ATHABASCA UNIVERSITY

A SURVEY OF FUN FACTORS FOR MASSIVELY
MULTIPLAYER ONLINE ROLE PLAYING GAMES

BY

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DEDICATION

I would like to dedicate this essay to my loving wife Dianna and to our beautiful children, Christina and Kiara. There is nothing more wonderful than to see the world through the eyes of another, and you have helped me to see the world in so many different ways. For that, I am ever grateful.
ABSTRACT

This essay examines the hypothesis that a set of fun factors can be defined and measured for a massively multiplayer online role playing game (MMORPG) and that the fun factor results may be used for comparison with established player models to evaluate the amount of fun the game may provide a particular player or player type.

The defined set of fun factors used to measure the MMORPG subset of computer games was derived from a list that pertain to the full genre of computer games. Using these fun factors, a selected sample size of 1/3 of the commercially available MMORPGs was surveyed. Using a variety of methods for information gathering, the survey measured the level of fun the games provided for each fun factor. The individual fun factor results were then grouped into a more complex definition that was comparable to the Bartle and Yee player type methodologies.

The results of the study confirmed that a defined set of fun factors can be used to measure the level of fun a player may have within a specific MMORPG. When correlated with player models, the fun a player may have within a MMORPG game can be determined by comparing the game’s measured level of fun within specific fun factors to a player’s expectation of fun within the same categories.
# TABLE OF CONTENTS

Chapter I – INTRODUCTION..............................................................................................1
  Statement of Purpose..................................................................................................1
  Research Question or Purpose...................................................................................1
  Significance................................................................................................................6
  Organization of the Project.........................................................................................6

Chapter II – REVIEW OF RELATED LITERATURE.......................................................8
  Description of a MMORPG.........................................................................................8
  Review of Player Models..........................................................................................12
  Review of Game Models............................................................................................19

Chapter III – METHODOLOGY.....................................................................................27
  Proposed Research Method.......................................................................................27
  Defining Fun for MMORPGs.....................................................................................28
  Survey of MMORPGs...............................................................................................29
  Method of Sampling..................................................................................................31
  Analysis of Survey Results.......................................................................................38

Chapter IV – RESULTS................................................................................................40
  Fun Factor Survey Results.........................................................................................40
  Evaluating the Survey Population to the Whole Population.................................48
  Evaluating the Survey Population to Bartle’s Player Theory.................................49
  Evaluating the Survey Population to Yee’s Player Theory......................................53
# TABLE OF CONTENTS

Evaluating the Survey Population for an Overall Fun Factor ........................................... 57  
Comparing Bartle, Yee, and the Overall Fun Factor ...................................................... 61  

Chapter V – CONCLUSIONS AND RECOMMENDATIONS ........................................... 64  
REFERENCES ................................................................................................................. 70  
APPENDIX A – Survey Definition of Fun Factors ......................................................... 74  
APPENDIX B – Yee’s Player MMORPG Motivation Analysis ........................................ 79  
APPENDIX C – Fun Factor Survey of MMORPG Games .............................................. 82  
APPENDIX D – Statistical Results of Fun Factor Survey ............................................. 105
LIST OF TABLES

Table 1 – Bartle’s Player Theory – Killer Weighted Games............................50
Table 2 – Bartle’s Player Theory – Achiever Weighted Games........................50
Table 3 – Bartle’s Player Theory – Explorer Weighted Games........................51
Table 4 – Bartle’s Player Theory – Socializer Weighted Games.......................51
Table 5 – Bartle’s Player Theory – Fantasy Based Games...............................52
Table 6 – Bartle’s Player Theory – Historical Based Games............................52
Table 7 – Bartle’s Player Theory – Real Life Based Games..............................53
Table 8 – Bartle’s Player Theory – Science Fiction Based Games......................53
Table 9 – Yee’s Player Theory – Achiever Weighted Games............................54
Table 10 – Yee’s Player Theory – Immersion Weighted Games.........................55
Table 11 – Yee’s Player Theory – Social Weighted Games..............................55
Table 12 – Yee’s Player Theory – Fantasy Based Games.................................56
Table 13 – Yee’s Player Theory – Historical Based Games..............................56
Table 14 – Yee’s Player Theory – Real Life Based Games...............................57
Table 15 – Yee’s Player Theory – Science Fiction Based Games......................57
Table 16 – Overall Game Rating – 10.01 to 15.00..........................................58
Table 17 – Overall Game Rating – 5.01 to 10.00.............................................59
Table 18 – Overall Game Rating – 0.00 to 5.00..............................................59
Table 19 – Overall Game Rating – Fantasy Based Games................................60
Table 20 – Overall Game Rating – Historical Based Games...........................60
LIST OF TABLES

Table 21 – Overall Game Rating – Real Life Based Games.................................61
Table 22 – Overall Game Rating – Science Fiction Based Games......................61
Table 23 – Game Measurement Comparison – Fantasy Based Games.................62
Table 24 – Game Measurement Comparison – Historical Based Games..............62
Table 25 – Game Measurement Comparison – Real Life Based Games..............63
Table 26 – Game Measurement Comparison – Science Fiction Based Games...63
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 1</td>
<td>Bartle’s Graph - Interest in a MMORPG</td>
<td>15</td>
</tr>
<tr>
<td>Figure 2</td>
<td>Yee’s Graph - Interest in a MMORPG</td>
<td>18</td>
</tr>
</tbody>
</table>
CHAPTER I
INTRODUCTION

Statement of Purpose
The purpose of this essay is to explore and define the factors that make playing massively multiplayer online role playing games (MMORPG) fun. The goal is to establish a framework to describe the phenomenon where people play MMORPGs for extensively long hours. The focus of the framework is to define and establish the criteria that make these MMORPGs enjoyable, resulting in a positive experience generally defined as “fun”.

Research Question or Purpose
The fact that the MMORPG type of game engages people for extensively long hours provides a basis to answer the question – why do they play for so long? Other MMORPG surveys have explored areas of motivation as factors to be considered when answering this question. However, motivation alone is not enough to keep people engaged in the activity. Humans must achieve some form of positive response to the activity in order to continue and to repeat the experience. We define this response generally as “fun”.

Fun can be defined as – “activities that are enjoyable or amusing”. There are many similar definitions for the word since the word is used generally to describe the positive experiences associated with an activity. We will use this definition for the
basis for our examination of the MMORPG games to evaluate how much fun these games provide.

Human nature is a multifaceted subject rife with complex inputs and results. One aspect of human nature is to have fun. The term “fun” is very open-ended and subject to interpretation by each individual. In the context of computer games, Juul (2003) states that fun is “The holy grail of games, but an ill-defined term for the purposes of game analysis”. Juul then goes on to define various game aspects that, when performed individually or taken as a sub-group of the whole, can define the experiences that a specific player would interpret as fun. This list provides some of the framework that can be built to identify the fun factors for a specific game and provide analysis of the game or player for the purposes of determining if the game would be fun for the player. In this context, the survey intends to utilize the information provided by Juul to analyze the MMORPG genre of online games, proving that for specific situations, fun can be used as an analysis tool.

Ultimately, there is no one interpretation of fun when applied to MMORPGs. Games within this genre will provide different types of activities that translate into fun, and different players of the same game will experience fun for different reasons. However, by categorizing these traits, players can determine how much fun a particular game will be for them by comparing their traits to those of the specific game. For example, a player looking for a game with a high amount of player vs. player (PvP) action would not be interested in a game that provides a high amount of
player vs. environment (PvE) action. The same player would most likely enjoy games that have a good balance of both types of activities, assuming that the player’s more highly desired fun factors are not significantly sacrificed to provide this blended experience.

The definition of fun varies with every person and every circumstance. There is no one meaning or application of the meaning of fun. The word fun is used in a lot of different context and for a wide variety of situations. For the purposes of this essay and the accompanying research, the definition of fun will be narrowed down to those elements of MMORPGs that derive a positive or negative player experience. These elements will be categorized and defined so that they may be applied consistently over the sample of games studied. This exercise will form the framework required to measure the level of fun a game may provide for a player. Players that experience enough positive experiences from the game would consider the game fun. Players with less positive experiences would consider the game less fun or not fun at all.

Players of online games have been studied to determine the types of people that participate in MMORPGs. A number of studies have shown that a variety of people participate in playing MMORPGs and that players will tend to drift from type to type in order to achieve goals or interact with various game aspects. Simple studies such as Bartle’s 1996 article classified players into four distinct groups: killers, achievers, socializers, and explorers. More intense studies such as Yee’s 2002 research paper utilized the application of empirical data to study Bartle’s earlier player classification
methodology and determine if there was any truth to the information. Yee contended that his study would provide a basis for determining the specific motivations for MMORPG players and provide both the foundation and model for studying these motivation factors. Yee’s results were summarized into 5 motivational factors: relationship, immersion, grief, achievement, and leadership. His main emphasis in this study was that these factors did not describe specific separate player types but represented factors that would be present in each player at various levels, thereby categorizing the player based on his level of motivation within these five factors.

The other aspect of fun, when applied to MMORPGs, is the games themselves. The genre of the game, the style of play, the method of game progression, the background storyline, and the technical aspects of the game all combine to provide a player with a fun experience. The core of any MMORPG is the fact that it is “M”assively “M”ulti-player, meaning that players in the game interact with other real people. “O”nline is the method by which people access the game. “R”ole “P”laying “G”ame represents the fact that people play a role in the game by taking on and acting out an alternate persona using an in-game character called an avatar.

People first need to be interested in interacting with other real people and enjoy the type of alternate persona that they will emulate in the game world before embarking on a MMORPG journey. Fantasy, science fiction, and alternate reality are three of the more popular types of games available, so a player must determine what type of environment they would like to play in. This game list will then be pared
down further by examining the game’s play style and the existence and level of content regarding the fun factors that are important to the player. Technical enjoyment also needs to be considered, but this is usually alleviated by ensuring that the capability of the player’s computer system can adequately handle the technical requirements to play the game. It should be noted, however, that meeting only the minimum system requirements usually results in a reduced level of fun.

