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Survey Research of the Reasons of People Playing Games Using the Qualitative Methods

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Abstract

Video games is a very major entertainment media for people nowadays. In the research, we will seek those reasons by the qualitative study which the data will be gathered with questionnaire. From the research it was found that the Game Narratives, Creative Freedom, Visual Aesthetics and Game's Social Connectivity game variable was the reasons of people playing games, with the latter being the main reason. The result hopefully will help game developers on how to design future games.

Keywords:

Video Games, Playing Factor.

Introduction

Video games is one very inseparable thing from most people nowadays. In Indonesia, the popularity growth of games has made it a part of modern people's life for either children or adults [1]. Its nature behaviour of entertaining and addicting has made it too much for people to hinder. Not to mention that anyone can make friend and money online. Game has been known as nothing but an entertaining media until the last few years. Where E-sports has gotten large, university have gaming as their subject, people make a living from streaming games and even a new disease about games addiction is born. The growth of esport has one of the biggest impacts on how the world view games.

The eSports industry starts to form to the way we know it is right now from 2000[2]. One of the big years is 2014 where popular eSports games like Lol, DotA 2, CSGO and, Hearthstone has almost 100 Million counts of monthly users combined, 71 million viewers worldwide, tenth billion of revenue, \$50,5M prize pool in totals[3]. Those numbers have proven that eSports is no joke, and it has the same market and income potential as any other market and job. Not only to the active eSports player but also to the entire eSports occupation.

Professional video gaming holds the ability to change the dynamics and motivations of playing games [4]. If a player is able to fulfill his financial needs from playing games, it turns to become his/her occupation instead of simply a hobby. For example, people who work around eSports as the analyst and caster, people who do gaming content as YouTubers or as

streamers. Especially the former and latter where the best ones like PewDiePie and Ninja has made millions and has millions of followers in their perspective platforms.

Games being a source of living is one of its greatest benefits of knowing and playing it. And even for those who don't, playing games also has a lot of other benefits. Video games are a good entertainment and study media, it also provides cognitive benefits for who plays it, like; the ability to do multitasking, the ability to Focus on moving objects, reduce attraction and change mental condition [5]. However, playing games while not paying attention to certain aspects can give a negative impact to the player. Eye health is the most adverse impact of playing games not carefully. Unsafe actions in the use of gadgets in the form of position, length of time, visibility, and lighting in using gadgets can render eye getting too much radiation thus affecting the gamer's vision [6]. For students who is addicted to online games, their mindset will be affected into thinking about it the whole time, distracting their regular activity like studying, praying, sleeping, and eating [7]. However, no matter how bad playing video games can look, those negative things is never going to happen on a serious measure as long as the player can control their addiction. As playing it in a correct manner will give the player many benefits.

People play games for some different benefits. Some pursue their career as an eSports athlete, living out of the money from being one is very much possible with the incredible grow speed of the tournament prize pool, it literally went from thousand dollars in the past to now million dollars for major competitions [8]. Chuang and Chen conduct a research titled "Digital Games for Cognitive Learning: a Pilot Study" in which the research modifies a game and uses it as a study media, which proves to help students relax yet increases their absorption to the subject [9]. Some people play games because they are enjoying, attracted to the game elements or they see it as a way so spend time people around them All these reasons for people playing games can be studied deeper by doing research. As those can help game developers to build games correctly and accordingly to reasons of people playing games, we decided to conduct out this research.

Literature Review

This study is influenced by previous studies that also conducted to study video game. One of them was done to analyse factors that affect the Motivation, Satisfactions and Continuance Intentions of people playing video games. The research analyses several different game factors and gathers data from gamers to see what variable is the most important someone wants to build a game for a lot of people to play. The variables this research analyses includes Game Playability, Narratives and Storyline, Play Engrossment, Enjoyment from Playing Games, Creative Freedom, Audio Aesthetics, Personal Gratification from Playing Games, Game's Social Connectivity and Visual Aesthetics [10].

