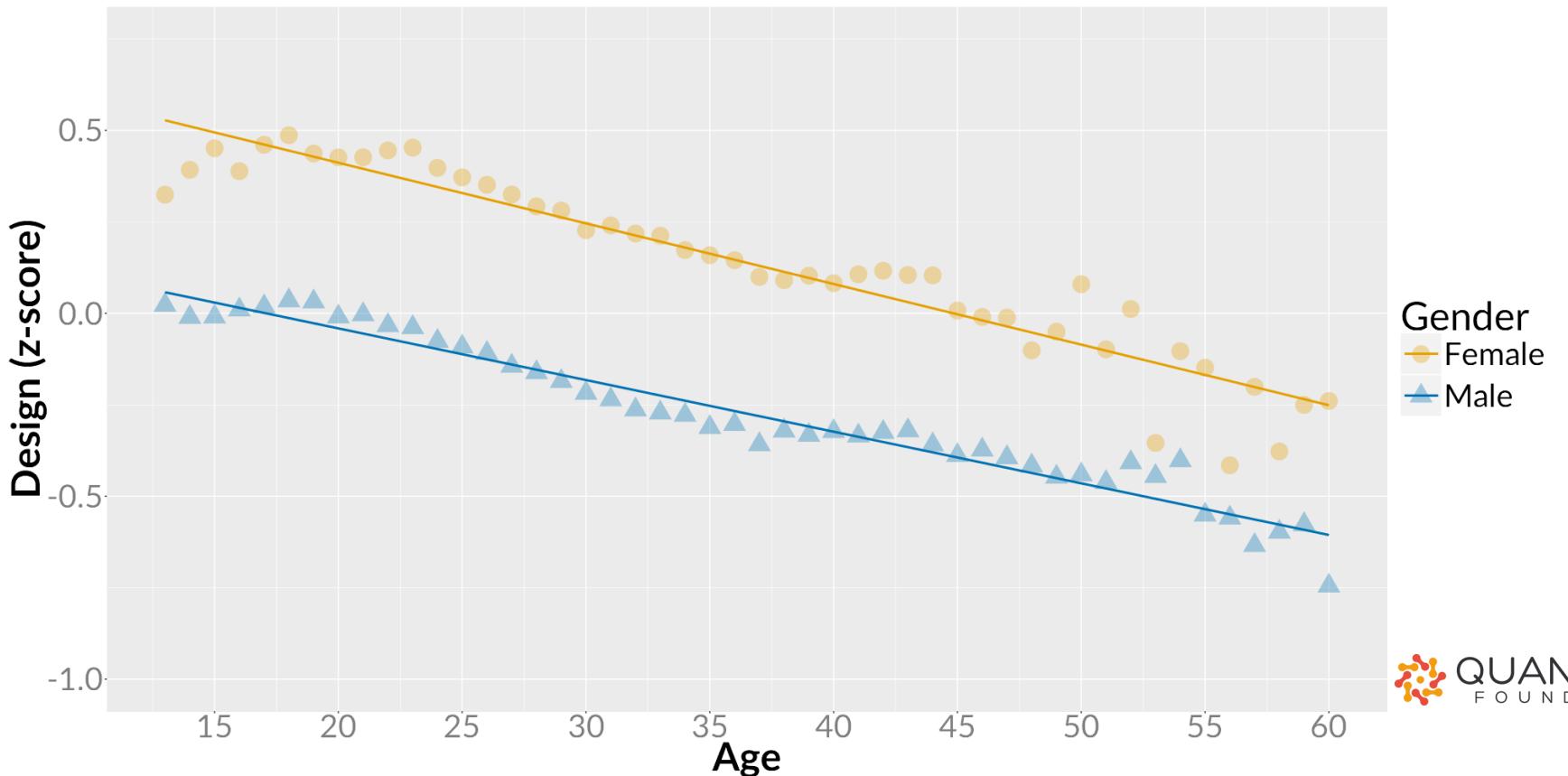| **Action** "Boom!"	**Social** "Let's Play Together"	**Mastery** "Let Me Think"	**Achievement** "I Want More"	**Immersion** "Once Upon a Time"	**Creativity** "What If?"
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DESIGN SPECTRUM

QUANTIC FOUNDRY

Low ⟵ - - - - - - ⬤ - - - - - - ⟶ High

Preferences	Games Examples	Motivation	Game Examples	Preferences
Curated Fixed, but often highly stylized avatar. None or few customization opportunities.	Braid, Spelunky, Super Meat Boy, Super Mario Galaxy 2	**Design** *Expressing Individuality*	Guild Wars 2, The Sims (series), The Elder Scrolls Online, Animal Crossing (series)	**Customizable** Express individuality. Customize avatar/house. Lots of skins/accessories.

APPEAL OF DESIGN PEAKS EARLY.
DIFFERENCES IN AGE AND GENDER ARE BOTH LINEAR.

Your Gamer Motivation Profile :

Calm, Spontaneous, Relaxed, Social, Story-Focused, and Creative

Your profile consists of your percentile rank across a broad range of gaming motivations. Your scores are based on how strong your motivations are relative to other gamers. In this customized report, we'll explain how to interpret these scores and what motivations we measured.
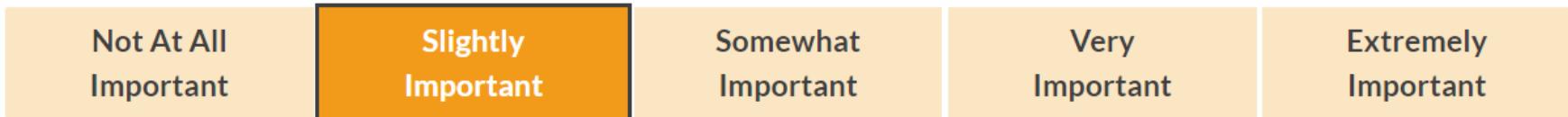
Action
(24%)

Immersion
(32%)

Social
(76%)

75
50
25
0

Creativity
(84%)

Mastery
(31%)

Achievement
(16%)

Show Secondary Motivations

How do you compare?

See Your Profile

Explore this profile's

Video Game Recommendations

ASKING ABOUT X VS. LACK OF X

Characters with interesting back-stories and personalities

| Not At All Important | Slightly Important | Somewhat Important | Very Important | Extremely Important |

Previous   Next

GAMER MOTIVATION MODEL

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ENTERTAINING VS. OVERWHELMING

EXCITEMENT SPECTRUM

QUANTIC FOUNDRY

Low ←------- ● -------→ High

Preferences	Games Examples	Motivation	Game Examples	Preferences
Calm Turn-based. Can be paused. Relaxed. Predictable. Low visual stimulation.	Civilization (series), Myst, Master of Orion II, Europa Universalis (series)	**Excitement** *Novelty*	CS:GO, Call of Duty (series), Super Smash Bros. Melee	**Thrilling** Fast-paced. Action-based. Surprising. Adrenaline rush.

What's Your Personality Type?

Use the questions on the outside of the chart to determine the four letters of your Myers-Briggs type.
For each pair of letters, choose the side that seems most natural to you, even if you don't agree with every description.

1. Are you outwardly or inwardly focused? If you:

- Could be described as talkative, outgoing
- Like to be in a fast-paced environment
- Tend to work out ideas with others, think out loud
- Enjoy being the center of attention

then you prefer

E
Extraversion

- Could be described as reserved, private
- Prefer a slower pace with time for contemplation
- Tend to think things through inside your head
- Would rather observe than be the center of attention

then you prefer

I
Introversion

2. How do you prefer to take in information? If you:

- Focus on the reality of how things are
- Pay attention to concrete facts and details
- Prefer ideas that have practical applications
- Like to describe things in a specific, literal way

then you prefer

S
Sensing

- Imagine the possibilities of how things could be
- Notice the big picture, see how everything connects
- Enjoy ideas and concepts for their own sake
- Like to describe things in a figurative, poetic way

then you prefer

N
Intuition

ISTJ
Responsible, sincere, analytical, reserved, realistic, systematic. Hardworking and trustworthy with sound practical judgment.

ISFJ
Warm, considerate, gentle, responsible, pragmatic, thorough. Devoted caretakers who enjoy being helpful to others.

INFJ
Idealistic, organized, insightful, dependable, compassionate, gentle. Seek harmony and cooperation, enjoy intellectual stimulation.

INTJ
Innovative, independent, strategic, logical, reserved, insightful. Driven by their own original ideas to achieve improvements.

ISTP
Action-oriented, logical, analytical, spontaneous, reserved, independent. Enjoy adventure, skilled at understanding how mechanical things work.

ISFP
Gentle, sensitive, nurturing, helpful, flexible, realistic. Seek to create a personal environment that is both beautiful and practical.

INFP
Sensitive, creative, idealistic, perceptive, caring, loyal. Value inner harmony and personal growth, focus on dreams and possibilities.

INTP
Intellectual, logical, precise, reserved, flexible, imaginative. Original thinkers who enjoy speculation and creative problem solving.

ESTP
Outgoing, realistic, action-oriented, curious, versatile, spontaneous. Pragmatic problem solvers and skillful negotiators.

ESFP
Playful, enthusiastic, friendly, spontaneous, tactful, flexible. Have strong common sense, enjoy helping people in tangible ways.

ENFP
Enthusiastic, creative, spontaneous, optimistic, supportive, playful. Value inspiration, enjoy starting new projects, see potential in others.

ENTP
Inventive, enthusiastic, strategic, enterprising, inquisitive, versatile. Enjoy new ideas and challenges, value inspiration.

ESTJ
Efficient, outgoing, analytical, systematic, dependable, realistic. Like to run the show and get things done in an orderly fashion.

