



# “I Don’ t Want To Shoot The Android”

——Players Translate Real-Life Moral Intuitions  
to In-Game DBH

# 1、What' s the problem?

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## - Whether

-Whether players translate their real life morality into in-game decisions.。

## - Why

- Understand why players make decisions and their reasoning behind those decisions

## 2、 What' s new

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### - Previous work:

- have only focused on quantitative analysis
- have not examined the motivations and reasoning behind players' decision-making processes

### - The Challenge:

- the design of games with the intention of eliciting specific emotions or experiences.

### - Fills the Gaps:

- by examining player choice and motivations in more complex and multilinear CCAG environments

## 2、 What' s new

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### - CCAG?

- cinematic choice-based adventure games

### - DBH

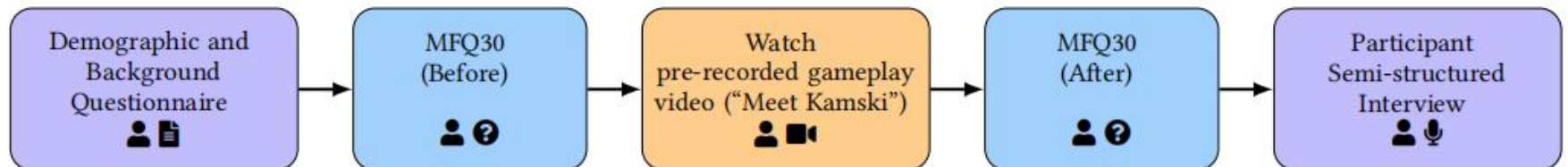
- the core mechanic is decision-making
- moral dilemmas are implemented to advance the narrative.



### 3、 How they did it

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- Both a qualitative and quantitative analysis
  - Participants completed two sets of the Moral Foundations Questionnaire (MFQ30).
    - identify the moral foundations
  - Interviewed participants about their experience with the game in general
    - explore factors that players associate with morality-driven choices



### 3、 How they did it: Video

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#### - Shoot or Spare?



### 3、 How they did it : MFQ30

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The questionnaire was applied twice:

#### 1、 Before

- focused on the perceived real life morality of the participants.

#### 2、 After

- based on the perceived morality of the playable character Connor after watching the scene in the pre-recorded video in which he spared an android' s life

### 3、 How they did it : Interviews

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Qualitative interview data were collected via one-on-one remote semi-structured interviews.

#### - Questions

- How would you describe your self in terms of morality? Do you follow the same morality in all story driven games and why or why not? .....

#### - Aim

- Collect participants' moral perception of themselves and game characters.

- Reflect on how participants apply their morality in interactive narrative games



## 4、 How they evaluated their method

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### Thematic Analysis + Reflexive Thematic Analysis

- **Phase1** Familiarization with the collected data
- **Phase2** Initial codes generation
- **Phase3** Themes search
- **Phase4** Themes review
- **Phase5** Themes titles and definitions
- **Phase6** Report

## 4、 How they evaluated their method: Result

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First Playthroughs : Morality-Driven

Subsequent Ones : Experimentation-Driven

### - Analyze

- 1. Feel the game is personalized
- 2. The narrative presented in the game allowed them to connect with the characters
- 3. Avoid Negative Emotions
- 4. Realism of the narrative

## 4、 How they evaluated their method: Result

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### Perception of Moral Foundations for In-Game Decisions

- “Harm/Care”
- “Fairness/Reciprocity”
- “Ingroup/Loyalty”
- “Authority/Respect,”
- “Purity/Sanctity”

## 5、 Is the problem solved? What' s the future?

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### - Whoever?

- that participants mobilize their moral intuitions to make in-game decisions

### - How?

- participants 's moral intuitions
- how much participants cared about their game characters

### - Significance?

- The findings can be used as the basis to develop games

## 5、 Is the problem solved? What' s the future?

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### - FUTURE WORK

- Data analysis implementing other types of validated questionnaires
- The use of a bigger sample size (  $n=19$  )
- Integrating participants that have no previous experience with the game
- Other types of media could be analyzed to compare the results

Report

**Thanks!**