The second research that inspires the study is also similarly about reasons of people playing games. This research was worked upon to increase and address the knowledge gap between the researcher and readers regarding topics of why people play or use games. The research is expected to be able to build up the foundation of gaming motivation studies as well to become a reference for future studies that goes around games research [11].

The third research is about an experiment of a video game impact on student studies. The research has the purpose to test the effect of logic games in reducing the anxiety of high school student of mathematics subjects. The research is done by the qualitative method, qualitative research is a research that works in a way that intends to understand the events

experienced by research subjects and by means of descriptions in the form of words and language. The research was able to find that the usage of logic games does help students learn math easier and cause the learning to be more convenient [12].

Next on the list is a video game research that implements the usage of the video game for study purposes. The research was to test the effectivity of employing a computer games approach in the learning process of foreign languages. One of the data collecting tools used in this research is the google form questionnaire, the instrument of the research is put into the google form questionnaire and then is shared and filled by the relevant respondents. The author was able to conclude that computer games is effective in boosting the learning speed process of foreign languages[13].

The final research works on video game experiment in effort to solve mathematics study problem among primary school students. The background of the research is the poor mathematics creativity think ability of the high school students, the author intends to see if education games can be used as the solution for the problem. The research went on as many data variables of the research was tested, one including the data reliability, all the data of the research was processed and analyzed using the SPSS software. The research outcome sees that education games does increase the creative thinking of the students compared to the regular way of studying [14].

In summary, we intend to test the reason of people playing games with the variable Game Playability, Narratives and Storyline, Play Engrossment, Enjoyment from Playing Games, Creative Freedom, Audio Aesthetics, Personal Gratification from Playing Games, Game's Social Connectivity and Visual Aesthetics. The purpose of our research is to help increase the knowledge of readers and help future studies in the reason people are playing games area. The research will be executed with the qualitative research method. The data necessary for the research will be collected by spreading a google form questionnaire. After the data is ready, it will be processed and analysed with SPSS to find its reliability and validity value and the result and the research implication will be concluded with that.

Research Method

This research is a research that involves hundreds of participants that sampled as gamers, mostly ones that is active is online social gaming platform. The target respondent for this research is extremely general as anyone who have played games to the point where they would follow a gaming community in social platforms is considered as a valid respondent for us to pick their data from, especially when the instruments in the questionnaire is also something anyone would know and be able to subject their thoughts on. The questionnaire is being made in 2 different languages: Indonesia and English

The method used for the research is the qualitative research method. The qualitative research method is a method used to answer research problems related to data in the form of narratives that come from interviews, observations, document research. To be able to properly describe the approach and type of research, the presence of researchers, research locations, data sources, data collection techniques, data analysis, and checking the validity of findings in a research proposal and / or report, a good understanding of each of these concepts is required (Wahidmurni, 2017). So we will investigate the reasons of people playing game deeply using the data we collect from the respondents. Those reasons are varied into 9 different variables that is taken from the framework, all of them includes Game Playability, Narratives and Storyline, Play Engrossment, Enjoyment from Playing Games, Creative Freedom, Audio

Aesthetics, Personal Gratification from Playing Games, Game's Social Connectivity and Visual Aesthetics. Each variable will have their own questions regarding their relevance towards how much part do they play and how big is their impact to users to play a game.

The questionnaire is shared online mainly through social medias mainly Facebook, Reddit and Discord. To make sure that the data will be valid and only the preferred respondents will fill the form, it will only be available for those who joins Facebook game groups, Discord gaming server and subreddits in gaming category. After the questionnaire has reached a set goal of respondents. Only then the form will be closed, and the data is collected, merged between the 2 languages to be analyzed in the SPSS software.

