TYPES OF USERS OF PLAYER TYPES

KDU

KUALA LUMPUR, 5TH MAY 2016 AT 2:30PM

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- I WAS **TOLD** WHEN I WAS INVITED TO **GIVE** THIS TALK THAT MY WORK IS "**FIRST SEMESTER MATERIAL**" HERE AT KDU

- THIS IS **GOOD**, BECAUSE IT MEANS I DON'T HAVE TO **EXPLAIN** EVERYTHING

  - YOU ALREADY **KNOW** IT

- IT'S ALSO **BAD**, BECAUSE IT MEANS I DON'T HAVE TO **EXPLAIN** EVERYTHING

  - **NOW** WHAT CAN I TALK ABOUT?!

- HMM, HOW ABOUT I DISCUSS WHAT **HAPPENS** WHEN I **DON'T** EXPLAIN EVERYTHING?

- SO, THIS IS THE **BASIC** PLAYER TYPES DIAGRAM:

ACTION

KILLERS   ACHIEVERS

PLAYERS _____ WORLD

SOCIALISERS   EXPLORERS
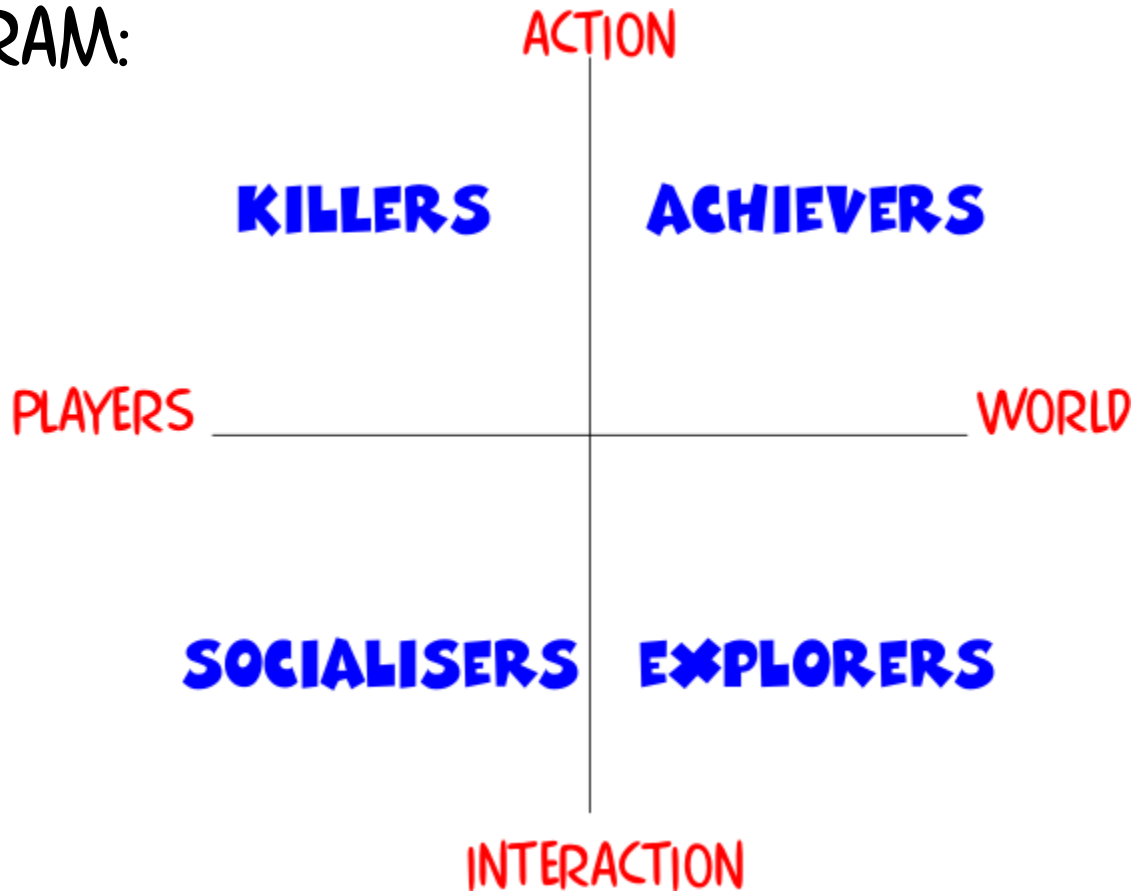
INTERACTION

- THOSE WHO LIKE **ACTING ON** THE **WORLD** ARE TRYING TO **BEND** IT TO THEIR WILL
  - TO **BEAT** IT
  - WE CALL THEM **ACHIEVERS**
- THOSE WHO LIKE **INTERACTING WITH** THE **WORLD** ARE TRYING TO **UNDERSTAND** IT
  - TO UNEARTH ITS **SECRETS**
  - WE CALL THEM **EXPLORERS**

ACTION

KILLERS   ACHIEVERS

PLAYERS _____ WORLD

SOCIALISERS   EXPLORERS
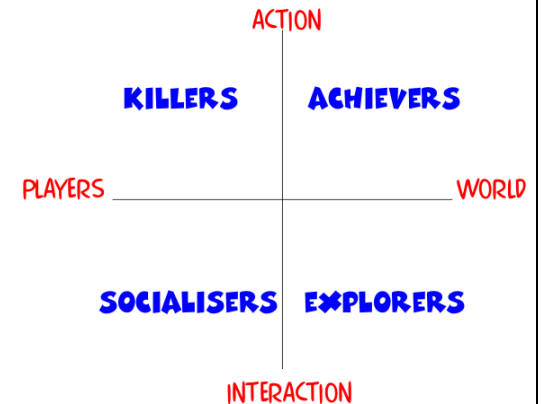
INTERACTION

- THOSE WHO LIKE **INTERACTING WITH** OTHER **PLAYERS** ARE TRYING TO ENJOY THEIR **COMPANY**
  - TO FIND OUT MORE ABOUT **THEM** AND ABOUT **THEMSELVES**
  - WE CALL THESE PEOPLE **SOCIALISERS**
- THOSE WHO LIKE **ACTING ON** OTHER **PLAYERS** ARE TRYING TO **DOMINATE** THEM
  - TO ASSERT **SELF-WORTH**
  - WE CALL THEM **KILLERS**

