

TYPES OF USERS OF PLAYER TYPES

MULTI.PLAYER

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INTRODUCTION

- WOULDN'T IT BE **GREAT** IF WE KNEW **WHY** PEOPLE PLAYED SOCIAL GAMES?
 - BEYOND "BECAUSE THEY'RE PEOPLE"
- IF WE **KNEW** WHY PEOPLE PLAYED, WE COULD DESIGN GAMES TO GIVE THEM WHAT THEY **WANT**
 - RATHER THAN BLINDLY **A/B TESTING** THEM TO GIVE THEM WHAT THEY WANT **RIGHT THIS MOMENT...**
- WE'D GET **BETTER** GAMES
 - **AND** WE'D KNOW WHAT "BETTER" **MEANT!**

INDEED...

- IT WOULD **INDEED** BE GREAT
- IT WOULD BE **GREAT** BECAUSE AT PRESENT WE DON'T EVEN HAVE A DEFINITION OF WHAT IT **MEANS** FOR A GAME TO BE "SOCIAL"
- THE TERM "SOCIAL GAME" IS **CURRENTLY** USED FOR A PARTICULAR **GENRE** OF GAMES
 - ONES PLAYED ON **SOCIAL NETWORKS**
- THESE GAMES **BARELY QUALIFY** AS BEING **SOCIAL**
 - THEY BARELY QUALIFY AS BEING **GAMES**, EITHER.
 - CAN YOU **WIN** OR **LOSE** THEM?

SLIDING SCALE

- WHAT **MAKES** A GAME "SOCIAL"? HAVING:
 - MORE THAN **ONE** PLAYER?
 - MORE THAN **DUNBAR'S NUMBER** OF PLAYERS?
 - A **MASSIVE** NUMBER OF PLAYERS?
 - A **COMMUNITY**?
 - SOME PLAYERS EXHIBIT **ANTI-SOCIAL** BEHAVIOUR?
 - AN EFFECT ON HOW **INDIVIDUAL** PLAYERS THINK ABOUT **OTHER** PEOPLE?
 - AN EFFECT ON **WIDER** SOCIETY?
- PERHAPS **ALL** GAMES ARE SOCIAL, BECAUSE PEOPLE ARE **FRAMED** BY SOCIETY?

EEK!



