Online Games

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Factors that contribute to the success of a game

Challenge

  Task that are satisfying to complete, that require the right amount of work to create a sense of accomplishment and enjoyment

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Goals and Feedback

When the games have defined goals, the players know what needs to be done to win

Feedback helps the player to know how well he is doing at achieving the goals

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Premisse

Establish the action of the game within a setting or metaphor

Without a dramatic premise games would be too abstract to players develop an interest to the outcome of the game

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Character

Are the agents through whose actions the drama is told

Story

Players are interactive participants who can change the outcome of the story

It could be a branching storyline or a story that emerges from gameplay

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Conflict

Draw the players into the game emotionally by creating a sense of tension as to the outcome

Conflict is introduce when the protagonist has a goal that's opposed by the environment, an antagonist or a boot

World of Warcraft

- WoW is a massive multiplayer online role playing game

- Is the best selling pc game of any genre in the U.S

- It has 6.5 million active subscribers, 1 million in Europe and 1.5 in China

World of Warcraft

In WoW you can:
- Create a character with different qualities such as: intellect, strength, stamina and agility.

- Explore Azeroth, a medieval fantasy world

- Advance through 60 levels and win rewards

- Complete quests

- Socialize

World of Warcraft

In the game the player have 3 tipes of servers that they can play:

- PvP: is a player vs player server

- PvE: player vs enviroment   where a player cannot kill another player

- RP: for players that prefer to play a role during the game

The Social Aspect of WoW

In WoW we can find different social interactions like:

- Many players help other players that are stranger to them

- Distant friends keep in touch by playing WoW

- Families play together to keep in touch or to have an activity in common

The Social Aspect of WoW

- During the game most of the player group with others in:

- Raids

- Friends lists

- Guilds

- Battlegrounds

Guilds

- Guilds are long-term groups which range in size from a small handful to a couple hundred players

- Guilds may be highly organized and goal driven

- There were several cases in the sample of real-world collections of friends or families playing together as a guild of their own, or as a family unit within a moderately sized guild

- In large guilds normally are formed small groups of players that play together

Guilds

- Most common reason to seek a particular guild type is to accomplish game goals

- Some players in a high level join to a large guild to have access to high end content

- The social bond in small guilds is stronger that in large guilds

Guilds

Players migrate from guilds because:

- Bigger the guild is higher the chance of a conflict in styles or ethics

- Some of the players stay in a guild until they have all the benefits from it

- Poor leadership

Guilds

- Players can be kick out is no comply with the guild rules

- Drama

- Poor leadership

- Difference in levels between members

Why wow is so successful?

- WoW smoothly increase reward and difficulty and reinforce player to commit along the way.

- When some of the players play alone they prefer to play WoW instead of a play alone game because of the social factor

- Chats that allow to talk to all the players and exclusive chat to guild members

- The possibility of players to join groups where they can found help and socialize