

# PLAYER TYPES

WHAT PEOPLE FIND FUN IN GAMES

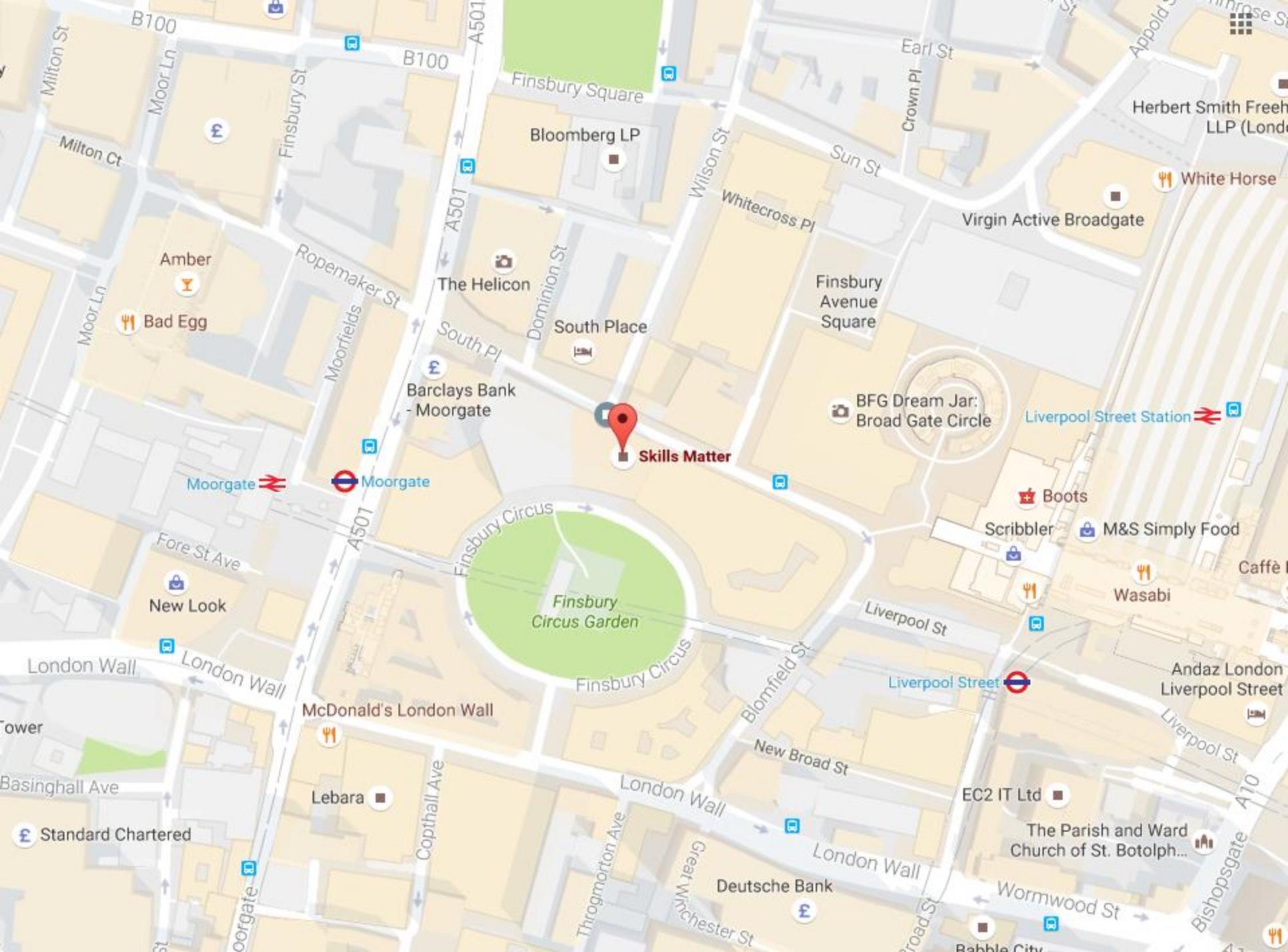
**USER ACQUISITION SOCIETY**

22<sup>ND</sup> SEPTEMBER, 2016

PROF. RICHARD A. **BARTLE**

UNIVERSITY OF **ESSEX**, UK

HELLO, I'M VERY PLEASED TO BE HERE...