ESFJ
Friendly, outgoing, reliable, conscientious, organized, practical. Seek to be helpful and please others, enjoy being active and productive.

ENFJ
Caring, enthusiastic, idealistic, organized, diplomatic, responsible. Skilled communicators who value connection with people.

ENTJ
Strategic, logical, efficient, outgoing, ambitious, independent. Effective organizers of people and long-range planners.

3. How do you prefer to make decisions? If you:

- Make decisions in an impersonal way, using logical reasoning
- Value justice, fairness
- Enjoy finding the flaws in an argument
- Could be described as reasonable, level-headed

then you prefer

T
Thinking

- Base your decisions on personal values and how your actions affect others
- Value harmony, forgiveness
- Like to please others and point out the best in people
- Could be described as warm, empathetic

then you prefer

F
Feeling

4. How do you prefer to live your outer life? If you:

- Prefer to have matters settled
- Think rules and deadlines should be respected
- Prefer to have detailed, step-by-step instructions
- Make plans, want to know what you're getting into

then you prefer

J
Judging

- Prefer to leave your options open
- See rules and deadlines as flexible
- Like to improvise and make things up as you go
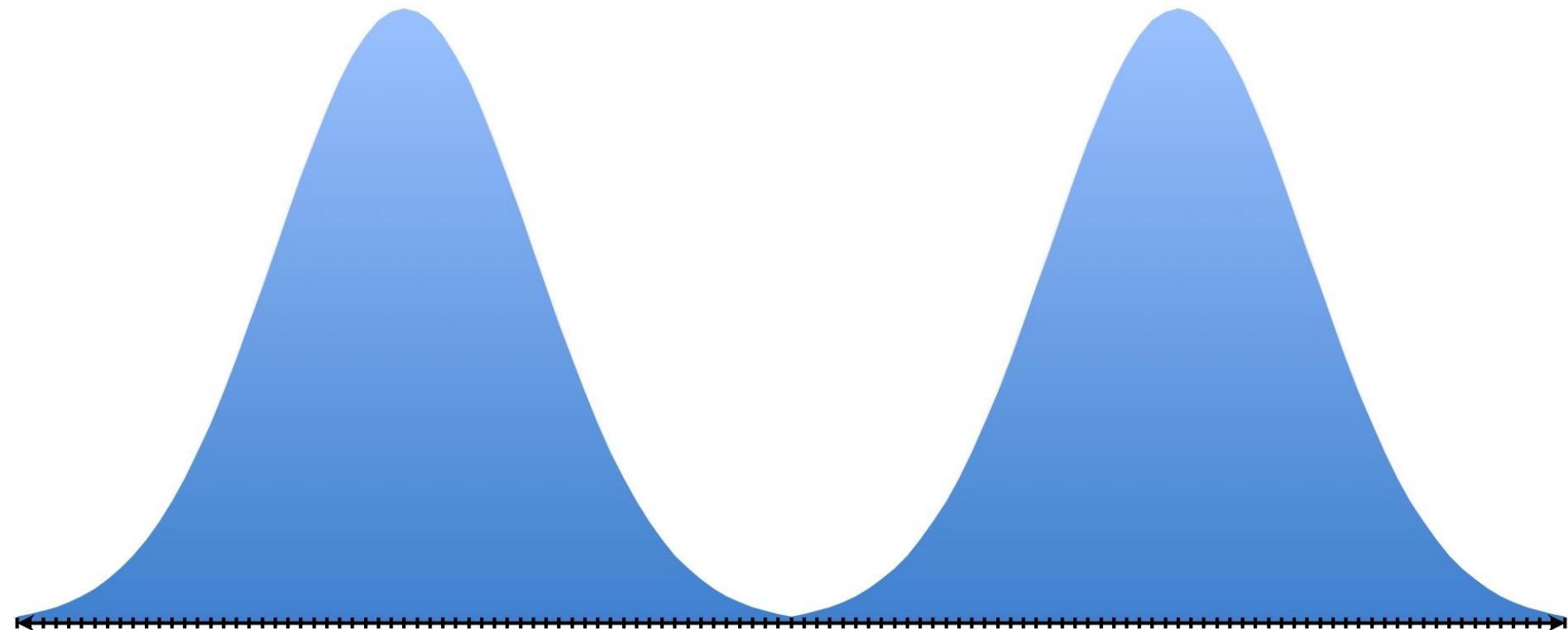- Are spontaneous, enjoy surprises and new situations

then you prefer

P
Perceiving

INTROVERT, DEAR
FOR INTROVERTS AND HIGHLY SENSITIVE PEOPLE

Search

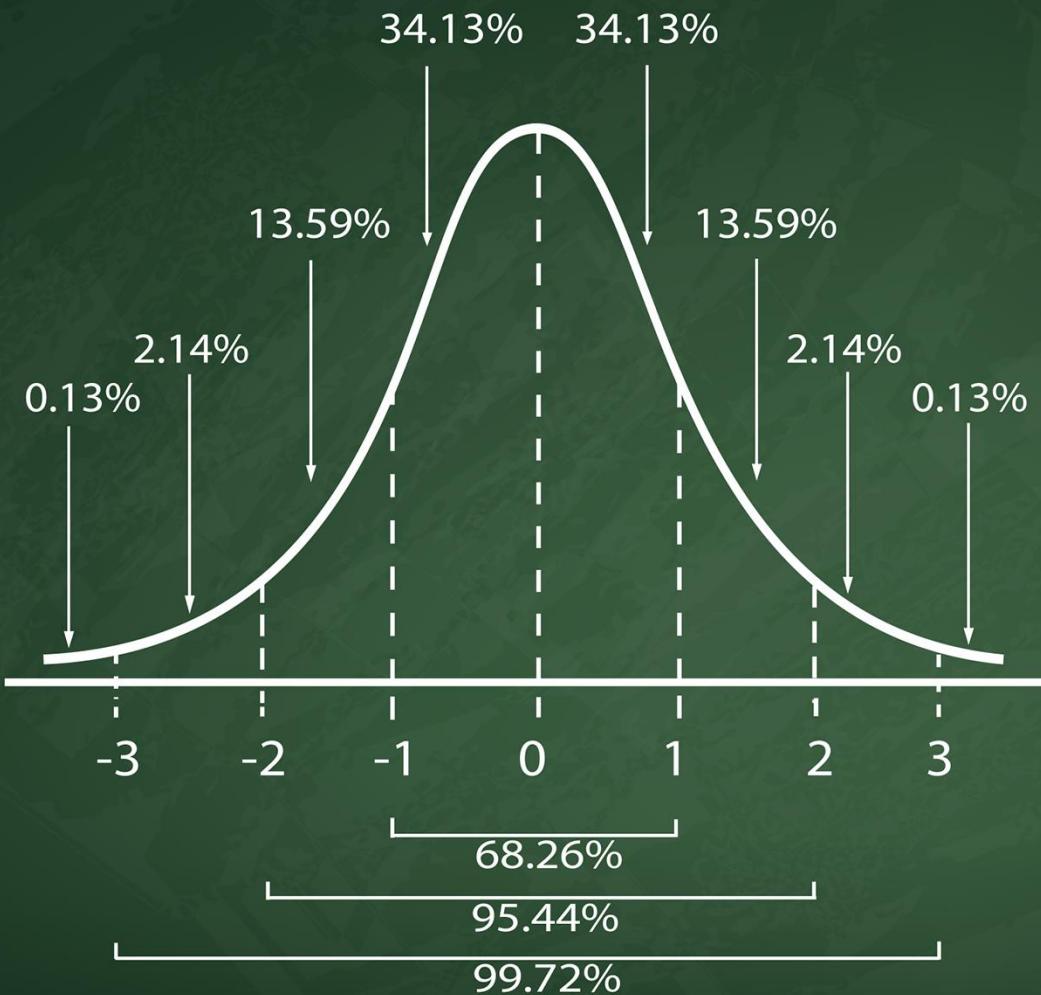RELATABLE / STORIES / PERSONALITY / GROWTH / RELATIONSHIPS / SCIENCE / CAREER / SHOP / WHAT IS AN INTROVERT?
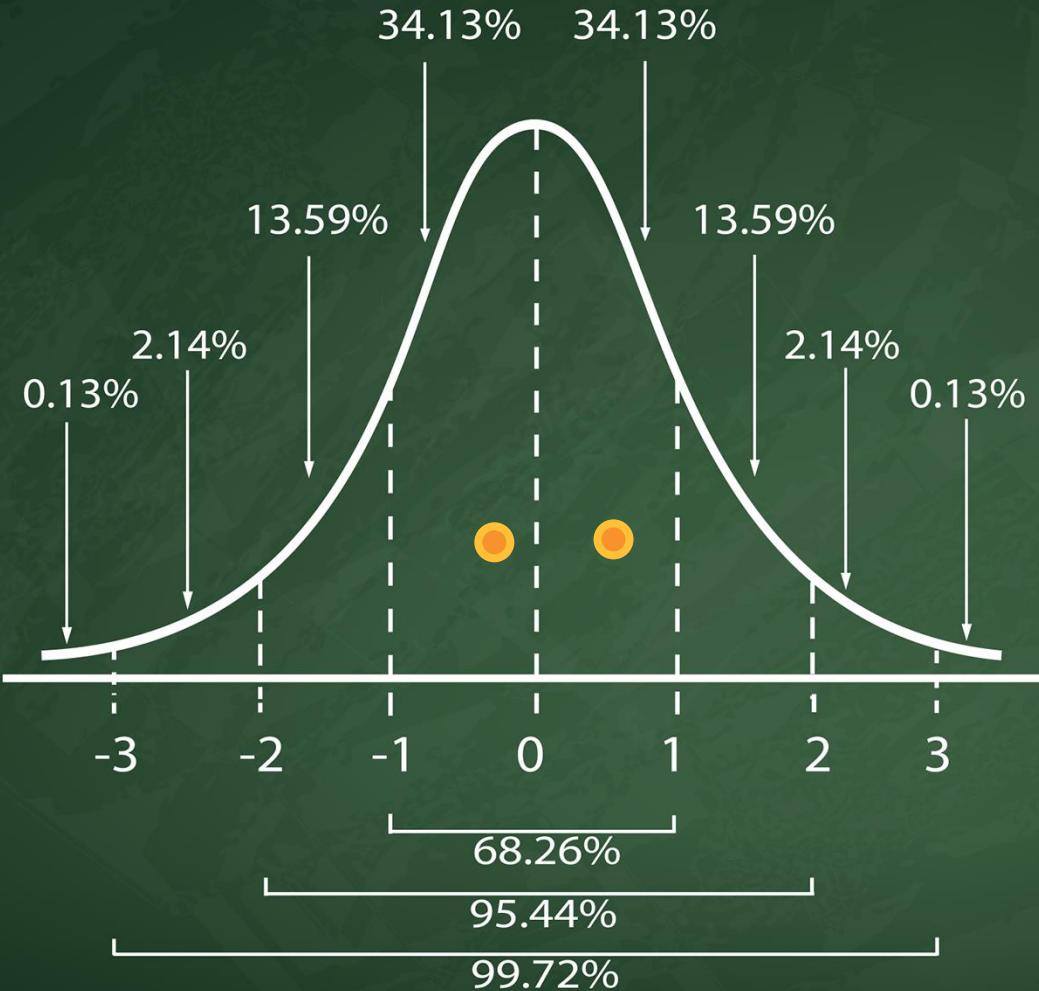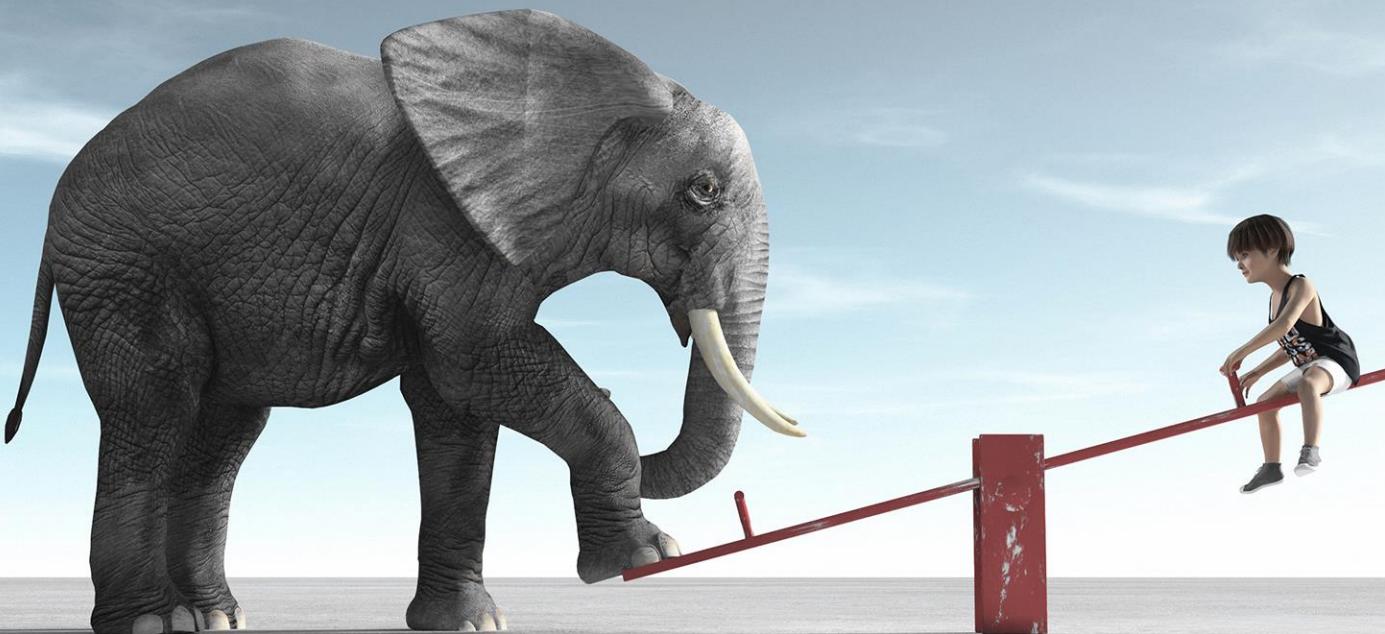
What Is An Ambivert?