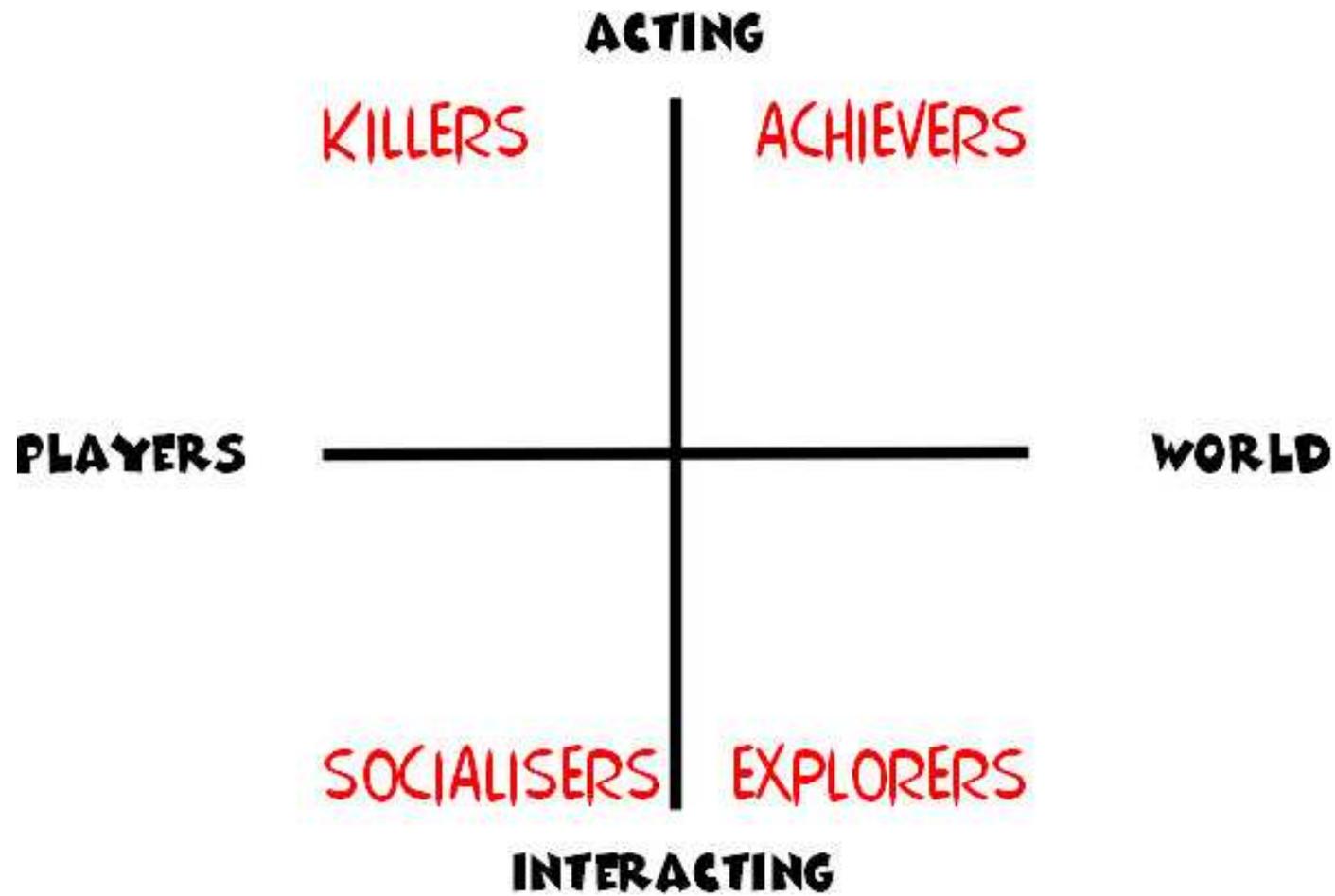
MMORPGS

- **SUBJECTIVELY**, MMORPGS AND OTHER **VIRTUAL WORLDS** ARE FAR, FAR MORE **SOCIAL** THAN ARE GENRE **SOCIAL GAMES**
- AS IT HAPPENS, FOR MMORPGS WE **DO** HAVE A THEORY TO EXPLAIN WHY PEOPLE PLAY THEM
- THIS IS BARTLE'S **PLAYER TYPES** THEORY
 - ALL VIRTUAL WORLD **DESIGNERS** USE IT
 - 700,000 **PLAYERS** HAVE TAKEN A **TEST** TO SEE WHAT **TYPE** THEY ARE
- MY BEING BARTLE, I'M SOMETHING OF AN **AUTHORITY** ON THIS THEORY

OVERVIEW

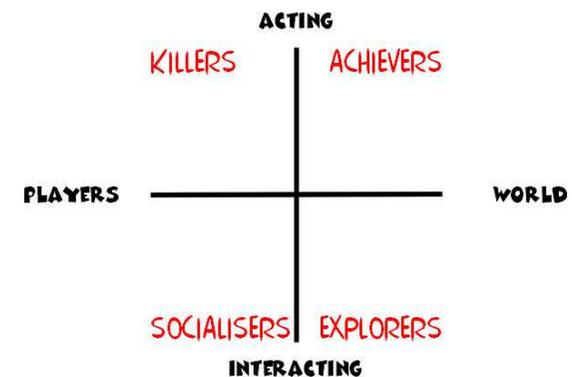
- HOWEVER, I'M NOT **QUITE** ARROGANT ENOUGH TO BELIEVE **YOU** HAVE ALL HEARD OF IT, SO I'LL GIVE A QUICK OVERVIEW
- THE **BASIC** MODEL USES TWO **AXES**
- THESE DESCRIBE WHETHER PLAYERS DERIVE FUN FROM **ACTING-INTERACTING** ON THE **WORLD-PLAYERS**
- THIS GIVES US FOUR **QUADRANTS** THAT WE CAN LABEL WITH THEIR ASSOCIATED **BEHAVIOURS**
- IT'S BEST SHOWN AS A GRAPH:

PLAYER TYPES



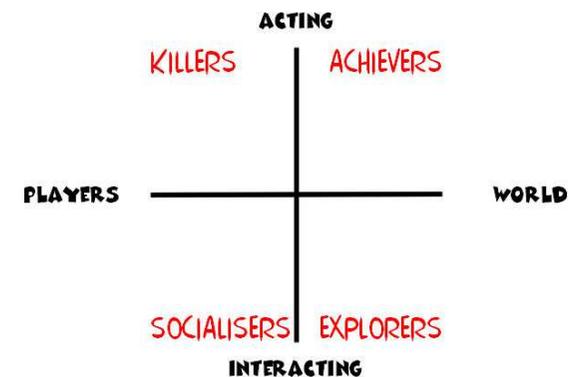
WORLD HALF

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



PLAYERS HALF

- 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 **SOCIALISERS**
- THOSE WHO LIKE **ACTING ON OTHER PLAYERS** ARE TRYING TO **DOMINATE THEM**
 - TO ASSERT **SELF-WORTH**
 - WE CALL THESE **KILLERS**



GOPETS

- THIS IS A CUTE PANDA OUT OF *GOPETS*



ADVANCED

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

IMPORTANT POINTS

- IT'S 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 **OUR** PURPOSES, WE NEED THE WHY
- IT'S **EXHAUSTIVE**
 - THERE ARE NO **GAPS** IN ITS COVERAGE
 - YOU **CAN** ADD DIMENSIONS FOR **REFINEMENT** BUT YOU **CAN'T** ADD ANYTHING EXTRA-DIMENSIONAL

MORE

- **IT'S PREDICTIVE**
 - PLAYERS **CHANGE TYPE** OVER TIME, AND WE CAN DETERMINE **WHICH** TYPE THEY'LL CHANGE TO
 - IN THE 8-TYPE MODEL, ANYWAY
- IT WAS CREATED FOR **DESIGNER** USE
 - DESIGNERS **USED** TO CREATE WORLDS **THEY** WANTED TO PLAY
 - **NOW** THEY CREATE ONES **PEOPLE** WANT TO PLAY
- IT **ONLY** APPLIES TO PEOPLE WHO PLAY VIRTUAL WORLDS **FOR FUN**
 - OTHER PLAYERS ARE **IGNORED** BY THE THEORY

FOR THE CYNICS

- **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 ARE **44X** MORE PROFITABLE THAN THEIR SOCIALISERS
 - THEIR EXPLORERS ARE **64X** MORE PROFITABLE!
- VIRTUAL WORLDS MUST ATTRACT **ALL** PLAYER TYPES
 - PUT ONE TYPE **OFF** AND YOU'LL **PAY** FOR IT

APPLICABILITY

- 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 **PLANTS**
 - IF IT WORKS ON **PEOPLE**, HEY, WHY NOT?

MAGDEBURG

- THIS PINK BUILDING IS DIE GRÜNE ZITADELLE



BORDERS

- THE THEORY **DOESN'T** APPLY TO SOCIAL WORLDS 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** FARMVILLE 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

