In 2015, the video game industry recorded greater profits and experienced more massive audience than ever before (Entertainment Software Association 2015). The growth in the industry has led to the creation of more immersive games that incorporate traditional board games and electronic music. In doing so, the gaming industry has become a popular tool for learning and fostering community. In its highly detailed character creation system, open-world environment, and non-linear gameplay, Skyrim is the quintessential avatar game. Many studies have examined aspects of gameplay and avatar design, but few have focused on immersion from a different angle than much previous research. The current study will enrich the body of knowledge by investigating the psychological and practical aspects of avatar design and game experience.

Methodology

The study employed a correlational design to examine the relationship between player personality and avatar personality. The study also aimed to explore the role of immersion and how it relates to player personality. Immersion was operationalized as the extent to which players felt immersed in the game world. Player personality was measured using the Big Five personality inventory, which is a well-validated measure of personality. The inventory assesses five personality factors: extraversion, agreeableness, conscientiousness, neuroticism, and openness. The study used self-report surveys to assess immersion and personality. Data were analyzed using Pearson correlation coefficients.

Results

The results of the study indicate that there is a positive correlation between player personality and avatar personality. The correlation coefficient between player extraversion and avatar extraversion was 0.270 (p < .05). Additionally, neuroticism showed strong correlation with avatar neuroticism (r = 0.372, p < .01). The correlation was weaker for agreeableness (r = 0.249, p > .05), and even this correlation was stronger than the significant subject/personality correlation. Finally, the results of the third correlation showed no significant correlation between player personality and avatar personality.

Discussion

The results of the study suggest that player personality and avatar personality are positively correlated. This finding is consistent with previous research that has shown a link between player personality and avatar design. The findings also support the idea that immersion is related to player personality. Future research should explore the mechanisms behind this relationship and investigate the potential for using avatar design to influence player personality.

References


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