Print and VIDEO GAMES

by Rochelle Reyes

Graphic Communication Department
College of Liberal Arts
California Polytechnic State University
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Rochelle Reyes
Graphic Communication Department, June 2010
Advisor: Lorraine Donegan

The purpose of this study is to learn about and show the impact of downloadable games on the printing industry. With new technology comes time-saving convenience; however, the increase in "going digital" decreases a need for what would otherwise have been a point of sale purchase.

This study investigated the current trend of video game use and purchases and how much of a factor print, such as the game's packaging, played in aiding with the game's purchase. The study was conducted by creating a survey on SurveyMonkey.com and disseminating it via the Graphic Communication department at California Polytechnic State University, San Luis Obispo, and Facebook.com.

The results of this study show that to consumers who already value the printing industry, the quality and style of the packaging is highly important to the eventual purchase of the video game. To the serious, "hardcore" gamers, however, print aspects associated with video games may play a more minor, if not insignificant role in association with the game's purchase; the game itself is of utmost importance. In order to better target serious video gamers, the print industry will need to take on a different approach, focusing more on limited and collector's editions and on special promotional gifts coupled with the video games.

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Introduction

How often does the average American see a piece of printed material? Whether in the heart of a metropolitan city or out in the wide open plains, every American experiences print in some way, shape, or form; however, times are changing and have been changing rapidly since the "Dot Com" era. Technology advances steadily through every passing year. With the advancement of technology came the development of video games.

Launched in 1972, one of the pioneers of video games, Atari, made games such as Pong popular. Ten years later, the Nintendo Entertainment System, or NES, debuted with games such as Super Mario Brothers and Duck Hunt. Although the NES was usually packaged with Super Mario Brothers and Duck Hunt, other game cartridges were sold separately. Each NES game cartridge was neatly packaged in a printed plastic sleeve inside a printed paper box. From its early inception of the Atari and the NES consoles with its separate game cartridges a few years later, every gaming console and the compatible "sold separately" game have been sold in its own packaging with hip, futuristic designs and vibrant colors to catch the eye of most eight-year-olds walking through the aisles of a Toys R Us or a local toy store in the 1980s. As the children growing up with the first Nintendos grew-up themselves, the modern world saw and experienced the video game culture slowly and gradually integrate with "mainstream" culture. Video games of today are not limited to the stereotypical teenage male video game loving geeks, but expand their reach to families, parties, and young girls. Families

may now find themselves bonding through Nintendo's Wii Sports, which through the use of an innovative infrared controller, allows the player to play sports such as bowling, tennis, boxing, or golf as though he or she were his or herself playing the sport in person in real life. Parents and siblings may either be on a single team or compete against each other. Parties may now provide their own musical entertainment via Microsoft's Xbox 360's Rock Band, which simulates the experience of playing real instruments through the use of plastic instrument-shaped controllers, such as a guitar or drums. Through Rock Band, the player's real life musical instrument skills, or lack thereof, need not apply. Although each gaming console and each instrument or controller comes with its own printed packaging, along with the latest and greatest video game consoles came the concept of downloadable video game content and downloadable games, which begs the question of whether or not printed material will be a necessary part of the video game experience in the future.

This study asks the question: What is the relationship between the increase in downloadable game popularity and the current status of the printing industry? The poor economy not withstanding, the printing industry has seen a general decline as Internet use expanded from desktop computers to mobile phones. Instead of walking outside in the bright early morning to pick up the day's newspaper resting on the porch, many Americans with Internet access sit in front of their computers and log-on to their favorite news web sites to learn about the latest, up-to-the-minute news. Instead of visiting the nearest bookstore, such as Borders or Barnes and Noble, to purchase the new teen angst novel, Twilight, by Stephenie Meyer, for example, proud owners of

eBook readers such as Amazon's Kindle conveniently download any digitally available novel with the press of a button. Much the same way, owners of Microsoft's latest gaming console, the Xbox 360, can easily download games directly onto their Xbox 360 console through Microsoft's Marketplace, which is a virtual store accessed through the Xbox 360 console where not only games, but available movies, online episodes, and trailers may be downloaded. Virtual stores such Microsoft's Marketplace prevent the need for any printed collateral.

