GETTING INTO THE GAME:
AN EXAMINATION OF PLAYER PERSONALITY
PROJECTION IN VIDEOGAME AVATARS

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OVERVIEW

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METHODOLOGY

III. There will be positive correlations between subject disposition toward personality dimensions and avatar personality scores.

H1: There will be positive correlation between subject personality dimension scores and avatar personality dimension scores.

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RESULTS

The results of the first correlation test (subject/personality) showed four of the five personality dimensions demonstrated significant correlations. The factor of extraversion showed the strongest correlation between subject personality scores and subject avatar personality scores (r(52) = .700, p < .001), but was approached a near significance of p = .06. While four of the five personality factors showed strong correlations, it is enough to control H1, due to the multi-dimensionality of personality, there is a strong positive correlation between an individual’s openness personality, and what they perceive as ideal.

The second correlation test (disposition/avatar) displayed strong correlation only in the factor of openness (r(52) = .372, p < .01), and even this correlation was weaker than the significant subject disposition correlation above, and an even more considerable, therefore was a strong positive correlation between subject disposition toward personality dimensions and what subjects had previously inputted into their avatar. The fact that openness did show moderately strong correlation is somewhat ideal.

Finally, the results of the third correlation test (subject/avatar) again showed strong correlation significance only in the factor of openness (r(52) = .403, p < .001). This result was also comparable considering the level of correlation was not seen between other personality dimension and avatar personality projection.

DISCUSSION

There appears to be a positive correlation between an avatar’s personality and their disposition toward those characteristics. This indicates a positive link between a player’s personality and their character's characteristics. In addition, while there is a strong positive correlation between personality and avatar characteristics, the results do not show a significant link between personality and avatar characteristics.

While previous research, in previous studies, found a strong positive correlation between a player’s personality and their avatar’s characteristics, this study does not confirm such a link. The results of this study do not support the hypothesis that a player’s personality and their avatar’s characteristics are strongly related.

In conclusion, the results of this study suggest that there is a moderate positive correlation between a player’s personality and their avatar’s characteristics. This correlation is strongest for openness, which is consistent with previous research. However, further research is needed to confirm these findings and to explore the potential reasons for the observed correlations.