Ambivert definition:
An ambivert is someone who falls in the middle of the introvert/extrovert continuum.
Ambiverts have a blend of traits from both introverts and extroverts, as well as their own
unique strengths.

BIG 5 **EXTRAVERSION**

Extraversion

Openness to Experience

Conscientiousness

Agreeableness

Neuroticism

**Social
Cheerful
Thrill-Seeking
Assertive**

Adventurous
Imaginative

⇕

Down-To-Earth
Pragmatic

Disciplined
Organized

⇕

Flexible
Spontaneous

⇕

**Reserved
Low-Key
Quiet
Independent**

Sympathetic
Compassionate

⇕

Guarded
Objective

Anxious
Nervous

⇕

Calm
Relaxed

MOTIVATION PROFILE

GAMER MOTIVATION MODEL

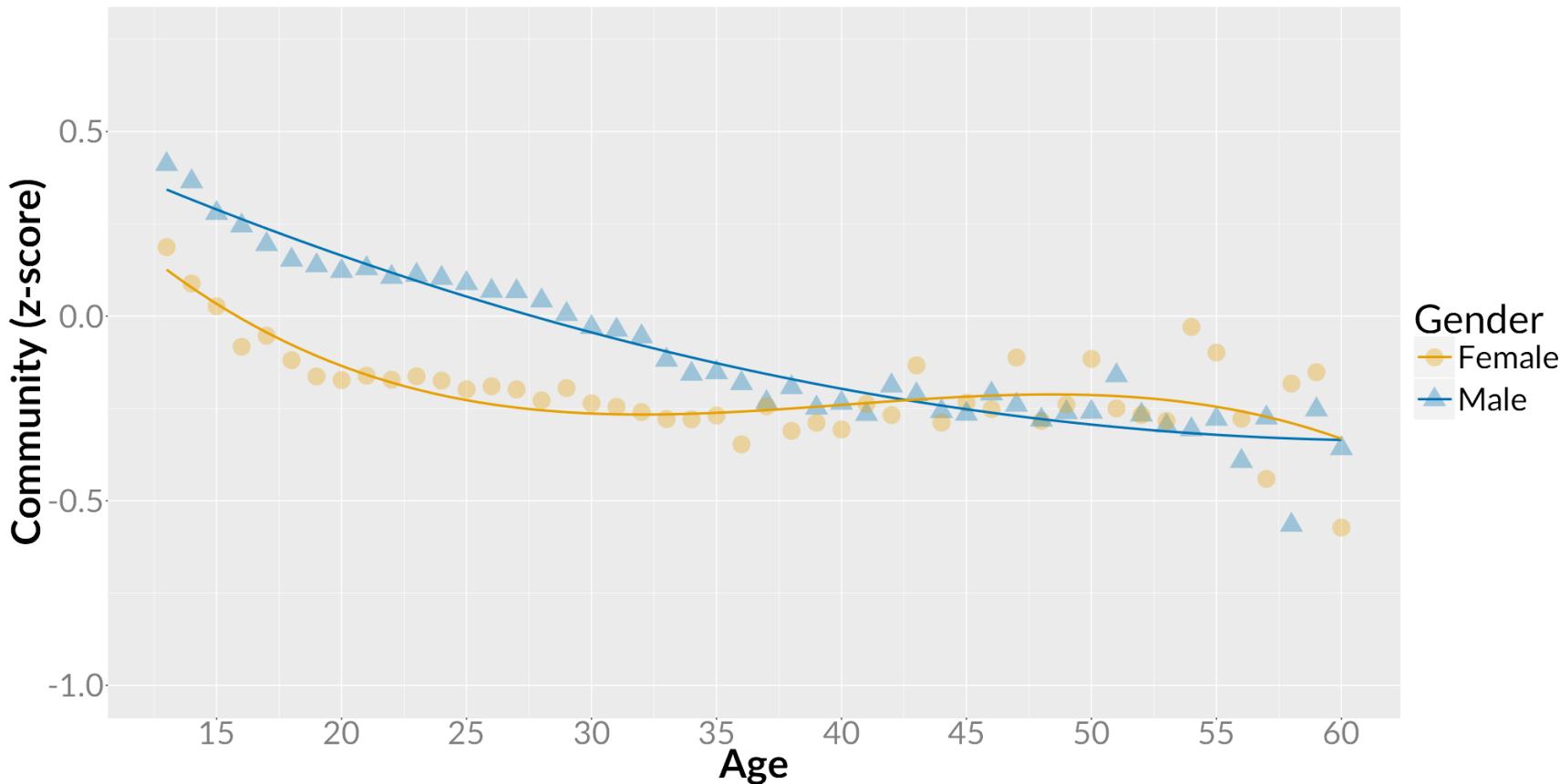| Action	Social	Mastery	Achievement	Immersion	Creativity
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COMMUNITY SPECTRUM

QUANTIC FOUNDRY

Low ←----------------●----------------→ High

Preferences	Games Examples	Motivation	Game Examples	Preferences
Independence Single-player. Soloable quests. Be in full control.	Lego Harry Potter, Hatoful Boyfriend, Farm Heroes Saga, Yakuza 2	**Community** *Shared Experience*	Destiny, Final Fantasy XIV, Rainbow Six Siege, Battlefield (series)	**Teamwork** Grouping up. Chatting. Social interaction. Collaboration.