Skills Matter

Bloomberg LP

The Helicon

Barclays Bank - Moorgate

Finsbury Circus Garden

McDonald's London Wall

Lebara

Amber

Bad Egg

New Look

Standard Chartered

Finsbury Square

South Place

South Pl

Finsbury Circus

London Wall

Copthall Ave

Moorfields

Ropemaker St

Fore St Ave

Basinghall Ave

Wilson St

Dominion St

Whitecross Pl

Blomfield St

Throgmorton Ave

Moor Ln

Moor Ln

London Wall

Moorgate

Sun St

Finsbury Avenue Square

Whitecross Pl

New Broad St

Great Wkchester St

Earl St

Crown Pl

Liverpool St

Wormwood St

White Horse

Virgin Active Broadgate

BFG Dream Jar: Broad Gate Circle

Liverpool Street Station

Boots

Scribbler

M&S Simply Food

Wasabi

Caffe

Andaz London Liverpool Street

EC2 IT Ltd

The Parish and Ward Church of St. Botolph...

Deutsche Bank

Babble City

Bishopsgate

410

41

41

...TODAY, TO TALK TO THE...



# UA SOCIETY

A core network of  
performance  
marketing leaders  
from top mobile  
gaming companies

USER ACQUISITION SOCIETY. MY NAME  
IS RICHARD BARTLE...

A middle-aged man with short, graying hair is shown from the chest up. He is wearing a dark suit jacket over a light blue, vertically striped dress shirt. He is looking towards the camera with a neutral expression. His hands are clasped together in front of him, holding a white rectangular sign. The sign has black text on it. The background is a plain, light-colored wall.

**DR RICHARD A. BARTLE**

WILL TEACH FOR FOOD

...AND I'M PROFESSOR OF COMPUTER  
GAME DESIGN AT THE UNIVERSITY OF  
ESSEX...



...HERE IN ENGLAND.

**NOT  
ENGLAND**

**ENGLAND**

**TERRA  
INCOGNITA**



I'M A GAME DESIGNER, SO KNOW  
NOTHING ABOUT USER ACQUISITION.



HOWEVER, I DO KNOW ABOUT GAME  
DESIGN.



**DiGRA and FDG**  
First Joint International Conference  
1 - 6 August 2016, Dundee, Scotland

Hosted By:  **Abertay University.**

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EUROPE & SCOTLAND  
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Investing in a Smart, Sustainable and Inclusive Future

### Confirmed Keynote Speakers



**Richard A. Bartle** has been playing and designing what we now call MMOs longer than anybody, having in 1978 co-written MUD – the progenitor of the entire genre. His famous Player Types model has seen widespread adoption by the MMO industry and beyond.

His book, *Designing Virtual Worlds*, is the classic text on the subject and he is an influential writer on all aspects of online game design. In 2010, he was the first recipient of the Game Developers Choice award of Online Game Legend.

He is Honorary Professor of Computer Game Design at the University of Essex, England, where it all began. He's also innumerable characters in MMOs.



**Ju Row Farr** is one of the founding members of Blast Theory which started in 1991. She studied textiles and fine art at Goldsmiths and trained originally as a dancer.

IN PARTICULAR, I KNOW MASSIVELY-  
MULTIPLAYER GAMES INSIDE-OUT...

RICHARD A. BARTLE



# MMOS FROM THE INSIDE OUT

The History, Design, Fun, and Art of  
Massively-Multiplayer Online Role-Playing Games

Apress®

...AND INDEED OUTSIDE-IN.

RICHARD A. BARTLE



# MMOs FROM THE OUTSIDE IN

The Massively-Multiplayer Online Role-Playing Games  
of Psychology, Law, Government, and Real Life

Apress®

TODAY, I'M GOING TO BE TELLING YOU  
SOMETHING ABOUT PLAYER TYPES...



ACTUAR

JUGADORES

MUNDO



INTERACCIÓN

@professorg

...OR "BARTLE TYPES" AS THEY ARE  
SOMETIMES KNOWN, AS I INVENTED  
THEM.

