

Video Game Design Foundations ©2014

Chapter 7: Play and Game Culture—Glossary

Avatar. Player's online persona represented in a game.

Communication. Relaying ideas and opinions to others.

Community. Social structure in which people share and exchange ideas.

Core gamers. Players that play frequently and actively devote time to playing games.

Designer-centric games. A game build focused on the design process; often a commercial failure.

Designer-driven games. A game build showcasing the artistic and programming skills of the game designer.

End user license agreement (EULA). Set of rules that every member must agree to before using software.

Fight or flight. Reaction of a person to stress whereby they choose to confront or run away from the problem.

Focus group. Small group of people who are shown game scenes or who play a portion of a game and then are asked their opinion.

Game addicts. People who cannot stop playing games.

Linden dollar (L\$). Credits issued to online *Second Life* players that can be exchanged for actual currency.

Market-driven design. Making a game based on research of what the target market is looking to buy.

Market research. Activities done to determine the population's likes and dislikes about a product.

Massively multiplayer online (MMO) games. Interactive games that involve thousands of people playing the same game, each with an avatar, connecting to the game server over the Internet.

Members. People who join and contribute to a community.

Multitask. Doing more than one thing at a time.

Newbs. New players.

Online account service. Similar to a bank account that holds money, but which also can trade monetary credits.

Play objects. Non-real or fake objects used in play.

Player economy. How players receive money for playing whereby fees paid for monthly access are redistributed back to the players to establish an economy.

Player-centric design. Game built focused on what the player wants to experience in the game.

Provider economy. How the game manufacturer obtains money for its games and services.

Public opinion. General view shared by a majority of a population.

Purpose of play. Reason for playing.

Reward-conditioning behavior. Becoming accustomed to receiving rewards for an activity motivates one to continue the activity to continue receiving the rewards.

Sight study. Observing a person playing a game.

Social interactive. Multiplayer online game that focuses on having different people in an online environment where custom avatars are created to talk to each other, trade ideas, and share interests.

Social networking. Online environment designed to allow people to communicate with each other.

Soul of the game. Central component that makes the game come alive and become important to the player.

Sponsor. Company that pays to advertise on a website.

Status. Level or rating of a player's avatar.

Survey. Questions about a product used to get a clear picture of what the public wants.

Technology-driven games. Focus on implementing the newest technology.

Video game addiction. Psychological disorder in which a person feels that they have to play video games all of the time.

Workaholics. People who work too much and have some of the highest levels of stress.