WE STEREOTYPE WOMEN AS SOCIAL CARE BEARS, BUT
MEN UNDER 30 CARE MORE ABOUT COMMUNITY

GAMER MOTIVATION MODEL

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THE ACUTE STRESS CASCADE

COMPETITION SPECTRUM

QUANTIC FOUNDRY

Low ← - - - - - - - - ● - - - - - - - → High

Preferences	Games Examples	Motivation	Game Examples	Preferences
Non-Adversarial Non-competitive. No rankings/duels against human players.	Myst, Gone Home, Dragon Age II, Lego Dimensions	**Competition** *Social Comparison*	League of Legends, DotA 2, Call of Duty (series), CS:GO	**High Conflict** Adversarial. Arenas. Duels. Matches. Leaderboards. Rankings.

GAMER MOTIVATION MODEL

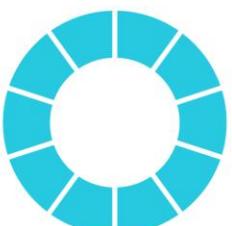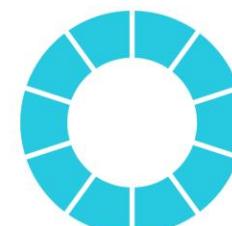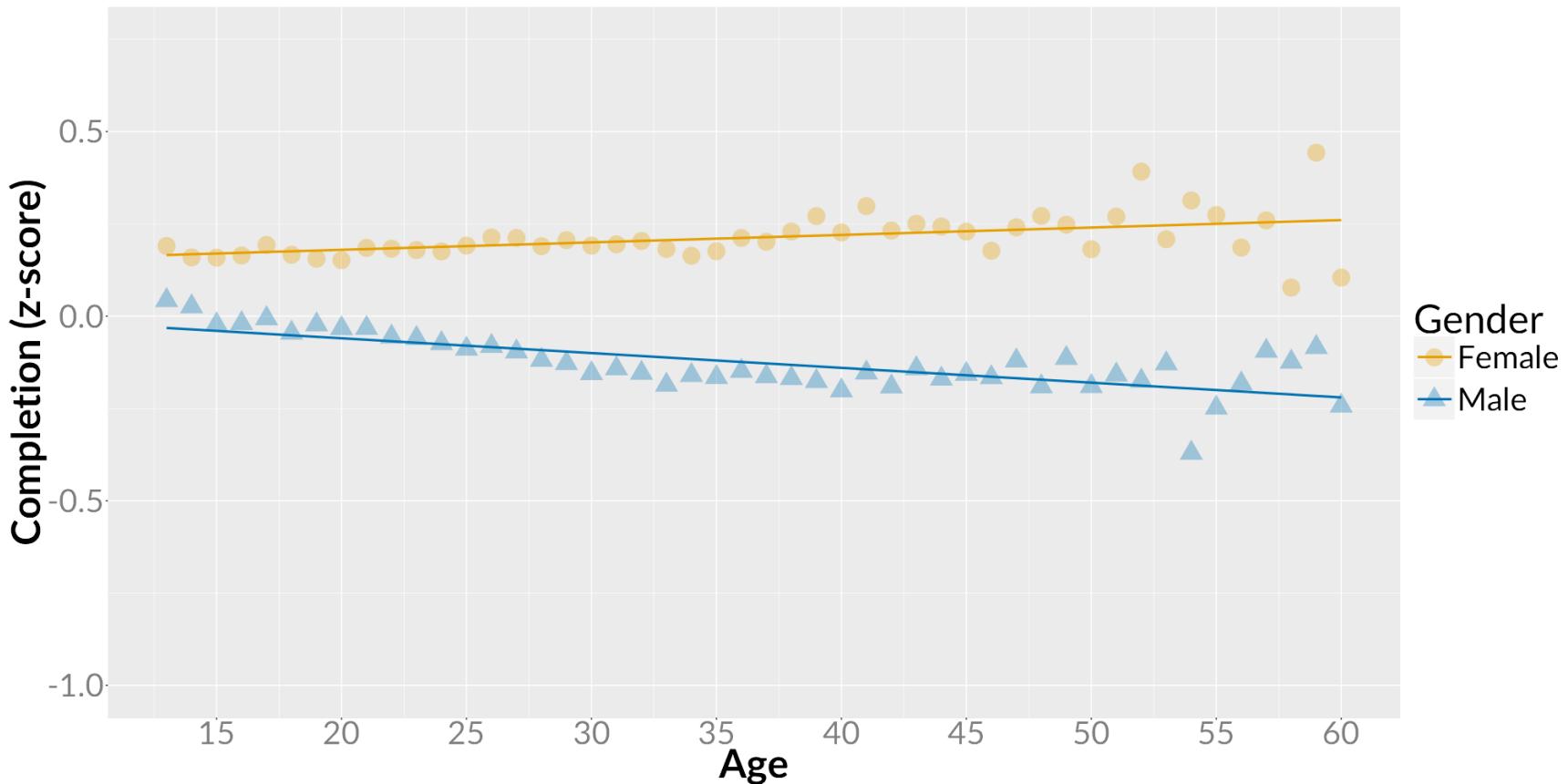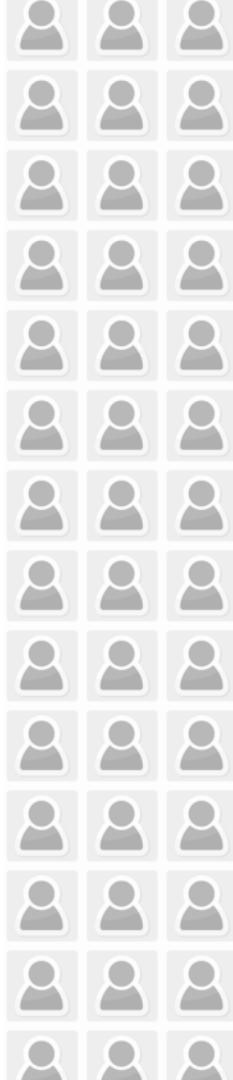| Action	Social	Mastery	Achievement	Immersion	Creativity
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0% 10% 20% 30%

40% 50% 60% 70%

80% 90% 100% COMPLETE

COMPLETION SPECTRUM

Low ⬅ — — — — — ● — — — — — ➡ High

Preferences	Games Examples	Motivation	Game Examples	Preferences
Self-Driven Decide what to do myself. Sandbox/open gameplay. Self-directed goals.	RimWorld, Victoria II, Kerbal Space Program, Cities: Skylines	**Completion** *Source of Goals*	Dragon Nest, Lego Dimensions, Aura Kingdom, Final Fantasy (series)	**Task-Oriented** Complete tasks/quests. Collect stars/trophies and collectibles.