The information on the fun factors of a MMORPG itself is not as prevalent as the information on player types. Although games have rating systems and are broadly defined as PvP or PvE type games, there is a lack of specific concise information regarding the fun factors that can be found within the game. One item that people would find useful is a rating system to describe those aspects of the game which make up the fun factors. The main game aspects to be studied are role-playing / communication, killing mobs, questing, economy, PvP combat, exploration, and crafting. The existence and level of content with regards to these items are the basis by which people enjoy the game and rate their level of fun.

A trend in newer MMORPG games has been to create a sandbox environment vs. more traditional structured storylines. This type of environment provides players with more freedom to interact with the game without the limitations of following a pre-defined or set path. For some people, this will provide a worthy challenge. For others, the lack of direction within the game will reduce their level of fun.
Significance
The ability to gauge fun within a game as it applies to the individual player making the assessment will go a long way in providing people with the information they need to make an informed decision on whether or not to play a particular MMORPG. Just like assessments of personality assist people in making career choices in the real world, the ability to assess a player’s fun factors and applying this assessment to a MMORPG will help a person decide if the MMORPG provides the amount of fun they are looking for. The assessment from the gaming side of the equation will help to augment current studies that focus on types of player that play MMORPGs. The significance of this study will be to assess the MMORPG based on a set of fun factors and apply these factors to the player types to determine the type(s) of players that would get the most fun out of the specific online computer game.

Organization of the Project
The essay project will be organized into five separate sections. The introduction will provide the reader with the overall purpose and scope of the project. Broad definitions and descriptions will describe MMORPGs in general, discuss the definition of fun, and provide an overview of the focus and goals of the project.

A literature review will be done to provide the reader with an introduction to the subject of MMORPGs and provide the project’s definition of fun. The essay will attempt to correlate these two subjects through research and analysis. The literature review will provide the information necessary to establish the current state of the
subject under review and to provide the existing framework that will be extended by this project.

The scope of the research and the research activities will be described in the methodology section of this essay. A survey of MMORPG games and their player base will provide the research information necessary for study. The results of this observation and assessment will be analyzed to determine the traits and components that factor into making playing a MMORPG fun.

Once the research and analysis is complete, the findings of the exercise will be discussed in the results section of this essay. Observations and conclusions will be identified and the correlation of the games and players to the factors that make a MMORPG fun will be reviewed.

The essay project will close with a discussion of the conclusions made from the essay research and the recommendations for further study. It is hoped that the goal of defining a framework that provides answers to what makes a MMORPG fun will be achieved, thereby providing some insight to answer the question why people spend a substantial amount of hours playing these online games.
CHAPTER II
REVIEW OF RELATED LITERATURE

Description of a MMORPG

A massively multiplayer online role playing game (MMORPG) is a subset of the genre of massively multiplayer online games (MMOG). The MMORPG is also a subset of online role playing computer games. An online role playing computer game is one in which a player creates an online game persona called an avatar and assumes the role of a fictional character in an online world. MMORPGs distinguish themselves from other online role playing computer games because the online world of a MMORPG is a persistent world that is capable of supporting a large number of active players in the world at the same time. The game world is usually hosted by a large corporation because of the amount of technology required to run the MMORPG and the costs required to maintain and enhance the game world.

To support a MMORPG, the game provider must make a substantial investment in system and network architecture. Depending on the system architecture and the number of possible players, more than one instance of the game may be created by deploying a game instance on a separate server. This deployment method creates multiple instances of the world, but prevents players from directly interacting with each other except through server to server communications. The number of players in these instances is usually limited to a few thousand. This restriction is put into place so that the response time between the client (player) computer and the
(corporate) server is sufficient to prevent a delay or “lag” in communications between the two systems.

A lag in communications may cause a player to have a negative experience within the game, possibly resulting in the death of the avatar. The death of the avatar may result in the loss of points or items. This negative experience will directly influence the amount of fun a player is having with the game and will influence the player’s desire to continue to play the game. Therefore, adequate response time between the player’s client and the corporate game server is a key factor in providing overall gaming fun for the player.

The goal in almost all MMORPGs is to advance the player’s avatar in terms of experience and items. The more experience a player gains, the better the avatar is statistically. This allows the player’s character to advance to different areas of the game that are designed for a higher level avatar. This character advancement is one of the main goals of the game and therefore keeps the player coming back to experience new game content, translating into a continuous experience of fun.

Items have a similar effect on the avatar. MMORPGs provide a variety of items that modify the player’s character statistically. These items may be weapons, armor, potions, spells, and various other objects that provide either a statistical benefit to the character or cause some statistical detriment to the character’s opponent. By using these items within the game world, the player is usually able to overcome their
opponent, providing the thrill of victory and a reward in the form of experience, cash, and/or items. By repeating this process within the game, the player is able to statistically grow their character and advance within the game.

Another important aspect that MMORPGs provide is the ability to interact and socialize with other real people. The massively multiplayer aspect of the online game provides this opportunity, and in fact socializing is encouraged in the majority of the MMORPG games available today. The majority of goals within a MMORPG are designed so that they can only be accomplished by a group of players. Since players have a desire to play together within the online world, these goals provide the incentive for players to form groups, either short term or long term. Short term groups, called parties, are usually formed to achieve an immediate goal. Longer term groups, called guilds or clans, maintain a steady player base and provide a much needed social aspect to the game.

MMORPGs are a very popular form of entertainment throughout the world. A 2006 survey by Bruce Woodcock estimates the online MMORPG subscriptions to be in excess of 12 million subscribers. At the time of this writing, there are 138 MMORPGs currently active, 23 in the beta (pre-release) testing stage, and 44 currently in development, for a total of 205 MMORPG games to choose from as per the game listing at www.mmorpg.com, a premier MMORPG internet site. This statistic demonstrates that there is a growing demand for MMORPGs and
businesses that are willing to spend the hundreds of thousands to millions of dollars of initial capital necessary to create and host these online worlds.

The MMORPG game evolved from the Dungeons & Dragons (D&D) pencil and paper games of the 1970s in combination with the development of computer-based games dating back to the 1960s. As computers evolved, programmers used their skills and available technology to develop computer games. From simple text-based activities to leading-edge graphics, these games evolved along with the technology. When technology evolved to allow computers to communicate, the computer games evolved as well, setting the stage for the current communication capabilities that allow thousands of computers to interact via a common interface with the gaming servers.

Since the D&D games were popular with the computer programmers of the era, they naturally used this genre as a basis for a number of computer games. The D&D games require a number of players to select various character types to play, such as a warrior, mage, cleric, or thief. A number of variations and combinations of these roles can be selected. The goal is to create a balanced party of characters in order to achieve all of the tasks required to complete a game of D&D, cumulating in battling a difficult opponent for the final treasure. Since the D&D games are role-playing games where a player role-plays a character in the game, the evolution of this type of game onto the computer has resulted in the modern day MMORPG.
Review of Player Models

The graphical MMORPG games of today evolved from text based multi-user dungeons of the 1970s and 1980s commonly referred to as MUDs. These early multi-player text based computer games contained elements of role-playing, exploring, fighting, and treasure gathering. Because they were multi-player games, there were capabilities to communicate with other players, usually in game chat rooms. Some of these MUDs evolved from player vs. environment to player vs. player dungeons. This environment provided the basis for observation and discussion with a large number of players who were experiencing the same game.

One of the online gaming pioneers was Richard Allan Bartle. Bartle co-authored the first computer MUD in 1978 after achieving his PhD in artificial intelligence. Bartle went on to develop and host a number of MUDs in the 1980s and 1990s. As these MUDs evolved, he was able to make key observations and have a number of discussions with the player base concerning how players felt about the games. After one such lengthy discussion on game content and game play from the player base, Bartle summarized the comments and determined that, based on his analysis of the discussion; players fell into one of four major groups: achievers, explorers, killers, and socializers. Bartle extended his initial classification analysis to include how players of each group interact with each other and how they influence each other's play style. Further analysis was done to hypothesize that modifications within the MUD itself could have an effect on the player community based on the type of modification made and the effect it would have on the players within each of these four groups. Based on Bartle’s player categorization, a test called the Bartle Test...
was developed by Erwin Andreasen. This test is similar in fashion to the Myers-
Briggs test which classifies a person’s psychological personality and produces a
classification code which can be used to determine the compatibility or “fit” a person
would be for a specific career. The Bartle Test classifies players into a specific
category by arranging the four classifications in order of preference. For example, a
person that liked achievement (A), exploration (E), socializing (S), and killing (K) in
this order of preference would be classified as an AESK player. The original test can
still be taken at the GuildCafe website.

Achievers are people who strive to gain points and level their characters. They
like the ability to set and achieve personal goals within the context of the game.
Players also enjoy completing goals already provided via game quests. Exploring
the game is just a mechanism for finding areas to gain new levels and obtain new
quests. Socializing is usually in the context of achieving, or for achievement sake.
Killing is rarely done unless this is the primary way to level the character.

Explorers are people who like to explore the game’s virtual world and strive to
understand the software functionality of the game. Understanding all of the game
areas and the locations of various NPCs, quest locations, and other game related
information is the goal of an explorer. Some explorers take it a step further by
determining the software’s game mechanics and evaluating the best strategy for a
specific class, race, or situation within the game. Achievement is secondary and is
only required as a vehicle to advance to new game areas and to try out new
strategic methods. Socializing is usually in the context of learning about the game or for imparting some of the valuable information learned through trial and error. Killing is rarely done except as required to further the knowledge of the explorer.

Socializers are people who like to meet other people and interact with them socially in a variety of ways as provided by the game world and the player forums found on the internet. This type of player has the most fun when discussing the game or other interesting topics, making jokes, listening to other player's issues, providing support or advice, or merely observing the people around them in the virtual world. Achievement and exploration are secondary in the game. They play the game for enjoyment as well, but it is not the driving force for playing the game. Killing in the game is rare for these players as this activity is counter to why they enjoy the game.