The purpose of this study is to learn about and show the impact of downloadable games on the printing industry. With new technology comes time-saving convenience; however, the increase in "going digital" decreases a need for what would otherwise have been a point of sale purchase. With no printed packaging, no printed advertisements.

Literature Review

Print has evolved with the creation of new technology over several hundreds of years since its inception. The printing industry as a whole has become more efficient and more "green" with the latent push for sustainability. (Yeager) The evolution of video games, however, span only a few decades. (Palmer) Just as the printing industry has strived for higher sustainability, so has the video game world.

From the early 1990's to the beginning of the new millennium, packaging for personal computer, or PC, games has shifted from a box about the size of a biology textbook to a much smaller box the size of a compact disk, or CD, case. Within the past two decades, gamers rarely find manuals for their games. "Between in-game features and the magic of the Internet, game manuals have become obsolete." (Diefenbach) Ten years into the new millennium, game lovers have seen yet another shift: the shift into downloadable gaming. With the increase in downloadable game popularity, not just for PCs, but for all video gaming consoles, there is less of a necessity to leave the house, commute to the nearest gaming retailer, such as Game Stop or Best Buy, search for the coveted game, wait in line to pay at the cashier, pay for the game, commute back home, strip the game of its packaging, and finally place the disk in the appropriate console. Downloadable games allow the freedom to pay and download through the gamer's Internet connection without the aforementioned hassle. (Fahey) Without the visit to the store for the packaged game, the need for printed material, packaging and

advertisements decreases. (Diefenbach)

One of the reasons downloadable gaming popularity is increasing is due to its convenience. In Marc Saltzman's 2009 article, "From the Web Straight to Your Console," he comments on the latest installment of the Grand Theft Auto story line,

> Fans of Rockstar's Grand Theft Auto [will not] be lining up at stores for the next chapter in the best-selling video game series when [it is] released Feb. 17 [2009]. [That is] because 'The Lost and Damned' ($19.99) is a download-only episode, adding new story, characters, vehicles, weapons, mini-games and more to the Xbox 360 version of [2008]'s Grand Theft Auto IV. (Saltzman)

Instead of having to set up camp as soon as the store hours end the previous day outside of the nearest Game Stop in anticipation for the new release, devoted gamers obtained the game within the comforts of their homes. (Saltzman)

Fully digital games are not only growing in popularity with their consumers, but they are also more likely to get funded by venture capitalists (VC). In his article concerning popular video game producer, Electronic Arts (EA) and online game company, Playfish, "EA-Playfish: Social Gaming Deals Gain Buzz," Douglas MacMillan interviews Ben Holmes, partner at Index Ventures, which along with Accel Partners invested in Playfish, the London online gaming startup that Electronic Arts recently purchased. Ben Holmes says,

> Online gaming startups are much more attractive to VCs than the traditional gaming model…The risk is lower, the budget to produce the games is in much more reasonable amounts, and you get to see early traction of a product before you have to invest more heavily. (MacMillan)

Recognizing the profitability found in completely digital games will push the video gaming market towards downloadable or online ready games, which takes away the need for any printed material, such as consumer-appealing packaging. (MacMillan)

Just as downloadable gaming has increased, traditional console game sales have conversely declined. "Amid a slowdown in sales of traditional console games, other game publishers may follow [Electronic Arts]'s lead [of acquiring Playfish, the London startup behind online games] and try to expand in online social gaming, possibly through acquisitions." (MacMillan) With the acquisition by Electronic Arts, or EA, they have joined the major console companies and their online gaming networks—Microsoft's Xbox Live Arcade, Sony's PlayStation Network, and Nintendo's WiiWare. Rival video game publisher, Ubisoft, has already made the leap to online games via a portal on Facebook.com. MacMillan interviewed Omar Abdelwahed, producer at Ubisoft, who commented that "[Ubisoft goes] where the players are." (MacMillan) Failure to join the online community will result in getting "left behind."

A reason why traditional console game sales have declined is the fact that packaged games tend to be more costly.

> Consumers are increasingly turning away from costly, packaged games for the PC and Consoles like Microsoft's Xbox and Sony's (SNE) Play-Station as they spend more time playing games on social networks and downloadable applications sold through such Web storefronts as Apple's (AAPL) App Store. (MacMillan)

The advent of the Apple iPhone brought about the expansion of downloadable gaming to consumers who do not typically consider themselves classified as "gamers."

