CULTURAL 2.0 HERITAGE

YOUR GUIDE TO

THE GAMER MOTIVATION FRAMEWORK
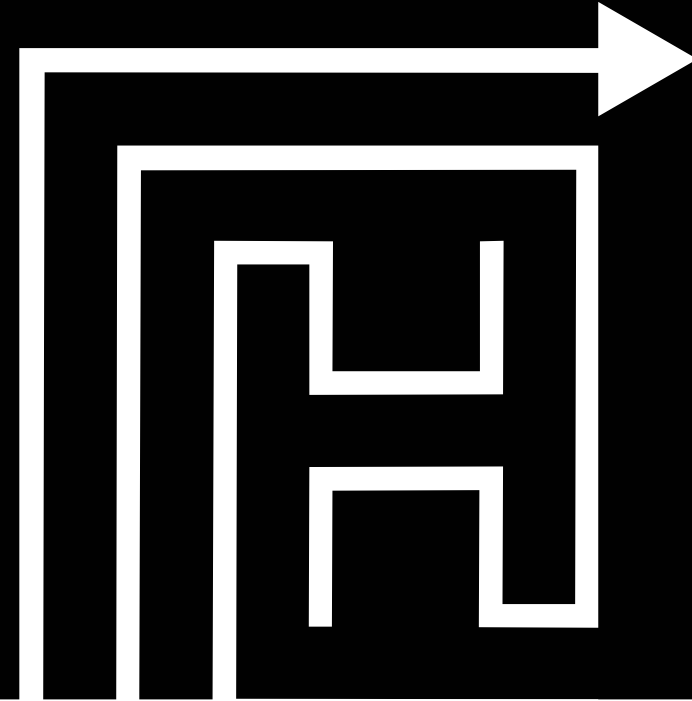
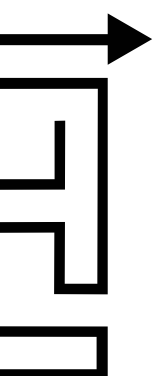# USE THE MOTIVATIONS OF GAME DESIGN TO ENGAGE PARTICIPANTS IN CHO ACTIVITIES AND EXPERIENCES

As a means of transforming CHOs from being elitist institutions of expert knowledge to embracing cross-cultural community engagement, it is important to explore new ways of participative learning and collaboration. One way is to investigate the motivational factors of gaming as this field has tremendous expertise in the creation of engaging environments.

MOTIVATIONAL TYPES

For CHOs to stay relevant it is important to experiment with new approaches to the way we are designing projects and activities for our audiences.

Understanding the gamer motivation framework can help CHOs engage visitors by tailoring experiences that resonate with their motivations.

The gamer motivation framework consist of six motivational types:

- **Immersion**
- **Creativity**
- **Action**
- **Social**
- **Mastery**
- **Achievement**

In the next slides we will investigate the types in more detail.

IMMERSION

Fantasy: The desire to be someone else somewhere else.

Story: The importance of an elaborate storyline and interesting characters.

Gamers with high Immersion scores want games with interesting narratives, settings, and customisation options so they can be deeply immersed in the alternate worlds created by games.

CREATIVITY

Design: The appeal of expression and deep customization.

Discovery: The desire to explore, tinker and experiment with the game world.

Gamers with high Creativity scores are constantly experimenting with their game worlds and tailoring them with their own designs and customisations.

ACTION

Destruction: The enjoyment of chaos, mayhem, guns and explosions.

Excitement: The enjoyment of games that are fast paced, intense and provide an adrenaline rush.

Gamers with high Action scores are aggressive and like to jump in the fray and be surrounded by dramatic visuals and effects.

SOCIAL

Competition: The enjoyment of competing with other players.

Community: The enjoyment of interacting and collaborating with other players.

Gamers with high Social scores enjoy interacting with other players, often regardless of whether they are collaborating or competing with them.

MASTERY

Challenge: The preference for games of skill and enjoyment of overcoming difficult challenges.

Strategy: The enjoyment of games that require careful decision making and strategic thinking.

Gamers with high Mastery scores like challenging gaming experiences with strategic depth and complexity.

ACHIEVEMENT

Completion: The desire to complete every mission, every collectible and discover hidden items.

Power: The importance of becoming powerful within the context of the game world.

Gamers with high Achievement scores are driven to accrue power, rare items, and collectibles, even if this means grinding for a while.

FURTHER USE

Considering the gamer motivation framework when designing activities will lead to benefits as enhancing visitor engagement, increasing repeat visits and better learning outcomes.

E.g. by encouraging visitors to engage with to exhibits to complete challenges and earn rewards, uncover new discoveries, compete against others, share their experiences and learn together with each other.

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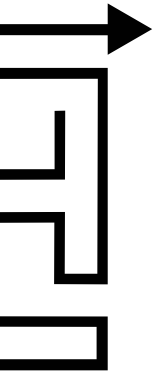
Source: Quantic Foundry

OER prepared by Rasmus Kastrup Brorly,
University of Copenhagen