We will conduct 2 different tests on the data to determine which variable that is reliable to measure reasons of people are playing games. The first test that we will do before testing the reliability is the validity test. Validity test is used to test a certain instrument to see whether the data produced from the variable is valid for the research to use or not. All of the question from each variable will take the validity test to see and be made sure they are all valid before progressing and analyzing their data for the reliability test. Each instrument needs at least 0.3 Pearson Correlation for them to be considered valid. The reliability test is going to be the main tool to find the conclusion and result of the research. Reliability test is conducted to measure the consistency of a variable and see whether the data from the particular variable is reliable or not. In this case the reliability test will be worked on each of the 9 research variable to measure out their reliability. The minimum points a variable need in a reliability test is 0.6. Variables that passed it will be marked as a reliable variable, the higher the more important and crucial it is. However, variables that is below at around 0.5-0.6 will be considered not very significant. And anything lower than 0.5 is irrelevant and should not be very considered when developers are designing a game with intent to have a lot of players.

Result and Discussions

From all the 396 respondents that participated in this research, they are all characterized by 3 different aspects. First in the gender which is as in general includes male and female respondents, respondents who prefers to keep their gender data to themselves is also given an option to. Second is the age that divided into 5 different section, starting from <15 years old audience then its 10 years old range each section until age 45++ which all will be grouped as one. The final Characteristic is the favorite game genre of each respondents. The final result of the respondents characteristic concludes that the research will have a majority of male respondents, 16-25 years old and RPG game audience. So, the result of the research will slightly be more about gamers with those characteristics.

The validity test result in every single questions passing and all of them is declared valid can be eligible for the research. All of them got a very convincing Pearson correlation value as well scoring above 0.6, except for the variable coded GPA2 which barely made it out of the test with 0.349 correlation. Meaning the question regarding repetitive gameplay may not be the best instrument to judge a game's playability. The full result of the validity test can be seen on table 1

The second test of the research, the so called reliability test which is the main highlight to the conclusion of this research. We were able to see how reliable each of those variable is, which is the most reliable, which is not and the reason behind those following result.

The first variable, Game's Playability, Result from the analysis proves that game playability proves to be unreliable as benchmark for reasons people are playing games with

just 0.58 reliability statistics. With 0.58 however it is only fingers away from the 0.6 minimum value so this variable should not be ignored. Game's playability may not be very reliable due to the fact that players prefer a free-style gameplay, not bound to quest and objectives. UI, controls and platforms also is not very important as long as the other aspects is good

Game storyline and its narratives based on the analysis result shows a reliable variable to be used as the measurement of reasons people are playing game. Storyline is as accurate as its reliability statistics number is at 0.626. Not necessarily very high but still shows that storyline do matter a bunch for gamers when playing a game. This is easily proven by example the Witcher 3 game which won the 2015 GOTY awards one of the main factors due to its amazing story development. Also, most respondent loves adventures themed story as in line with the 3 out of 5 2020 GOTY nominees having a adventure story.

About the play engrossment, it shares a same result with the first variable, a Cronbach's alpha value of 0.58. Meaning likewise it is not a reliable variable, however it should never be ignored as well.

Play engrossment is just not something very certain as even if people play games for hours, it could be for many different reasons and not necessarily because they like the game. People also rather have better things to be considered rather than waiting for game updates, as result shows that updates are not a reliability measurement for people to play games.

Interestingly, finding enjoyment does not see itself as a reliable measurement for people to play games. The variable got a score of 0.535 meaning it is not a reliable variable, but still needs to be considered as 0.5 value above is not the end of the world. The reason behind this is that people do still play games even though don't truly enjoy it, a lot simply takes it as a way to cure stress, some use it as a media to spend time with friends and only a little actually play it because they enjoy it.

From the Analysis, it was found that the creativity freedom from playing games is a reliable variable as a motivation of people playing games with a high reliability value of 0.730. That makes a high number so it should be definitely a big focus for a game to have. Creative and unique game elements and its ability to enable players to play and enjoy the game in the way that is different from the others seems to be a pretty considerable variable. Putting in mystery and secret things for players to explore the game also gives a big reason for players to play a game.

The research about Audio Aesthetic impact on how people are going to play a game results in the variable being unreliable for the matter. The reliability value is 0.588 which is very close, but not quite. Music alone despite always being a major part of any media including games, seems like it is not something really gamers look forward the most when they play a game.

From the analysis, the personal gratification of people playing games results as a unreliable variable to measure the reasons of people playing game. The variables net a reliability value of 0.579.

