

## BEYOND PLAYER TYPES: GAMING ACHIEVEMENT GOAL

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## BEYOND BARTLE & YEE

1. Based on multi-player
2. Mutually exclusive
3. Voluntary players

## MOTIVATIONS IN ASSIGNED PLAY

Play the game!

## ACHIEVEMENT GOALS

o Mastery goals

I want to be a great player!

o Performance goals

I want to play better than everyone!

## ELLIOT & MCGREGOR'S 2X2 ACHIEVEMENT GOAL

		DEFINITION	
		absolute	relative
VALENCE	approach	Mastery Approach	Performance Approach
	avoidance	Mastery Avoidance	Performance Avoidance

## RESEARCH QUESTIONS


How do Gaming Achievement Goals relate to...

1. (classroom) Achievement Goals?
2. gaming frequency and gender?
3. exploration?


Do Gaming Achievement Goals provide more nuanced understanding of player motivation?

### METHOD


- Online survey of 618 university students



28.8% non-gamer





41.2% moderate gamer




30.0% avid gamer

- 32% female, 68% male

### GAMING ACHIEVEMENT GOALS

- Gaming & classroom achievement goals are significantly correlated  
(Mastery approach  $r=.34$ ; Mastery avoidance  $r=.27$ ; Performance approach  $r=.33$ ; Performance avoidance  $r=.43$ )
- But they are also significantly different:
  - Mastery goals: 5.2 gaming < 5.9 classroom
  - Performance goals: 5.4 gaming > 5.1 classroom







### FACTOR ANALYSIS OF GAMING ACHIEVEMENT GOAL

		DEFINITION	
		absolute	relative
VALENCE	approach	Mastery Approach	Performance Approach
	avoidance	Mastery Avoidance	Performance Avoidance

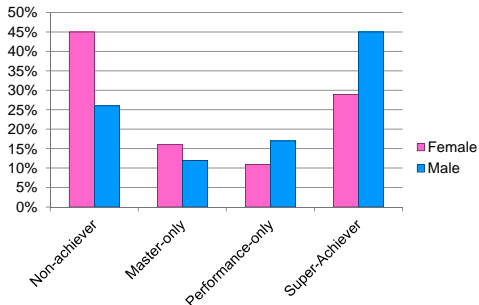
### GAMING ACHIEVEMENT GOAL

		DEFINITION	
		absolute	relative
VALENCE	approach	Mastery (approach)	Performance
	avoidance		

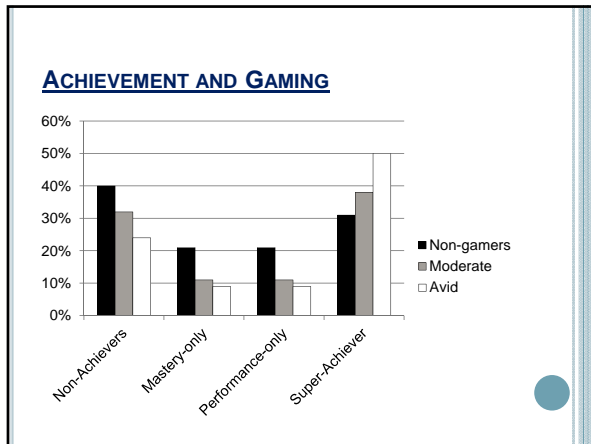
### ACHIEVEMENT GOAL DISTRIBUTION

		Performance	
		low	high
Mastery	high	 <p>13%</p> <p>Mastery-only</p>	 <p>39%</p> <p>Super-Achiever</p>
	low	 <p>32%</p> <p>Non-Achiever</p>	 <p>15%</p> <p>Performance-only</p>

### ACHIEVEMENT AND GENDER

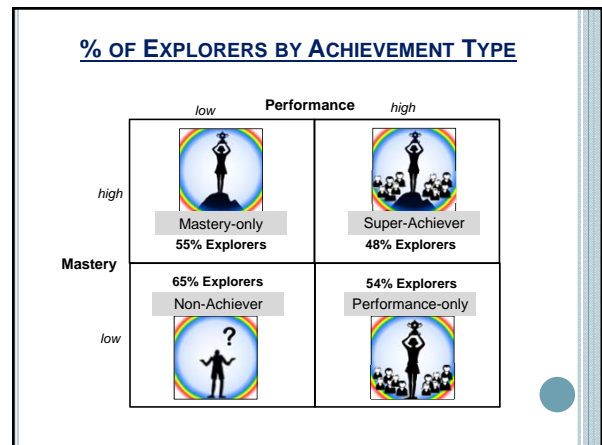
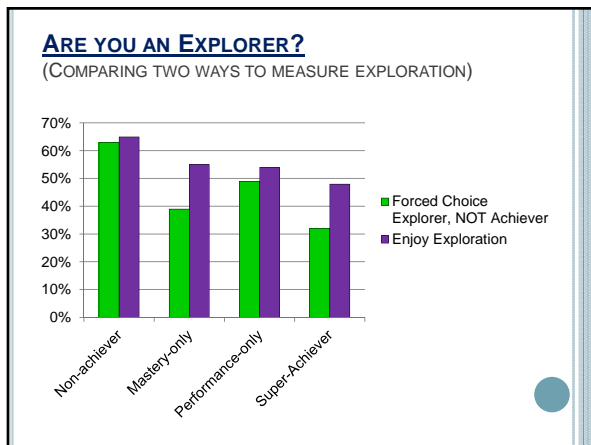


Achievement Goal	Female (%)	Male (%)
Non-achiever	45	28
Master-only	16	13
Performance-only	11	17
Super-Achiever	29	45



### PREDICTING GAMING PREDILECTIONS

	Competition	Time Limits	Hard Games	Play Alone
Male	**		***	..*
Avid Gamer		**	**	
Mastery		***	***	
Performance	**			



### PERFORMANCE GOALS

- Performance goals were the highest motivation for most people (more important than the desire to play well).
- Performance goals predicted enjoyment of competing with others

### MASTERY GOAL

- Mastery approach and performance goals were correlated but appear to tap distinct and important dimensions of gaming motivation.
- Mastery approach goals positively predicted players' interest in seeking challenging play (preferring hard games and time limits).

### NON-ACHIEVERS

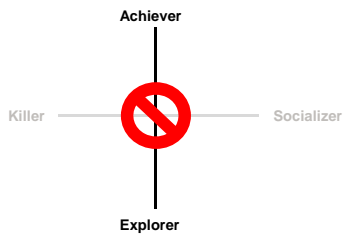
- Non-achievers comprise a substantial subset of the gaming audience, particularly in forced play such as games for learning or cognitive exercise.
- One tenth of all forced players are non-achievers who are also non-explorers

### FUTURE RESEARCH:

1. Manipulating achievement goals  
Can we introduce gameplay by presenting the game as a meaningful task, in which the way players play will influence received benefits (such as learning or cognitive exercise).
2. Examine effects of achievement goals on learning and game behaviors
3. Examine methods to motivate non-achiever

### BEYOND BARTLE & YEE

- Achiever and Explorer is not a dichotomy.
- Achievement is multidimensional.



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