ACTION

KILLERS   ACHIEVERS

PLAYERS _____ WORLD

SOCIALISERS EXPLORERS

INTERACTION
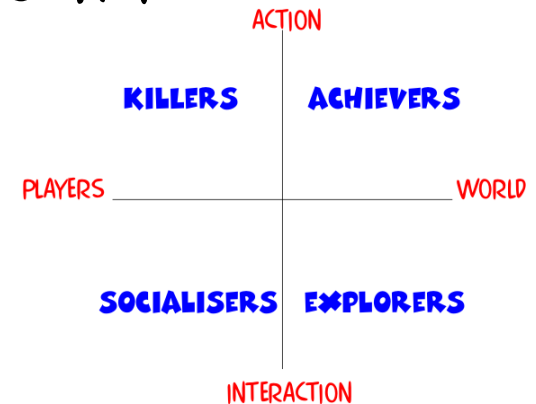
- THIS IS A CUTE PANDA OUT OF *GOPETS*

- THE **FULL** THEORY IS ACTUALLY MORE **ADVANCED** THAN THIS
- IT ADDS AN **EXTRA** AXIS TO MAKE **8** TYPES
  - SO DIFFERENTIATING GRIEFERS FROM POLITICIANS
- IT EXPLAINS **MOVEMENT** BETWEEN TYPES
- IT TIES INTO **DEEPER** THEORIES
  - IN PARTICULAR, JOSEPH CAMPBELL'S MONOMYTH, OR **HERO'S JOURNEY**
- HOWEVER, I'M GOING TO STICK TO THE **4-TYPE** MODEL HERE
  - AS I ONLY HAVE **1** HOUR FOR THIS TALK, NOT **3**

1. THIS IS NOT A **CATEGORISATION**, IT'S A **MODEL**
    - WE CAN SEE HOW DIFFERENT TYPES INTERACT WITH AND ACT ON EACH OTHER **DYNAMICALLY**
    - EXCELLENT CATEGORISATIONS **DO** EXIST BUT THEY ONLY ADDRESS THE **WHAT**, NOT THE **WHY**
        - FOR **GAME DESIGN** PURPOSES, WE NEED THE WHY

2. IT'S **EXHAUSTIVE**
    - THERE ARE NO **GAPS** IN ITS COVERAGE
    - YOU **CAN** ADD DIMENSIONS FOR **REFINEMENT** BUT YOU **CAN'T** ADD ANYTHING EXTRA-DIMENSIONAL

3. IT'S **PREDICTIVE**
   - PLAYERS **CHANGE TYPE** OVER TIME, AND WE CAN DETERMINE **WHICH** TYPE THEY'LL CHANGE TO
     - IN THE 8-TYPE MODEL, ANYWAY

4. IT WAS CREATED FOR **DESIGNER** USE
   - DESIGNERS **USED** TO CREATE WORLDS **THEY** WANTED TO PLAY
   - **NOW** THEY CREATE ONES **PEOPLE** WANT TO PLAY

5. IT **ONLY** APPLIES TO PEOPLE WHO PLAY VIRTUAL WORLDS (MMOS) **FOR FUN**
   - OTHER PLAYERS ARE **IGNORED** BY THE THEORY

- IT **WORKS**
  - *GOPETS* IS A VIRTUAL WORLD THAT **CARPET-BOMBED** THE **SOCIALISER** QUADRANT
  - THEY DID **OK**, BUT **THEN** THEY ADDED SOME SIMPLE CONTENT FOR **ACHIEVERS**
  - THEY **DOUBLED** THEIR REVENUE WITHIN **7 DAYS**
  - THEIR ACHIEVERS WERE **44X** MORE PROFITABLE THAN THEIR SOCIALISERS
  - THEIR EXPLORERS WERE **64X** MORE PROFITABLE!
- VIRTUAL WORLDS MUST ATTRACT **ALL** PLAYER TYPES
  - PUT ONE TYPE **OFF** AND YOU'LL **PAY** FOR IT

- THE WARRANTY ON THIS THEORY IS **ONLY GOOD** FOR PEOPLE PLAYING **VIRTUAL WORLDS** FOR **FUN**
- IF THE THEORY **DOES** APPLY ELSEWHERE, WELL THAT'S **WONDERFUL**
  - ESPECIALLY FOR ME!
- IT'S JUST THERE'S NO **EXPLANATION** AS TO WHY IT **WOULD** APPLY ELSEWHERE
- IT'S LIKE USING **PSYCHOANALYSIS** ON **TREES**
  - IF IT WORKS ON **PEOPLE**, HEY, WHY NOT?