Killers are people who like to fight with other players. Some killers get their satisfaction from causing distress in other players by killing them repeatedly, harassing them, or stealing the treasure from their non-player character kills. Most killers enjoy the challenge of battling other players or non-player characters. Achievement and exploration are secondary goals to the killer as advancement in these areas will make them more powerful and better able to withstand combat, especially player vs. player combat where repeated victory leads to recognition. Socializing is not something a killer type will do often as they enjoy the action of combat, not having a lengthy conversation with other players.
Bartle’s player classification theory provides a basic methodology to measure players and their play style. Bartle’s premise in his theory is that players fall within a specific grid point when measuring the four components. This model provides the ability for players to be classified. It does not, however, provide the analysis necessary to categorize players, thereby providing the ability to assess the player types. Bartle’s categorization grid is defined in Figure 1.

![Figure 1 – Bartle’s Graph - Interest in a MMORPG](image)

Over the years, a number of people have studied MMORPGs and have used Bartle’s taxonomy as their starting point for research. One notable person performing research on MMORPGs is Nick Yee. Yee (2005) has categorized MMORPG players into three categories comprised of a total of 10 subgroups. The Achievement group consists of the subgroups Advancement, Mechanics, and Competition. The Social group consists of the subgroups Socializing, Relationship,
and Teamwork. The Immersion group consists of the subgroups Discovery, Role-Playing, Customization, and Escapism. Unlike Bartle’s compartmentalization of players into specific categories, Yee’s categorizations are the result of the application of empirical analysis to the various factors that motivate players to play MMORPGs. Yee’s goal was to prove or disprove the Bartle theories. By applying statistical analysis to the player responses, Yee has determined that players do not fit in a specific category and that the player’s style of play is made up of a percentage of interest in each category. Yee has evolved the Bartle model into one that provides a more accurate view regarding the motivations of a MMORPG player.

The Achievement component is determined by measuring the player’s motivations in the related subgroups. Advancement measures the player’s desire to gain character levels quickly, accumulate in-game wealth and items, and reach both in-game and personal goals. Players enjoy making progress in the game and advancing physically, financially and socially. Mechanics measures the player’s desire to understand the programmed functional aspects of the game and how to use this information to their advantage. By understanding the rules and methods the game employs to determine actions and results, players can identify the items and activities necessary to optimize their character and enhance their method of gameplay. Competition measures the player’s desire to defeat human opponents on the battlefield or to be the best in other game aspects, such as the game economy. Some players enjoy the game by causing other players grief, but the majority of players in this subgroup enjoy the thrill of victory through fair play.
The Social component is determined by measuring the player’s motivations in the related subgroups. Socializing measures the player’s desire to meet and get to know other players in the game. These players enjoy conversions as well as helping out newer players. Relationship measures the player’s desire and ability to advance the social aspects experienced within the game into a more long-term commitment. These players go the extra mile to get to know players personally and, if possible, take the relationship outside of the game world and into the real life world. Teamwork measures the player’s desire to be part of the team and achieve goals in a team environment. These players enjoy the collaboration and camaraderie that cannot be experienced when playing the game as a solo player.

The Immersion component is determined by measuring the player’s motivations in the related subgroups. Discovery measures the player’s desire to explore the virtual world and discover the locations, items, and quests available within the game. These players enjoy traveling the world for the sake of exploration and collecting information and artifacts as souvenirs or rare items found within the game. Role-Playing measures the player’s desire to immerse themselves into the game world through their character and the game world lore. Players enjoy creating a biography for their character and playing the character based on the back-story and current game world political and non-political events. Customization measures the player’s desire to be as unique a character as possible in the game world. Players enjoy changing the character’s physical aspects so that they are as close or as different as
possible from the player’s real world personae. Escapism measures the player’s desire to escape from the real world.

Since the fun factor survey is extrapolating player models to a game fun factor model, providing a player model analysis as part of the literature research seems prudent. The reader can see the various player elements and can observe that Yee’s analysis and player placement provides more generalization across all of the categories, unlike Bartle’s categorization analysis and fixed player placement within an analytical graph. The result is a more well-rounded view of the MMORPG player. The results of this analysis provide insight into MMORPG players and their motives for having fun in the virtual worlds. Figure 2 reveals the overall assessment results. The complete test subject player analysis may be reviewed in Appendix B.

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**Overall Assessment:**

The graph above is a visualization of your 3 main motivation components. Your Achievement percentile rank is 30%. Your Socializing percentile rank is 10%. And your Immersion percentile rank is 59%.

**Figure 2 – Yee’s Graph - Interest in a MMORPG**
Study of player types and motivations for playing MMORPGs provides a valuable foundation for other avenues of research. Studies can be done on human behavior, demographics can be obtained from an established base, and research information for gaming and non-gaming topics can be obtained. The ability to research and study multiple human traits using the MMORPG as a non-biased base provides a venue for insight into the human mind.

**Review of Game Models**

MMORPGs are persistent game worlds that can accommodate thousands of players per server. More popular games will have tens of thousands or millions of subscribers and thousands of players online at any one time. The combination of technical, gaming, and social aspects of the virtual world determine the type and quality of experiences the player will encounter while playing the game. Technical aspects such as graphics and performance will contribute to a positive gaming experience. Gaming aspects such as overall design, available features, and interesting storylines and plots will provide players with a higher level of gaming enjoyment as more of these items are present in the game. Social aspects of the MMORPG world are an important consideration when addressing a player’s enjoyment of the game and therefore social abilities within the game model are critical to an online game’s success.

The computer technical window for MMORPG games is from 1998 until present day. As computer technology evolves, so do the existing MMORPG games, but at a
slower pace. The slow pace of evolution is usually by design, enabling the companies to retain their current player base on older technology while adding to their player base over time with new subscriptions. As the majority of society converts or upgrades their computer equipment to newer technology, companies modify their game software to utilize the newer technological advances. Technology does present issues for established MMORPGs since new games will be completely developed using newer technological models. This issue is dramatically demonstrated by the launch of World of Warcraft in November 2004. A large number of MMORPG players left their current games to experience this new game which promised better graphics and better overall performance. The technical aspects were a factor in this exodus as the older games did not provide the eye-pleasing graphics or the technical advancements that removed the wait times required to load game areas or zones. Owners of older games are slowly catching up to current technology by revamping their gaming software. Their goal is to provide a more technically positive experience by introducing advanced graphics and other technical modifications that are comparable to the newer games.

The gaming aspects of a MMORPG define the target player base and the level of content available to the players. These aspects can be specific like providing a defined experience such as playing soccer or golf or they can be more general such as providing player vs. player (PvP) activities or player vs. environment (PvE) activities. As the capability for a player to do more in the virtual world grows, so does the ability for a player to have fun within the particular game. This aspect of the
game model is broadly defined as game content. To discuss the intricacies of this aspect of gaming, the essay will examine the possible combinations using the range of MMORPG experiences available.

The simplest MMORPG is the soccer or golf simulation, or any simulation where a player may play as an active participant in the game. The mechanics of the game must deliver the expected basics of the game, so the rules for the game must exist. Once a player masters the mechanics of playing golf, for example, they may either continue to have fun just playing the game as it is or stop having fun since the goal of mastering the game has been reached. Game aspects can be added to the basic experience to enhance or provide new avenues for fun. For example, new courses may be added to the game, including simulations of real life golf courses like the famous Pebble Beach golf course. Computer players to play with or against can be added, including simulations of real life players like Tiger Woods. Since this is a MMORPG, real players would be allowed to play with or compete with each other as well as with the legendary non-player character simulations. Features such as variations of the game of golf and golf tournaments could be added to expand the range of golf games to play. Golfing items such as the equipment used in the 18th and 19th centuries could be added for a change in golfing experience. An accurate simulation using these items would provide a varied game experience, translating into fun. And finally, the game could introduce the ability for players to create their own equipment or golf course, thereby allowing the player to create additional avenues of fun within the game.
One aspect to note is that the golf simulation discussion requires one major aspect above all to be successful. The player must enjoy the game of golf and want to play golf in a simulated environment. This limits this specific MMORPG to the subset of players that fall within the golf simulation category. This aspect of the game model is the most important aspect, as it defines the target player base and how much content is required for the game to be fun. A player usually has a specific general interest that has developed since childhood. People’s interests translate into fun when they are able to experience this interest in a simulated environment. For example, people whose interest is historical would find games that simulate war or early civilizations enjoyable. These people may have no interest in other genres such as fantasy dungeons and dragons, sci-fi, or real life simulations. Therefore, the genre, or theme, of the MMORPG defines the basics of the game model. You cannot have war without guns or a fantasy world without dragons.

The basics attributed to the gaming theme drive the overall design of the game. Most games require some sort of conflict / resolution where the player interacts with the game world to achieve a victory or experience a defeat. The various ways in which this is done within the game constitute the features available to the player within the game. At this level, hard core player vs. player MMORPGs are realized. There is a large player base that desires a MMORPG where the players can compete against other real players. The game mechanics deliver this type of play-style without additional non-relevant content. Players are provided with a realistic or
fantasy world and various means of attacking one another, usually with melee or magic weapons. Some games are enhanced to provide a selection of vehicles and other equipment that will allow the players to travel, heal, and group up into a larger fighting force. These features add to the overall player vs. player experience and are designed to provide the players with additional avenues of fun. For many players, this level of MMORPG is sufficient for them to experience fun and to derive various avenues of fun within the confines of the games mechanics and features.

For many other MMORPG players, player vs. player combat is not the only desired avenue for fun. These players either want additional content that allows them to step away from the player vs. player game for awhile or require a non-player vs. player environment to interact with. To incorporate these gaming elements, all games entail some sort of task / reward mechanism where the player interacts with the game world to complete a task and experience a reward. The diverse ways in which this is done within the game constitute the features available to the player within the game. At this level of content, player vs. environment MMORPGs are realized.

