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Replayability of Video Games

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Abstract

Our project was carried out in an attempt to better understand replayability and to help develop a structured approach to game design with it in mind. Forming a basis from the game studies field, we carried out a survey, an interview and performed market research to determine opinions and reactions to replayability that can be grounded with sales information. We found that aspects such as difficulty, completion, social aspects, randomization and "The Experience" contributed to replayability and should be strongly considered within this approach. We also concluded that the while replayability is important; it is not the sole factor that should drive our structured approach. Other factors such as marketing and playability also strongly affect the sales of a video game.

1 Introduction

In the past few decades, video gaming has become a booming industry. Between the years of 2005 and 2009, the annual sales of video games increased from seven to ten billion dollars (NPD sales figures - Video Game Sales Wiki - Video Game Sales, Charts, NPD, Graphs, Video Game Figures, and more!; The Entertainment Software Association - Industry Facts, 2010). Since the video game industry is a large market, many purse the market as a business opportunity. However, despite the possibility for enormous success, also associated with the video game industry is a very high degree of risk. With current generation games averaging a budget of approximately $28 million dollars and the cost of new release games on systems such as the Play Station 3 and Xbox 360 currently hovering at $60, companies need to sell a large number of copies of a game just to break even (Crossley, 2010). The possibility of large profits creates a large amount of competition within the market, which makes it difficult to be a profitable or even sustainable game design company. To keep up with the competition, these companies must be able to produce games that are both exciting to play and to replay. Games must be designed to hold the gamers attention and draw them in for sequels and other game titles.

Since the beginning of the video gaming industry, new game studios have generally only been able to last three to five years before being sold to a larger entity (K, 2009). Their success, and lifespan, is entirely dependent upon their ability to make successful games which is "like building an airplane while learning to fly it" according to Jason Kay (as quoted in Novak, Game Development Essentials, 2005). "[T]he hardest task is integrating all the disparate pieces—gameplay, sound, 3D engine—in a cohesive format in what seems to be an impossible time-frame" (Novak, 2005). Currently, studios seem uncertain as to how to accomplish this, as very

few studios have more than a couple hit games before their less successful games use up their assets and force them to close. From the wide variety of games produced each year that do not succeed and the relatively short list of massively successful games, it would appear studios lack a structured approach to economically-based game design. Focusing on design with respect to replayability, the problem lies with balance; too much replayability will not help sell future games, but not enough replayability could result in games that don't sell at all. This study will try to isolate factors of successful games to begin to provide a foundation for such a structured approach which will address this problem.

Throughout the course of this project we intend to gather the data necessary to answer the following questions:

- o How do players perceive playability? Does it obsolete replayability?
- o How do players perceive replayability? Does this perception differ by group?
- o How do developers perceive replayability?
- o In what ways does a game generate replayability?
- o Does replayability affect sales?

Having gathered this research we will be able to provide a clear view of what makes a video game replayable and why exactly the replayability of a game should matter to the companies producing the games and the consumers buying them.

Information on replayability is very important to both the companies producing games and the consumers purchasing them. It is necessary for companies to achieve a balance in the amount of replayability a video game possesses. In other words, companies should aim for a certain "value" of game play per dollar. If a game is not replayable, consumers will quickly tire

of the game and discard it, as it does not have high replay value. This takes away from the popularity of the game and possible sales from future games in the same series. On the other hand, if the game is too replayable, the consumer may not feel a need to buy any more games and video game companies will be unable to generate a profit. For companies, the value of the game requires a delicate balance to produce a game which will keep players interested long enough for the company to develop a new game before they tire of the game they have, but not too long so that when the company release the new game the buyers are in line waiting for it. This combination of replayability and game release timing can be seen in two of the top selling games of 2009, *Call of Duty: Modern Warfare 2* (2009) and *Assassin's Creed 2* (2009). Both of these games appear on the top 20 selling games of the year, and were also observed numerous times in our survey results as an answer to what the respondents favorite game to replay is (Entertainment Software Association, 2009). Our data shows a correlation between the success of a game and its replayability. On the other hand, our survey results show that there is not necessarily a link between games that have a high play value and those that have a high replay value. Less than half of the favorite games selected by respondents appeared in their list of favorite games to replay. Through careful thought, these results make a great deal of sense; though playability and replayability may not have a direct link, replayability and top selling games certainly seem to. This is logical as we may think of the consumer who is handing over enormous amounts of money for these games: being able to find games with a high replay value is extremely important. By finding the games with a very high replay value, they are able to spend more time on one game and do not need to buy as many different games, thus they save money.

In the following chapters of this report, we present our research on the topic of replayability. In Chapter Two, "Games, Play and Replayability," we look at the information that is already available on the subject of replayability from sources within the field of video game design. We inspect their thoughts on what games, play and replayability are and where multiple authors' ideas overlap. From this information we make our own conclusions about replayability and what makes a game replayable, these "aspects of replayability" to be proven later in this report. In Chapter Three, "Survey, Interview and Market Data," we outline the manner in which we collected our data. We use surveys to collect data from the student bodies and faculties of several colleges including our own in order to create a representation of what games people think are replayable and why they are replayable. From here, we also perform an interview with a game design professor to investigate his own thoughts on replayability. Finally, after gathering this data, we will collect market data from the Entertainment Software Association to see how games that are labeled replayable by games perform in the market. This data in turn will be used to analyze the aspects of replayability that we made in Chapter Two. In Chapter Four of this report, "Proof of Concepts," we use the information that we gathered using the methods outlined in Chapter Three. Based upon this data we make claims regarding the replayability of video games, backed by the data that we have collected. Having inspected the data, we will also use it to triangulate our data to validate our theories about replayability and our aspects of replayability. Finally, in our conclusion, we wrap up all of the research that we have done and the contributions it makes to the topic of replayability. We also address the strengths and weaknesses of our research and how it can be improved by future researchers.

2 Games, Play and Replayability

In this chapter, we will discuss the existing research on games, play and replayability with regards to our project. We will sort through the work of authors such as Katie Salen, Brian Sutton-Smith, Ernest Adams and many more in order to piece together definitions for these terms and explain the theories behind replayability. We will also review the pertinent information for our specific project, like how computer games are unique and how designers think about games at the production stage. By combining the information we glean from this research, we can develop and understanding of our material such that we can carry out our method.