- THIS PINK BUILDING IS *DIE GRÜNE ZITADELLE*

- THE THEORY **DOESN'T** APPLY TO GAMES IN **GENERAL** BECAUSE IT'S ALL ABOUT **IDENTITY**
  - **BEING** AND **BECOMING** YOURSELF
- PEOPLE PLAY VIRTUAL WORLDS FOR 2-4 HOURS **EVERY NIGHT** FOR **TWO YEARS**
  - EVEN THE MOST **DIEHARD** CANDY CRUSH PLAYER IS **NOT** GOING TO DO THAT AND REMAIN SANE
- THIS IS BECAUSE VIRTUAL WORLD PLAYERS ARE ON A **HERO'S JOURNEY**
  - THE THEORETICAL UNDERPINNING OF PLAYER TYPES

SUMMARY

- PLAYER TYPES THEORY IS **POPULAR** AND **SUCCESSFUL**
  - NOT ENOUGH TO WIN ME ANY AWARDS, THOUGH...
- HOWEVER, IT'S ONLY **APPLICABLE** UNDER CERTAIN VERY **PARTICULAR** CONDITIONS
- IT'S NEVERTHELESS QUITE OFTEN USED **BEYOND** THOSE CONDITIONS
- I'M GOING TO SPEND THE **REST** OF THE TALK EXAMINING ITS TYPICAL **OH-DEAR-NO!** USES
  - AND JUDGE WHAT THIS **SAYS** ABOUT THE PEOPLE WHO **APPLY** IT IN THOSE WAYS

- *A FIGHT IN THE STREET*
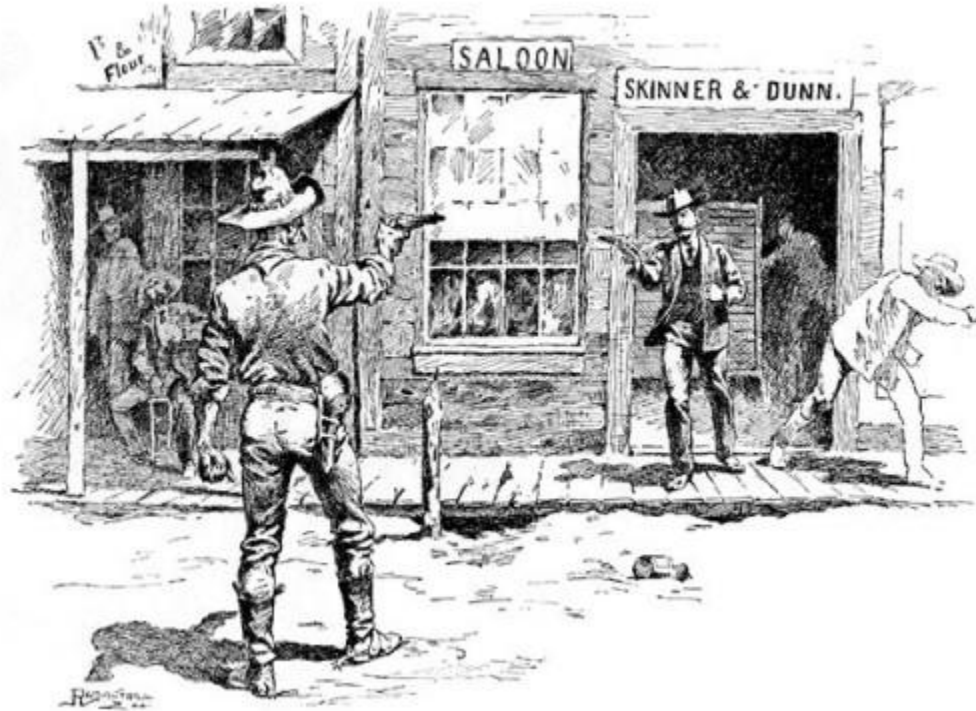
- SOME DESIGNERS APPLY THE THEORY TO GET **RESULTS**
- THEY DON'T CARE **WHY** IT WORKS, JUST THAT IT **DOES** WORK
  - IT'S LIKE A *MAGIC FORMULA*
- LO AND BEHOLD, THEY **DO** FIND THAT IT WORKS
  - THEIR **PLAYERS** FIT THE THEORY **EXACTLY**
  - ANALYSIS SHOWS **ALL** THE DIFFERENT TYPES EXIST
- EXCEPT, **OF COURSE** THEY EXIST!
  - THE PLAYERS WERE **HERDED** INTO THE TYPES!
  - IT'S **SELF-FULFILLING** DESIGN!

- SOME PEOPLE **KNOWINGLY** APPLY THE THEORY **BEYOND** ITS LIMITS
- THEY SEE AN **ANALOGY** BETWEEN WHAT THEY'RE DOING AND WHAT THE THEORY SAYS
  - "HEY, THESE GUYS THINK LIKE ACHIEVERS. HMM..."
- SOMETIMES, THIS **DOES** SEEM TO BE USEFUL
  - I'VE SEEN THE THEORY HELPFULLY APPLIED TO REGULAR GAMES, WEB SITE DESIGN, EDUTAINMENT, ...
    - EVEN, WEIRDLY, NEURO-LINGUISTIC PROGRAMMING
- THE **DANGER** IS IF YOU COME TO TREAT **ANALOGY** AS IF IT WERE **IDENTITY**

- OTHER PEOPLE APPLY THE THEORY FROM ONLY A **SUPERFICIAL**, HEADLINE-ONLY **READ** OF IT
  - FOR THEM, IT'S A **BANDWAGON**
- WE SEE THIS WITH **GAMIFICATION**
  - GIVING **ACHIEVER** REWARDS TO **EXPLORERS**...
- THE THEORY'S **USE** IN GAMIFICATION **BEGAN** AS AN **ANALOGY**-STYLE MAPPING
  - "PEOPLE PLAY MMOS FOR DIFFERENT REASONS, SO PERHAPS IT WORKS IN GAMIFICATION?"
- SURE, BUT **ADAPT** IT TO FIT THE CONTEXT
  - MORE ON THIS **SHORTLY**...