The player vs. environment model includes basic combat within the virtual world but also offers a choice of gaming experiences which provide different and diverse avenues of fun for the player. These may include mini-games – games such as logic puzzles that are not part of the main game, exploration and adventuring within the virtual world – usually with some type of task / reward for the player, crafting new
game items for sale or personal use, and other non-combat aspects such as playing the in-game stock or commodity market, running a merchant shop, or becoming a collector of rare in-game items. If player vs. player content exists it will be secondary to the player vs. environment experience in the majority of games that have a strong player vs. environment theme.

Another gaming aspect that is important to a MMORPG virtual world is the lore or back-story. Why does this world exist? Who is in conflict with whom? Will my actions in this world affect the environment? A player needs to have some basic knowledge of the virtual world in order to understand the different factions within the world and how to interact with these factions. For the simple golf simulation, there is little lore beyond the existing facts. For example, an overview of the golf course being played could be provided to enhance the player’s knowledge, which does increase the fun factor for the game. MMORPG games always require some lore or back-story that defines the world, the inhabitants, and why the current conflict the player is participating in is occurring.

Lore is one of the basic requirements for an RPG – role playing game. An evil Orc player battling for their God to achieve world domination against hoards of Trolls provides a much more enhanced level of fun in the virtual world than the level of fun a player attains when fighting just for the thrill of victory. The existence of lore provides the MMORPG player with the opportunity and ability to not only play the game, but immerse their character into the virtual game world. Knowing that evil
creatures have inhabited the earth, the player can become one of the few rebels left to save the planet or a collaborator with the invading force. Although lore and the ability to role-play do not usually affect the physical gameplay in an MMORPG, it is a powerful aspect that provides players with another avenue of fun within the virtual world.

In the same way that lore is critical to a MMORPG for its role-play aspects, communications and socializing are critical to the massively multiplayer aspect of the MMORPG. A virtual world with many players and no communication abilities would not be fun for very long. In fact, it is this ability to interact with other real humans that make a MMORPG game appealing. Since the game world is inhabited with human players wanting to socialize, the virtual world incorporates many mechanisms to do so. Players are able to communicate directly with another player or to any players within a specific area that the player is in. This allows for private discussions as well as general public discussions.

Players may form various groups such as temporary adventure groups or raiding parties as well as more permanent groups called guilds or clans. Each type of group usually has their own separate communication channel, in addition to the available public and private chat channels. Most of the communication methods are “text based” where a player types their message and sends it to others to read and respond. Third party software vendors such as Ventrilo® and TeamSpeak® provide Voice over Internet Protocol (VoIP) voice chat abilities which players can utilize while
playing the MMORPG to enhance their communication abilities. Some newer MMORPG games are incorporating voice triggers and voice communication abilities within their specific game world. These communication and socialization abilities allow players from all over the world to work together physically in-game and through real time text or voice communications to achieve group-based goals within the virtual world. Being part of a team in a real time environment makes MMORPGs a great deal of fun to play.
Proposed Research Method

To answer the question of why people who play MMORPGs spend hours at this activity, a determination of the amount of fun derived from playing these games needs to be found. The approach is to determine the current set of definitions available for the genre of games in general and apply those factors that are incorporated into MMORPG games. MMORPG games are a distinct subset of the available set of computer games available today. Therefore, the definition of fun must be tailored to fit the MMORPG subset. This definition will be used as the framework to determine the aspects which define fun for the purposes of this research and to apply a common model of fun during the investigation phase.

The investigation phase will be a survey of a selected subset of the currently available MMORPG games. Since the MMORPG subset of computer games are developed within a standard definition of MMORPGs, the subset of games selected will provide enough data to extrapolate the fun factors within the MMORPG subset without requiring that every MMORPG be reviewed. The survey will consist of a comprehensive investigation of the available MMORPG information obtained through research of MMORPG specific websites and player forums, where possible. This information will provide the basis for the statistical research and application of
information that will provide the ability to determine the amount of fun a particular game will provide to a particular type of gamer.

Defining Fun for MMORPGs
The determination of the factors that provide the basis for defining fun within the MMORPG genre will be accomplished by performing a literature research of existing information. The MMORPG gaming world has been an area of interest for the past 10 years and therefore a basic set of information compiled by computer gaming experts in various fields of study already exists. The intention is to derive a solid set of fun factors that describe the experiences in a MMORPG world and then apply these factors to a MMORPG game based on the level or rating a specific player would give to these factors. To determine these factors, existing expert research will be examined. The result of this research will be a framework of the definition of fun within the MMORPG gaming world.

The detailed aspects of the definition of fun can be viewed in Appendix A. It is evident from the definitions of the factors for fun that some factors are personal choices as a result of a person’s life experiences and some are activities that can vary in the level of fun experienced by a person based partially on their life experiences and partially on their interactions with a specific game.
Survey of MMORPGs

Once the definition of the fun factors for MMORPGs has been crafted, a comprehensive review of the selected games from the set of available MMORPGs which will be conducted. This survey will rate the fun provided by the MMORPG as well as briefly describe the fun factor game aspects and the amount of fun the game will offer individual player types. The information will then be used to statistically determine how much fun a particular player would have within the game based on these fun factors.

The survey content consists of 11 categories, also defined as fun factors to playing a game. A rating scale of 0 to 5 will be used to rate the level of content a MMORPG game contains for each fun factor. Using the EverQuest survey as an example, the survey template is as follows:

**EverQuest – Fantasy**

<table>
<thead>
<tr>
<th>Website: <a href="http://everquest.station.sony.com/">http://everquest.station.sony.com/</a></th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>PvE Combat</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>PvP Combat</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Achieving Tasks or Goals</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Exploration of the World</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Collecting Items</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Crafting Items</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Real Life and Fantasy Experiences</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Socializing / Grouping</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Role-play / Lore</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Visual and Audio Sensations</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Associations with Real Life Experiences</td>
<td>0</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
The survey research goals are to provide a statistical analysis of the fun factors for MMORPGs and to provide a basis of research to extrapolate the level and relationship of the defined fun factors to various games, thereby allowing specific players to rate the MMORPG in terms of experiencing their own personal level of fun.

MMORPGs are a subset of computer games with a well defined set of components. When these components exist in a computer game, the computer game can be classified as a MMORPG. The game must be an online game with a virtual world and an avatar that can be controlled by a person. The game must support a large number of real players simultaneously and provide the ability for the players to interact with the world and with each other. Because the MMORPGs are all derived from a basic set of components, the MMORPG set of games can be illustrated using a bell curve. The MMORPGs that do not fully fit the survey profile will fall to the left of the curve and those that meet all the requirements but are not truly one single game will fall to the right of the curve. The majority of the MMORPGs will fall within the middle of the curve since most of the computer games meet all of the requirements to be defined as a MMORPG and also contain all the components of fun necessary for the survey.

The survey only requires a portion of the games to be reviewed in order to establish whether or not these games provide fun based on the defined fun factors. In order to ensure that most of the games selected would fall within the middle of the
A sample size of 1/3 of the whole population was selected. This size is deemed sufficient to ensure that enough MMORPGs are surveyed to obtain an appropriate statistical result while ensuring that those MMORPG games that fall outside of the middle of the bell curve do not significantly influence the survey results.

**Method of Sampling**

An initial internet review of the MMORPG virtual worlds and information available regarding these worlds determined that the premier site www.mmorpg.com would be used as the basis for reviewing and accessing MMORPG game information. This site provides information on MMORPGs; including a list of MMORPG games and their stage of development. A review of the game list was performed to determine the number and types of MMORPGs available for research. There were 138 MMORPGs currently active, 23 in the beta (pre-release) testing stage, and 44 currently in development for a total of 205 MMORPG games to choose from. The list of 138 active MMORPGs was used to select a subset for research.

The selected games were surveyed to review and rate 11 factors that can be measured to determine the type and level of fun the game provides based on this criteria. The subset of 11 MMORPG fun factors was extracted from Juul's list of gaming fun factors. Juul’s complete list described fun factors for all types of computer games, which included factors not relevant or present in MMORPG games. The 11 fun factors selected represent those elements that are present in the
MMORPG style of computer game and provides a measurable subset of defined gaming fun that is compatible and consistent within the MMORPG subset of computer games.

A preliminary review of the list concluded that a few games were games for a specific genre and did not contain all of the basic research requirements, about one fifth of the games were considered specific but did meet all of the criteria for fun in a MMORPG, about one quarter of the games were specifically targeted for player vs. player only, and that the rest of the games were player vs. environment. Most of the player vs. environment games contains some level of player vs. player content as well.

The preliminary research of the MMORPGs revealed a number of different patterns that made these types of games similar in style although varied in theme and content. Additional research determined that the Asian and North American / European gaming companies use similar MMORPG gaming technology as the basis for delivering game mechanics and content. It was also interesting to note that the Asian games were more cartoon-like and focused towards the younger player base while the North American and European games were more realistic and focused more towards the young adult player base. This was a general observation and not a specific division of the MMORPG world. However, the use of similar game mechanics, themes, and content allowed the game research and survey exercise to sample only a portion of the selected research base and extrapolate that the results
obtained can be used to describe the population as a whole. A selection of 1/3 of the population was determined to provide a significant sample size for the essay research, resulting in a required sample size of 46 games.

The game selection process was somewhat random but biased based on selecting games that were popular within the genre and then games selected by random number from a list. The goal of this sampling methodology was to ensure that games that were more popular were included in the fun factor survey while at the same time ensuring that games that were not as popular were included in order to identify similarities and differences between the two groups, if possible. The two groups were split 50/50 based on the number of required titles available from the initial list.