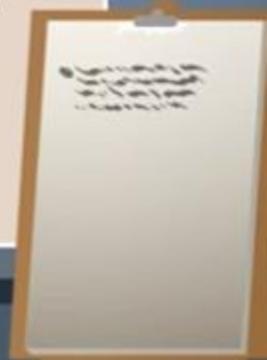
# CHARACTER IDENTITIES



BARTLE TEST



WHO ARE YOU?



I DEVELOPED THESE BECAUSE 38 YEARS  
AGO, I...



...AND A FRIEND, ROY TRUBSHAW...



...TOGETHER INVENTED WHAT ARE NOW  
CALLED MMOS.



THAT'S NOT WHAT OURS LOOKED LIKE,  
THAT'S *WORLD OF WARCRAFT*. OURS  
LOOKED LIKE THIS...

LOGGING MUD ON 15TH OCTOBER 1980 AT 14:56:22

\*SCORE

YOUR SCORE SO FAR IS 0

STRENGTH=51, STAMINA=85, DEXTERITY=37

WEIGHT CARRIED=0 (MAX. WEIGHT=51000G.)

MAXIMUM STAMINA=85

IF YOU QUIT NOW YOUR LEVEL OF EXPERIENCE WOULD BE NOVICE

GAMES PLAYED TO DATE 1

\*WIZARD MODE

\*SORCERY

WELCOME ON MASTER!

-----S

ROOM PATH

PATH.)

YOU ARE STANDING ON A PATH WHICH LEADS OFF A ROAD TO THE NORTH, TO  
COTTAGE SOUTH OF YOU.) TO THE WEST AND EAST ARE SEPARATE GARDENS.)

-----S

ROOM HALL

HALL.)

YOU ARE STANDING IN AN ODDLY SHAPED HALL.) TO THE SOUTH IS A DOOR  
THE EAST IS, AN ARCHWAY AND SOME DARK FORBIDDING STAIRS LEAD UPWARD  
TO THE SOUTHEAST.) IMMEDIATELY TO THE WEST IS A FITTED WARDROBE, A  
SOME PERIF, GRANITE STEPS TO THE SOUTHWEST LEAD DOWN YARDS TO THE  
KITCHEN DOOR IS LOCKED SHUT.)

PLAYER TYPES EXPLAIN WHAT PEOPLE  
WHO PLAY MMOS FOR FUN FIND FUN  
IN THEM...



...OR NOT. MOST PEOPLE WHO PLAY  
MMOS REGARD THEM AS BEING  
BASICALLY GAMES.

[Out] [Tormenaa]: oh ok  
You receive 172 credits.  
You receive: [Jedi Bastalord's Boots]  
Guss Turo: "Don't make me use this lightsaber!"  
You gain 364 Legacy experience!  
You gain 2062 experience.  
You have reached level 50!

SILKY  
SILKY Has Reached:  
**LEVEL 50**

Guss Turo: 179

+2062 XP

- The Corona Gang (R) Defeat Corona Gangsters
- Droid Hunt Defeat Imperial Droids. O
- Factory Recon Speak to Deena Be
- Liberate Collect Shock Collar
- The Final Sco Find a Vacant Escape

Flashpains Hard Mode  
Operations



50

SILKY  
Gunslinger

50



WE CALL THESE "ACHIEVERS". SOME LIKE  
THE THRILL OF EXPLORING SOMEWHERE  
NEW.



WE CALL THESE "EXPLORERS". SOME  
LIKE HANGING OUT WITH THEIR  
FRIENDS.



WE CALL THESE "SOCIALISERS". FINALLY,  
SOME LIKE BEING JERKS.

Trellick's corpse



WE CALL THESE "KILLERS". WE CAN  
PLOT THESE FOUR TYPES ON A GRAPH.

# ACTING



**PLAYERS**

**WORLD**



**INTERACTING**

THE THEORY SAYS THAT THESE FOUR  
TYPES ARE PRESENT IN ALL MMOS...