2.1 Play

To replay is to play something again; thus it is necessary to first understand play. Play is random, free, activity that takes place within the metaphysical influence of imagination that causes the participants to be fully enveloped in the experience. This definition serves as the basis for our discussion on replay as it allows us to define replay and understand precisely what is being done multiple times. Salen and Zimmerman, collaborative authors on several books on the field of games and play, outline several different authors' views on play which we used to create our own definition. They represent authors such as Brian Sutton-Smith, Johann Huizinga, Roger Caillois, and several others (Salen & Zimmerman, 2003). From their definitions, we analyzed what was common to each of them and decided upon the definition we have given. This definition is useful to us as it describes several different activities as representations of play. It describes light on a wall (Sutton-Smith, 2006), children chasing one another or even more complex games such as *Dead Space* (2008). Such a broad definition will allow us to understand how various activities may be played and, more importantly, how activities can be replayed.

Replay tries to recreate a specific kind of "Magic Circle" associated with a game, which allows the game to be re-experienced. The "Magic Circle" is an important part of play, and thus replay (Huizinga, 1998). The Magic Circle is an imaginary world created by play (Huizinga, 1998). Participants willingly succumb to the Magic Circle and suspend their reality. An example of this is when players participate in games like *Monopoly* (1935): They must be willing to accept the play money as having some kind of value within the game. The play can only affect what is inside the Magic Circle; the play money cannot buy any real item. The game has no bearing on reality. In addition, a Magic Circle must be entered willingly, as Alison Harvey notes:

> While playing with everyday life and pedestrian objects, technologies, and practices can be enlightening, empowering, and enriching, and can expand the ritualistic spaces of play to include nearly any zone, play must still be a state that is entered into *explicitly*. (The Liminal Magic Circle: Boundaries, Frames and Participation in Pervasive Mobile Games, 2006)

Finally, it is important to note that if the Magic Circle is broken, play also dissolves (Huizinga, 1998). If a player cheats, they are stepping outside the Magic Circle as it changes the natural flow of play. This can break the illusion for the players and cause them to return to reality. Luckily, if the Magic Circle can be reproduced because replay is possible, the Magic Circle can be reestablished at a later time. This is the essence of replay: As long as the Magic Circle can be reconstructed, the game or state of play is replayable.

The primary difference between play and replay is related less to the mechanical properties of an activity that allow it to be replayed, but more to the reasons why an activity is played or replayed. Throughout our project, we refer to both replay and replayability. Replay is

the mechanical ability or action of playing again. Replayability, on the other hand, is the

collective reason for replay. For example, it is entirely possible to replay tag or checkers, but

both games are not very complex with regards to replayability. They simply lack elements that

encourage replay beyond their existing structure and rules. Therefore, when discussing

playability and replayability, the reasons for each are often very different. Playability is directly

tied to why a player initially plays through a game. Replayability is tied to why they return to the

game, which may or may not be the same as why they played the game in the first place.

2.2 Categories of Play

As discussed in the first section of this chapter, play is random, free, activity that takes place

within the metaphysical influence of imagination that causes the participants to be fully

enveloped in the experience. This definition includes many activities, so it must be broken down

to be understood in any great detail. While there are several possible ways to categorize play, we

found Salen and Zimmerman's concentric circle representation the most useful for our purposes.

It allows us to break play down into three categories which define the ease of their replay:

Playfulness, ludic activities and game play (Salen & Zimmerman, 2003).

2.2.1 Playfulness

A state that is purely playful cannot be replayed. Playfulness is the broadest of the three

categories and is common to all forms of play. It is the whimsical state experienced during all

play, structured or not. Playfulness reveals itself when we bend and manipulate the rules of our

world (Sutton-Smith, 2006). This includes activities such as the play of light upon a wall

(Sutton-Smith, 2006) or a squirrel playing with a leaf. Playfulness includes all other forms of

play such as ludic activities and game play (Salen & Zimmerman, 2003, p. 303). As playfulness

is the only level of play that can be without both structure and rules, it can also lack the ability to be replayed.

2.2.2 Ludic Activities

Ludic activities allow basic replay to exist as they require some form of structure. Ludic activities do not have a formal set of rules, but do require structure (Salen & Zimmerman, 2003, p. 307). Such a basic structure allows the experience to be replicated, the basis for replay. If one found the activity enjoyable, they can simple impose the same structure and reenter the Magic Circle associated with it. The distinction between playfulness and ludic activity is merely the added layer of structure imposed on the playful state, which also allows it to become replayable.

Ludic activities inject structure through competition, chance, simulation or vertigo (disorientation) (Caillois as cited in Salen & Zimmerman, 2003, p. 307). Even without the rules of a game, the possibility of competition may be an outlet for replay, without specifically defined rules (Caillois as cited in Salen & Zimmerman, 2003, p. 307). The idea of the competition may simple be to work within the structure to determine the optimal strategy. For example, a simple footrace from one point to another may allow the participants to make use of the terrain and thus achieve a better time. Similarly, chance adds risk to a game, encouraging replay through a somewhat random possibility (Caillois as cited in Salen & Zimmerman, 2003, p. 307). One may roll a seven this time, but it is not guaranteed for the next time. In this case, the point of playing the activity is the nearly unpredictable nature of it. Simulations, on the other hand, allow one to carry out a role they may not be able to fill otherwise (Caillois as cited in Salen & Zimmerman, 2003, p. 307). It provides a starting point for a participant to explore: If they simulate being an astrounaut, there are no defined tules as to what they must do as an astronaut. They may decide upon anything from training to visiting a new planet. Finally, vertigo provides a specific feel to

the activity that becomes associated only with that activity (Caillois as cited in Salen & Zimmerman, 2003, p. 307). Participants may be drawn to the specific feeling once again as there is no similar experience. Bungee jumping is a prime example of this as the fear induces a sort of euphoria that cannot be acquired (safely) in any other way. In addition, this is the only purpose of bungee jumping; in the end, it accomplishes nothing else.

Ludic activity is the highest possible level at which replayability can exist. Play must be limited for replay to exist. Imposing a basic structure serves as a metaphysical bookmark for that play experience. To continue using bungee jumping as an example, many bungee jumping sites have been established to recapture that experience over and over. All it requires is knowledge of that experience and how to recreate it. In this case, that means a large elastic rope. In more complex cases, that can mean the structure of a game that partially defines how the game is played. For example, games like *Grand Turismo 5* (2010) rely upon the tough competition in a car race. It can be recreated because the participants (and thus the designers) are familiar with the experience of being in a race and can thus accomplish it by putting you in the same situation. This is very important to us as it allows us to establish a precursor to any further replayability.