The games selected for the survey based on popularity, reputation, and frequency of appearance in discussion by MMORPG players in various MMORPG forums were Anarchy Online, Asheron's Call, Battlefield Europe: WWII Online, City of Heroes, City of Villains, Dark Age of Camelot, Dark and Light, Dungeons & Dragons Online, EverQuest, EverQuest II, Final Fantasy IX, Guild Wars, Lineage II, Lord of the Rings Online, Pirates of the Caribbean Online, Ragnarok Online, Silkroad Online, Star Wars Galaxies, Tabula Rasa, The Matrix Online, The Sims Online, Ultima Online, and World of Warcraft. It is interesting to note that most games in this subset have either existed a long time online, are derivatives of single player non-online computer games, or have been developed based on popular cultural experiences.
The games selected for the survey based on a random sample selection process were 9Dragons, Archlord, EVE Online, Flyff, GoonZu Online, Horizons, Irth Worlds, Knight Online, MapleStory, Meridian 59: Evolution, Neocron 2, Phantasy Star Universe, Planetside, RF Online, Roma Victor, Ryzom, Second Life, Shadowbane, Starport: Galactic Empires, Sword of the New World: Granado Espada, Vanguard: Saga of Heroes, World of Pirates, and Xiah. It is interesting to note that initial research indicated most games in this subset have a large number of similarities and very little differences to those games chosen by popularity.

The research process consisted of a review of the available game guides, write-ups, reviews by gaming sites, and a perusal of the game's forums. Based on the information obtained for each of the fun factor categories, a rating was assigned to that category. The selected rating was between 0 and 5, where 0 = no content / relevance, 1 = very little content / relevance, 3 = adequate content / relevance, and 5 = lots of content / relevance.

**PvE Combat.** This category was rated based on the amount of content provided for players to combat computer animated non-player characters (NPC) within the game. The more opponents and opportunities present, the higher the rating. The rating was also biased by the absence or presence of player vs. player content since a high level of PvP content usually meant that the PvE content had a much smaller
role in the game, usually as a method for players to increase skills or upgrade weapons and armor.

**PvP Combat.** This category was rated based on the amount of content provided for players to combat other real human players within the game as well as the number of servers or game instances that were PvP. The more the game mechanics and player base was PvP, the higher the rating. The rating was also biased by the absence or presence of player vs. environment content since a high level of PvE content usually meant that the PvP content was restricted to specific instances of the game or controlled by a set of rules imposed on the PvP player base to ensure only consensual PvP occurred.

**Achieving Tasks or Goals.** This category was rated based on the volume of content provided for a player to achieve task or goals within the game. The more quests or tasks available and the variety of the tasks for players of different races or classes within the game determined the rating for this category. Games that had different tasks for different types of players achieved a higher rating than a game that provided the same tasks for the player base regardless of character attributes.

**Exploration of the World.** This category was rated based on the size of the virtual world and the ability of a player to experience fun while exploring the world as an exercise rather than as a requirement to achieve a goal.
Collecting Items. This category was rated based on the amount of and variety of items available to the player within the virtual world. Some games provided just a basic set of items for use while others provided a vast variety of items that a player could obtain, including rare items. The ability for a player to use a variety of items and possibly even set a personal goal to collect these items influenced this category rating.

Crafting Items. This category was rated based on the player’s ability to craft items within the game. Some games do not allow item creation or modification, some games provided a limited ability to craft new items with existing enhancements, and other games provided players the ability to collect the ingredients and craft an item from these raw materials.

Real Life and Fantasy Experiences. This category was rated based on the game’s ability to provide a real life or fantasy experience. Since most MMORPGs provide this as a standard base of mechanics, the game would have had to have been either deficient or superb with regards to content for this category in order to achieve a rating other than adequate.

Socializing / Grouping. This category was rated based on the game’s ability to socialize or group as well as the requirement for social grouping. The rating was considered adequate if the players could communicate and form parties or could perform game content without always finding a group. Games that provided more
than this basic requirement, such as creating guilds or clans, and provided more avenues of communications as well as requiring players to group to achieve most game goals were rated higher.

**Role-play / Lore.** This category was rated based on the game’s lore or back-story. The more lore available to the player and the greater the ability for the player to immerse themselves within the lore and within the game resulted in a higher rating. Some games provided lore but the game mechanics, such as hard core player vs. player themes, limited the player’s ability to fully develop their character, especially in out-of-combat situations.

**Visual and Audio Sensations.** This category was rated based on the technical visual and audio sensations of the game. Graphics and music that were standard within the 2000 – 2005 yearly timeframe were determined to be adequate for the overall player base. Graphics and music that was deemed older than this timeframe were rated lower and new technologies after this timeframe were rated higher.

**Associations with Real Life Experiences.** This category was rated based on the relationship of the game to real world life experiences. Games usually had a zero rating. However, when there was a real life relationship, the strength of that relationship to the real world determined the rating. For example, shooting a military weapon or performing martial arts rate as real world experiences, but these were
rated lower when compared to the Star Wars movie saga and similar comparisons, which is deemed to have a higher level of fun within the MMORPG player base.

**Analysis of Survey Results**

The results of the surveys were compiled to provide a statistical analysis of the MMORPG games that comprised the survey set and to provide some insight into the demographics regarding the fun factors for MMORPGs. The fun factors were analyzed on an individual basis to provide some statistical insight into the amount and type of fun that MMORPG games provide.

In order to provide some comparison of the survey population to the whole population, the survey population consisted of 1/3 of the whole population. The assumption made was that the results of 1/3 of the whole population would be an adequate sampling to infer that the results can apply to the whole population. In addition, 1/2 of the surveyed games were purposely chosen because they are common or well known games and 1/2 of the surveyed games were chosen by random selection. Since 1/2 the games are chosen and 1/2 the games are selected at random, the two subsets of the survey results will be compared to determine any similarities or differences between the two populations. These similarities or differences will be used as a basis for assumptions when correlating the sample population with the whole population.
A basic correlation between the Bartle and Yee player models was conducted in order to evaluate the relevance of the game fun factors to the player types and preferences. A basic analysis of the information was undertaken; however an in-depth analysis of combined specific percentiles of fun factors and an evaluation of the amount or percent of effect each fun factor may have within a specific assigned category is beyond the scope of this essay. The Bartle analysis combined fun factors to correlate to the Bartle killer, achiever, explorer, socializer (KAES) model. The Yee analysis combined fun factors to correlate to the Yee achievement, immersion, socialization (AIS) model.

A basic analysis of combined fun factors was undertaken to determine if an overall fun factor for each game can be achieved. The results were determined based on some initial findings and assumptions regarding the analysis and categorization of the fun factors in the survey and their relationship with the player model categories. It is the goal of this essay to provide some general statistical analysis and discussion of the results, but in-depth analysis such as the assignment of differing percentiles based on influence or relevance and other major undertakings are beyond the scope of this essay.
CHAPTER IV
RESULTS

Fun Factor Survey Results

A subset of 11 fun factors that pertain to MMORPG type games was derived from a list of computer gaming fun factors. A subset of 46 MMORPG games was selected from a list of 138 currently active MMORPG games and a survey of these games was performed to review and rate the 11 fun factors. In terms of genre, the survey sample of 46 games consisted of 67.38% Fantasy, 19.57% Sci-Fi, 8.70% Historical, and 4.35% Real Life. Detailed results of the survey may be viewed in Appendix C. Detailed statistical analysis of the survey by fun factor may be viewed in Appendix D.

PvE Combat. This fun factor has an 84.79% rating of 3 or better, meaning that most MMORPG games provide adequate to excellent content for player vs. environment fun. One of the main components of most MMORPGs is player vs. environment, and therefore this fun factor rating is consistent with gaming expectations. The 10.87% rating for little player vs. environment content identifies the content contained within the hard-core player vs. player MMORPGs. The remaining 4.35% supports the fact that some MMORPG games do not provide a combat style environment, and therefore there is no player vs. environment combat available within these games.
**PvP Combat.** The player vs. player fun factor is supported by most MMORPG games, but with a range of levels of content. 10.87% of the MMORPG games surveyed do not support player vs. player in any format. Providing the ability for players to initiate combat with each other is at the lower end of the scale. 19.56% of the MMORPGs provide a two-player dual combat system, an arena combat system, or both types of player vs. player combat fun. Another 34.78% of the MMORPGs provide these combat systems in addition to at least one supported version of the game where the entire game is a player vs. player environment. MMORPGs that are more focused on providing a player vs. player experience will provide multiple servers with player vs. player content. This content continues to grow as these games provide guild vs. guild wars, race vs. race wars, and realm vs. realm wars. The ultimate goal for another 34.78% of the games is to take control of castles, towns, and vast areas of land while defeating the enemy controlling these assets.

**Achieving Tasks or Goals.** Many MMORPGs provide a measure of fun by establishing set tasks or goals that a single player or group of players must achieve. These tasks usually result in a reward of in-game money, items, or points. 82.61% of the games provide adequate to excellent fun content for this category. Players are able to perform activities such as quests and trade-skills that are not strictly combat-oriented. In addition, players are able to set their own goals within the game and then work to achieve them. Almost all MMORPGs provide some basic ability to perform non-combat activities and obtain a reward. 17.39% of these games provide
little ability to perform tasks as part of the game, usually in a limited capacity to obtain weapons or gear or purely as an optional exercise for fun.

**Exploration of the World.** The basic definition of a MMORPG is that it is massively multiplayer, requiring a large gaming area to accommodate the players and to provide them with a vast potential for fun. 100% of the games surveyed provide adequate to excellent content with regards to the size of the world and the number of different zones or areas that can be explored within the game. Most of the games make travel within the world fast and easy, thereby ensuring players do not experience long delays when traveling from place to place. The rating also reflects the fact that the gaming worlds are built to proper scale and do provide a variety of environments – from desolate wastelands to lush tropics to future metropolis-sized areas, all experiencing a variety of weather conditions and changing of seasons. 43.48% of this fun factor rating indicates that the basic gaming world for MMORPG games is within an acceptable level for delivering ongoing fun while playing the game. The other 56.52% provide an enhanced experience as more varied areas are available for exploration and the game incorporates changing weather and seasons.