- SOME PEOPLE TRY TO **BREAK** THE THEORY
- THIS IS **FAIR ENOUGH**
  - **IF** THE THEORY BREAKS, WE CAN FIND OUT **WHY** AND GET A **BETTER** THEORY AS A RESULT
- EXCEPT, THEY **NEVER** HIT THE **TARGET**
  - "MERCHANTS! ROLE-PLAYERS! **GOLD FARMERS!**"
  - "YOU DON'T COVER **IMMERSION!** OR **GIRLS!**"
  - "MY **12-STUDENT** SURVEY SAYS OTHERWISE!"
- YOUNG GUNS WHO WANT THE **REPUTATION** OF HAVING **SHOT DEAD** AN AGING GUNSLINGER SHOULD AT LEAST LEARN TO **AIM**

- **INTERESTINGLY**, I CAN DEMONSTRATE THE **SECOND** OF THESE MISUSES **RIGHT NOW**
- I JUST DESCRIBED **FOUR** TYPES OF THEORY ABUSE THAT **MAP ONTO** THE PLAYER TYPES
  - MEANS TO AN END: **ACHIEVERS**
  - BEYOND LIMITS: **EXPLORERS**
  - BANDWAGON: **SOCIALISERS**
  - DISPROOF: **KILLERS**
- IT IS INDEED INTERESTING, BUT IT'S **WRONG**
- I **KNOW** IT'S WRONG BECAUSE I DELIBERATELY OMITTED A **FIFTH** KIND OF MISUSE

- SOME PEOPLE – USUALLY ACADEMICS – TRY TO **RECONCILE** PLAYER TYPES THEORY WITH AN **EXISTING** PET THEORY
- **QUIT** WITH TRYING TO MARRY IT UP WITH **MYERS-BRIGGS**!
  - IT **DOESN'T FIT**!
- THIS IS THE **META-THEORY** APPROACH
- **WORRYINGLY**, THE PEOPLE WHO DO IT DO SO FOR ONE OF THE **OTHER** FOUR REASONS
  - OR I GUESS AS A **META-META** THEORY, AND SO ON *AD NAUSEUM*
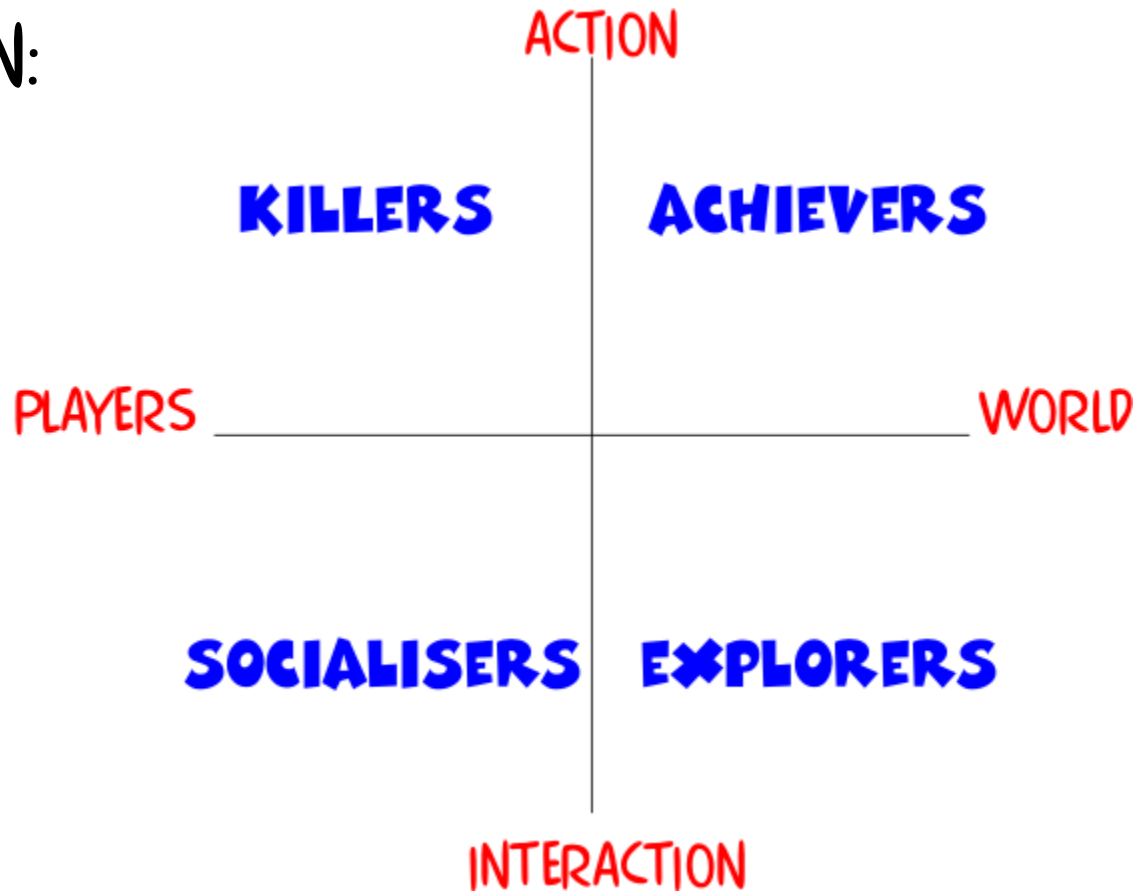
- HERE'S A PICTURE OF A **GOTH**
  - TAKEN FROM GOTHSUPTREES.NET