2.2.3 Game Play

Game play requires both a structure and a formal set of rules, which make it easier to create replayability. It is the most specified (restricted) form of being playful (Salen & Zimmerman, 2003). To fall into this category, the activity absolutely must have both structure and rules which limit the way in which one plays. This is important because it explicitly defines a single experience and its resulting Magic Circle. Without rules, the activity expands to a ludic activity. This causes the activity to only reproduce a general feeling of risk, competition,

disorientation or surrealism instead of a specific experience within one of those domains. Without structure, the activity becomes purely playful and simply gives the essence of freedom.

As rules and structure more clearly define the play they generate, they make it easier to replicate an experience. The rules and structure work together to define a very specific play experience. Much like a blueprint for a house, these rules and structure always produce the same experience. Every time this combination of structure and rules is imposed, it cuts out a very specific experience. No matter how many times you play *Half-Life 2* (2007), it remains *Half-Life 2* (2007), not *Portal* (2007), despite being created with the same engine.

2.3 Game

Games are well-defined play experiences which allow a participant to reconstruct that experience, provided they know the rules and structure. This means that mechanically, games are inherently replayable; people can reinstate the rules and structure at any time and play the game again. However, from consumer experience, some games are considered more replayable than others. Using games as individual platforms of replayability, we can examine how games as structured identities can all be mechanically replayable and yet, in practicality, varied in their popularity of replay.

The concept of a game must be understood to adequately describe replay as games are the easiest form of play to mechanically replay. Games are structured activities in which participants attempt to accomplish specific goals within a constrained rule-based system. All games have goals, whether they be avoiding or accomplishing a specific state (Salen & Zimmerman, 2003). Whether it be the end of a story, a set limiter on the play (end of a sports game) or, in the case of a simulation, avoiding a crash, there is some sort of goal. In addition, all games also have rules to

restrict the way the user can play (Salen & Zimmerman, 2003). From checkers all the way down to *Final Fantasy XIII* (2010), all games have rules. Some are more restrictive than others, but every game has them. Lastly, games also have structure to guide players, which allows them to be replayed. Of Caillois' four structures, competition and chance are the most common within games. Competition often exists between either players or players and the computer. Such a definition and its resulting requirements lend themselves to allowing participants to replay a specific experience. The more specified something is, the easier it is to reproduce as well, much like a clearly stated recipe.

2.3.1 Structure

A game's structure is vital to its being for explicitly outlines a unique experience. A defined structure makes it possible to replicate an experience (Walther). Structure isolates a specific set of options in the wide range of possibilities play provides. It determines the general way in which the game will played and how the rules will modify the play. For example, the structure of competition is often further confined by rule that set a duration for the competition, specifically limited score limit or even how scores can be accumulated. This can often be seen within the distinction between genres. A shooter accumulates a score (and thus breeds competition) through shooting foes; a puzzle allows you to accumulate score through correct solutions. A replicable experience allows players to relate to one another's personal accounts of playing the game. In addition to allowing a single player to re-experience a game, structure also allows multiple different players to all share an experience (Nichols). This is what the video game industry is built upon: Selling experiences that multiple users can share. In addition, this makes it feasible for a game to appeal to a user multiple times, sustaining the lifetime of a game.

2.3.2 Rules

Rules give shape to play, allowing for game play and its structured aspects to come into effect. According to Suits, rules create both an end and a means to a game (cited in Salen & Zimmerman, 2003). By imposing rules on a game, they force players to participate in a very specific way. For example, soccer only allows one to touch the ball with one's feet (excluding special circumstances) and this limits how strategies for the game must develop. In addition, they now place a clear end to the game: When the clock has stopped, the team who managed the ball best with their feet wins. The structure of competition is thus fulfilled. Rules help define the goal of the game, creating the ability to more definitively replay the game while separating the game from unstructured play which has no definitive end or purpose.

Rules assist in laying out the game's path and social norms under the construct of Huizinga's Magic Circle (Homo Ludens: a study of the play-element in culture, 1998). The connection between rules and the Magic Circle shows the link between the broad topic of play and its more specific game territory in which designers work. When a player is engaged in *Rock Band* (2007), for example, it is perfectly acceptable for the players to make stereotypical rock moves. Why? It is simply because the players have temporarily accepted the possibility that they could be considered rock stars and sunk into *Rock Band*'s (2007) Magic Circle. The game designers worked hard to capture this Magic Circle from knowledge of rock musicians and their popularity. They have successfully captured an example of play, in this case under the structure of vertigo, and provided it to their consumers.

Unspoken rules between participants often have the greatest impact on social ties as they form a complex social rule system with the standards already accepted for the game. Rules define the social constructs of game play by creating player relationships that link the

involvement of all the participants (Sniderman, 1999). This can be seen when players develop teams or different attitudes for how they play with different groups. In some cases, it is acceptable to abuse a flaw in a game. In a tournament, however, this would often be regarded as unfair play. Similarly, as all players are bound by the same rules, they agree upon how the game will be played. "House rules" are a good example of this. They are often socially accepted by the group to make the game more fun. *Super Smash Bros. Brawl* (2008) is often tuned for the group playing it and their preferences. When someone unfamiliar with these rules ignores them, they are considered to be breaking the rules and damaging the Magic Circle.

2.3.3 Goals

Goals are the endpoint of a game and the end of play (Salen & Zimmerman, 2003, p. 258), but this provides a clear distinction as to where replay begins. Goals are created with a specific purpose in mind: A specific win condition or a more simple condition such as getting a high score (Salen & Zimmerman, 2003). Goals are always based upon the rules of the game, which also allows them to be repeated and thus, replayed. In the most obvious case, the goal is to reach the end of the game; defeat the final boss or complete the final level. Other times, players invent their own goals for a game. In either case, these goals are still bound by the rules of the game and can thus be regenerated by reusing the same interactions within the rules. Furthermore, goals can often be satisfied under a number of conditions, encouraging replay to achieve the best possible end. For example, in the case of *Dragon Age: Origins* (BioWare, 2009), you can defeat the final boss with a completely different series of responses to smaller decisions earlier in the game. These decisions could result in the premature death of an ally or some other game-changing event. In any case, the alternate option is available.