> With the addition of the iPhone to the market, the user demographic for mobile games is changing and the advertising industry therefore needs to keep up with an ever-growing user base of savvy mobile game players… iPhone games are the most popular among the sought-after 18-to-34-year-old age group, with 48 percent of users falling into that category. (Butcher)

More than ever before, the gender demographic splits evenly, especially among mobile gamers. The expanded market share has helped to fuel the overall downloadable gaming popularity. (Butcher)

Popularity and profitability of virtual goods are increasing as completely virtual games are becoming more "mainstream". "Social games try to generate revenue in part by selling so-called virtual goods, such as custom avatars for their digital personas." (MacMillan) In this context, an "avatar" refers to "a graphical image that represents a person, as on the Internet" (Dictionary.com Unabridged) or "an image representing a

user in a multi-user virtual reality (VR)…or VR-like…space". (Howe) Avatars range from a simple picture, which does not necessarily have to be the actual image of the user, to a full three-dimensional model, such as the Nintendo Wii's Mii. Some three-dimensional avatars have the capability of being accessorized through clothes and pets, such as Microsoft's Xbox 360's avatars. In the upcoming patch for famous massive multiplayer online role playing game (MMORPG), World of Warcraft, gamers' avatars will have the ability to coordinate their outfit while upgrading their armor.

> Of course [it is] arguable that the game is all about stats and not looks. But what about the pleasure of catching everyone's eyes with [the avatar's] slick, and useful, new outfit? Surely, even the most hardcore [player versus player (PvP), or gamers playing against other gamers] players should be mindful of their appearance. [What is] the point of being the best in [the player's] realm if [the player looks] like the average Joe? Be creative! Look for items with more than just stats! With a distinctive look, people will remember [the player] better! (WorldofWarcraft.com)

Having an added connection to the video game world, such as an avatar closely modeled to the gamer from hair color and body type to the types of clothing and accessories, helps social gaming appeal to the plebeian "gamers."

Due to the latest trends with the gaming community within the past couple years, downloaded content is the direction of the industry. One of the leaders in the shift to exclusively downloadable gaming is Sony's PlayStation Portable (PSP) Go.

> Sony's new PSP Go is a lighter, sleeker version of its PlayStation Portable (PSP) game system…the $249 Wi-Fi and Bluetooth-ready PSP Go plays only downloaded games, movies and music. "[It is] all digital," says Sony Computer Entertainment America's Peter Dille. "People are very comfortable getting content digitally." (Snider)

With the PSP Go, packaging for individual game discs is nonexistent. After the initial gaming console purchase, the proud new owner of the PSP Go will likely not see another necessary printed article relating to the PSP Go. Along with the PSP Go, "All three major systems – Xbox 360, PlayStation 3 and Wii – are Internet-ready and offer games, add-ons to disc-based titles, playable demos and tracks for music games." (MacMillan) The three major gaming consoles are ready for when the community decides to shift to downloads altogether, causing the need for printed collateral to become obsolete.

Downloadable gaming popularity is increasing is due to its convenience to the gamer, its viability to venture capitalists, the decline in traditional console game sales, especially with the high costs of packaged games, and games becoming more "mainstream" owing thanks to digital versions, or avatars, of the game player. Downloaded content is the direction of the entertainment industry. In last year's poll from Kotaku.com, a famous video gaming news website, 92 percent of the 11,769 total responses indicated that they download game demos. (Good) What used to be a viable niche for printed collateral, such as boxes for the gaming console, boxes for the the

individual game disks, and more boxes for added gaming accessories, is being reduced to minimal packaging to save money. If the printing industry desires to remain a part of the video gaming world, it may need to adjust its approach. (Diefenbach)

Research Methods and Procedures

In order to research how downloadable gaming is affecting the printing industry, I used the following research methods: Descriptive Research and Content Analysis. According to Dr. Harvey Levenson, Descriptive Research is "designed to determine the nature of a situation as it exists at the time of the study. The aim is to describe, 'what exists' with respect to variables or conditions in a situation. " (Levenson) In the case of my study, I performed a sample survey of tangibles,

where a sample is used to make inferences about a population. The value of a sample survey of tangibles depends on the appropriateness of its sampling procedure, the accuracy of its data-collecting method, and the relevance of the information obtained for revealing important questions in the area of study. (Levenson)