COMPLETION IS THE MOST STABLE MOTIVATION
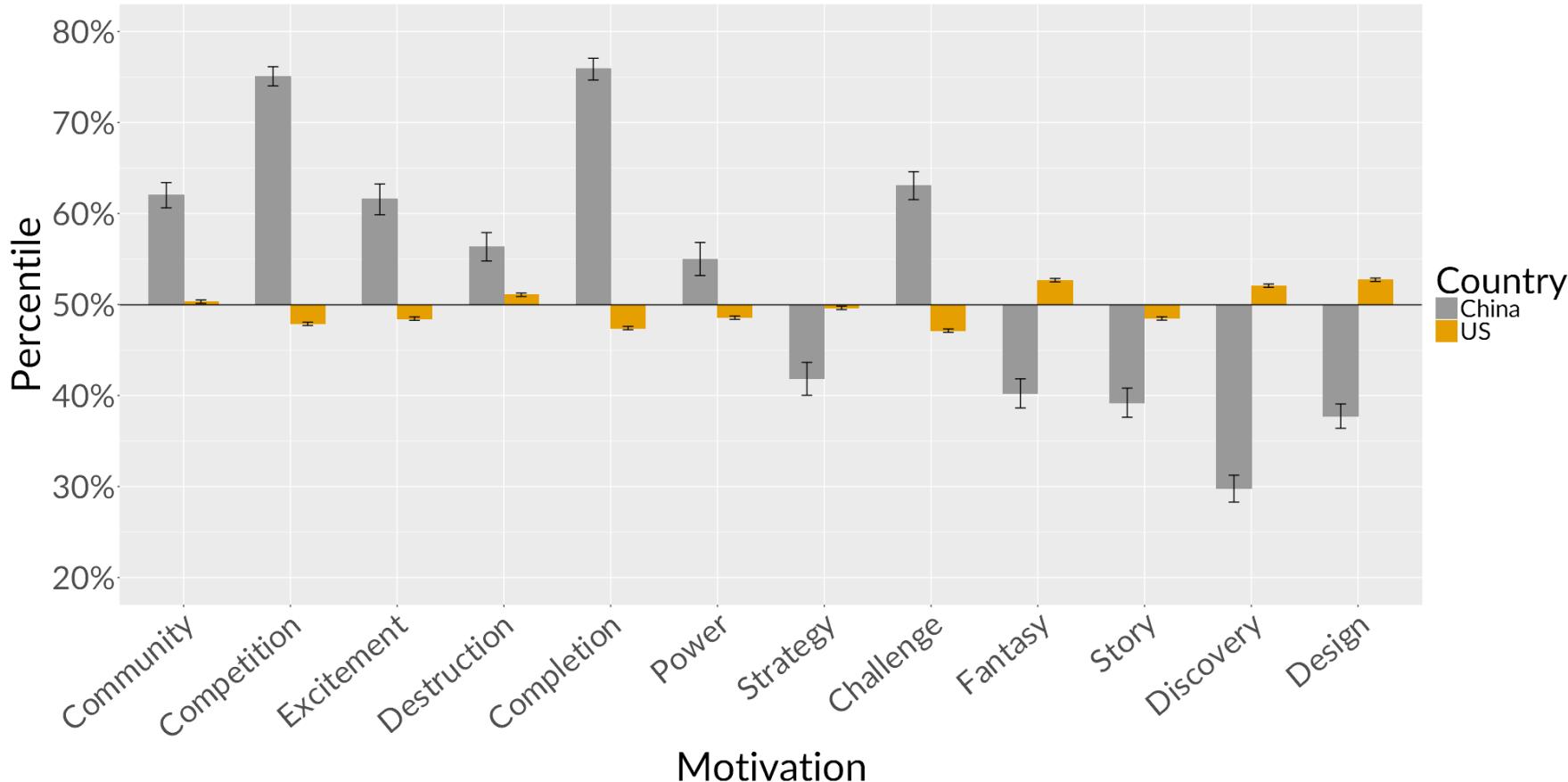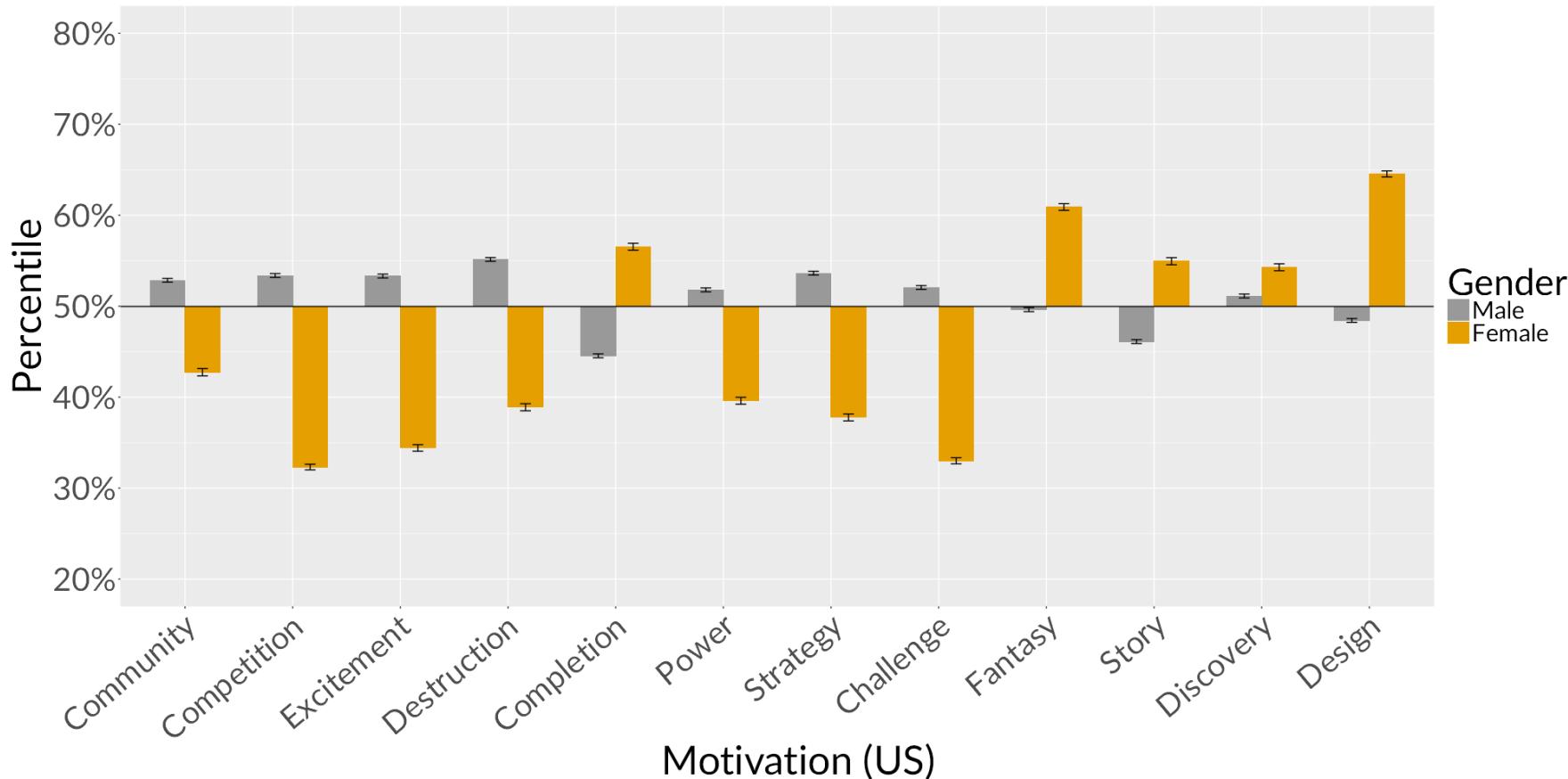**ACROSS AGE COHORTS**

QUANTIC FOUNDRY

Gender
- Female
- Male

US VS. CHINA

- 2,000 representative Chinese gamers from panel provider.

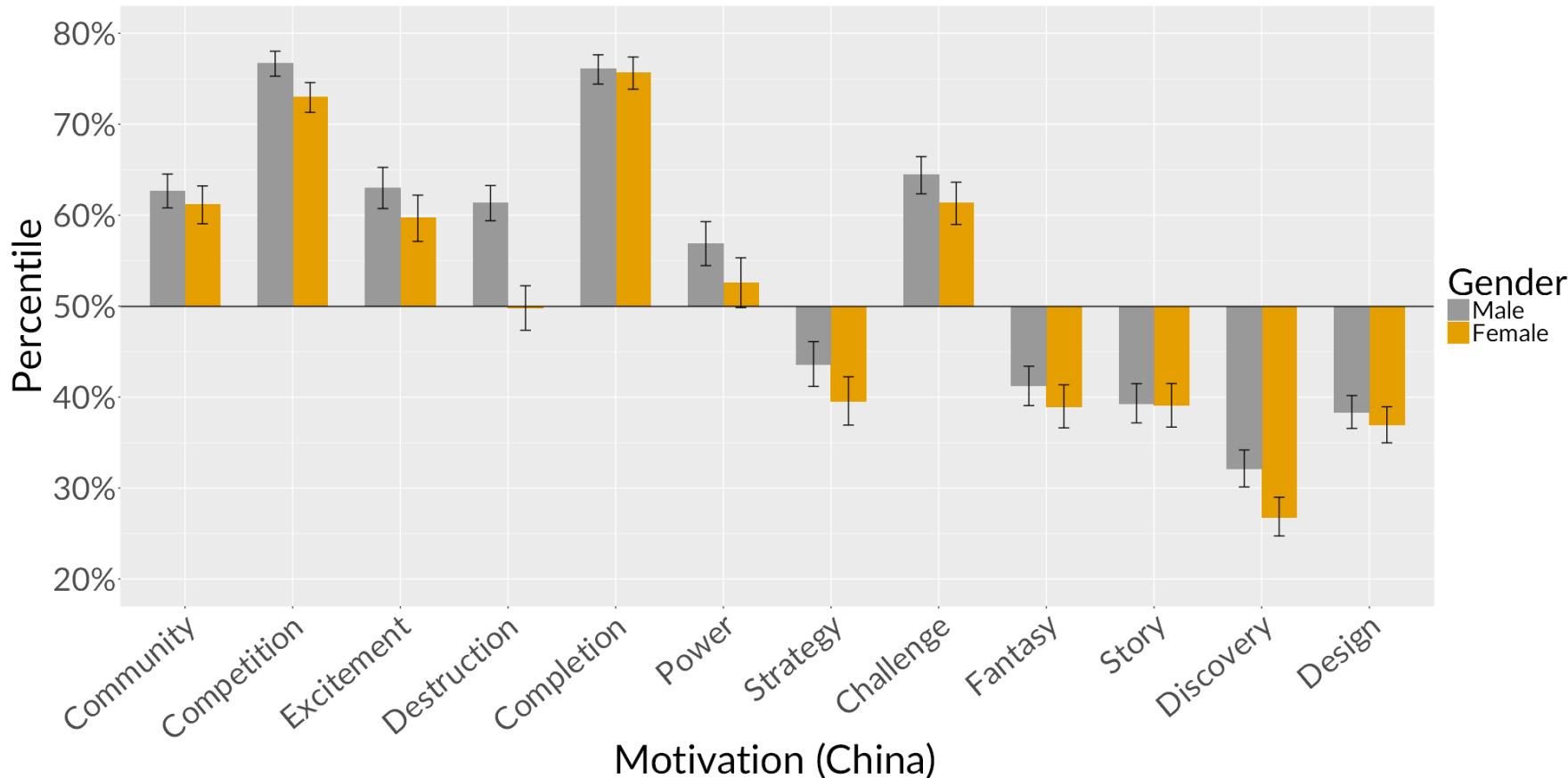- Gamer = someone who has played >60 mins of video games in past 30 days.

GAMING MOTIVATIONS: U.S. VS. CHINA

QUANTIC FOUNDRY

GENDER DIFFERENCES: U.S.

