Describe your research topic and/or question

Products’ experiential categorization – video games

(Product categorization by its consumptive experience instead of the form by which it is provided. For example, instead of RPG and strategy games, define the games by experience like social satisfactory, sensational fulfilment, and a sense of achievement)

How do you plan to collect your data?

1. Scrape data from online English review articles and short text from major game information portal sites, such as IGN (<http://www.ign.com/games/reviews>) or Game Spot (<http://www.gamespot.com/reviews/>).

2. Also collect demo background of the writers, number of stars of the game, and other possible game characteristics such as name, developer and publisher, publication date, traditional category, etc.

3. One game review as one data entry.

What methods will you use to analyze your data?

1. Parse the text and count the instance of each word used in it.

2. Group words by meaning, perhaps by making use of lexical database like Dante (<http://www.webdante.com/>) and MRC (<http://www.psych.rl.ac.uk/>), Latent Semantic Analysis (LSA), or just do a preliminary PCA or Factor Analysis to concentrate the variables.

3. Apply statistical analysis again to group variables (English words/types of English words) by either traditional ways (PCA, factor analysis, k-mean, etc.) or machine learning methods like SVMs (which was suggested by one of our peers, but I have no idea if it fits the analysis or not. We will look into it) to find the “major types of experience” delivered by games.

4. While in the last step, also build up a model capable of categorizing games, by which we are able to analyze types of experience of a new game by throwing a couple of reviews into the model. The model utilizes the new input to explain the composition of game experience.

Regarding with the method, we will schedule an appointment with Dr. Soltoff to discuss more.

Describe how you plan to present your results

1. Basic exploratory analysis.

2. Present the experience groups by highlighting key words of each group which illustrating its characters.

3. Present a couple of game experience analyses based on the built model.

4. If possible, link the “major types of experience” back to existing game experience theories.