2.3.4 Activity

Games require active player engagement; else they lose their status of being a game. Between Suits, Abt, and Kramer, we see that "a game is an activity between two or more independent decision-makers" who are actively engaged in a pleasurable state (cited in Salen & Zimmerman, 2003; Kramer, 2000). Games cannot be passively enjoyed; such a medium already exists as film. This two-part system is very important as it describes both the method and continuation of that method: The activity of decision-making differentiates a game from a movie or television show. These decisions further generate pleasure for the participants, which allow the game to continue. As soon as the participant no longer derives pleasure from the decisions, however, the activity ceases and the game turns from enjoyable play to tiring work. This can be seen in games with limited saving potential: Gamers tend to trivialize important events within a game to recover their progress as they have already derived the pleasure from making the initial decision.

2.4 Computer Games

The limited code of a computer game's input/output system imposes an additional structure on top of that already required of a game. Programmers rely on algorithms of "true and false" coding (Manovich, 2002) to create the nearly limitless, but easily replicable possibilities now available to us within computer games. Algorithms are the basic tools used to accomplish the requirements of a game in new media (Manovich, 2002). This restrictive coding system makes it such that a programmer has to use the same logic as the computer to generate a game. Being a "continuous loop between users and the computer" (Wright, 2002), the player is expected to determine the order of algorithms used through the rules in order to achieve victory. Players need to determine what the computer is doing in order to play the game, so developers

need to know how to create a back and forth that holds the interest of the players. These restrictions pose a challenge with regard to replay: How can designers observe all of the requirements of a computer system and games without making it so restrictive that the game is only playable once?

Computer games have several advantages over old media that keep it interesting, such as AI, remote play and unrealistic experiences that allow for a complex and riveting experience. AI, while modifying the take on a games definition, allow for solo-play and cooperative multiplayer against imaginary participants. This is an alternative look on games as activities, as at least one of the independent decision-makers is a computer. This allows a game to exist with a single participant, rather than several, while still holding true to the definition of a game. Almost every modern game has some built-in AI, the most common application being that of general non-player enemies. With regard to remote play, the use of the computer chip and networks, such as the Internet, creates a new take on Huizinga's Magic Circle that surrounds play. It is now broken into smaller circles interconnected by field lines, yet within each sphere of the interconnected system, the rules and social norms of the game hold true. The interconnect created between these similar Magic Circles allows people across different groups to play together and share the experience. Many modern-day shooters are good examples of this. Thousands of players play games like *Call of Duty: Black Ops* (2010) with others around the world each day, each engaged in the same Magic Circle. Very few of these players have even met in-person, yet they are sharing the same experience. This brings new ideas and perceptions of the game to the table and must be accounted for in game design. In addition, the use of non-existent characters (Manovich, 2002) and the ability to break natural or man-made laws (Crawford cited in Salen & Zimmerman, 2003) add to the appeal of computer games. Not being rooted in the physical world

as well as having the capability to perform complex calculations allows for the ability to create artificial and potentially surreal scenarios. With the help of these advantages, replay is open, and more appealing, to many groups of people.

Computers generate their own navigable space, (Manovich, 2002), which allows players to be increasingly immersed in the Magic Circle. Computer games and other new media allow for a synthetic reality based on in-game clocks and simulated graphical situations. This creates the illusion of another world the player can return to and replay events in. By using graphics and the illusion of time, it is easier for designers of computer games to pull players into these artificial worlds. A famous example of this is *The Elder Scrolls IV: Oblivion* (2006). Many players have reported spending hours in the game without really noticing it. This is because the game defines its own time and space which the player must adhere to in order to accomplish specific tasks within the game.

Computer games bring a new level of statistical information to players, giving them an uncanny level of information to rank their skills and compare with others. Using this statistical information allows players to judge their progress and compare their achievements with others all around the world. This massive collection and display of statistical information creates a sense of camaraderie, rivalry and accomplishment. All of which furthers the desire to continue playing a game.

2.5 Aspects of Replayability

While a computer game is inherently replayable in its simplest sense, there must be factors that determine encourage replayability within a game or all games would be infinitely replayed. By examining the existing research on play and replayability, we have isolated five

specific aspects that we believe are the primary driving force for a player to replay: Difficulty, the specified challenge of a game, encourages a player to beat the most challenging modes. Completion, or the drive to finish all aspects of a game, keeps pulling players in by offering large amounts of content to be experienced or unlocked. Social aspects, such as competition or general social interaction as a result of the game, allow players to continue their social development while playing the game. A connection is made with the game and social gatherings. Randomization of game events or items draws players in by promising a unique experience every time. Finally, "the experience" or the unique feeling of a game keeps players coming back because they cannot find a game that matches that specific experience.

2.5.1 Difficulty

Difficulty is perhaps the easiest way to implement replayability. Simply enough, difficulty is an increasing performance curve either throughout the game or via options available for each play through. Players are able to choose from varying levels of balance programmed in by the designers. Typically, there are three settings: Easy, the lowest level, is balanced in favor of the player such that newer or less intense players can get the hang of the game and play through it. Normal, the middle level, is balanced fairly equally between the player and the game. Here, casual players will generally be challenged and more experienced players will use it to practice. Finally, the hard setting is the most challenging and often only tackled by players who have significant experience and thus require the game to be balanced in favor of the computers.

Effect on Replay

An increasing performance curve is crucial to making a game replayable. Increasing difficulty levels provide an increasing challenge for players (Adams, Gamasutra - Features - Replayability, Part 2: Game Mechanics, 2001). This causes a willingness within a player to

practice on the lower levels and beat the hardest level to master the game as well as holding player interest as their skill increases. This feature is implemented in many different games across genres: In puzzle games, the puzzles get larger or simply take more steps to solve; shooters ramp up the accuracy of the AI as well as the damage of projectiles. With the skills gained at the easier difficulty levels, players can reasonably accomplish the goal of the game at a higher difficulty level.

Escalation is a specific way to increase difficulty, which increase replayability. Escalation increases the challenge presented by the game, either through a difficulty curve, different difficulty setting, or a combination of the two (Bycer, 2009). When a player encounters a portion of the game that is too difficult, they must replay it or practice in another portion of the game until they are able to pass it. If you are playing *Halo 3* (2007), for example, you may run into a section that is too difficult for you. However, the game allows you to continue trying until you have the skills to beat that portion of the game. The downside to this is that players are literally stuck until they do have those skills. The counter to this is adaptive difficulty. Adaptive difficulty settings adapt to how well a player is doing, thus matching a certain level of challenge it presents for any player, instead of a standard increase. Various games employ this strategy to keep a fairly constant risk of failure. The better a player does in these games, the harder it gets and the more likely they will fail and therefore, replay. At the same time, however, adaptive difficulty also creates an environment where the player never gets frustrated or bored due to a blanketed difficulty setting. This is a common technique in modern racing games like *Gran Turismo 5* (2010) to ensure races always retain the feeling of difficult competition of a car race.