- IMAGINE YOU'RE A **NOVELIST** WHO HAS DEVELOPED A WAY TO WRITE BETTER **FICTION**

- NOW SUPPOSE **JOURNALISTS** HAVE ADOPTED IT FOR WRITING BETTER **FACTUAL** STORIES

- YOU MIGHT BE MODERATELY **SURPRISED** TO LEARN THAT IT **WORKS**

- THIS IS **MY** SITUATION WITH PLAYER TYPES

- I DEVELOPED A METHOD FOR DESIGNING BETTER **MMOS** THAT SEEMS TO WORK FOR THINGS THAT ARE EXPRESSLY **NOT** MMOS
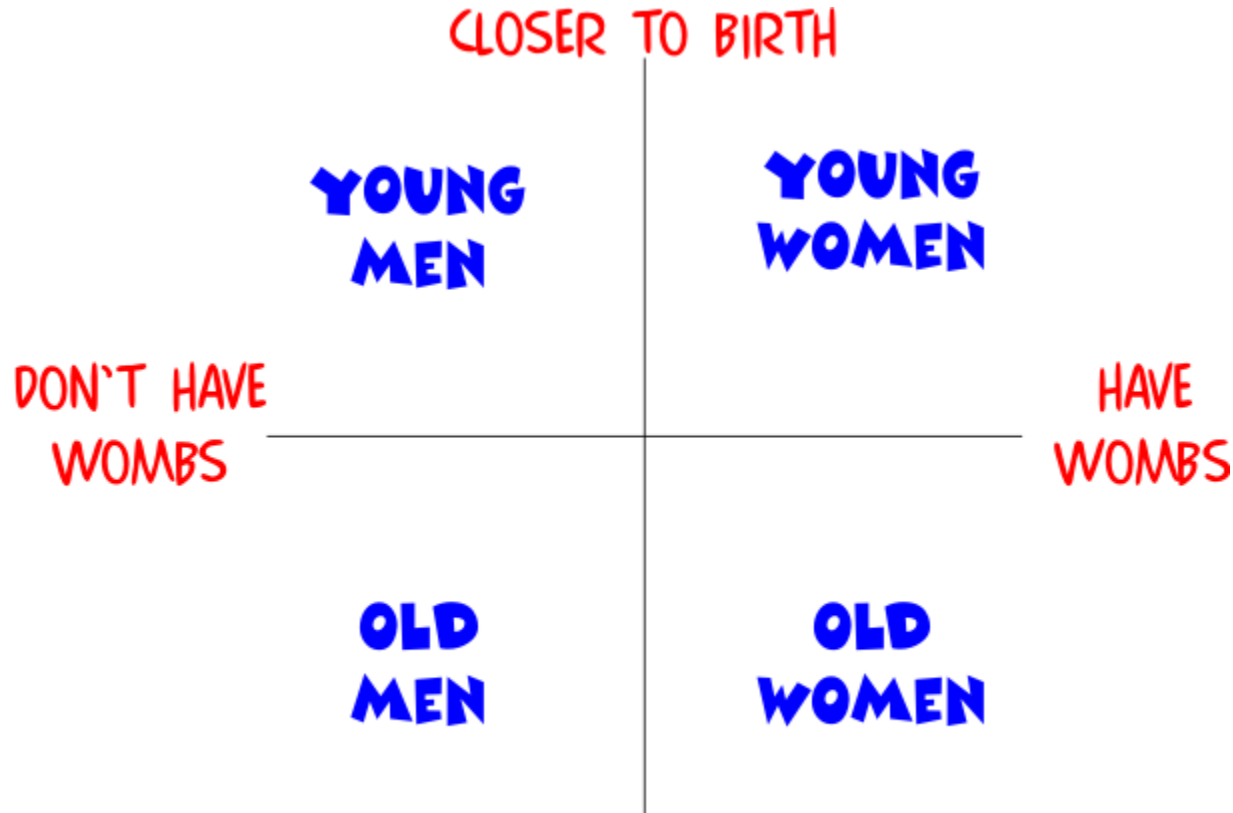
- HERE'S THE BASIC PLAYER MODEL DIAGRAM AGAIN:

ACTION

KILLERS   ACHIEVERS

PLAYERS _____ WORLD

SOCIALISERS EXPLORERS

INTERACTION

- IT'S A WAY TO **PARTITION** MMO PLAYERS

- THIS IS ANOTHER, EQUALLY **VALID** PARTITION:

CLOSER TO BIRTH

YOUNG MEN

YOUNG WOMEN

DON`T HAVE WOMBS

HAVE WOMBS

OLD MEN

OLD WOMEN

CLOSER TO DEATH

- IT'S **COMPLETE** AND REASONABLY **CORRECT**

- HERE'S YET **ANOTHER** WAY OF DOING IT:

FORM

ARTISTS   CONNOISEURS

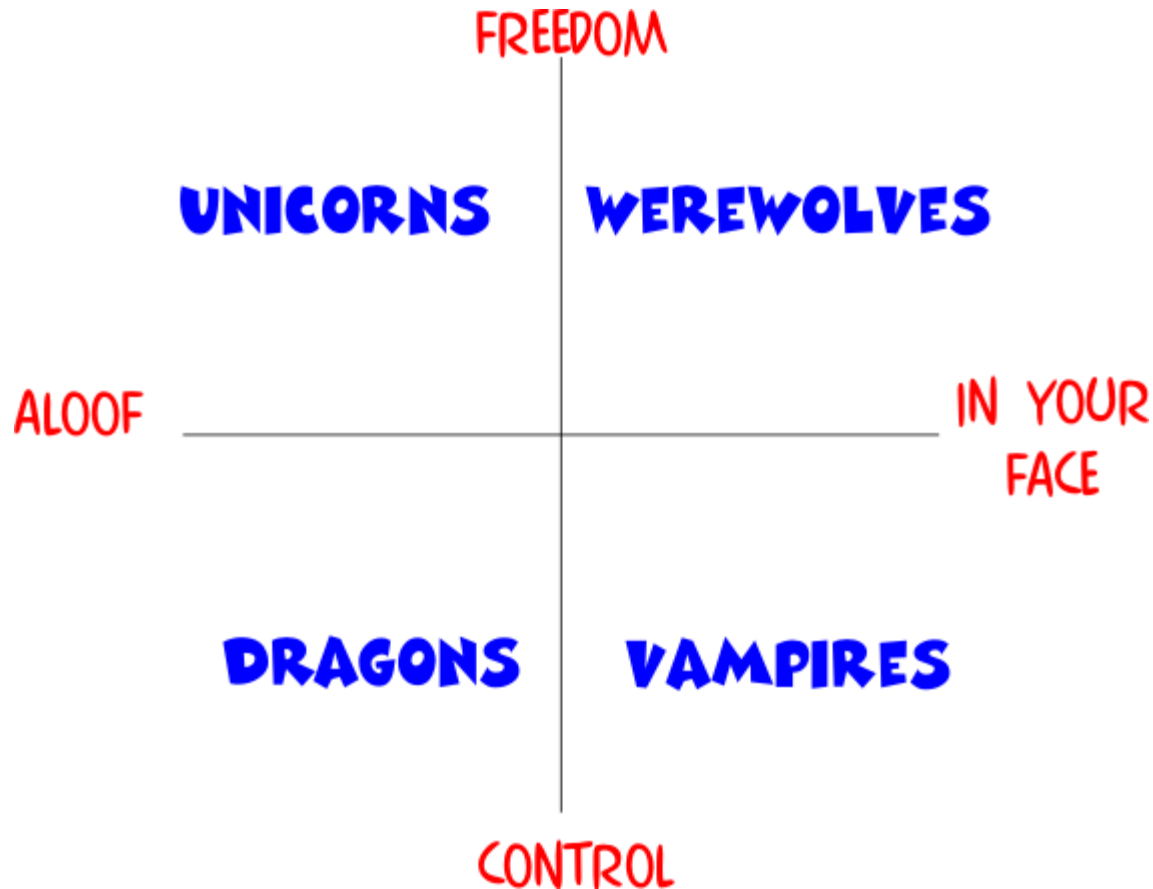CREATING ———————————————— CONSUMING

DESIGNERS   CUSTOMERS

FUNCTION
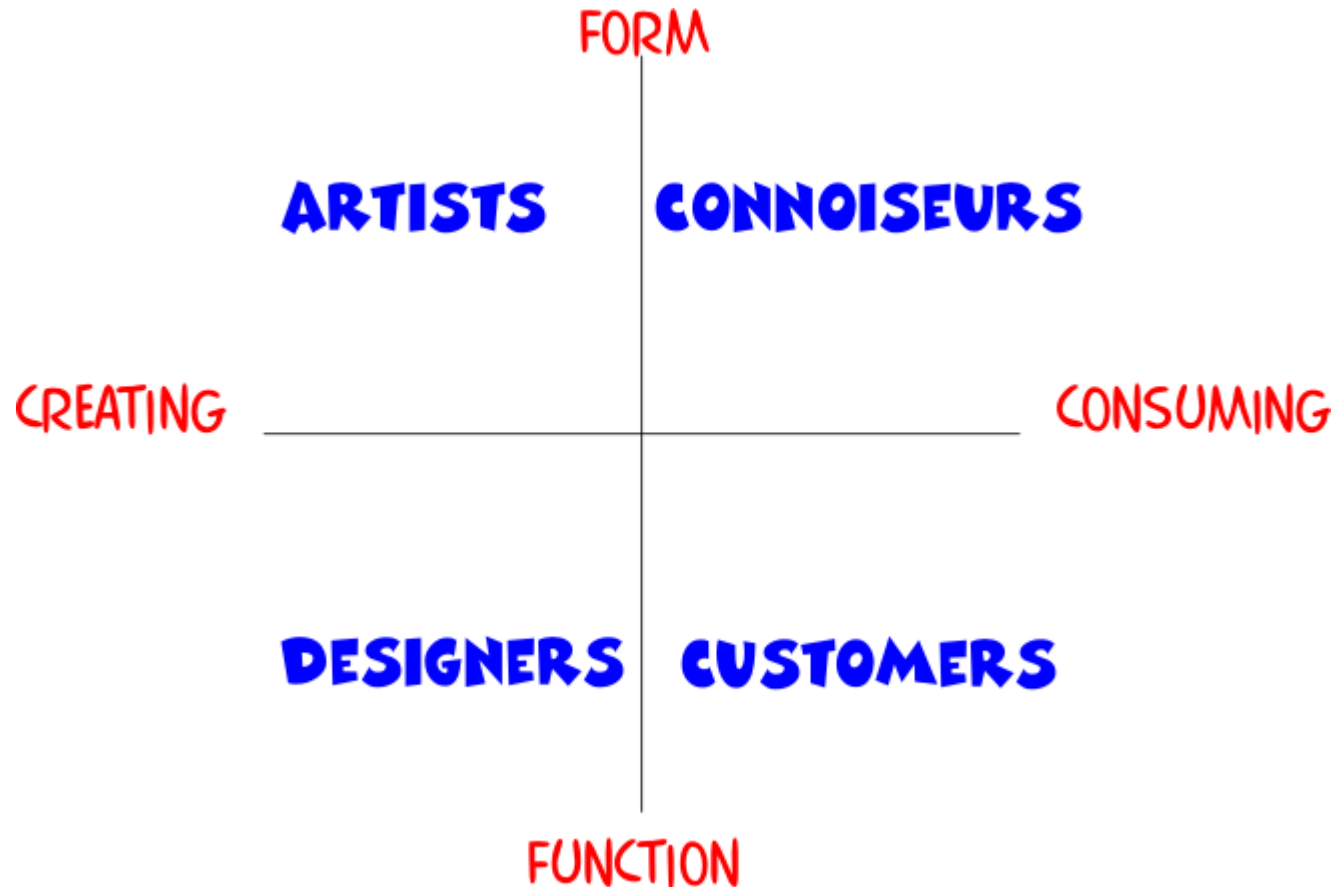
- **ALSO** COMPLETE AND CORRECT

- NEW PARTITION #1 TELLS YOU **NOTHING** YOU DIDN'T ALREADY **KNOW**

- IT'S **NOT USEFUL** FOR GAME DESIGN

  – UNLESS YOUR GAME HAS **PHYSICAL** IMPLICATIONS INVOLVING **WOMBS** AND **AGE**

- NEW PARTITION #2 HAS MORE **INTERESTING** THINGS TO SAY

- YOU **COULD** VAGUELY USE IT IN GAMES

  – *MINECRAFT*/ARTISTS, *MASS EFFECT*/CONNOISEURS, *ANGRY BIRDS*/CUSTOMERS, *THE SIMS*/DESIGNERS

- THESE GRAPHS ARE **EASY** TO COME UP WITH:

FREEDOM

UNICORNS   WEREWOLVES

ALOOF _____ IN YOUR FACE

DRAGONS   VAMPIRES