# ACTING



**PLAYERS**

**WORLD**



**INTERACTING**

...SO NORMALLY IT'S ILLUSTRATED WITH  
WORDS, RATHER THAN MINI-  
SCREENSHOTS.

**ACTING**

KILLERS

ACHIEVERS

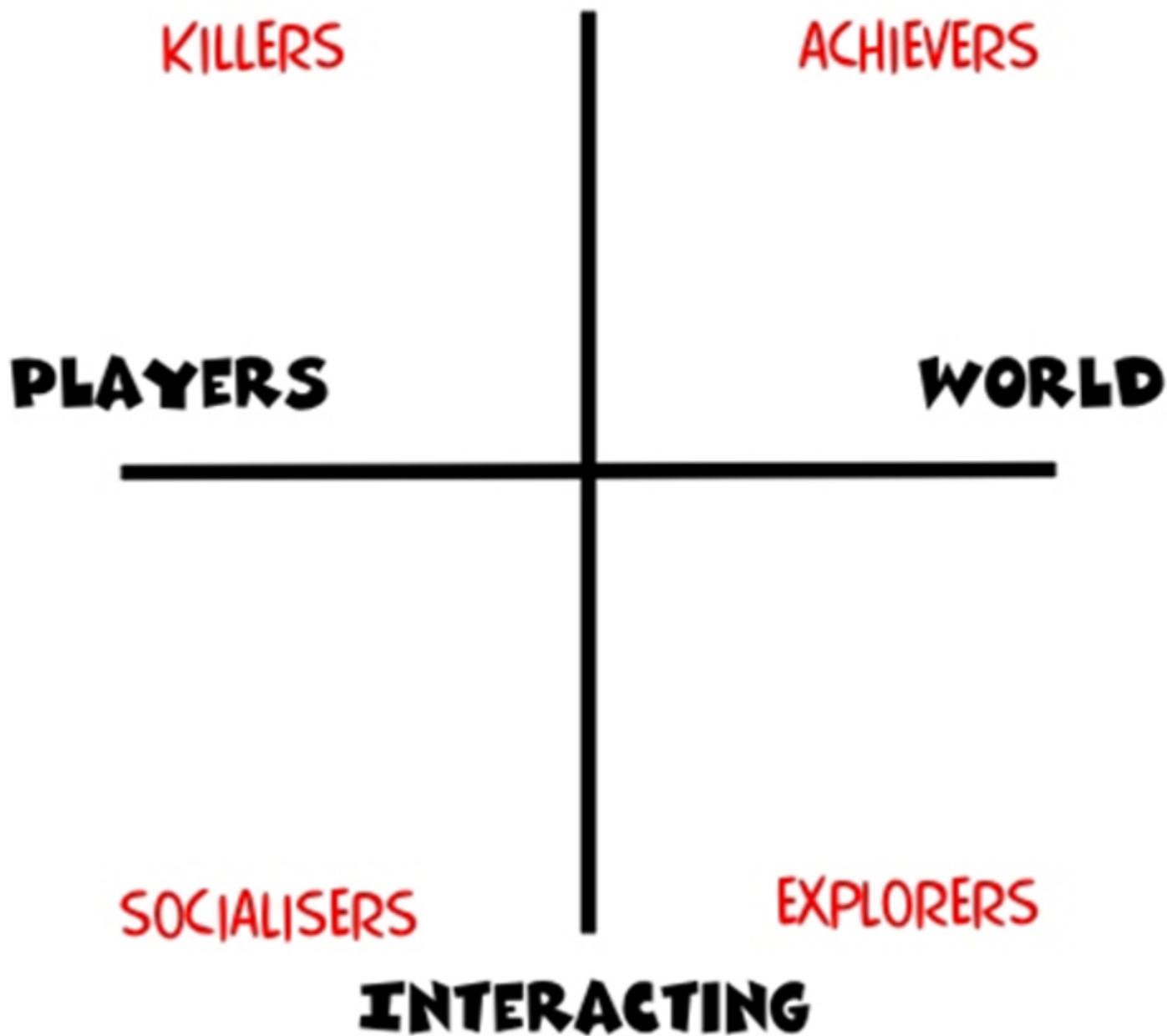
**PLAYERS**

**WORLD**

SOCIALISERS

EXPLORERS

**INTERACTING**



HOWEVER, THERE'S EVIDENCE THAT THESE  
TYPES ARE PRESENT IN MOST GAMES  
THAT HAVE MORE THAN ONE PLAYER.



