



Chapter 4 – Player Elements: Who Plays & Why?

Player Market

Motivation

- Social Interaction
- Solitude
- Competition
- Knowledge
- Mastery
- Escapism
- Stress Relief
- Creative Expression

Geographic

- South Korea
- Japan
- China
- Russia & Germany

Demographic

- Gender
- Age

Psychographic

- VALS Psychotypes
- Myers-Briggs Type Indicator

Generational

- Silent Generation
- Boomer Generation
- Generation X
- Millennial Generation
- Generation Z
- Generation Alpha

Rating

Applying Player Markets to Platforms, Genres & Goals