Content Analysis then takes the acquired data from Descriptive Research and quantifies, qualitative information gathered from…descriptive research. In other words, content analysis is often used in combination with other research methods in developing results and drawing conclusions. (Levenson)

Descriptive Research was conducted by gaining permission and sending an electronic survey link to the Graphic Communication department on the Cal Poly campus and other Cal Poly students via SurveyMonkey and Facebook. The survey was targeted towards Americans who have Internet access, specifically the "tweens," the teens, and the young adult age ranges; however, there is a consumer population which

experienced the development of the early video games and video gaming systems, so I encouraged those people to participate as well. Since more and more children of younger ages have access to the Internet, I also included the age range below 13 years old. Having Internet access is what allows downloadable gaming and downloadable content to occur. I hope to have displayed through the following questions the latest trend between downloadable gaming and the printing industry. The electronic survey contained the following questions:

1. Please indicate your age range:
    - Younger than 13 years old
    - 13 years – 18 years old
    - 19 years – 21 years old
    - 22 years – 30 years old
    - Older than 30 years old

2. If you go to school, please indicate which best describes you: (Choose as many as are applicable)
    - Elementary/Middle school
    - High school
    - College: Architecture
    - College: Liberal Arts
    - College: Science and Mathematics
    - College: Agriculture
    - College: Engineering
    - Graduate school
    - Other

3. If you go to college, please type in your field of study:
    - [text box]

4. Do you play video games? If so, how often do you play on average? (Choose one: scale from 1 to 10)

- 1 (No, I don't play.)
- 2 (I play several hours a year.)
- 3
- 4 (I play several hours a month.)
- 5
- 6 (I play several hours a week.)
- 7
- 8 (I play several hours a day.)
- 9
- 10 (Video games are my life. I play all day, stopping only for my bodily needs, such as food, bathroom, and sleep.)

5. What kinds of video games do you play? (Choose as many as are applicable)

- Action/Adventure
- Fantasy
- Fighting
- Racing
- Puzzle
- Sports (football, basketball, golf, boxing, etc.)
- FPS (First Person Shooter)
- RPG (Role Playing Game)
- MMORPG (Massively Multiplayer Online Role Playing Game)
- Other [text box]
- I do not play video games.

6. How often do you buy a new video game? (Choose one)
    - 1-7 times a week
    - 1-3 times month
    - 1-11 times a year
    - I do not buy video games; I download them using a file sharing system on the Internet.
    - I do not buy video games; I borrow them from my friends.
    - I do not buy video games; I rent them from a store or GameFly.com.
    - I do not buy nor play video games.
    - Other [text box: Please explain.]

7. How often do you buy downloadable content for your existing video games? (Choose one)
    - Everyday
    - 1-4 times a week
    - 1-3 times month
    - 1-11 times a year
    - Less than once a year
    - I do not buy downloadable content for my video games.
    - I do not buy nor play video games.

8. What influences you to purchase the video game and/or downloadable content? (Choose as many as are applicable)

- Online published reviews
- Printed published reviews
- Radio reviews or advertisements
- Word-of-mouth (friends, family, colleagues, coworkers, etc.)
- Printed ads (magazine, newspaper, billboard, poster)
- Packaging
- I do not purchase my video games and/or downloadable content. I receive them as gifts.
- I do not purchase nor play video games.
- Other [text box: Please explain.]

9. Would you buy a video game without its packaging? (Choose one: scale from 1 to 10)

- 1 (I do not buy video games.)
- 2 (Never; I cannot buy a video game without its packaging.)
- 3 (Not likely; the packaging is essential to the purchase of the video game, but if the price and quality is right, I will buy the game without its packaging.)
- 4
- 5 (Neutral; I do not care. I could go either way.)
- 6
- 7 (Likely; the game quality is of utmost importance. I only care about the packaging when I am purchasing a top-rated game or one of my all-time favorite games.)
- 8 (More likely; the game quality is of utmost importance. I only care about the packaging for the special editions.)
- 9 (Highly likely; absolute minimal packaging is only necessary to protect the game.)
- 10 (Absolutely yes; I only care about the game.)

