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Perceived Values Patterns for the Players of the Different Digital Games Platforms

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Extended Abstract

In addition to this fact that digital games are recognized as a growing industry at a rapid pace, they can be considered sophisticated and state-of-the-art media in nowadays' world. A medium that maximizes its interaction with the audiences and therefore has a considerable effectiveness. A medium at this level is enumerated as a proper context for conveying cultural and invaluable concepts in that it is of great importance to have a perception about the relationship between audiences and this medium. Our objective in this article is presenting an approach to measure performance, monetary, emotional, social and innovative perceived values across three popular gaming platforms which are Mobile, Computer, and Console. Then, through a collected data of the national survey conducted by DIREC (Digital Game Research Center) with a sample size of 6232, patterns of perceived values and its differences are inspected. Results revealed not only are perceived values significantly different between platforms but also they vary within platforms. The most important factor which contributes to this difference is a high level of the social perceived value in the Console platform. Analyses and interpretations of this article can help to take more advantage of the digital games as a medium for value creation.

Keywords: Computer platform, Console platform, Cultural media, Digital gamer, Mobile platform

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INTRODUCTION

The relationship between the gamer and the game is equivalent to the reader and the book, the listener and the radio, the audience and the television, and the user and the social network. In theories which are related to new media, digital games are recognized as new media because of its interactivity. In general, digital games are played via Computer platform, Console platform, and Mobile platform. Also, these games are introduced to markets for mentioned platforms. Based on recent statistics which is published by Digital Game Research Center (DIREC), 88, 25 and 18 percent of 28 million gamers, by the end of 2017, are respectively Mobile gamers, Computer gamers, and Console gamers in that total market revenue is 269 million dollars (DIREC, 2018). Accordingly, digital game media provide a new opportunity for social and economic studies that have converted research of audience analysis into an essential one. In this article, as one of the first research in game audience analysis in Iran, our target is inspecting perceived values patterns (a combination of performance, monetary, social, emotional, and innovative perceived values) of Computer, Console and Mobile gamers that enjoy the digital game.

PURPOSE

Differences in the use of media and the interpretation of these differences shape a variety of audiences that are substantial from the aspect of Media economics. For instance, gamers can be stratified from the various viewpoints. They can be categorized based on their spent time, the amount of their payments for games, and etc. In this research, gamers are segmented into three groups based on their preferred gaming platform.

With respect to the differences in hardware and software of the platforms, this is questioned whether performance, monetary, social, emotional, and innovative perceived values demonstrate a significant difference between and within gaming platforms. Moreover, what does lead to this variation in the perceived values?

METHODOLOGY

According to the theoretical basis, hypotheses are presented as follows:

H_{1-(1 to 3)}: There is a significant difference between 5 dimensions of perceived values within each platform (1: Console - 2: Computer- 3: Mobile).

H₂: Perceived values patterns demonstrate a significant difference between the 3 platforms.

Gamers are divided into 3 groups (gamers who prefer Console platform, gamers who prefer Computer platform, and gamers who prefer the Mobile platform). As an illustration, if a person plays Console platform more than the others, he/ she will fall into the category that who prefer Console platform. Therefore, each gamer must belong to one category. Since mobile gamers outnumber console and computer

gamers, results will be misleading due to the fact that a p-value is depended on the sample size. For solving this problem, we have chosen randomly mobile gamers and computer gamers with a sample size of the number of console gamers which is 172. Since the Perceived Values virtually follow the normal distribution (because of sample size), Profile Analysis is considered in order to answer to the hypotheses.

RESULT

Following tables demonstrate results of the hypothesis testing.

Table 1. Results of hypothesis testing

Platforms	Effects	Value	Sig.	Hypothesis Code	Result
Computer	Pillai's Trace	0.324	0.000	H1-2	Accepted
	Wilks' Lambda	0.676	0.000		
	Hotelling's Trace	0.480	0.000		
	Roy's Largest Root	0.480	0.000		
Mobile	Pillai's Trace	0.296	0.000	H1-3	Accepted
	Wilks' Lambda	0.704	0.000		
	Hotelling's Trace	0.420	0.000		
	Roy's Largest Root	0.420	0.000		
Console	Pillai's Trace	0.331	0.000	H1-1	Accepted
	Wilks' Lambda	0.669	0.000		
	Hotelling's Trace	0.495	0.000		
	Roy's Largest Root	0.495	0.000		
Perceived Values Pattern	Pillai's Trace	0.289	0.000	H2	Accepted
	Wilks' Lambda	0.711	0.000		
	Hotelling's Trace	0.406	0.000		
	Roy's Largest Root	0.406	0.000		

CONCLUSION

Based on the aforementioned results, they imply that there is a significant difference between Perceived Values in each platform in that the gamers in each platform appreciate perceived values differently. Also, Perceived Values patterns show a significant difference between platforms. That is to say, the difference in perceived values trend is noticeable between mobile gamers and console gamers.



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NOVELTY

This research is considered as one of the first studies on gamers which uses Iran Computer & Video Games Foundation (IRCG) data which is gathered throughout of DIREC's national survey in Iran. Results of this research have strengthened and developed uses and gratification theory in new media scope. Also, this article demonstrates that gamers have a different intention for gaming and a message which is conveyed is unique among them and interpretable.

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