WHAT HAPPENS

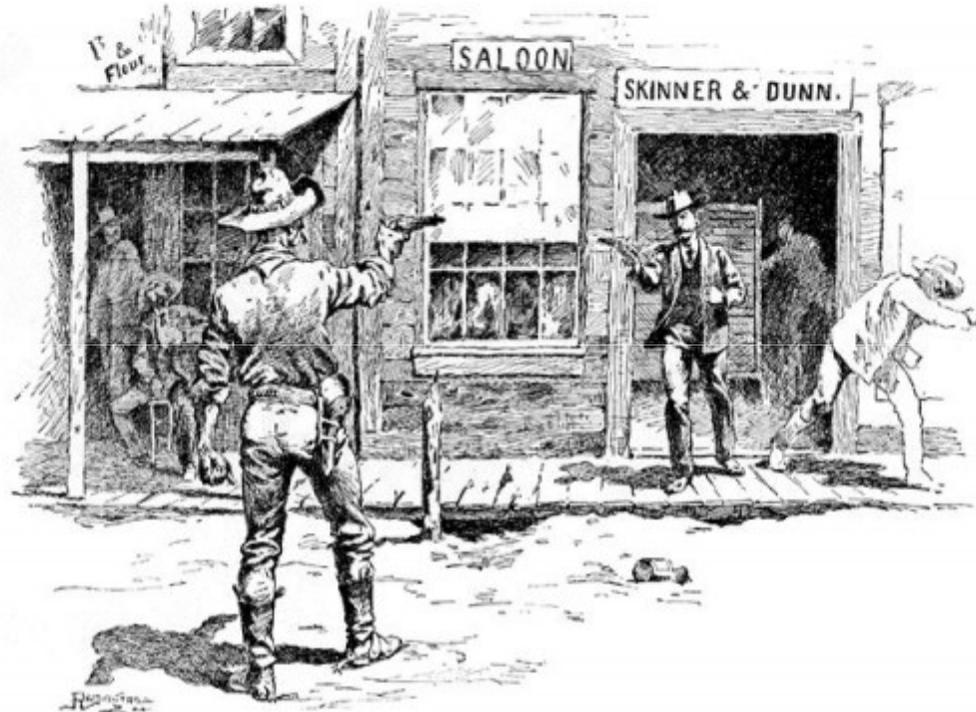
- PLAYERS VISIT A PERSISTENT, AUTOMATED, REAL-TIME, **SHARED** "OTHER WORLD" USING A CONDUIT OBJECT THAT'S "**IN**" THAT WORLD
 - THEIR **CHARACTER**, OR AVATAR IF YOU PREFER
- SOCIAL GAMES MISS THE **SHARED** CRITERION
 - AND USUALLY MISS THE **CHARACTER** TOO
 - SOME EVEN MISS OUT THE **WORLD**...
- SOCIAL INTERACTION IN GAMES WITH NO SHARED **IMMERSIVE** SPACE MUST OCCUR EXTERNALLY
 - SUCH GAMES CAN **INVITE** SOCIAL CONTACT BUT CAN'T EFFECT SOCIAL **PRESENCE**

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 **OUTSIDE** OF THOSE CONDITIONS
- I'M GOING TO SPEND THE **REST** OF THE TALK EXAMINING ITS TYPICAL **OH-GAWD-NO!** USES
 - AND WHAT THIS SAYS ABOUT THE PEOPLE WHO **APPLY** IT IN THOSE WAYS

REMINGTON

- *A FIGHT IN THE STREET*



MEANS TO AN END

- SOME DESIGNERS APPLY THE THEORY TO GET **RESULTS**
- THEY DON'T CARE **WHY** IT WORKS, JUST THAT IT **DOES** WORK
 - ITS 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!
 - THEY **HERDED** THE PLAYERS INTO THE TYPES!
 - ITS **SELF-FULFILLING** DESIGN!

BEYOND LIMITS

- 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**

BANDWAGON

- OTHER PEOPLE APPLY THE THEORY FROM ONLY A **SUPERFICIAL**, BULLET-POINT **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
 - DON'T USE A METAL PRESS TO CUT COOKIES!

DISPROOF

- 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**

DEMONSTRATION

- **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

META-THEORY

- 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** AND OTHER JUNG STUFF!
 - 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*

VOLTE FACE

- I **SAY** THAT APPLYING THE 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!**

PINCH OF SALT

- 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: THIS TALK IS ABOUT THEORY USE **IN GENERAL**, NOT THIS PARTICULAR THEORY

MULTI-DISCIPLINARY

- THIS CONFERENCE IS **MULTI-DISCIPLINARY**
- YOU CAN **EXPECT** TO COME ACROSS IDEAS THAT ARE **NEW** TO YOU BUT ACCEPTED AS **CANON** ELSEWHERE
- 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, THOUGH

GENERAL ADVICE

- 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 THEY **ARE** HOLES?
- IF YOU **DO** UNDERSTAND IT, YOU CAN SEEK TO **FILL** THOSE HOLES
- THEN WE GET A **BETTER THEORY**
 - MORE **ROBUST** OR MORE WIDELY **APPLICABLE**

CONCLUSION

- 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!
- THAT MEANS ULTIMATELY WE'LL GET A **BETTER** THEORY
- WHICH **MEANS** WE'LL GET BETTER **GAMES**
 - WHERE "BETTER" MEANS "MORE FUN FOR YOU"
 - YES, I DO MEAN **YOU**
- AND IN THE END, THAT'S **ALL** I EVER WANTED FROM THIS: **BETTER GAMES**