AN EXAMPLE OF WHY THE THEORY IS  
USED: *GOPETS* CARPET-BOMBED THE  
SOCIAL QUADRANT AND DID OK...



...BUT WHEN THEY ADDED CONTENT FOR  
ACHIEVERS AND EXPLORERS, THEIR  
REVENUE DOUBLED WITHIN A WEEK.



YOU NEED A HEALTHY MIX OF PLAYERS  
FOR A HEALTHY GAME...

ACTING



PLAYERS

WORLD



ENTERTAINING

...BECAUSE IF YOU GET THE MIX  
WRONG, THE PLAYERS WILL LEAVE.



PLAYER TYPE THEORY IS USED IN OTHER  
FIELDS TOO, FOR EXAMPLE  
GAMIFICATION...



SO THE REASON I'M HERE IS IN CASE  
IT'S USEFUL FOR USER ACQUISITION,  
TOO.



LET'S TAKE A LOOK AT WHAT EACH  
TYPE LIKES AND DISLIKES.

# CHRONICLE

Position	Character	Secret Society	Cabal	XP
41	Irena Heccate Drakos	 Illuminati	Scorpio [1]	4,335,284,545
42	Takumi To-fu Fujiwara	 Dragon	- Corporation -	4,331,897,806
43	Rakula Rakula Evans	 Templar	Rosa Kompaniet	4,317,861,669
44	Arthur Madwag Fiorey	 Illuminati	Plus Lucis	4,303,151,556
45	Marta Warsaw Syrwid	 Templar	Crimson Tide	4,253,825,552
46	Clark Ascle Kent	 Illuminati	R.E.D	4,217,619,764
47	Roy Nexus6 Batty	 Templar		4,215,429,226
48	Michaela Grieved Bransen	 Dragon	Fenrir's Legacy	4,208,804,073
49	DeadIlluminati DeadIlluminati DeadIlluminati	 Illuminati	Scorpio [1]	4,199,573,937
50	Mareigh Mareigh First	 Templar	The Forgotten Saints	4,194,406,456
51	Silvers Nobunnaga Rayleigh	 Illuminati	Lamia Scale	4,191,170,626
52	Rock Eddy667 Rolf	 Dragon	-Kaizen-	4,182,247,631
53	Malcom OLDSOUL King	 Illuminati	Lavanauts	4,173,152,934
54	Tito Galbax Tabasco	 Templar	La Loge du graal	4,171,279,548
55	Rinellie Ribara Baranriel	 Dragon	The League of Monster Slayers - [D]	4,160,806,454
56	Martin Maschine1 Brundle	 Illuminati	Taranis	4,092,482,637
57	John Havie Reese	 Dragon	<u>Wicked Pencil Mates</u>	4,057,684,837
58	Renee Mikunawa Jensen	 Templar	The League of Monster Slayers - [T]	4,053,099,129
59	Florian DerSenfmann Huehnerschreck	 Dragon	Das Netz	4,045,759,104

ACHIEVERS LIKE ACCOMPLISHING THINGS,  
WHICH IN MMOS MEANS HAVING  
VISIBLE MARKERS OF IMPROVEMENT.



1,200

550  
Max 1,500

600  
Max 4,500

Occasionally, tasks may test your patience, but who says money can't buy time? I have quite the polarizing solution to make that timer disappear.

Soft Rock



Sh

THEY LOATHE AND DESPISE ANYTHING  
THAT LOOKS LIKE PAY-TO-WIN ...  
EXCEPT WHEN IT'S THEM PAYING TO  
WIN.



EXPLORERS LIKE FINDING THE NEW AND  
WORKING THINGS OUT.