Percentile vs **Motivation (US)**

Gender: Male, Female

GENDER DIFFERENCES: CHINA

QUANTIC FOUNDRY

AGE CORRELATIONS: US VS. CHINA

	China	US
Community	-0.09	-0.11
Competition	-0.07	-0.26
Excitement	-0.06	-0.26
Destruction	0.01	-0.12
Completion	-0.04	0.01
Power	-0.03	-0.09
Strategy	-0.03	-0.01
Challenge	-0.03	-0.15
Fantasy	-0.02	-0.06
Story	-0.03	-0.12
Discovery	-0.06	-0.03
Design	-0.09	-0.13

GAMER MOTIVATION MODEL

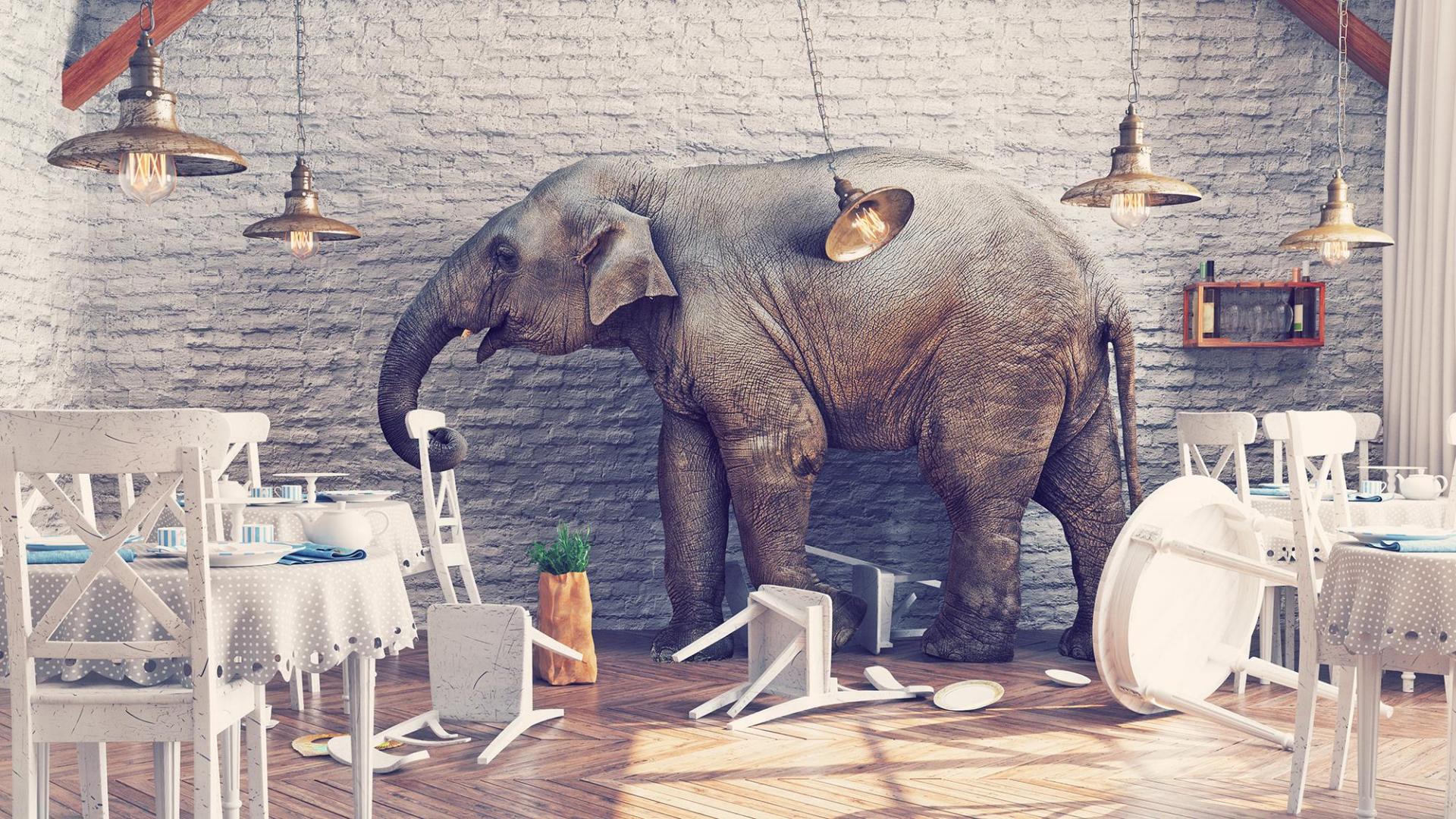| Action	Social	Mastery	Achievement	Immersion	Creativity
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POWER SPECTRUM

Low ←----------------●----------------→ High

Preferences	Games Examples	Motivation	Game Examples	Preferences
Flat Progression Fully-developed characters from the start. Static. Level playing field.	Night in the Woods, The Longest Journey, Ico, 80 Days, Her Story	**Power** *Growth*	World of Warcraft, League of Legends, Diablo III, Summoners War	**Progression-Based** Start weak and grind. Level up character/stats. Upgrade weapons/spells.

QUANTIC FOUNDRY

GAMER MOTIVATION MODEL

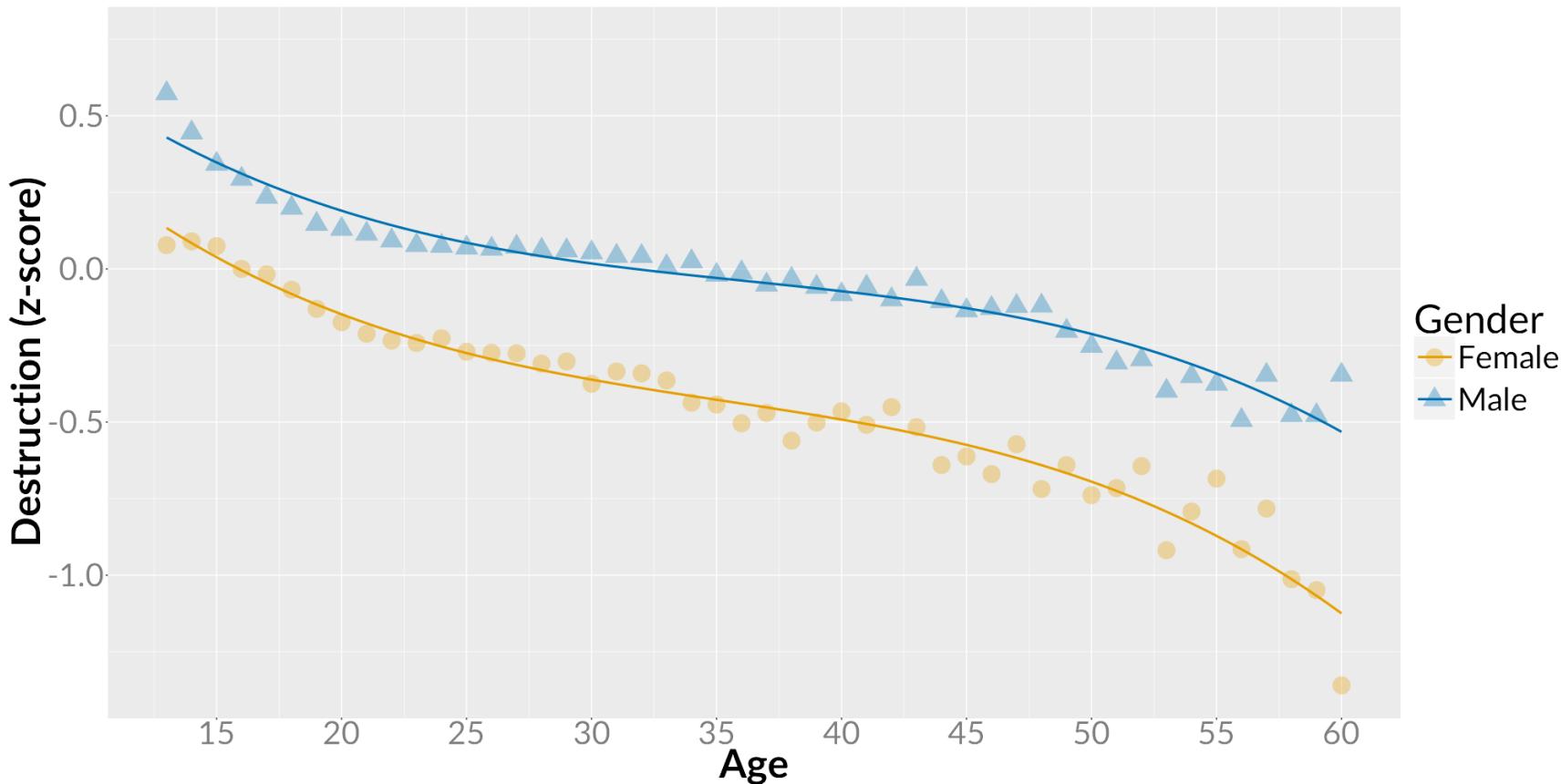| Action "Boom!"	Social "Let's Play Together"	Mastery "Let Me Think"	Achievement "I Want More"	Immersion "Once Upon a Time"	Creativity "What If?"
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DESTRUCTION SPECTRUM

Low ⬅ ━ ━ ━ ━ ━ ━ ● ━ ━ ━ ━ ━ ━ ➡ High

Preferences	Games Examples	Motivation	Game Examples	Preferences
Enduring Idyllic. Serene. Constant. Evergreen. No weapons/gore. Typically G/PG content.	Professor Layton (series), Myst, Riven, Animal Crossing (series), Harvest Moon (series)	**Destruction** *Entropy*	Halo (series), Call of Duty (series), Destiny 2, Battlefield (series)	**Chaotic** Guns. Explosions. Mayhem. Carnage. Gore. Destructible environments.

