

Psychological triggers in video games



426.6Kb

Lataukset:

Tekijät

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Päivämäärä

2016

Oppiaine

Tietojärjestelmätiede Information Systems Science

Pääsyräjoitukset

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Peliteollisuudesta on hyvää vauhtia tulossa liikevaihdoltaan suurin viihdeteollisuuden haara ikinä. Erilaisten pelimuotojen lisääntyminen ja suurenevat voitot vaativatkin selvitystä siitä, mikä tekee peleistä pelattavia? Tämä tutkielma pyrkii määrittämään ja selvittämään digitaalisten pelien ominaisuuksia jotka miellyttävät potentiaalisia sekä nykyisiä asiakkaita psykologiselta kannalta. Erilaisia tekijöitä analysoidaan yrittäessä määrittää ominaisuuksia jotka erottavat virtuaaliset pelit toisistaan ja vaikuttavat haluttavilta, mainittakoon muun muassa flow, immersio, tunteet ja hahmon identifikaatio. Tutkielmassa tuodaan esille erilaisia tapoja joilla saadaan flown ja immersion tunteet herätettyä, mainittakoon erityisesti GameFlow-malli. Pelisuunnitteluun liittyen myös eri lähestymistapoja pelaamistunteisiin esitellään, esimerkiksi the Four Keys, ja niiden implementointimahdollisuudet peleihin tulevat selymmiksi.

The gaming industry is working its way to becoming the largest entertainment industry ever. The rise of various kinds of gaming options and increase in revenue begs the question: what makes games playable? What are the factors that weigh in when trying to lure customers? This thesis aims to identify and explain the qualities of digital games that appeal to players and potential players on a psychological level. Different kinds of factors are used in analyzing what sorts of qualities virtual games have that play a part in customer persuasion and prolonged satisfaction, flow, immersion, emotion and character identification to name a few. In this thesis, different kinds of attributes are found. These attributes are identified as contributing states of flow and immersion, noticeably seen in the GameFlow model. Relating to game design, different kinds of approaches to game emotions are also introduced, for example the Four Keys, and their facilitation in games is opened.

Asiasanat

games virtual gaming psychological triggers emotional triggers flow immersion game design emotions addictions


URI

Metadata

Näytä kaikki kuvailutiedot

Kokoelmat

- [Kandidaatintutkielmat](#) [2309]

Selaa aineistoja 

Kaikki aineistot

Kuinka julkaista JYXissä?

- > Rinnakkaistallentaminen
- > Opinnäytteiden julkaisu
- > Väitöskirjojen julkaisu
- > Julkaisupalvelut



Tietosuojailmoitus



Video game addiction exists. It has all the features you need to classify an addiction: losing jobs and loved ones; withdrawal symptoms like cold sweats and anger; developing migraines and back problems and, very occasionally, death. And it's occurring around the globe, but especially in America, the UK, and parts of Asia (China, Korea, and Japan). A recent study looked into motivations in video gaming addiction: A questionnaire asked gamers found on video game websites what they got out of the gaming. They got a huge number of respondents: over 1,600. The survey justified stereotypes: Participants were 87 percent male, 79 percent white. When we do anything that triggers our brain's reward system, that information gets locked into our brains. Before psychology gave this a name, Deja vu made people think that they were having a psychic experience for the first time, like they were having a prophecy. Psychology still doesn't have the answer to what triggers these feelings and Deja vu remains to be an unsolved phenomena. 3. Google Effect. © pixabay. Google has been around for so long that it has largely contributed to the effect of forgetting something easily, especially if we think we can quickly find it online. That's why this effect was named after Google. 2. Pareidolia. © Mirage Comics © FacesPics/twitter. Search Results of Psychological Triggers. Check all videos related to Psychological Triggers. Now you can download songs, movies, episodes, trailers, clips or any Youtube video without visiting the Youtube site with hassle free controls and beautiful responsive UI. Currently It supports 55 formats of video downloads. GenYoutube provides Youtube video downloads in mp4, webm, m4a, 3gp and 3D formats which ranges from mobile friendly to HDTV resolution. It can download Vevo videos, age-restricted videos, region protected videos. It also supports new formats which recently Youtube rolled out.