Which is again similar to many other unreliable variables that shows that those are still to be considered.

A lot of game that have rating points to measure the player's skills have a majority of the player sitting in the bottom half the ranks, meaning that people do still play a game even though they are not very good. Even though the second instrument is reliable as it seems that motivation to get better in games do provoke players to play the game more, you get better best by playing more after all especially in a high mechanical skill game.

A game's social connectivity is from the result of analysis a very reliable variable to measure reason of people playing games with the reliability value of 0.807, it's the highest of all 9 variables. As opposite of what people think of gamers, people who sits at their gadget 24/7 and not having a life. This research proves otherwise as interacting, playing together and cooperating in a game is more than anything the biggest reason of people playing games. This has many reasons such as playing in party with friends is usually more fun due to the easier in-game cooperation and also less possibility on running into random toxic people or ruiners.

The visual aesthetic marks itself as a reliable variable as the analysis result says. The reliability value is 0.625. Graphics has always been something game developers has their focus on. Players don't want to see a bland world in a place that is supposedly to be colorful and magical. Players would love to see their favorite characters being as gorgeous and as realistic as possible. Combined or even with alone great synchronization between graphics and game theme can attract people to play a game. Aside from the attractive elements, visual also have direct impact on gameplay quality of a gamer on both FPS and graphic quality.

The result of all the variable analysis of the reason of people playing games is from all the 9 variables. A reliability and data validity test were conducted on all of them. The minimum reliability value a variable need in order to pass the reliability test is 0.60. The result of the data validity test on all 9 variables is 100%, meaning all the data were perfect valid to be used on the analysis. The reliability test however result vary as some of the variable does not pass the test, and among the reliable variable one also stands out compared to the rest. The variables that pass the reliability test includes the Storyline and Narrative of a Game, Creative Freedom, Game's Social Connectivity and the Visual Aesthetic variable. With each reliability value in respectively 0.626, 0.730, 0.807 and 0.625. Game's social connectivity being the top reason of people are playing games, creative freedom is also very reliable with the 0.730 value and both visual aesthetic and storyline follows as a reliable variable of reasons people are playing games. So, the main reason people to play game is to perform social activity, whether it's with their friends or people from the gaming community. A lot of people find even simply interacting with other gamers as a good reason for them to play a game, which we can also see with how big currently video games streaming is growing. People prefers to play in party more compared to play alone, this is because of also simply friends or anyone who have committed to play in a party with one is going to be more fun, less toxic and easier to coordinate with. Creative Freedom also is a big reason of people playing games, so when making a game it's going to be necessary to improve the game uniqueness and its ability to challenge the player's creativity. The Storyline and the Visual Aesthetic both also is a strong reason as in each other for gamers to play a game. The 5 variables that is not reliable is the Game Playability, Play Engrossment, Enjoyment of Playing Games, Audio Aesthetic and Personal Gratification from Playing Games. The reliable value respectively in order for those variables is 0.58, 0.58, 0.535, 0.588 and 0.579. Even though they do not reach the 0.6 point, it is still more than 0.5 point which is decent, and it only means they are still to be considered, even though they should not be the priority.

Conclusion

From our research with the purpose of analyzing reasons of people playing games, for the purpose of helping future game developers and future research of the similar topic . Which was conducted in 9 different variables to see which of those is reliable for the measure of the topic. The analysis concludes that the Narratives and Storyline, Creative Freedom, Game's

Social Connectivity and Visual Aesthetics passes the reliability test scoring above the minimum reliability value of 0.6, with the Game's Social Activity being the most reliable variable with more than 0.8 reliability value. The rest, which is Game Playability, Play Engrossment, Enjoyment from Playing Games, Audio Aesthetics, and Personal Gratification from Playing Games concludes to be not very significant but still is to be considered as all of them scores 0.5-ish reliability value. The result is made from respondents mostly consists people with the characteristics of male gender, 16-25 years old and plays RPG game as their favorite games. So, the research result is more likely going to be accurate for games that target audience with this characteristic.

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