DESTRUCTION IS MOST APPEALING FOR UNDER 18, AND THEN PLATEAUS FOR 2 DECADES

QUANTIC FOUNDRY

GAMER MOTIVATION MODEL

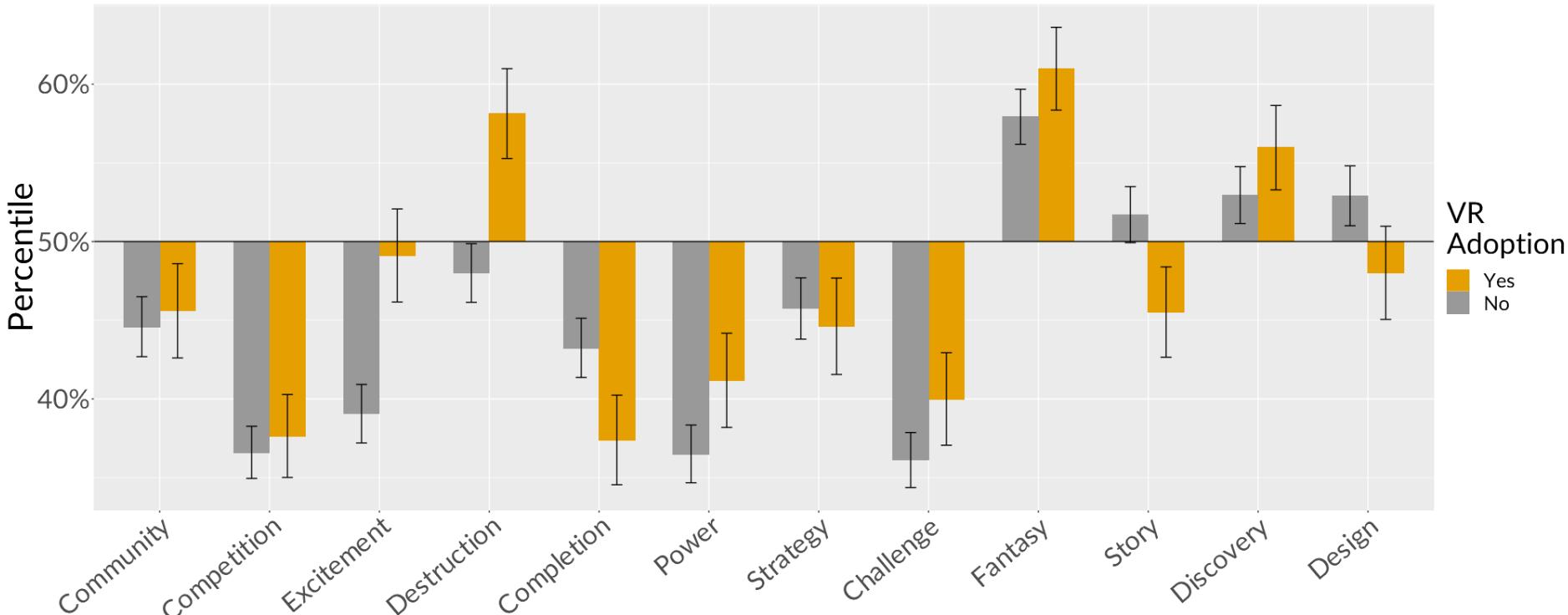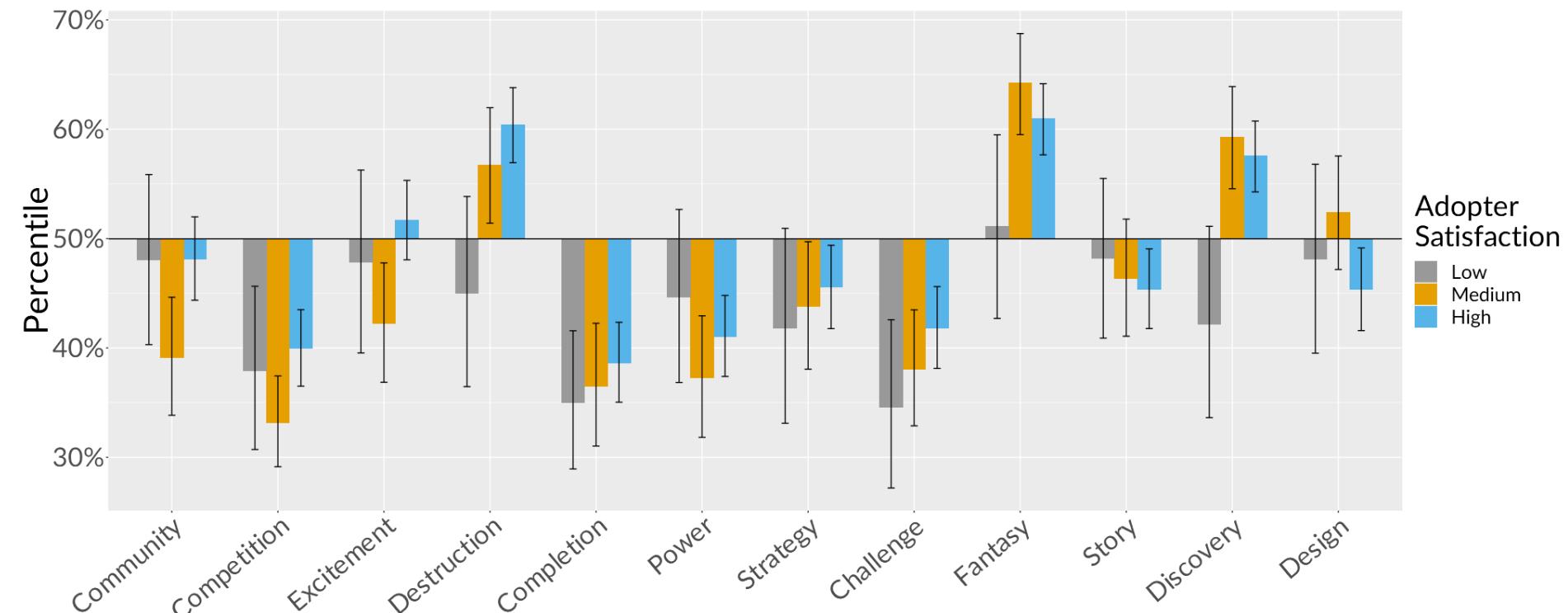| Action	Social	Mastery	Achievement	Immersion	Creativity
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FANTASY SPECTRUM

QUANTIC FOUNDRY

Low ⟵ ─ ─ ─ ─ ─ ● ─ ─ ─ ─ ─ ⟶ High

Preferences	Games Examples	Motivation	Game Examples	Preferences
Generic/Abstract Generic or abstract setting. 2D/retro graphics. Minimal world-building and lore.	Counter-Strike (series), Street Fighter (series), Candy Crush Saga, World of Tanks	**Fantasy** *Suspending Disbelief*	Mass Effect (series), Dragon Age (series), Star Wars: KOTOR (series), Fallout (series)	**Deep Lore** Rich world lore/history. Compelling alternate world. Visually immersive world.

VR: ADOPTERS VS. NON-ADOPTERS

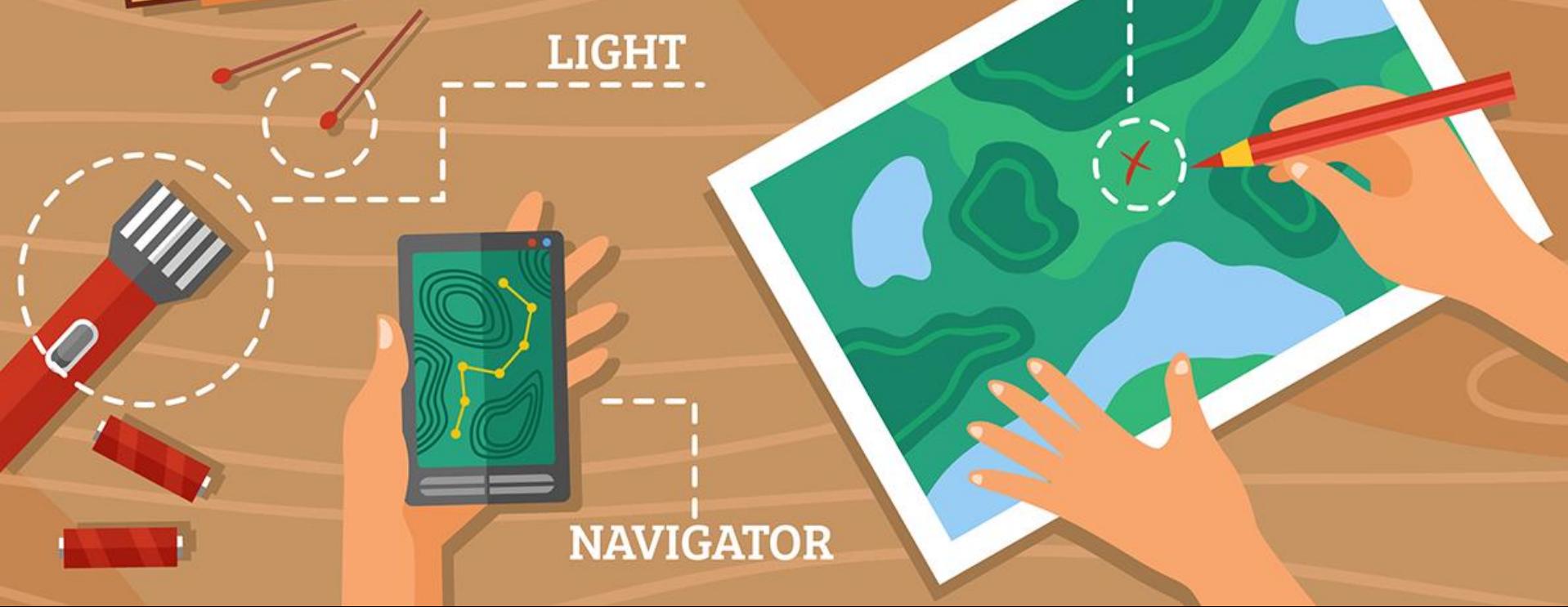QUANTIC FOUNDRY

VR ADOPTERS: SATISFACTION

GAMER MOTIVATION MODEL

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MATCHES

MAP

LIGHT

NAVIGATOR

DISCOVERY SPECTRUM

QUANTIC FOUNDRY

Low ←----------●----------→ High

Preferences	Games Examples	Motivation	Game Examples	Preferences
Practical Fully-exposed rulesets. Minimal unknown variables and possible interactions.	FIFA (series), Call of Duty (series), Mahjong, Scrabble	**Discovery** *The Unknowns*	The Elder Scrolls (series), Riven, Fallout (series), Legend of Zelda (series)	**Curious** Explore world. Find hidden secrets/treasures. Experiment with objects. Tinker.

