

A SURVEY OF BEHAVIOR INTERACTIVE DURING ONLINE GAMEPLAY: SKILLS, DURATION, AND MONEY SPENT

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ABSTRACT: This report reviews a behavior of online game players in Thailand. The context of behavior interacts emphasizes the relationship of player's skill, duration to play and the money spent. The survey focuses on the players at tertiary level during play League of Legends. This paper aims to map the relationship between players' skill and their behavior and demographic. The player's skills are examined through activities during play. The findings may contribute to game industry and game education theme in Thailand in terms of player's behavior.

Keywords: Behavior Interactive, Online gameplay, League of Legends, Player skill, Game

1. INTRODUCTION

Nowaday, game industry is the most popular in the world. Especially League of Legends is an online game which known as LOL, in the game, players assume the role of character which unique abilities and battle against a team of other players or computer-controlled. As game industry is rapidly growing, the behavior of online game player or gamer is the most important to concentrate because of the most of online game player are adolescents and that different from children and adult such as physical, emotional social life and cognitive that match with E.S. Poole and T. Peyton [1] research, they found capabilities and needs of adolescent are differed from children and adult.

The objective of this paper are map the relationship between players' skill and their behavior and demographic for contribute the result to game industry and game education in Thailand.

2. LITERATURE REVIEW

The article of T. Haiey and et.al [5] study about difference motivation of online gamer and the result of that are playing game is an activity which participate many online people, develop their game skill, interesting, enjoyable and excitement. Sehar Shahzad Farooq and et.al [3] collected the data of interpret behavior of the game player and the result can also be used to develop good quality games and improve user interface. Popular online games also reflect important features of human behavior [2]. As Sihai Zhang and et.al [4] research which present behavior statistics of online Go game players and they found new insight into the players behavior in online games.

3. METHODOLOGY

The study survey from 300 respondents which participate in LOL esports tournament "DPU Championship 2016 by Garena" and the data from Garena Thailand which level in LOL game of them, money spent and total time played of all participants in August 2016.

4. RESULT AND DISCUSSION

The questionnaire was designed to collected a profile of the respondents, gender, age, name which their used in LOL game, address, educational level and their institution. Profile of respondents regarding to age, education level and gender are shown in Table 1, 2, and 3. Most of them in age between 16-20 years (55%), currently study at university (99.33%) and most of them are male (90.67%)

Table 1 Age distribution of respondents.

Age (Years)	Frequency	Percent
10-15	1	0.33%
16-20	165	55.00%
21-25	114	38.00%
26-30	19	6.33%
31-35	1	0.33%
Total	300	100.00%

Table 2 Education level of respondents.

Education Level	Frequency	Percent
High School	2	0.67%
University	298	99.33%
Total	300	100.00%

Table 3 Gender of respondents

Gender	Frequency	Percent
Male	272	90.67%
Female	28	9.33%
Total	300	100.00%

The data from Garena Thailand in August 2016 with money spent in LOL game, total time played and player skill level are shown in Table 4, 5 and 6. The most of money in game which respondents spent are 0 to 3000 RP (63%). The most duration times which they use per month are 0 – 3000 hours (74.67%). The most of player skill is level 20 – 30 (98.67%).

Table 4 Money spent in LOL currency (RP)

Money Spent in LOL (RP)	Frequency	Percent
0 - 3000	189	63.00%
3001 – 6000.	0	0.00%
6001 - 9000	12	4.00%
9001 - 12000	99	33.00%
Total	300	100.00%

Table 5 Total time played

Total played time	Frequency	Percent
0 - 3000	224	74.67%
3001 - 6000	67	22.33%
6001 - 9000	7	2.33%
9001 - 12000	2	0.67%
Total	300	100.00%

Table 6 Player skill level

Player Skill Level	Frequency	Percent
1 - 10	3	1.00%
11 - 20	1	0.33%
20 - 30	296	98.67%
Total	300	100.00%

The average of online game player skill, age, money spent, total played time shown in Table 7. The average of age in player skill level duration 1 to 10 is 24.33, 11 to 20 is 18 and 20 to 30 is 20.77. Average of money spent of player skill level duration 1 to 10 is 0, 11 to 20 is 0 too and 20 to 30 is 1351.94. The average of total played time of player skill level between 1 to 10 is 9, 11 to 20 is 15 and 20 to 30 is 2047.23

Table 7 Average of online game player skill, age, money spent and total played time

Player Skill Level	Average of age	Average of money spent	Average of total played time
1 - 10	24.33	0	9
11 - 20	18	0	15
20 - 30	20.77	1354.94	2047.23
Total	20.80	1354.94	2016.25

5. CONCLUSION

As the data from questionnaire and Garena Thailand about online game player, we find total average of age of online gamer which play League of Legends game is 20.80 years, total average money spent is 1354.94 RP and total average of total played time is 2016.25 hours per month. We found online game player which in skill level between 20 to 30 are the most spent money in game and this skill level is the most spent total time in LOL too.

12. REFERENCES

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