**Collecting Items.** This fun factor saw a lot of different ratings due to the fact that some games provide all of the player’s required items, some games provide a basic set of items to select from, and some games provide a variety of items that players can obtain. This method of acquiring the items and ability to collect and retain these items account for the average spread of the rating. 21.74% of the MMORPG games
provide an adequate supply of items for collecting. Since these games typically have no crafting system, the number of unique or rare items that can be obtained is nearly zero. As a result, the fun factor for collecting is somewhat hampered by the fact that the personal collection of items would be similar to others. Another 23.92% of the games provide basic items but do not provide enough items to make collecting a real worthwhile objective, although the objective can still be achieved. 8.70% of the games provide no ability to collect the items at all. The player is provided with the required equipment to play the game and can change equipment but not retain any of the replaced items. The other 45.65% of the MMORPGs surveyed provide a large to vast amount of items that a player can collect, including valuable and rare in-game items – some of which are created once in a lifetime.

**Crafting Items.** This category of fun is an optional activity provided by about half of the games surveyed. Crafting items includes the creation of items through skills such as blacksmithing, tailoring, brewing, jewellery-making, and other trade-skills appropriate for the game. 26.09% of the games surveyed do not provide any ability to craft items at all. A further 28.26% of the games provide a basic ability to “craft” an item by combining two or more items already provided. This crafting basically results in an enhanced item, but does not require the player to collect raw materials or obtain any skill in crafting experience. 15.22% of the games provide a basic crafting experience that requires players to obtain some special crafting skill or to collect the raw materials required to craft the final item. There are 30.44% of the MMORPGs that have an enhanced crafting experience where the player may immerse
themselves in the experience of crafting, greatly improving the game’s fun factor. These games provide a selection of different types of crafting and require the player develop adequate skills in crafting and obtain the raw materials necessary to craft an item. Some games require the player to craft the individual pieces needed to craft the final item. Players can then market their creations or utilize their skills for fun and profit.

Real Life and Fantasy Experiences. This fun factor is essential to almost any computer game, and especially for MMORPGs. A player usually plays a game for the experiences the game can provide. Flying a plane, riding a dragon, and being a super-hero are all activities a player likes to experience. However, 17.39% of the games have limited gaming activities and therefore the amount of fun provided in this category is limited. 69.57% of the games do provide an adequate level of different activities, thereby ensuring that players can have fun in a variety of ways within the game world. 13.04% of the MMORPG games either provide an enhanced level of fun or are designed specifically to provide a real-world experience. The fun factor for this category is subjective as the level of fun a player will experience is directly related to the interest the player has for the game’s content and the game’s ability to simulate the activities and therefore the experience in a realistic fashion.

Socializing / Grouping. This fun factor category is one of the main reasons that computer games were developed or converted to an online environment. 100% of the games surveyed provide an adequate to excellent level of social interaction
within the game. 13.04% of the games provide the basic communication requirements – allowing players to talk to each other, to players in the immediate area within the game, and to players in a specific group or guild. These games provide the basic social grouping of 2 or more players and allow players to form long-term groups called guilds or clans. A further 41.30% of the games provide an enhanced experience by allowing players to communicate off-line in game forums, create lists of friends, and communicate in-game via different public channels or in-game e-mail. The games with the most options for grouping and socializing came in at 45.65%. These games provide players with the ability to create their own private chat channels, chat with players across server boundaries, form different types of party / adventure groups, and form raid level groups of 50 - 70 or more people. Socializing within a MMORPG can be accomplished in many ways, with most MMORPGs providing more than just the ability to talk and group on a per-session basis.

**Role-play / Lore.** This category provides a variety of fun for different players. Some players limit their role-playing to the selection of their character's race and class while others fully immerse themselves into the MMORPG virtual world. The game itself needs to provide enough back-story or lore regarding the world and the inhabitants. The players are then able to generate their own level of fun by role-playing their character to the level of fun they personally desire. All MMORPGs provide some level of information regarding the virtual world. 30.44% of the games provide little in terms of back-story. These are usually targeted games where the lore
is that two factions are at war and the goal is to conquer land and defeat the enemy. These games do not provide a high level of fun for this category. Another 39.13% of the games provide adequate lore for the player to enhance their fun within the game by adding to their basic race and class selection. They are able to create a personal storyline and may include other characters that they play within the game. The other 30.43% of the games have a massive and varied back-story with plenty of lore containing multiple themes and interrelationships between stories. Some of these have developed over the years as the games have matured. The ability for a player to create a personal storyline as well as role-play with like-minded people enhances this fun factor. Not only does a person have the ability to be a good elf cleric in the game, they have the opportunity to form a group with other good elf (or other) clerics and affect the virtual world by their actions and activities. At the highest level, some MMORPGs provide a separate game instance that is focused on role-playing over other in-game combat experiences, and requires the player to role-play their character while online.

**Visual and Audio Sensations.** This fun factor rating for this category was based primarily on the game’s graphics and audio content. The adequate quality and quantity of this fun factor was based on the average player’s physical system capabilities and the observations of computer system improvements over the lifetime of the MMORPG games available on the internet. 67.39% of the computer games provide adequate graphics and audio content. The player playing these games will have a fun experience and will most likely not be disappointed by the quality or
quantity of the visual and audio content provided by the game. Some games surveyed were developed prior to the year 2000, which was the demarcation line for adequate content. 4.35% of the currently available games were rated as below adequate because the graphics quality was less appealing and the audio content was poor or non-existent. The year 2006 was selected as the second demarcation line regarding computer systems as most MMORPG games are now being developed to a higher technical standard than the games currently on the market during the 2000 to 2005 time period. 28.26% of the games surveyed require a system that has been manufactured since 2005. Players that upgrade or obtain a newer computer system will be able to experience the higher level of graphic and audio content being provided by the MMORPGs, thereby enhancing their online gaming experience and increasing their level of fun when playing the newer MMORPGs.

**Associations with Real Life Experiences.** This category is a subjective fun factor since the player will need to determine if one of the main reasons for playing the game is because of their real life experiences or interests. The fun factor was rated based on the association the game had to real life, meaning that the game had to have had some association to a real life event. For example, World War 2 is an historical event so a game based on WWII would get a high rating. Ratings for games based on movies or books got an adequate rating unless the event had a larger impact on the real life world in general. 54.35% of the games have no relation to anything in the real world. This result would be expected as most MMORPGs are
derived fictional worlds without association to real life experiences. 13.05% of the games incorporated a real life experience as part of their game play, such as martial arts or piloting a spacecraft, but the overall experience was minimal to the player. Another 17.39% of the games provided adequate real life associations and therefore fun experiences that can be related to real life experiences. The majority of these were as a result of movie themes that have been converted to gaming themes, for example – The Matrix, Lord of the Rings, and Pirates of the Caribbean. The final 15.22% of the games were developed specifically to target a major real life experience such as actual WWII combat, everyday real life activities in a virtual world, and immersion in the enormously popular Star Wars virtual world.

Evaluating the Survey Population to the Whole Population

The survey methodology was undertaken in part to determine if the survey of a sample population could be related to the whole MMORPG population. To evaluate this hypothesis, one half of the games in the survey were selectively chosen while the other half were picked by random selection. A comparison of the game’s fun factor rating from level 3 to 5 inclusive was performed to identify the differences and similarities. Overall, the chosen games rated higher in all categories except player vs. player combat, exploration of the world and socializing / grouping. Player vs. player combat rated higher in the random game set while exploration of the world and socializing / grouping were rated equally between the two groups.
Evaluating the Survey Population to Bartle’s Player Theory

A selection of relevant fun factors was combined to form the basis for comparison to Bartle’s Killer / Achiever / Explorer / Socializer (KAES) model. The components of the derived formulas are those fun factors that are deemed to be relevant to the Bartle model category the fun factors will be compared to. The fun factors that make up the comparison formula are selected because of their close representation to similar factors used to define the Bartle model. The association and comparison of the fun factors to the Bartle player type model allows the player to evaluate the game based on the fun factor measurements and to compare the game to the person’s player type as defined by the Bartle model.

The derived formulas for the basis of this game to player type comparison are:

\[(PvP \text{ combat} + PvE \text{ combat}) / 2 = K.\]

\[(\text{Achieve tasks} + \text{collect items} + \text{craft items}) / 3 = A.\]

\[(\text{Explore world} + \text{achieve tasks} + \text{PvE combat}) / 3 = E.\]

\[(\text{Socialize} + \text{role-play}) / 2 = S.\]

The games were evaluated in KAES order. Starting from the left and moving right, the component (represented by the letter in the list) with the highest score was selected. The selection process was repeated for the other three components. Where scores were tied, the KAES order was maintained in left to right sequence.
<table>
<thead>
<tr>
<th>GENRE</th>
<th>MMORPG Name</th>
<th>KAES</th>
</tr>
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<tbody>
<tr>
<td>Fantasy</td>
<td>Dark and Light</td>
<td>KAES</td>
</tr>
<tr>
<td>Sci-Fi</td>
<td>EVE Online</td>
<td>KAES</td>
</tr>
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<td>Fantasy</td>
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<td>KAES</td>
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<td>Fantasy</td>
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Table 1 – Bartle’s Player Theory – Killer Weighted Games

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Table 2 – Bartle’s Player Theory – Achiever Weighted Games
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Table 3 – Bartle’s Player Theory – Explorer Weighted Games

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Table 4 – Bartle’s Player Theory – Socializer Weighted Games
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Table 5 – Bartle’s Player Theory – Fantasy Based Games

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Table 6 – Bartle’s Player Theory – Historical Based Games
### Table 7 – Bartle’s Player Theory – Real Life Based Games

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<th>GENRE</th>
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### Table 8 – Bartle’s Player Theory – Science Fiction Based Games

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<th>GENRE</th>
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**Evaluating the Survey Population to Yee’s Player Theory**

A selection of relevant fun factors was combined to form the basis for comparison to Yee’s Achiever / Immersion / Social (AIS) model. The components of the derived formulas are those fun factors that are relevant for comparison with the Yee model. The fun factors that make up the comparison formula are selected because they contain many of the same traits or attributes used in defining Yee’s player model. This comparison of similar attributes provides the basis for selecting which fun factors to use to generate a measurement that is comparable to Yee’s model. The result of associating the fun factors to the Yee player type model allows a potential player to evaluate the game based on the measurement of fun factors and to compare the game to their player type as defined by the Yee model.
The derived formulas for the basis of this game to player type comparison are:

(PvP combat + PvE combat + achieve tasks + collect items + craft items + real life fantasy experience + visual audio) / 7 = A.

