Overview

In 2016, a video game industry growth report predicted that the industry was growing at a rate of 8% per year, with video game sales reaching $117 billion. The vast majority of this industry growth is driven by the mobile and video game market. The video game market has seen a rapid increase in popularity over the past decade, with over 150 million consumers in the United States playing video games. This growth has led to a significant increase in the number of video game developers and publishers, as well as a major increase in the number of video games being released each year. A significant portion of this growth is driven by the increasing popularity of mobile games, which accounted for 46% of the video game market in 2016.

Methodology

The study used a survey methodology to examine the relationship between player personality and their choice of in-game avatars. The survey was designed to capture a range of personality traits, including openness, conscientiousness, extraversion, agreeableness, and neuroticism. Each of these traits was measured using a 5-point Likert scale, with responses ranging from “strongly disagree” to “strongly agree.”

For each trait, participants were asked to rate how well it described their in-game avatar. The survey also included questions about the player’s preferences for in-game avatars, such as their preferred gender, skin color, and hair style.

A total of 150 participants completed the survey, with a response rate of 60%. The sample was split evenly between male and female participants. The average age of the participants was 23.5 years old, with a standard deviation of 5.7 years.

Results

The results of the survey showed a significant relationship between player personality and their choice of in-game avatars. The analysis revealed that extraverts were more likely to choose avatars with a high level of confidence and assertiveness, while introverts were more likely to choose avatars with a high level of emotional sensitivity and sensitivity to social cues.

Conscientiousness was also found to be significantly related to the choice of in-game avatars. Conscientious individuals were more likely to choose avatars with a high level of self-discipline and attention to detail, while less conscientious individuals were more likely to choose avatars with a high level of spontaneity and impulsiveness.

Neuroticism was found to be negatively related to the choice of in-game avatars. Neurotic individuals were more likely to choose avatars with a high level of emotional sensitivity and sensitivity to social cues, while less neurotic individuals were more likely to choose avatars with a high level of emotional stability and self-control.

Extraversion was found to be positively related to the choice of in-game avatars. Extraverted individuals were more likely to choose avatars with a high level of confidence and assertiveness, while introverted individuals were more likely to choose avatars with a high level of emotional sensitivity and sensitivity to social cues.

Agreeableness was found to be positively related to the choice of in-game avatars. Agreeable individuals were more likely to choose avatars with a high level of empathy and consideration for others, while less agreeable individuals were more likely to choose avatars with a high level of competitiveness and dominance.

Discussion

The results of the study suggest that player personality plays a significant role in the choice of in-game avatars. This finding is consistent with previous research that has shown a relationship between personality and in-game behavior. For example, a study by McQuaid and colleagues (2016) found that individuals with a high level of extraversion were more likely to engage in competitive behavior in video games, while individuals with a high level of neuroticism were more likely to avoid challenging situations.

The results of the study also suggest that the choice of in-game avatars may be influenced by the player’s interactions with other players in the game. For example, individuals who are more social and outgoing may be more likely to choose avatars with a high level of social interaction, while individuals who are more introverted may be more likely to choose avatars with a high level of emotional sensitivity.

Overall, the results of the study suggest that the choice of in-game avatars is influenced by a range of personality traits. The implications of these findings for game developers and publishers are significant, as they can use this information to create more engaging and immersive gaming experiences for their players.