CONTROL

- YOU WERE DECIDING WHICH ONE YOU ARE, YES?

- THAT ONE ACTUALLY **WORKS** FOR MMOS
  - SOLO PLAY *VERSUS* GROUP PLAY
  - SANDBOX *VERSUS* THEME PARK
- IT **COULD** BE USED IN OTHER AREAS, TOO
- ALSO, THERE ARE **PLENTY** OF EXISTING PSYCHOMETRIC PROFILING SYSTEMS
  - MINNESOTA MULTIPHASIC PERSONALITY INVENTORY
  - FIVE FACTOR MODEL
- IT'S **NOT HARD** TO TAKE ONE, GIVE IT COOL **LABELS** AND DESCRIBE IT AS "PLAYER TYPES"

- THIS IS A SLICE OF **MYERS-BRIGGS**

DEPTH

GOTHS   GEEKS

HEART   HEAD

JOCKS   PUNKS

BREADTH
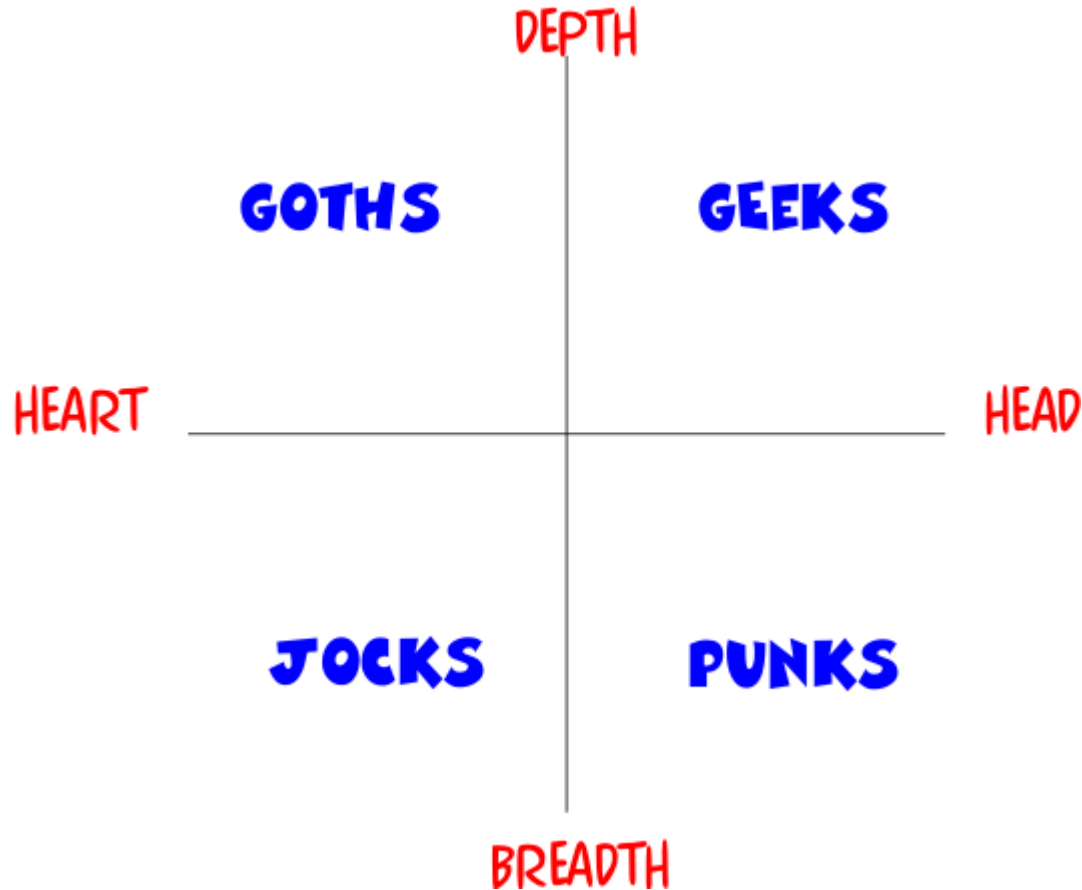
- THINKING/FEELING, EXTRAVERSION/INTROVERSION

- GIVEN ALL THESE **POSSIBILITIES**, WHY DO *EG.* GAMIFICATION NEVERTHELESS GO WITH **MMO** PLAYER TYPES?