Difficulty settings may also push players away, harming replayability. Some players do not like being challenged and will become frustrated with the game. When a player is frustrated

with a game, they will often convince themselves that the game is poorly made or impossible, causing them to never replay the game. If you cannot seem to beat Rainbow Road in *Mario Kart 64* (1997), you may simply give up. Who thought a course without walls would be any fun? Adaptive difficulty systems have their own problems as well; they can be fooled by players who abuse the algorithm, making the game too easy. If the player finds the game too easy, difficulty loses its primary contribution to replay: Challenge.

Difficulty uses a form of the ludic structure of competition, challenge, to generate replay. Challenge, as an aspect of play, encourages a player to defeat a situation in a game. Further increasing the difficulty of all situations in a game allows multiple instances of the playability aspect, giving the player incentive to play each one and thus, replay the game. In any game with multiple difficulties, players will develop enough skill or find a dominant strategy until the lower difficulties no longer provide sufficient challenge. By providing the extra levels of difficulty, the designers provide a series of increasing challenge for the players. Insufficient challenge, however, causes the game to rarely be replayed. Weak challenge reduces its effectiveness as a ludic activity structure. This causes a game to no longer be fun. Similarly, once a player has determined a dominant strategy, it eliminates the previous challenge derived from the game and thus destroys the mechanical aspect that keeps it a game. For example, if you out-level your opponents in almost any role-playing game (RPG), you remove the difficulty of your foes and turn the game into more of a story to be read as you progress.

2.5.2 Completion

It is common nowadays for games to force a player to make choices in the flow of the story. If the designer so chooses, these choices can have a significant impact on how the game plays out. This feeds upon the natural curiosity of players and encourages them to try each

possible scenario. At the same time, many try to master a game and see absolutely everything the game has to offer. The designers themselves support this by adding achievements and unlockables to the game. Combined, we call this the replayability aspect of completion.

Effect on Replay

Designers will purposefully make a game impossible to complete in one play through, thus the game will need to be replayed to be completed. Some games are made to be non-linear, self-directed, or quest-based (randomly ordered quests) (Ballagas & Walz, 2007). These features make it possible for a player to choose a unique path each time. Therefore, a player must replay the game to see the outcome of the different choices they could make. In games like *The Elder Scrolls IV: Oblivion* (2006)*,* players can often choose if they would like to do one thing over another. In many cases, killing the non-player character you are interacting with is also an option. Similarly, it takes a large amount of time and dedication to change character classes within a game, such that it is not reasonable to do so in one play through. In addition, some games are timed and there is not enough time to complete all the quests (Ballagas & Walz, 2007). Such a feature forces a player to prioritize some quests over others. They may choose a different set for a different experience on a new play through. *Pikmin* (2001), for example, requires you to complete the main story in a specific number of "days". Even under this rough time constraint, there are still secrets in the *Pikmin* (2001) world for you to uncover, only achievable through efficient gathering or a disregard for failure.

Achievements, unlockables and loot systems encourage players to replay so they may see all of the items in the game. Achievements and unlockables ask the player to accomplish difficult or unusual tasks within the game (Evans, 2010). If a player is aware of such achievements or unlockables, they may replay the game to see if they can get it the second time around. In

addition, these often ask you to play the game in a less obvious way. In *Alpha Protocol* (2010), incapacitating enemies instead of killing them grants you different perks and can vary how the game pans out. Acquisition-based games, on the other hand, make it difficult to collect all possible items or heroes, which may affect how the game plays out. Loot systems do not guarantee an item, random events make it unlikely to find specific heroes and randomized items add limitless combinations of item attributes. *Pokémon Red* (1998), for example, has several rare Pokémon that have a very low probability of appearing. Players are encouraged to cope with these difficulties so they may see all the possibilities the game has to offer. Different heroes and items can also have different impacts on gameplay. The makeup of your team or gear can change how the game plays for you. Continuing with the *Pokémon Red* (1998) example, the rarer ones are also often much stronger than the more common versions you can pick up with reasonable ease. If you are able to procure one of these rare Pokémon, you may be able to fly through the game at a much faster rate.

2.5.3 Social Aspects

Almost all games have some form of multiplayer on top of the single player campaign, pushing it to the forefront of social interactions and thus causing it to be replayed. Social interactions around a game increase its success (Kline, Making games last: Social Cost « Game of Design, 2009). Hype, discussion and increased playtime (group play) are all forms of social interaction around a game. Hype is when a game receives a lot of attention before it even hits the shelves. These titles are often pre-ordered, netting companies a small advance for the sales of the game. As a result, hype generates early sales. Discussion, on the other hand, comes after the game has already hit the shelves. It keeps the game in the thoughts of potential consumers and those who have already bought the game and encourages players to play it again. By discussing

the mechanics or the appeal of a specific game, it brings it to the forefront of the conversation and sticks in the memory of the participants. Finally, increased group playtime breeds a willingness to improve skills within the game. As the game is the only one with its specific rules and structure, players must practice within it. This keeps the player's attention on the game.

Effect on Replay

The threshold for being the best player is constantly in flux. This makes iterations of the ludic structure of competition as it is renewed each time the top player is dethroned. Direct competition and high score tables take advantage of natural competitiveness (Bycer, 2009). High score tables or world-wide rankings encourage players to reach the top. Games like *Audiosurf* (2008) will even e-mail you when you are knocked out of the top spot. Players often have to practice or replay to improve and eventually reach or regain the top of the chart. Cooperation is also a social aspect of gaming often related to competition and challenge. Some players experience competition through friendly rivalry or team competitions. Others are interested in the mere challenge of tackling new content devised specifically for teamwork. These players will often try to improve their strategy for a set of challenges designed for multiple players. In this way, players are encouraged to try this extra mode and may pick up the game just to beat it.

2.5.4 Randomization

The most obvious solution to keeping something new and interesting is to keep changing it. This is a technique called randomization. While the overall game remains the same, designers add in segments of code that randomize certain variables. This could be anything as small as the path of a projectile leaving a gun to something as large as the level layout. Each time the level is restarted or the scenario retried, the random algorithm restarts and provides a new experience for the player. Of course, less important variables impact the game less and, as a result, provide less

variance in the experience. Similarly, the more variables that are randomized, the more impact it has on the experience. Altogether, these randomized elements constitute the aspect of randomization.

