

Gamer Psychology

 **PEOPLE
FUN**



SOCIALIZERS

(Friendship)

They gain the most enjoyment from a game by interacting with other players. The game is merely a tool they use to meet others in-game or outside of it.



KILLERS

(Challenge)

They thrive on competition with other players, and prefer fighting them. They like to conquer. Social Killers tend to be guild, clan, or community leaders.

 **HARD
FUN**

 **EASY
FUN**



EXPLORERS

(Novelty)

They like to discover areas, create maps and learn about hidden places. They feel restricted when a game expects them to move on within a certain time or space.



ACHIVERS

(Meaning)

They like to gain points, levels, equipment and other concrete measurements of succeeding in a game. They will go to great lengths to achieve rewards.

 **SERIOUS
FUN**