(Explore world + collect items + craft items + real life fantasy experience + role-play + visual audio + association to real life) / 7 = I.

(Real life fantasy experience + socialize + role-play + visual audio) / 4 = S.

The games were evaluated in AIS order. Starting from the left and moving right, the component (represented by the letter in the list) with the highest score was selected. The selection process was repeated for the other two components. Where scores were tied, the AIS order was maintained in left to right sequence.

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<th>GENRE</th>
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Table 9 – Yee’s Player Theory – Achiever Weighted Games
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Table 10 – Yee’s Player Theory – Immersion Weighted Games

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Table 11 – Yee’s Player Theory – Social Weighted Games
## Table 12 – Yee’s Player Theory – Fantasy Based Games

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## Table 13 – Yee’s Player Theory – Historical Based Games

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<tr>
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<td>Battleground Europe: WWII Online</td>
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56
Table 14 – Yee’s Player Theory – Real Life Based Games

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Table 15 – Yee’s Player Theory – Science Fiction Based Games

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<td>EVE Online</td>
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<td>Sci-Fi</td>
<td>The Matrix Online</td>
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Evaluating the Survey Population for an Overall Fun Factor

The basis of this essay is to determine if a MMORPG game can be measured for fun and, if it is possible for fun to be measured, to determine if the fun factor measurement can be compared to existing player models. The player model comparison will indicate the level of fun a player may have within the game for each comparable model category. If it is possible to compare fun factor components, then it is possible to obtain a meaningful overall game rating by analyzing and extrapolating the fun factor results obtained by the survey of MMORPGs. The theory for combining the derived fun factor component numbers is that the higher each individual component result is, the higher the level of fun a person will have overall. Therefore, by combining the fun factor category scores into one overall rating, an overall measurement of fun within the game can be determined.
An overall fun factor for each game was determined by combining the results of the three fun factor component formulas derived for comparison to the Yee player model. The maximum score or result for each of the three components is 5. The minimum score is 0. By combining the three fun factor components into one overall fun factor, the maximum rating that may be obtained is 15. The minimum rating that may be obtained is 0. The higher the rating, the higher the total amount of fun a player may experience while playing the MMORPG.

The derived formula for the overall game fun factor rating is:

\[ A + I + S = \text{Overall Fun Factor Rating} \]

<table>
<thead>
<tr>
<th>GENRE</th>
<th>MMORPG Name</th>
<th>Overall Fun Factor</th>
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Table 16 – Overall Game Rating – 10.01 to 15.00
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Table 17 – Overall Game Rating – 5.01 to 10.00

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Table 18 – Overall Game Rating – 0.00 to 5.00
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Table 19 – Overall Game Rating – Fantasy Based Games

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<th>Overall Fun Factor</th>
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<tr>
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<tr>
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Table 20 – Overall Game Rating – Historical Based Games
Comparing Bartle, Yee, and the Overall Fun Factor

The comparison of the different forms of game measurement may provide some insight into the differences and similarities between both the measurement of the games and the games themselves. A thorough review of this information is beyond the scope of this essay, but is provided to show alternative ways in which MMORPGs can be measured and evaluated. For illustrative purposes, the comparison will be between Bartle (Killer, Achiever, Explorer, Socializer), Yee (Achiever, Immersion, Social), and the Overall Fun Factor within each game’s genre sub-category.
<table>
<thead>
<tr>
<th>GENRE</th>
<th>MMORPG Name</th>
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<th>Overall Fun Factor</th>
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<td>AIS</td>
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<td>ASI</td>
<td>10.89</td>
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<tr>
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<td>Vanguard: Saga of Heroes</td>
<td>KAES</td>
<td>ASI</td>
<td>10.75</td>
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Table 23 – Game Measurement Comparison – Fantasy Based Games

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Table 26 – Game Measurement Comparison – Science Fiction Based Games
CHAPTER V
CONCLUSIONS AND RECOMMENDATIONS

Playing MMORPGs is entertaining, challenging, social, and most definitely fun. Based on the 11 fun factors identified as measurable items for the MMORPG genre of computer games, the majority of these online games can be classified as fun. The results of the survey demonstrated many interesting facts concerning the fun factors measured by the survey. Some factors were revealed to be very important when determining the level of fun a game would be. Others were deemed not as important as an overall measurement, but could be important to individual players.

The measurement or determination of the amount and level of fun a MMORPG will be to a specific player has two aspects. The first is a non-measurable but important consideration that forms the basis of the player’s decision regarding whether the game will be fun at all. This aspect is the player’s personal interests and likes / dislikes. A player needs to have a positive interest in the game’s virtual world, be it a sci-fi, fantasy, or real life simulation. For example, a person that is opposed to war would definitely not have fun playing a WWII simulation. However, a person who has a high level of interest in war and would like to experience a computer simulation of war would definitely have fun playing a war-themed MMORPG. Therefore, basic human interest in the game’s virtual world and the creatures and objects that inhabit the world is an important aspect for a player to have fun within the MMORPG.
The second aspect is the level of fun based on the player’s interests and the content of the MMORPG virtual world. As first described by Bartle and subsequently expanded on by Yee and others in the computer gaming field, computer games have a set of factors that make the game fun for individual players based on their play style and personality. MMORPG fun factors were determined from this list of gaming fun factors since MMORPG games are a subset of the computer gaming genre. Collecting coins and other objects in a Mario Brothers style of play is not offered within this genre, and therefore cannot be measured as an expected fun factor. If measurement was truly required, then the value would remain at zero, and a player measuring this gaming aspect to MMORPG style games would find this fun factor does not exist within this subset. Subsequently, a decision to play or not play a MMORPG based on this criterion would be the individual player’s decision.

One of the main conclusions is that the fun factors within a MMORPG vary from a very high impact for having fun to very low impact for having fun in relation to the overall gaming population. The socializing / grouping fun factor is pervasive within the MMORPG genre. In fact, it is a basic component to these types of games and therefore a player will not only experience a highly positive fun experience with regards to socializing, the player must actually be comfortable with the fact that these games will be social in nature, both within the game itself as well as a component for achieving game tasks and goals. A non-social player will find these types of games to be no fun for them unless they can successfully avoid most social
situations. In this case, the player is better off not playing this type of game as their fun factor will be severely impacted by this gaming aspect.

The next fun factors that most players consider when measuring a MMORPG for fun are the two combat fun factors, player vs. environment and player vs. player. As determined and measured by both Bartle and Yee, there are people who desire full player vs. environment and those who desire full player vs. player experiences. The majority of the MMORPG player base desires a mix of the two, with player vs. environment providing the majority of the fun factor measurement. Since the MMORPG community offers games that provide this range of combat fun, individual players can choose which games meet their criteria for combat fun and play those games that are focused more on player vs. environment or player vs. player combat. The best part about MMORPGs is the fact that most games provide both types of combat styles, allowing a mix of player types to interact without forcing one combat method over another.

The next set of fun factors that players look for in a MMORPG is the virtual world and what can be accomplished within the world. The size of the virtual world for exploration, the amount of tasks and goals available within the world, and the ability to collect and craft items are all part of the out-of-combat gaming experience. A player needs to have activities to do when not involved in direct combat, as the fun factor of combat-only games would be reached fairly quickly within the player base, causing players to quit the game in pursuit of a high level of gaming fun elsewhere. It
is difficult to separate these out-of-combat fun factors since a player’s experience within the world, and therefore their level of fun, is intertwined with the combined experiences of these fun factors. A player that has more activities to choose from within a MMORPG will be able to sustain their level of fun longer than they could with games offering less out-of-combat experiences and activities. Therefore, a player’s level of fun is linked in part to the amount of out-of-combat gaming content provided by the MMORPG.

The final set of fun factors provides a positive or negative level of fun, but on a more individual player basis. The ability to role-play within the game, experience or associate real life or fantasy experiences, and enjoy the game based on computer technical architecture are all fun factors that are more player specific. Although these fun factors can be measured, the ability to provide the level of fun expected is based on a player’s desire to have the experience within the MMORPG. Players that wish to immerse themselves within the virtual world will need to find a game that has a high level of measurable fun within this specific fun factor. For example, games such as EverQuest, Vanguard: Saga of Heroes, and World of Warcraft provide ample opportunity to create a character and play that character immersed within the virtual world. The same is true for players wanting a real life or fantasy experience. Games such as Battleground Europe: WWII Online, Second Life, and Star Wars Galaxies all provide a real life or fantasy experience and an association with real life events. Players who desire top-end technical fun involving graphics and sounds need to find those games that provide this experience. New MMORPG games will provide this
experience, as will those that are going through a technical upgrade. Games such as EVE Online, Meridian 59: Evolution and Tabula Rosa all measure high in this fun factor category.

The results of the fun factor survey provide proof that MMORPGs can be measured by defined fun factors and that these measurements can be compared to defined fun factors based on player requirements. This is an important concept since this measurement allows people to determine the type and level of fun they will experience as an individual playing a selected game. This ability to compare games with individual desired fun factors helps people to decide which games fit best given their personality and interests, and allows them to avoid games that may provide a low level of fun. It is important to use this fun factor measurement as a tool and not as a definitive mechanism for determining fun. Sometimes the best fun comes when people step out of their comfort zone and participate in a new life experience. However, for the purposes of this essay, the ability to measure fun and to relate that fun to a player’s interest in a MMORPG-style computer game has been achieved.