Effect on Replay

Randomization, if properly implemented, can add an enormous amount of replayability to a game due to the ability to play several different versions within one game. As Salen and Zimmerman put it: "... it is crucial in a game that players don't know exactly how it will play out. Think about it: if you knew who was going to win a game before it started, would you even bother to play?" (Rules of Play: Game Design Fundamentals, 2003, p. 174). We look at randomization for its almost limitless possibility in playing the same game different ways. Salen and Zimmerman also make a good point, as this is often the case with most things in life and games everyone knows the dominant strategy for, such as Tic-Tac-Toe. If one believes that something is predetermined, there is no point in trying to alter it. Life always ends in death; Tic-Tac-Toe always ends in a stalemate. As they say, variety is the spice of life. Randomization can be a successful method of adding replayability to games (Harris, 2010). This can be seen by the success of *Rogue* (1980) and by the development of the mystery dungeon game genre (Barton & Loguidice, 2009). A properly randomized game will keep a player's interest as the experience varies ever so slightly (Harris, 2010).

2.5.5 "The Experience"

Sometimes, games go beyond simple mechanics and become successful because they bring something unique to a player. Unlike our other aspects, we cannot isolate precisely what these games have that others do not. Instead, we will refer to this unique aspect of specific games as "The Experience". To a degree, all of our aspects are subjective. "The Experience", however, is

probably the most subjective and depends a great deal on the player. It can vary from the specific mechanics used within a game and how they interact with the rules to the narrative within the game to the customizable options that allow the player to define their own experience within the game. As such, it often continues through franchises or characters. A narrative is tied to the characters within it, so every time the character is used, the experience of their games is evoked. Similarly, the game play mechanics used commonly throughout a franchise often continue to be effective because they worked with the first game. In addition, improvements are often made such that the experience continues to tune itself to the players.

Effect on Replay

"The Experience" draws players back because they cannot find other games that match it (Bycer, 2009). While it is hard to determine precisely how to guarantee a game will have its own experience, there are three common ways in which games often generate this experience. The easiest to replicate is the interaction between the game mechanics. Here, the trick is a clever idea of how the game should work, which often surprises players. The next, perhaps most challenging, method is to develop an emotional or spiritual connection between the player and the game. This is most easily recognizable in horror games as fans of the style often cite specific moments within a game that terrified them. Finally, the method of giving the player control over certain aspects of the game also allows players to individualize their experience. By allowing the player to create their own character or map, it gives them the sense that they are responsible for their own experience as well. These features each encourage players to replay because they are either the first instance of these features or they are simply the best executed.

The ways in which game mechanics interact with a game's rules often impress players. Some games explore a potentially risky choice in game design that pays off and creates a signature

game style that is difficult to replicate. *Assassin's Creed* (2007) is a good example of this as it provides realistic options for the player to use in an assassination (blending in with the crowd, etc.). Thus the game itself becomes replayable, but not easily recyclable. Once a clever idea is generated, future use of the idea will evoke references to the original. *Assassin's Creed* (2007) has now spawned several sequels, but they are successful primarily due to the first game's success.

Some games develop a connection to a player, whether it is emotional or spiritual, that other games are unable to replicate. Immersive or emotionally-driven stories can often stick out in a player's memory, encouraging them to recall it and play it again. This includes all emotional reactions. For example, many are frightened by events in *Resident Evil 5* (2009), but celebrate when characters are reunited in *Final Fantasy XIII* (2010). In addition, games may relate to outside events in a player's life. For example, many replay games from their childhood. In our case, they are likely to play newer games that use characters or concepts from their childhood and replay the game as it is the most recent release. *Super Smash Bros. Brawl* (2008) is a modern example of this as the original *Super Smash Bros.* (1999) came out on the Nintendo 64.

Customizable options give players the illusion of defining their own specific experience. As Taylor notes, players customize their characters to play the game in different ways and identify themselves with the game (Living Digitally: Embodiment in Virtual Worlds, 2002, pp. 51-58). In many games, players are able to design some portion of the game for themselves, whether it is a character or a map. In any case, they tailor it to their own whims and thus forge their own experience.

"When I box against my brother in 'Wii Sports' with our Mii's, we start screaming and really get into the game," Galindo said. "It's something different." Instead of just

punching lifeless characters, Galindo and his brother are fighting against virtual

representations of each other, which creates a different game experience. (Martinez,

2010)

They can always return to this creation as long as they can play the game. However, these

customizable options vary between games. The only way for a player to return to the same

experience of that character is to replay that specific game.

2.6 Business of Replayability

Replayability is a fiscal trade-off for the design studio' business aspect as it can hurt the

industry if the game is one-hundred percent replayable. Adams states that "if a game is endlessly

replayable, our customers have no reason to go buy another game," (Gamasutra - Features -

Replayability, Part 2: Game Mechanics, 2001) which makes it a very important concept to the

industry. We need to determine to what extent replayability is important for exactly this reason.

Too much of it would put gaming companies in jeopardy, while not enough might create a lac of

appeal for the game. Even so, there is a built-in mechanic to counter this. Advances in

technology will make all games eventually obsolete (Adams, Gamasutra - Features -

Replayability, Part One: Narrative, 2001), even if current video games are worth more per hour

than other forms of new media (Madison, 2010). The only way to ensure that newer games are

purchased is through the use of newer technology and algorithms, thus reducing the desire for

older technology. While this is part of a business plan to keep infinite replayability in check, it is

not a perfect system. Nostalgia is still a relevant factor and may have players returning to inferior

technology. The counter to this, of course, is to repackage these games and incorporate the new

technology, such that they can be resold. The *Metroid Prime* (2002) series did this very

successfully with the two games that were released on the GameCube. They were quickly adapted to the new controls of the Wii and pushed out for an extra burst of profit.

At the same time, companies use replayability to increase a game's life time and generate additional profits. Strategically adding new content refreshes a game (Atkins, 2006, pp. 133, 138) and causes a direct profit (Strauss, Electronic Arts Seeks to Double Downloadable Content Revenue - IndustryGamers, 2010). Gamers who already play the game see downloadable content as a cheap alternative to buying a new game and may replay the current game as a result. Adding new content too soon results in players seeing it as a given part of the game and may drives them away. Adding content too late wastes resources as the players have already moved onto another game. Logically, companies should release downloadable content when sales begin to dip. This keeps the player replaying their game. The *Call of Duty* series is well-known for this, often releasing a map pack less than six months after its release. Subscription-based games or consoles directly benefit from downloadable content because the life of the game is extended as players are replaying the game to experience the new material (Brightman, 2010). *World of Warcraft* (2004) is a classic example of this in that it is patched every few months to ensure new content for the players and to make sure that those playing do not bore of it.