# Elitist Jerks has killed Wow

GENERAL DISCUSSION



**Mynxy**

85 Troll Druid

0

21 posts

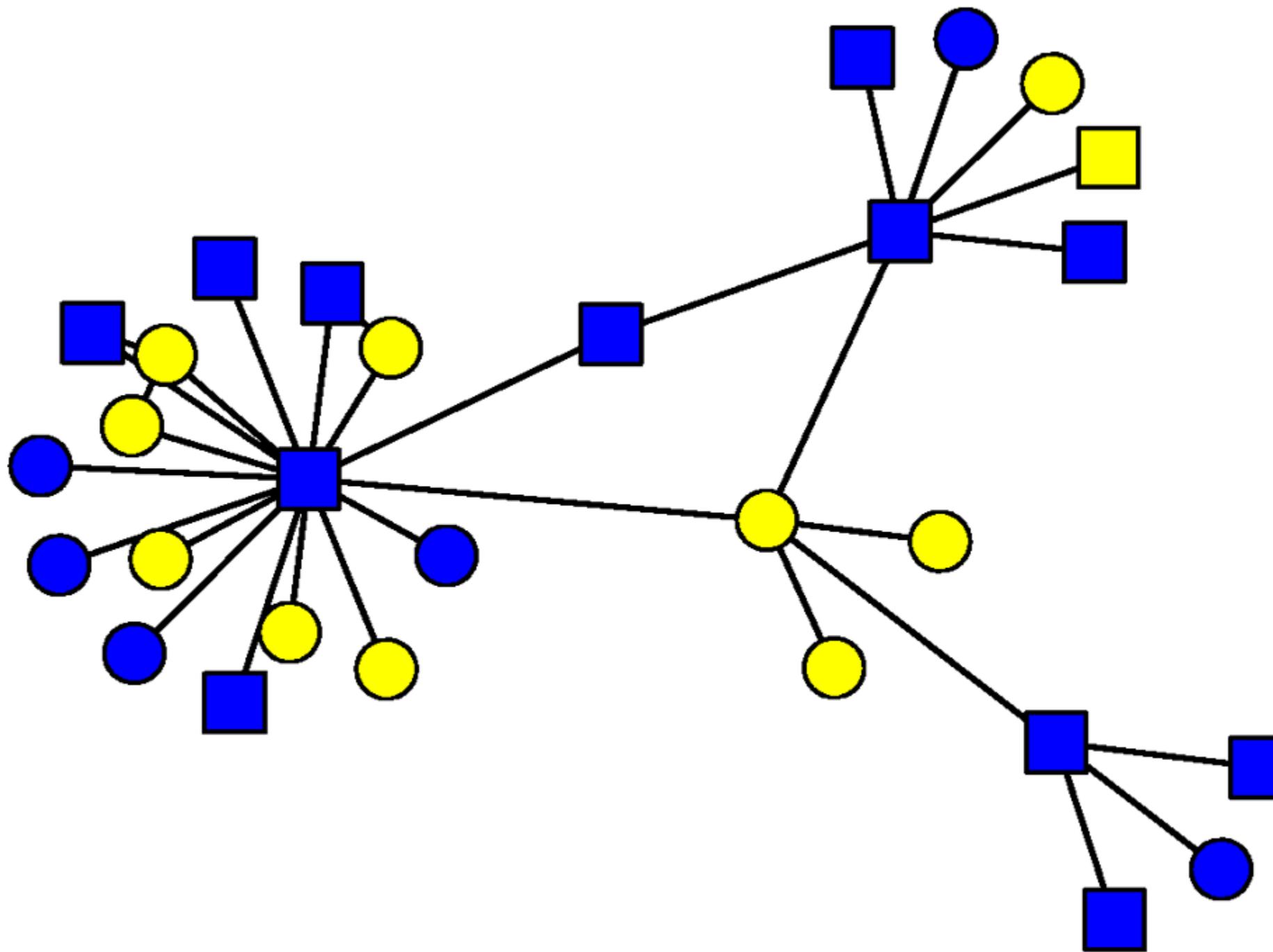
Jan 10, 2011 (Edited)  -3

Im all ready for the flaming nerdrage name calling to begin but you know what I not care.