10. What part of the video game packaging attracts and influences you to make the purchase? (Choose as many as are applicable)

- Foil embossing
- Windows to see through the package
- Package shape
- Tin box
- Limited edition
- Inclusion of special promotional gifts
- I do not care about the packaging.
- I do not buy nor play video games.

After collecting the data from Descriptive Research, I used Content Analysis to develop and draw conclusions from the results. For my Descriptive Research, I gathered all of my survey results and displayed them in chart form. By comparing my data from my surveys, I was able to conclude to some degree the current trend of downloadable gaming in comparison to the print industry within the population of people who have Internet access.

Results

A survey was conducted through SurveyMonkey.com and disseminated via the Cal Poly Graphic Communication department and Facebook.com. This survey was created in order to better understand the current buying trends of the video gaming target audience, which ranges from approximately thirteen to forty years old.

The first, second, and third questions ask the user to briefly describe his or herself by categorizing his or herself under a specific age range, his or her level of education, and if applicable, what kind of education he or she partook. Of the forty-four people who answered the first question, a majority of 52.3 percent, or twenty-three people, indicated that they are between the ages of nineteen and twenty-one years old. The second highest percentage, 34.1 percent, classified themselves within the twenty-two and thirty years old range. These percentages illustrate a young adult to adult age range, fit to experience all kinds of video game genres and ratings and with enough monetary allowance to do so. 92.5 percent of the people who answered the second question indicated that they attend the College of Liberal Arts, a majority of which stated their field of study in the third question as Graphic Communication.

The survey begins to inquire more about the user's video game playing habits in the fourth question by asking whether or not the user plays video games at all, and if so, how often he or she plays. This question showed more of a spread with the majority of 29.8 percent indicating that they play several hours a year. The second highest grouping

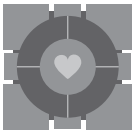
of 17.5 percent plays several hours per month. These statistics further illustrate the busy college student demographic. Question 5 continues to gather data on the types of video games played, the majority of which is Action/Adventure with 54.4 percent.

Questions 6 and 7 ask about how video games and any extra content are procured by the survey taker. 43.9 percent indicate that they buy a new game at least once a year. 52.6 percent of the survey takers specify not buying downloadable content for their video games.

The last three questions inquire why the survey user purchases any particular game and if the way that the game is presented in its packaging makes a significant influence on the purchase. 66.7 percent of the survey takers in question 8 indicate that word-of-mouth is what influences them to purchase the video game and/or downloadable content. 26.3 percent of the survey takers in question 9 say that they are not likely to buy a video game without its packaging; the packaging is essential to the purchase of the video game, but if the price and quality is right, they will buy the game without its packaging. The majority of 38.6 percent of the survey takers in the last question specify that the package shape is the part of the video game packaging which attracts and influences them to make the purchase. Inclusion of special promotional gifts is the second highest category with 36.8 percent.

The results of the survey are included as screenshots in Appendix: Survey Results.

Conclusion



From the survey, conclusions were drawn about the impact of downloadable games on the printing industry.

The data from the survey suggests that downloadable games do not have much affect on the printing industry at all; the printing industry still has a firm position within the video gaming realm, as seen with the majority results in the last two survey questions. Although this may be the case, it is essential to note that the survey sample group is not a fair sampling of the video gaming population. As indicated by question 4, the majority of the survey takers only play several hours a year, which categorize them as being casual gamers, if at all. Serious gamers spend at least several hours a week, and according to question 4, those survey takers represent the minority. The serious gamers were the main target group; however, given the circumstances of survey takers being predominantly Graphic Communication undergraduates and the non-responsive Computer Science department, an accurate depiction of serious video gamer opinions was unavailable.

In accordance with question 4, those who do not buy video games or who buy them often within a month correlate with the minority of those who play video games several hours a week. The minority also indicate that they buy downloadable content for their existing video games between once to three times per month and care more about the game with the packaging's sole purpose of protecting the game. With a larger

video gaming population sample, the conclusion would have been the opposite to that of this survey.