Further research is required to improve on this hypothesis and initial set of findings. The exercise to compare the player results with Bartle and Yee methodologies was done using basic assumptions without additional in-depth analysis regarding the level of impact the fun factor would have when combined within a group. This determination would require more research and analysis than was intended for this essay. Further research in this area of computer gaming where
measuring a set of fun factors for MMORPGs will improve a person's ability to
evaluate the game based on their individual personality is required. It is
hypothesized that fun factors for MMORPGs may be measured using similar tools to
those that are now in place to measure a player's disposition to MMORPGs based
on Bartle's or Yee's methodology.
REFERENCES


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http://www.mmorpg.com/gamelist.cfm/gameld/0.


Player vs. Environment (PvE) Combat

Many players enjoy combat with computer controlled players (Non-Player Character (NPC)) which include both human-like opponents and a wide assortment of real and fantasy type opponents such as bears, orcs, dragons, cyborgs, or any other realistic or imaginary foe. This fun factor represents the ability of a player to defeat opponents that are computer controlled or environment-based. The opponents are created based on imaginary statistics and present a challenge to defeat as part of the gaming environment.

Player vs. Player (PvP) Combat

Many players enjoy competition with real opponents in addition to or as a replacement to computer controlled players. The challenge is more intense with real opponents since an NPC’s actions may be determined through repetition while a real player’s actions will vary based on circumstances and the players themselves. This fun factor represents the ability of a player to defeat another human player in combat since the combat situation relies more on skill and strategy than on gear or items within the game.
Achieving Tasks or Goals
Although killing players and NPC’s could be considered goals, this fun factor separates the killing aspect and the achievement of other goals within the game. This fun factor is focused on game assigned tasks or goals as opposed to player defined goals. Therefore, this fun factor will describe the ability to achieve game assigned tasks or goals which usually result in some monetary or physical reward or advancement in the game. For example, an NPC may ask you to explore an area, kill some specific opponents, collect some items, and report back to the NPC. Completing all the assigned tasks will result in achieving the assigned goal. Upon completion, the player receives experience, money, or a reward. Some tasks or goals, called epics, require players to complete a progressively harder set of tasks towards a goal that results in a reward that is uncommon in the game.

Exploration of the World
This fun factor will appeal to those players who like to discover new places and things within the MMORPG world. Much like the explorers of North America, the quest for what lies over the mountain, in the next zone, or under the blacked-out area of the map provides an ongoing sense of inquiry and expectation.

Collecting Items
The desire to possess items is a fundamental human trait. People collect all sorts of items in real life, and therefore the desire to collect items within a MMORPG exists. Just like the baseball cards or comic books of the real world, players may strive to collect all the available items of a specific type within a MMORPG, such as
all the magical swords in EverQuest or all of the in-game picture art in Star Wars Galaxies.

Crafting Items
Creating items can be fun for players. The ability to use drafting plans and collect components to build a new item provides a method of fun that is a diversion from the mainstay of killing opponents. This fun factor allows players to create items rather than destroy them. The ability to craft items can vary from the simple collection and combining of components to the complete design and development of the item.

Real Life and Fantasy Experiences
The ability to experience real life and fantasy activities provides fun for many players. The ability to shoot weapons, operate vehicles, and build civilizations is some of the real life experiences that can only be achieved through computer games. Fantasy experiences include riding a dragon, being a super-hero, and living in an alien environment.

Socializing / Grouping
One of the common themes for online games is the ability to interact and work with other real players. Just like in real life, humans like to interact, build friendships, and create social networks. Playing computer games by oneself can become repetitious and uninteresting when a player excludes human interaction in their life. Although this remains true for computer games that are played on a single
computer, the online MMORPG worlds have created an environment where socializing and grouping of real people is encouraged, and in some cases required in order to play the game to its full potential.

**Role-play / Lore**

One of the fun factors is immersing oneself into the storyline. When the computer game world is created based on a set of facts, people, places, and storylines, a player can pretend to be a hero, villain, or participant in the story. They may have the ability to influence current or future events, or they may simply be acting a part that immerses them within the genre of the game.

**Visual and Audio Sensations**

Playing computer games require the ability to see and hear what is going on. These senses provide the vehicle by which all of the other fun factors are achieved. The ability of a game to deliver these visual and audio sensations are themselves a factor in the amount of fun a computer game can be for a player. The addition of stunning visual graphics, mini-movies, music, and audio from famous people all combine to provide a pleasurable and fun gaming experience.

**Associations with Real Life Experiences**

Humans really like to relate future experiences with memories of past experiences. The ability to associate a current activity with a previous experience provides humans with fun. For example, fans of Star Trek would have fun interacting
with the principle characters of the TV series. Players like to carry the same weapons, fly the same spaceships, and relive the same quests / experiences as those they have seen in other forms of media such as movies and TV. Others like to relive certain real life events like landing on the moon and experiencing the event first-hand. Still others like to experience real life events like going shopping at the mall, thereby experiencing a simulation of a real life event in real time.
APPENDIX B

YEE’S PLAYER MMORPG MOTIVATION ANALYSIS

Overview:
The percentages listed below are your approximate percentile ranks generated from a sample of 3200 MMORPG gamers. In other words, a 50% means half of your peers scored lower than you and the other half scored higher than you, while a 10% means that your score was lower than 90% of your peers. Some people may intuitively feel that 50% is a very high score, but in fact 50% is perfectly normal and average. If you left any questions blank in the survey, they were replaced by the mean score for that response.

How To Interpret Scores:
There are 3 main motivation components - Achievement, Socializing, and Immersion - each which has several subcomponents. For the most part, average scores (between 40% - 60%) aren’t very interesting. Most gamers have several low scores and several high scores and it is these that reveal the preferences and dislikes of a gamer. The graphs below list your subcomponent scores and the main component scores.

The Achievement Component:

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</tr>
<tr>
<td>Mechanics</td>
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<td>Competition</td>
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**Advancement**: Gamers who score high on this subcomponent derive satisfaction from reaching goals, leveling quickly and accumulating in-game resources such as gold. They enjoy making constant progress and gaining power in the forms offered by the game - combat prowess, social recognition, or financial/industrial superiority. Gamers who score high on this subcomponent are typically drawn to serious, hard-core guilds that can facilitate their advancement. Your percentile rank is 51% on this subcomponent.

**Mechanics**: Gamers who score high on Mechanics derive satisfaction from analyzing and understanding the underlying numerical mechanics of the system. For example, they may be interested in calculating the precise damage difference between dual-wielding one-handed swords vs. using a two-handed sword, or figuring out the resolution order of dodges, misses, and evasions. Their goal in understanding the underlying system is typically to facilitate templating or optimizing a character that excels in a particular domain. Your percentile rank is 29% on this subcomponent.

**Competition**: Gamers who score high on this subcomponent enjoy the rush and experience of competing with other gamers on the battlefield or economy. This includes both fair, constrained challenges - such as dueling or structured PvP/RvR, as well as unprovoked acts - such as scamming or griefing. Gamers who score high on this subcomponent enjoy the power of beating or dominating other players. Your percentile rank is 16% on this subcomponent.
The Socializing Component:

**Chat:** Gamers who score high on this subcomponent enjoy meeting and getting to know other gamers. They like to chit-chat and gossip with other players as well as helping out others in general - whether these be less-experienced players or existing friends. Gamers who score high on this subcomponent are typically drawn to casual, friendly guilds. Your percentile rank is 31% on this subcomponent.

**Relate:** Gamers who score high on this subcomponent are looking to form sustained, meaningful relationships with others. They do not mind having personal and meaningful conversations with others that touch on RL issues or problems. They typically seek out close online friends when they need support and give support when others are dealing with RL crises or problems. Your percentile rank is 9% on this subcomponent.

Teamwork: Gamers who score high on Teamwork enjoy working and collaborating with others. They would rather group than solo, and derive more satisfaction from group achievements than from individual achievements. Gamers who score low on this subcomponent prefer to solo and find it extremely important to be self-sufficient and not have to rely on other gamers. They typically group only when it is absolutely necessary. Your percentile rank is 14% on this subcomponent.

The Immersion Component:

**Discovery:** Players who score high on Discovery enjoy exploring the world and discovering locations, quests or artifacts that others may not know about. They enjoy traveling just to see different parts of the world as well as investigating physical locations (such as dungeons and caves). They enjoy collecting information, artifacts or trinkets that few others have. Your percentile rank is 74% on this subcomponent.

**Role-Playing:** Players who score high on Role-Playing enjoy being immersed in a story through the eyes of a character that they designed. These players typically take time to read or understand the back-story of the world as well as taking time to create a history and story for their characters. Also, they enjoy role-playing their characters as a way of integrating their character into the larger ongoing story of the world. Your percentile rank is 51% on this subcomponent.
**Customization:** Players who score high on this subcomponent enjoy customizing the appearance of their characters. It is very important to them that their character has a unique style or appearance. They like it when games offer a breadth of customization options and take time to make sure that their character has a coherent color scheme and style. Your percentile rank is 26% on this subcomponent.

**Escapism:** Gamers who score high on Escapism use the environment as a place to relax or relieve their stress from the real world. These players may use the game as a way to avoid thinking about their RL problems or in general as a way to escape RL. Your percentile rank is 77% on this subcomponent.

**Overall Assessment:**

The graph above is a visualization of your 3 main motivation components. Your Achievement percentile rank is 30%. Your Socializing percentile rank is 10%. And your Immersion percentile rank is 59%.

Because this overall assessment graph collapses the underlying subcomponents, your subcomponent charts above may be more visually indicative and revealing of your gaming preferences. This is especially true for players who scored extremely high on 2 Immersion subcomponents and extremely low on the other 2 Immersion subcomponents. In the overall assessment, their Immersion rank may appear average.
### APPENDIX C

#### FUN FACTOR SURVEY OF MMORPG GAMES

Chart Scale: 0 = None, 1 = A little, 3 = Adequate, 5 = A lot

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**9Dragons – Historical**

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### Final Fantasy XI – Fantasy

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Flyff – Fantasy

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GoonZu Online – Fantasy

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### MapleStory – Fantasy

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### Meridian 59: Evolution – Fantasy

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## APPENDIX D

### STATISTICAL RESULTS OF FUN FACTOR SURVEY

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