ElitistJerks and websites like that have ruined this game..they have turned it into a Machine where players are made fun of,kicked from groups or guilds just because you do not want to play a game where in order to be Viable in EndGame you have to follow some Algorithmic Rotation plan for every encounter.

The Game has evolved into a Starcraft'esq game where you cannot be competitive unless you can pull 700 APM(Actions Per Minute)or in the case of World of Warcraft you have to follow a very specific and unforgiving series of "rotations" that are not even Generated in game but instead generated by a Computer Program that you can download for your Class from the EJ website where you input in your Spec,Gear and Encounter and it tells you exactly what the optimal Rotation is.

THEY DON'T LIKE BEING LATE TO THE PARTY AND FINDING EVERYTHING HAS BEEN DONE ALREADY, SO INCREMENTAL CHANGE CAN HELP HERE.



SOCIALISERS LIKE COMMUNICATING.  
GIVE THEM PLENTY OF OPPORTUNITY TO  
TALK. IT DOESN'T HAVE TO BE  
IMPORTANT TALK, JUST ACCESSIBLE  
TALK.



SOCIALISERS DON'T LIKE GATED  
COMMUNITIES WHICH ARE PARTITIONED  
OFF FROM ONE ANOTHER.



Please do not

feed the trolls!

KILLERS LIKE – LOVE – ATTENTION. THEY  
SEEK IT THROUGH INFAMY. SOCIALISERS  
ARE THEIR NATURAL PREY.



KILLERS DON'T LIKE BEING HUMILIATED.  
EXPLORERS ARE PARTICULARLY GOOD AT  
DEFEATING KILLERS.

CAREFUL! PLAYER TYPE THEORY IS  
OFTEN MISUSED. PEOPLE WILL  
ROUTINELY GIVE THE WRONG  
REWARDS...

September 15<sup>th</sup>

6 0 0	1 1	7	2	5 2	<p>good. ★</p> <p>5 5 ✓</p> <p>1 0 6 ✓</p> <p>3 1 4 ✓</p> <p>5 7 0 ✓</p> <p>1 0 0</p> <p>1 3 5</p> <p>2 9</p> <p>1 0 5</p> <p>2 0 7</p> <p>3 9 2</p> <p>1 7 6</p>
100 10 1	100 10 1	100 10 1	100 10 1	100 10 1	
3 1	2 3 5	2 3 5	2 3 5	2 3 5	
100 10 1	100 10 1	100 10 1	100 10 1	100 10 1	
4 0 7	1 1 6	1 1 6	1 1 6	1 1 6	
100 10 1	100 10 1	100 10 1	100 10 1	100 10 1	
5 5	1 7	1 7	1 7	1 7	
100 10 1	100 10 1	100 10 1	100 10 1	100 10 1	
2 6	1 1 1	1 1 1	1 1 1	1 1 1	
100 10 1	100 10 1	100 10 1	100 10 1	100 10 1	

...SUCH AS ACHIEVEMENT REWARDS TO  
SOCIALISERS...



...AND CALLING ACHIEVERS KILLERS.

BULLET-POINT-ONLY USERS ALSO DON'T  
THINK MUCH ABOUT BALANCE.



SO, THIS HAS BEEN A VERY FAST  
OVERVIEW OF PLAYER TYPES.

نابودگرها



تقابل



فاه طلبها

بازینها

جهان



معاشرتیها

تعامل



کاوشگرها

IT TAKES ME THREE HOURS TO TEACH  
THE FULL THEORY TO MY STUDENTS...



BARTLE



MAAS



ADEBAYO



DEAR

UC

ESSEX

0

...BUT I'M HOPING YOU'VE HAD ENOUGH  
OF A TASTE TO KNOW WHETHER IT'S  
GOING TO BE OF INTEREST TO YOU OR  
NOT.

## REFERENCES

- **EXTRA CREDITS**

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=YXPWZLTDNOW](https://www.youtube.com/watch?v=YXPWZLTDNOW)

- [HTTPS://WWW.YOUTUBE.COM/WATCH?V=IDRDUAQXM U](https://www.youtube.com/watch?v=IDRDUAQXM U)

THIS EXPLAINS THE THEORY FAR BETTER  
THAN I CAN!



*That's all Folks!*