Keeping the serious video gamers in mind, print may not have as big of a role in the video gaming realm as this study would otherwise suggest; however, this could also be a sign for printing, packaging in particular, to take a different approach when dealing with "hardcore" video gamers. Printing could be better suited towards the creation of special edition packaging and/or the incorporation of promotional gifts within the game package. Both options would help drive the sales of the video game and its accompanying printed material, helping the printing industry to continue to have a place in video gaming households.

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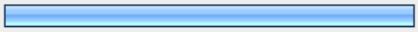
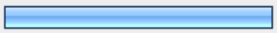
Appendix : Survey Results

1. Please indicate your age range:		Create Chart Download	
		Response Percent	Response Count
Younger than 13 years old		0.0%	0
13 years – 18 years old		6.8%	3
19 years – 21 years old		**52.3%**	**23**
22 years – 30 years old		34.1%	15
Older than 30 years old		6.8%	3
	answered question		**44**
	skipped question		**13**

2. If you go to school, please indicate which best describes you: (Choose as many as are applicable) Create Chart Download

	Response Percent	Response Count
Elementary/Middle school	0.0%	0
High school	0.0%	0
College: Architecture	0.0%	0
College: Liberal Arts	**92.5%**	**49**
College: Science and Mathematics	0.0%	0
College: Agriculture	0.0%	0
College: Engineering	3.8%	2
Graduate school	3.8%	2
Hide replies Other (please specify)	1.9%	1

1. Graduated College: Engineering — Mon, Apr 19, 2010 11:56 PM Find...

answered question	53
skipped question	4

3. If you go to college, please type in your field of study: Create Chart Download

	Response Percent	Response Count
I do not go to college.	3.8%	2
Hide replies **Field of study: (Examples: Graphic Communication, Computer Science, etc.)**	**96.2%**	**51**

1.	Graphic Communication	Tue, Apr 20, 2010 8:35 PM	Find...
2.	Graphic Communication	Mon, Apr 19, 2010 11:49 PM	Find...
3.	Medicine	Mon, Apr 19, 2010 8:22 PM	Find...
4.	Political Science	Mon, Apr 19, 2010 8:22 PM	Find...
5.	Graphic Communication: Packaging	Sun, Apr 18, 2010 7:17 PM	Find...
6.	Graphic Communications	Sat, Apr 17, 2010 9:51 PM	Find...
7.	Graphic communication	Sat, Apr 17, 2010 5:22 PM	Find...
8.	Graphic Communication	Sat, Apr 17, 2010 2:21 PM	Find...
9.	Graphic Communication	Fri, Apr 16, 2010 9:28 PM	Find...
10.	Graphic Communication	Fri, Apr 16, 2010 8:17 AM	Find...
11.	Graphic Communication	Fri, Apr 16, 2010 12:17 AM	Find...
12.	Graphic Communicaiton	Thu, Apr 15, 2010 7:56 PM	Find...
13.	graphic communication	Thu, Apr 15, 2010 6:56 PM	Find...
14.	Graphic Communication	Thu, Apr 15, 2010 6:32 PM	Find...
15.	Graphic Communications	Thu, Apr 15, 2010 5:06 PM	Find...