Designers use replayability to ensure their games are worth a certain cost-to-time ratio for the consumer. A game must be a worthy investment for the consumer's hard-earned money. Thus, games must generally meet a certain lifetime goal. Replay is often intentionally used for games that fall short of this goal through the primary story mode (Adams, Gamasutra - Features - Replayability, Part 2: Game Mechanics, 2001). For example, games like *Halo 3* (2007) have relatively short campaigns, but thrive on multiplayer. Narrative games often lack obvious replay elements (Adams, Gamasutra - Features - Replayability, Part One: Narrative, 2001). This is

likely due to designers feeling as though they have already reached the required value for the game.

2.7 Game Design at the Production Stage

The current way in which designers create a game has a general process, but lacks specific universal concepts to ensure its success. The current process includes three stages: Conception, elaboration and prototyping (Adams & Rollings, Fundamentals of Game Design, 2007). The conception stage consists of generating the basics of the game: Audience choice, character concepts and anticipating the expectations of the game (Adams & Rollings, Fundamentals of Game Design, 2007). The elaboration stage is where the designer defines the main portions of the game like the game mode, mechanics, world and story (Adams & Rollings, Fundamentals of Game Design, 2007). The prototyping stage includes building, testing and iterating the game to finalize the product (Adams & Rollings, Fundamentals of Game Design, 2007).

The current process does not give designers any clue as to whether or not they should add certain aspects to a game or not. Many aspects of replayability are not mentioned, forcing game designers to examine the concept much later in the process, during testing. Ernest Adams even argues for considering replayability much earlier in the production process, however, he does not see it as crucial to computer games (Adams, Gamasutra - Features - Replayability, Part 2: Game Mechanics, 2001). The problem with testing is that it is often too late to significantly change an unsuccessful game. Most of the resources dedicated to the game's production will have already been spent and it may require a great deal of time to work in the changes.

2.8 Conclusion

Through careful analysis of the existing research, we have pulled together and developed and understanding of the field we are researching. We looked at important distinctions such as play versus replay, defined precisely what a game is and is not, identified key aspects of replayability and analyzed what impact replayability has upon business. Each of these contributes to how we will proceed with this project in different ways. First, by distinguishing replay from play, we can make a distinction in our method as well. This will allow us to determine if our data provides information about play or replay and be confident in our results. As noted earlier, this also provides us with the concept of replayability, which involves the reasons one chooses to replay. This concept lies at the heart of our research and will be the primary focus of our method. Next, our definition of games allows us to choose a specific focus within the field. Knowing what engenders a game means that we can analyze what is necessary for it to exist and consequently, be replayable. The extension of our definition into specifically computer games also makes it necessary for us to choose a specific generation to focus upon as we became aware of the multitude of games that fall under such a definition. Third, with the concept of replayability in hand, we sought ways in which it manifests within a game. Our research points to five commonly cited and supported aspects: Difficulty, completion, social aspects, randomization and "The Experience". Each of these are reasons why people replay games and have specific ways in which they draw a player back. It is important to know of these aspects and apply them within a game correctly, such that a game has the right balance of replayability for business considerations. As we have identified, and is the primary concern of our project, replayability can be used for profit, but a game that is too replayable will give the

player no reason to buy a new game. To this end, we will execute a method to determine what

makes a game replayable and how that relates to its sales.

3 Survey, Interview and Market Data

Collecting data will help us to accurately answer the following research questions; gaining a more holistic view of replayability.

- In what ways does a game generate replayability?

  o This allows us to see what aspects of a game, replayability in particular, both consumers and designers feel are generated within a game.

- Does replayability help make game studios successful?

  o This is a main point for our research; we are looking to see if designers or consumers feel there is any correlation between replayability and success.

- How do players perceive playability? Does it obsolete replayability?

  o This will give us specifics on consumer's ideas of play and how they feel about playing games a single round through. It will also give us a look into whether play might be more important than replayability.

- How do players perceive replayability? Does this perception differ by group?

  o This question on the other hand will allow us to see consumer's ideas on replayability, or after multiple plays. Also, we will get insight into the perception of different demographics.

We will begin gathering data by performing a survey of the academic community. This will allow us to reach diverse group, even though it still contains limited demographics. Subjects will range from casual or non-gamers to hardcore gamers. This allows us to check our aspects of replayability versus what aspects consumers believe are important to a game. To further expand our data past the opinions of consumers, we add an interview portion to our data collection method.

- How do developers perceive replayability?

    o This question in particular is directed towards designers. Their opinions on replayability and its aspects are important since they are creating the games. Creation of successful games requires a union between developer and consumer perception.

During these interviews, we intend to discuss with game designers what they believe makes a video game replayable and whether or not they intentionally place our aspects of replayability into their games. We also intend to ask the game designers the same questions from our survey to see how they, as gamers, would respond. The value in this is to see if game designers think differently about gaming as a result of their game design mentality.

- Does replayability affect sales?

    o This question will allow us to look for a direct relationship between games that have defined aspects of replayability and their corresponding sales.

Finally, we have chosen to investigate market data to provide a quantitative aspect to our research. This will allow us to triangulate our data across multiple methods. The data we will be using for this portion of our research will be from game sales, returns and trade-ins. Consumption, production, and circulation all play a cyclical part the life of a game. Consumers buy games and give feedback for designers to working into further production. Previous production runs are circulated repeatedly as used games to consumers for added input and replay value, while newer production runs are circulated for consumption and review. Games are constantly being circulated and the more they are circulated the more impact they have on future production runs. This cycle is visually represented below in figure 1.