- THE ANSWER SEEMS TO BE THAT THEY STRIKE A **CHORD**

- OTHER TYPOLOGIES LOOK AT **PERSONALITY**, OR **ACTIVITY**, OR **WORLD VIEW**
  - ALL OF WHICH ARE PERFECTLY **REASONABLE**

- PLAYER TYPE THEORY IS THE **ONLY** ONE AIMED AT WHAT DIFFERENT PEOPLE FIND **FUN**

- THE ALTERNATIVES **AREN'T** FUN-CENTRIC
- **FORMAL** APPROACHES TEND TO BE TOO **BROAD-BRUSH** TO JIVE WITH MOST GAME REQUIREMENTS
  - REISS **DESIRE** PROFILE: 16 INTRINSIC MOTIVATORS, INCLUDING EATING, ROMANCE, **VENGEANCE**, ...
- **INFORMAL** APPROACHES RELY HEAVILY ON STEREOTYPES AND FOLK WISDOM
  - "WOMEN LIKE <WHATEVER>", "YOUNG PEOPLE DISLIKE <WHATEVER>", "<WHATEVER> ATTRACTS STUDENTS"

- CONFESSION #1: I **DIDN'T** FORMULATE PLAYER TYPE THEORY TO SAY "**THESE** ARE THE **DIFFERENT** THINGS MMO PLAYERS FIND FUN"
- I **DID** IT TO SAY "MMO PLAYERS **FIND** DIFFERENT THINGS FUN"
- **PRIOR** TO THIS, DESIGNERS ONLY CREATED MMOS THAT THEY, **PERSONALLY** FOUND FUN
- **TODAY**, THEY CREATE MMOS THAT **PEOPLE** FIND FUN
- GAME DESIGNERS TREAT **PEOPLE** AS **PEOPLE**

- PLAYER TYPE THEORY'S **MAIN** CONTRIBUTION TO MMO DESIGN **ISN'T** THAT THIS NOW ACCOUNTS FOR ACHIEVERS, EXPLORERS, **SOCIALISERS** AND KILLERS

- IT'S THE MERE FACT THAT IT NOW ACCOUNTS FOR DIFFERENT TYPES OF PLAYER **AT ALL**

- THIS IS **ALSO** ITS MAIN CONTRIBUTION WHEN IT'S APPLIED ANYWHERE **ELSE**

- I **SAID** THAT APPLYING MY THEORY BEYOND ITS BOUNDS IS A **MISTAKE**, AND YET...
- I HEARD A TALK IN **MAGDEBURG** IN 2009 BY A PHD STUDENT, **MONICA MAYER**
- SHE DESCRIBED A PSYCHOLOGY WANTS/NEEDS APPROACH TO ANALYSING **GAME PLAYERS**
- **RUNNING** HER MODEL SHE GOT **FOUR** STABLE TYPES CORRESPONDING **EXACTLY** TO MINE
- SHE **DIDN'T KNOW** ABOUT VIRTUAL WORLD PLAYER TYPE THEORY **BEFORE** THIS!

  – SHE **DERIVED** THE TYPES **INDEPENDENTLY**!

- JUST BECAUSE **I'M** ALWAYS CAREFUL NOT TO MAKE APPLICABILITY CLAIMS I CAN'T **JUSTIFY**, THAT **DOESN'T** MEAN THEY'RE NOT TRUE
  - YOU CAN USE A **TENNIS RACQUET** TO CLEAR A **TENT** OF **BATS** EVEN THOUGH IT WASN'T **DESIGNED** FOR THAT PURPOSE
- THERE **IS** MORE TO THIS PLAYER TYPES THING THAN WE CURRENTLY **KNOW**
- THE SAME CAN BE SAID FOR **ANY THEORY**
- CONFESSION #2: THIS TALK IS ABOUT THEORY USE **IN GENERAL**, NOT JUST **THIS** THEORY

- UNIVERSITIES AREN'T **ONLY** PLACES FOR **TRAINING**

- THEY'RE **ALSO** PLACES FOR **EDUCATION**

- YOU WILL ENCOUNTER **MANY** IDEAS HERE
  - NEW AND OLD, EXPERIMENTAL AND TESTED

- YOU MAY BE TEMPTED TO ENFORCE, **EXTEND**, APPLY, BREAK OR **SUBSUME** THOSE IDEAS

- THIS IS ALL **GOOD**!
  - BUT IT'S **ONLY** GOOD IF YOU **UNDERSTAND** THE IDEAS FIRST!

- FOR **ANY** THEORY, TO **USE** IT YOU SHOULD **UNDERSTAND** IT
  - YOU **NEED** TO KNOW **WHY** IT'S SUPPOSED TO WORK

- IF YOU FIND **HOLES** BUT **DON'T** UNDERSTAND THE THEORY, HOW CAN YOU BE SURE THOSE HOLES REALLY **ARE** HOLES?

- IF YOU **DO** UNDERSTAND IT, YOU CAN SEEK TO **FILL** THE HOLES

- THEN WE GET A **BETTER THEORY**
  - MORE **ROBUST** OR MORE WIDELY **APPLICABLE**

- I **DON'T MIND** IF PEOPLE APPLY PLAYER TYPES THEORY OUT OF ITS **COMFORT** ZONE, SO LONG AS THEY **UNDERSTAND** IT
- IF THEY **BREAK** OR **EXTEND** IT, GREAT!
- BECAUSE **THEN**, WE'LL GET A **BETTER** THEORY
- WHICH **MEANS** WE'LL GET BETTER **GAMES**
  - WHERE "BETTER" MEANS "MORE FUN FOR YOU"
    - AND YES, I DO MEAN **YOU**
- BECAUSE IN THE END, THAT'S **ALL** I EVER **WANTED** FROM PLAYER TYPES
  - BETTER GAMES