16.	Graphic Communication	Thu, Apr 15, 2010 4:18 PM	Find...
17.	GrC	Thu, Apr 15, 2010 3:41 PM	Find...
18.	Graphic Communication	Thu, Apr 15, 2010 3:18 PM	Find...
19.	Graphic Communication	Thu, Apr 15, 2010 2:53 PM	Find...
20.	Graphic Communications	Thu, Apr 15, 2010 2:42 PM	Find...
21.	Graphic Communication	Thu, Apr 15, 2010 2:39 PM	Find...
22.	Graphic Communication	Thu, Apr 15, 2010 2:11 PM	Find...
23.	Graphic Communication	Thu, Apr 15, 2010 1:45 PM	Find...
24.	Graphic Communication	Thu, Apr 15, 2010 1:01 PM	Find...
25.	Graphic Communication	Thu, Apr 15, 2010 12:52 PM	Find...
26.	Graphic Communication	Thu, Apr 15, 2010 12:41 PM	Find...
27.	Graphic Communication	Thu, Apr 15, 2010 12:27 PM	Find...
28.	Graphic Communication	Thu, Apr 15, 2010 12:14 PM	Find...
29.	Graphic Communication	Thu, Apr 15, 2010 12:09 PM	Find...
30.	Graphic Communication	Thu, Apr 15, 2010 11:32 AM	Find...
31.	Graphic Communication	Thu, Apr 15, 2010 11:30 AM	Find...
32.	Graphic Com	Thu, Apr 15, 2010 11:26 AM	Find...
33.	Graphic Communication	Thu, Apr 15, 2010 11:26 AM	Find...
34.	Graphic Communication	Thu, Apr 15, 2010 11:16 AM	Find...
35.	Graphic Communication	Thu, Apr 15, 2010 11:10 AM	Find...
36.	Graphic communication	Thu, Apr 15, 2010 10:58 AM	Find...
37.	Graphic Communication	Thu, Apr 15, 2010 10:52 AM	Find...
38.	Computer Science	Thu, Apr 15, 2010 10:52 AM	Find...
39.	GrC	Thu, Apr 15, 2010 10:52 AM	Find...
40.	Graphic Communications	Thu, Apr 15, 2010 10:49 AM	Find...
41.	Graphic Communication	Thu, Apr 15, 2010 10:49 AM	Find...
42.	Graphic Communication	Thu, Apr 15, 2010 10:48 AM	Find...
43.	print media	Thu, Apr 15, 2010 10:48 AM	Find...
44.	GrC	Thu, Apr 15, 2010 10:46 AM	Find...
45.	Graphic Communications	Thu, Apr 15, 2010 10:42 AM	Find...
46.	Graphic Communications	Thu, Apr 15, 2010 10:38 AM	Find...
47.	Graphic Communication, Computer Science	Thu, Apr 15, 2010 10:35 AM	Find...
48.	graphic communication	Thu, Apr 15, 2010 10:27 AM	Find...
49.	Graphic Communication	Thu, Apr 15, 2010 10:24 AM	Find...
50.	Graphic Communication	Thu, Apr 15, 2010 10:21 AM	Find...
51.	Graphic Communication	Thu, Apr 15, 2010 10:20 AM	Find...

100 responses per page

	answered question	**53**
	skipped question	**4**

4. Do you play video games? If so, how often do you play on average? (Choose one: scale from 1 to 10) Create Chart Download

	Response Percent	Response Count
1 (No, I don't play.)	15.8%	9
2 (I play several hours a year.)	**29.8%**	**17**
3	7.0%	4
4 (I play several hours a month.)	17.5%	10
5	14.0%	8
6 (I play several hours a week.)	8.8%	5
7	3.5%	2
8 (I play several hours a day.)	3.5%	2
9	0.0%	0
10 (Video games are my life. I play all day, stopping only for my bodily needs, such as food, bathroom, and sleep.)	0.0%	0
	answered question	**57**
	skipped question	**0**

5. What kinds of video games do you play? (Choose as many as are applicable)

Create Chart | Download

	Response Percent	Response Count
I do not play video games.	14.0%	8
Action/Adventure	**54.4%**	**31**
Fantasy	26.3%	15
Fighting	29.8%	17
Racing	45.6%	26
Puzzle	42.1%	24
Sports (football, basketball, golf, boxing, etc.)	19.3%	11
FPS (First Person Shooter)	35.1%	20
RPG (Role Playing Game)	28.1%	16
MMORPG (Massively Multiplayer Online Role Playing Game)	10.5%	6
Hide replies Other (please specify)	3.5%	2

1.	Strategy	Thu, Apr 15, 2010 12:52 PM Find...
2.	Music: Rock band; Guitar Hero	Thu, Apr 15, 2010 10:52 AM Find...

	answered question	**57**
	skipped question	**0**

6. How often do you buy a new video game? (Choose one) Create Chart Download

	Response Percent	Response Count
1-7 times a week	0.0%	0
1-3 times month	8.8%	5
1-11 times a year	**43.9%**	**25**
I do not buy video games; I download them using a file sharing system on the Internet.	7.0%	4
I do not buy video games; I borrow them from my friends.	15.8%	9
I do not buy video games; I rent them from a store or GameFly.com.	0.0%	0
I do not buy nor play video games.	12.3%	7
Hide replies Other (please explain)	12.3%	7