GAMER MOTIVATION MODEL

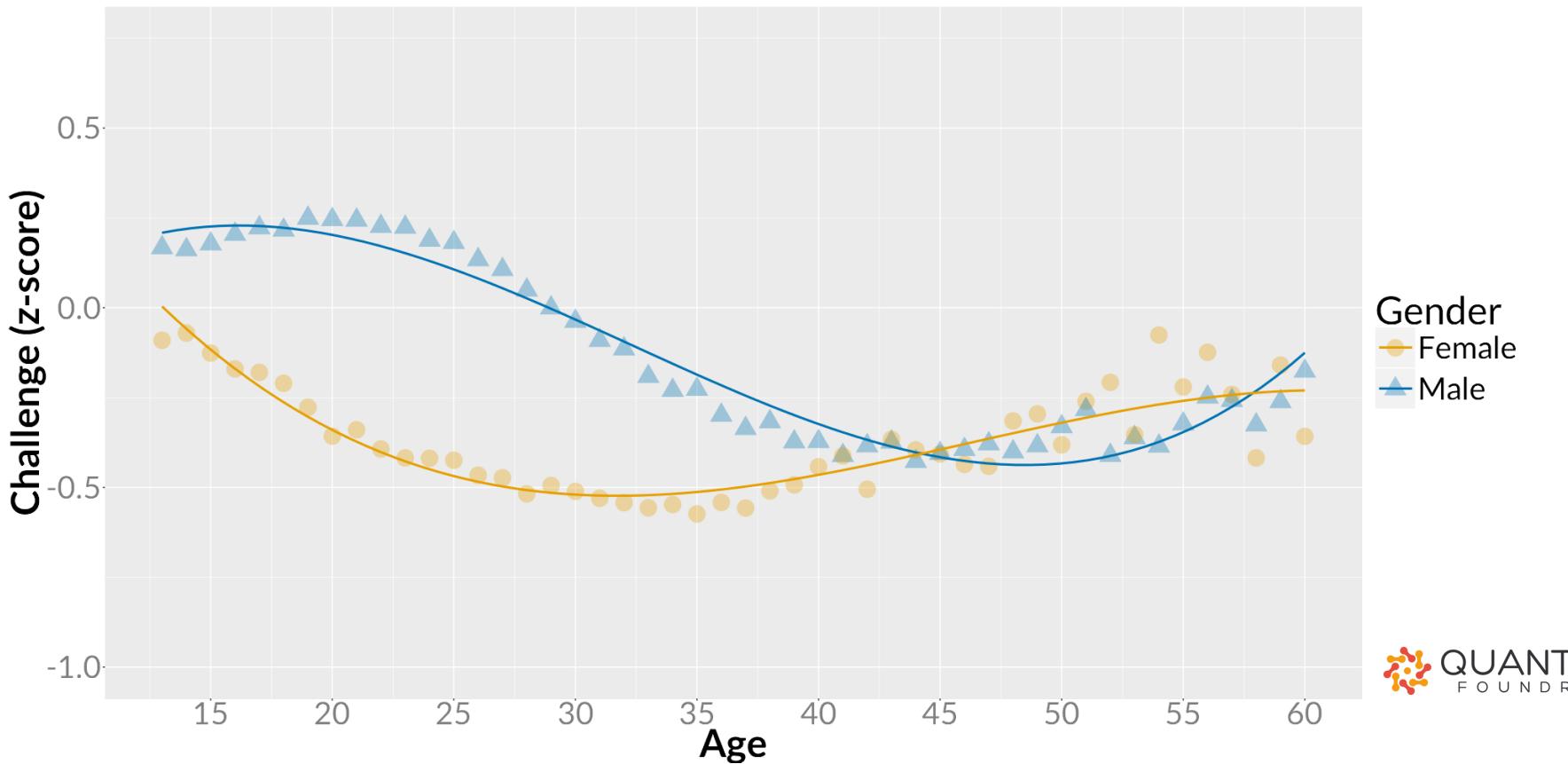| Action "Boom!"	Social "Let's Play Together"	Mastery "Let Me Think"	Achievement "I Want More"	Immersion "Once Upon a Time"	Creativity "What If?"
Destruction Guns. Explosives. Chaos. Mayhem.	Competition Duels. Matches. High on Ranking.	Challenge Practice. High Difficulty. Challenges	Completion Get All Collectibles. Complete All Missions.	Fantasy Being someone else, somewhere else.	Design Expression. Customization.
Excitement Fast-Paced. Action. Surprises. Thrills.	Community Being on Team. Chatting. Interacting.	Strategy Thinking Ahead. Making Decisions.	Power Powerful Character. Powerful Equipment.	Story Elaborate plots. Interesting characters.	Discovery Explore. Tinker. Experiment.

CHALLENGE SPECTRUM

QUANTIC FOUNDRY

Low ←-------------●-------------→ High

Preferences	Games Examples	Motivation	Game Examples	Preferences
Easy Fun Quick to learn. Low skill barrier. Straightforward mechanics. No skill-based gates.	Oxenfree, The Longest Journey, Animal Crossing, Stardew Valley	**Challenge** *Skill Improvement*	Super Smash Bros. Melee, DotA, osu!, Street Fighter V	**Skill-Based** Steep learning curve. Complex moves/rules. Difficult missions, bosses. Gated progress.

CHALLENGE IS THE ONLY MOTIVATION THAT REBOUNDS AFTER AGE 45

GAMER MOTIVATION MODEL

Action	Social	Mastery	Achievement	Immersion	Creativity
"Boom!"	"Let's Play Together"	"Let Me Think"	"I Want More"	"Once Upon a Time"	"What If?"
Destruction Guns. Explosives. Chaos. Mayhem.	**Competition** Duels. Matches. High on Ranking.	**Challenge** Practice. High Difficulty. Challenges.	**Completion** Get All Collectibles. Complete All Missions.	**Fantasy** Being someone else, somewhere else.	**Design** Expression. Customization.
Excitement Fast-Paced. Action. Surprises. Thrills.	**Community** Being on Team. Chatting. Interacting.	**Strategy** Thinking Ahead. Making Decisions.	**Power** Powerful Character. Powerful Equipment.	**Story** Elaborate plots. Interesting characters.	**Discovery** Explore. Tinker. Experiment.

STORY SPECTRUM

QUANTIC FOUNDRY

Low ← - - - - - - - - ● - - - - - - - - → High

Preferences	Games Examples	Motivation	Game Examples	Preferences
Open-Ended No overarching narrative. Basic/stock NPCs. Blank canvas to build on.	Factorio, SimCity, Transport Tycoon, Quake III Arena	**Story** *Web of* *Human Drama*	Mass Effect (series), Dragon Age (series), Life is Strange, Persona 4	**Scripted Drama** Elaborate narrative arc. Large cast of characters with motive/personality.

BIG FIVE PERSONALITY FACTORS

Openness to Experience	Conscientiousness	Extraversion	Agreeableness	Neuroticism

Adventurous Imaginative	Disciplined Organized	Social Energetic	Sympathetic Compassionate	Anxious Nervous
⇕	⇕	⇕	⇕	⇕
Down-To-Earth Pragmatic	Flexible Spontaneous	Reserved Low-Key	Guarded Objective	Calm Relaxed

1	2	3	4	5
Disagree Strongly	Disagree a little	Neither agree nor disagree	Agree a little	Agree strongly

I am someone who…

1. _____ Tends to find fault with others

2. _____ Is depressed, blue

3. _____ Can be somewhat careless

11. _____ Starts quarrels with others

12. _____ Can be tense

13. _____ Tends to be disorganized

14. _____ Worries a lot

15. _____ Tends to be lazy

GAMER MOTIVATION MODEL

QUANTIC FOUNDRY

Action	Social	Mastery	Achievement	Immersion	Creativity
"Boom!"	"Let's Play Together"	"Let Me Think"	"I Want More"	"Once Upon a Time"	"What If?"
Destruction Guns. Explosives. Chaos. Mayhem.	**Competition** Duels. Matches. High on Ranking.	**Challenge** Practice. High Difficulty. Challenges.	**Completion** Get All Collectibles. Complete All Missions.	**Fantasy** Being someone else, somewhere else.	**Design** Expression. Customization.
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