1.	Usually every couple of years	Tue, Apr 20, 2010 8:35 PM Find...
2.	i dont buy video games i have them from when i was younger	Sat, Apr 17, 2010 5:22 PM Find...
3.	My friend has Smash Bros and he makes me play against him.	Thu, Apr 15, 2010 7:56 PM Find...
4.	Sometimes I buy them, sometimes I download them	Thu, Apr 15, 2010 3:18 PM Find...
5.	I havent bought one since 7th grade	Thu, Apr 15, 2010 11:26 AM Find...
6.	online games	Thu, Apr 15, 2010 10:52 AM Find...
7.	Used to buy them, now i play them online	Thu, Apr 15, 2010 10:27 AM Find...

	answered question	**57**
	skipped question	**0**

7. How often do you buy downloadable content for your existing video games? (Choose one)

Create Chart | Download

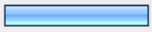
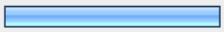
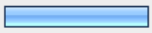
	Response Percent	Response Count
Everyday	0.0%	0
1-4 times a week	0.0%	0
1-3 times month	3.5%	2
1-11 times a year	10.5%	6
Less than once a year	19.3%	11
I do not buy downloadable content for my video games.	**52.6%**	**30**
I do not buy nor play video games.	14.0%	8
	answered question	**57**
	skipped question	**0**

8. What influences you to purchase the video game and/or downloadable content? (Choose as many as are applicable) Create Chart Download

	Response Percent	Response Count
Online published reviews	42.1%	24
Printed published reviews	22.8%	13
Radio reviews or advertisements	5.3%	3
Word-of-mouth (friends, family, colleagues, coworkers, etc.)	**66.7%**	**38**
Printed ads (magazine, newspaper, billboard, poster)	14.0%	8
Packaging	22.8%	13
I do not purchase my video games and/or downloadable content. I receive them as gifts.	12.3%	7
I do not purchase nor play video games.	19.3%	11
Hide replies Other (please explain)	3.5%	2

1.	To clarify for question 10: What attracts me to play a game is not a window to see into the box's contents, but the imagery and description of the game itself. I play a game based on what the game looks like, what features it has, and sometimes how attractive the imagery is from the game which can be found on the box. Sometimes boxes are designed exceptionally attractively with ingame motifs or artwork. Video games are very much misunderstood as an art form, another way to make an interactive story with beautiful art! I am disappointed that the box's artwork or beautiful design was not considered for this question; only the materials of the box itself. That misses the entire point of game package design!	Thu, Apr 15, 2010 12:52 PM Find...
2.	TV advertisements	Thu, Apr 15, 2010 10:24 AM Find...

	answered question	**57**
	skipped question	**0**

9. Would you buy a video game without its packaging? (Choose one: scale from 1 to 10)		Create Chart Download	
		Response Percent	Response Count
1 (I do not buy video games.)		17.5%	10
2 (Never; I cannot buy a video game without its packaging.)		7.0%	4
3 (Not likely; the packaging is essential to the purchase of the video game, but if the price and quality is right, I will buy the game without its packaging.)		**26.3%**	**15**
4		5.3%	3
5 (Neutral; I do not care. I could go either way.)		17.5%	10
6		0.0%	0
7 (Likely; the game quality is of utmost importance. I only care about the packaging when I am purchasing a top-rated game or one of my all-time favorite games.)		10.5%	6
8 (More likely; the game quality is of utmost importance. I only care about the packaging for the special editions.)		1.8%	1
9 (Highly likely; absolute minimal packaging is only necessary to protect the game.)		7.0%	4
10 (Absolutely yes; I only care about the game.)		7.0%	4
	answered question		**57**
	skipped question		**0**

10. What part of the video game packaging attracts and influences you to make the purchase? (Choose as many as are applicable)

Create Chart | Download

	Response Percent	Response Count
Foil embossing	31.6%	18
Windows to see through the package	19.3%	11
Package shape	**38.6%**	**22**
Tin box	19.3%	11
Limited edition	29.8%	17
Inclusion of special promotional gifts	36.8%	21
I do not care about the packaging.	19.3%	11
I do not buy nor play video games.	21.1%	12
	answered question	**57**
	skipped question	**0**