Circulation   Consumption

Production
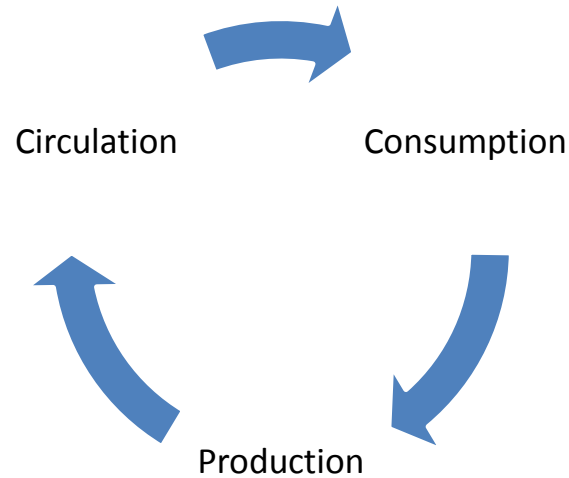
Figure 1 – Cycle of a game's life and influence on future works

By looking at consumer opinion, designer opinion, and market data we can triangulate our data between every point in the cycle. This will provide us will a solid conclusion as to the success of replayability in overall economically-based game design.In this chapter of our project, we conduct our research. Using the frame work of replayability that we constructed through research, we gathered data. This section lays a foundation for gathering data that will be needed to support our ideas on the importance of replayability. We are dividing our data collection into three different methods: 1) surveying college students about gameplay and replayability of games; 2) interviewing a game design professor to discover the thoughts of a designer rather than a gamer on replayability; and 3) investigating market data to decipher any discernible trends in game sales relating to replayability.

3.1 Consumer Surveys

We will determine consumer opinions and feelings towards replayability and playability through the use of surveys. While answering our more general research questions on the aspects of replayability and its effects on the success of game studios, we determine if playability obsoletes replayability. Surveys allow us to see if the perception of replayability differs by demographic group. We will compare what the survey subjects feel are the replayable features of their chosen games and see if they match up against our replayability aspects. We will also look to see if the survey subjects are able to provide us with anymore features of replayability not taken into account already through unexpected answers.

The target audience for our survey is academia and through consequence of the subject, gamers. We are submitting our survey to several academic communities including Worcester Polytechnic Institute, Rochester Institute of Technology, Drexel University, and the Art Institute of Vancouver. We would have preferred to host our survey on gaming sites or more general sites, but it did not fit our timeline. By using academia as our sample, we will get hardcore gamers as well as those who rarely play, thus still providing us with variance in our sample demographic. This will help reduce bias from a solely gaming or non-gaming community. Despite our attempt to eliminate all biases, there are still some that we are unable to remove. Despite the many groups which will be under represented in our survey by limiting it to the academic community, we are still able to obtain a large sample size that should be a decent representation of the population.

3.2 Demographic Data

Our time-limited research cannot cover all available platforms used by the gaming population, so we intend to focus on a specific subset: seventh generation consoles. Focusing

simply on the Wii, Xbox 360 and PlayStation 3 will allow us to get a better grasp on some contemporary designs for replayability. To assist in removing potentially unnecessary data, we begin with a categorical filter question to separate the pool of respondents into two groups: Those using the systems we intend to research and those who are not.

1) What video game platform do you play on?

The intent of the demographic questions is to categorize the participants of the survey in order to help us in determining if different groups see replayability in different way. For the demographics, as with our initial filter question, we use categorical questions in order to get quick analysis based on frequency of response (Loughborough Univeristy). For example, in our demographic section, we include questions to ascertaining the age and gender of the participant so we can group the results separately. Separate groupings allow us to further break down our research question while we are looking at how players perceive replayability. If, for example, 80% of the survey respondents are white males in the 12-18 age bracket then the survey will give us strong insight in this demographics opinion. While this breakdown will benefit studios in certain ways, it does not show a complete distribution of possible video game players. Skewed data such as this could be compared against larger pools, such as that of the Entertainment Association of America, and then noted.

1) Gender?

2) What is your age?

3) What is your ethnicity?

Another way to categorize participants is through play time between multiplayer and single player modes. We can determine what kind of gamer we are dealing with in regard to their answers of these numerical questions. Does a primarily multiplayer gamer tend to think

differently about replayability than one who focuses on single player? Perhaps one who focuses

on multiplayer doesn't believe single player games can be replayable at all? In addition, it is

important to consider the potential differences between playing in a room with friends as

opposed to playing online with complete strangers. These kinds of questions that can be analyzed

with close ended questions will help us map the public perception of both playability and

replayability. Numerical questions on hours of play and demographics also relates to the sales of

video games because it may correlate with larger sales for certain games. If we receive a

primarily multiplayer-favoring group, we may be able to conclude something further about

multiplayer's impact on replayability.
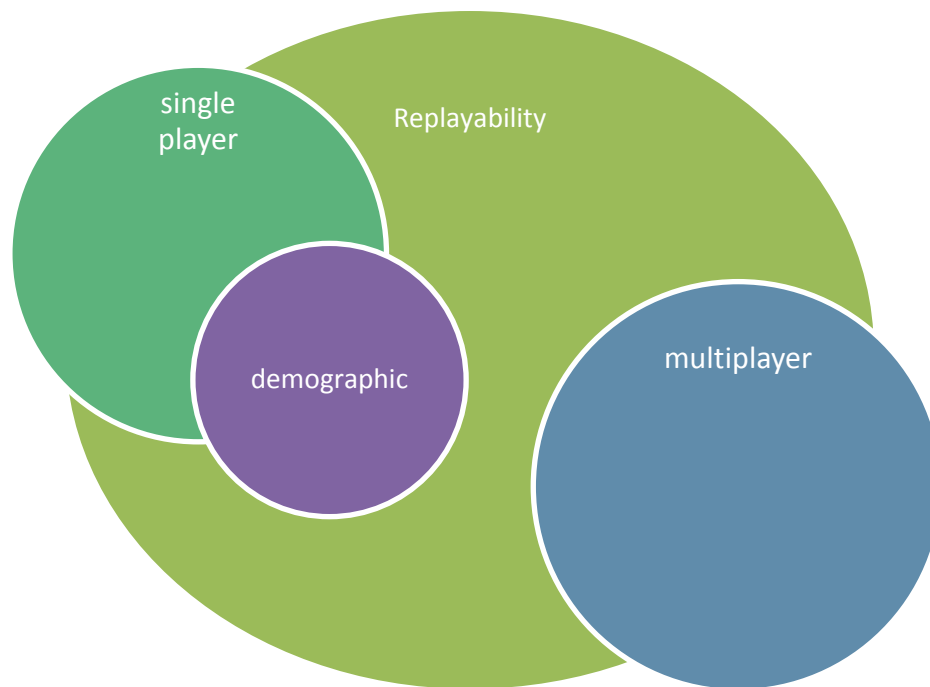
Figure 2 – Possible overlaps helping us define if replayability is biased for specific groups

This figure (figure 2) is a visual example of how different demographics, age groups, or people

who play different game modes could result in overlapping or segregated opinions. This diagram

is a visual example of our research question: How do players perceive replayability? Does this perception differ by group?

1) How many hours a week do you play video games on average?

2) How many hours a week do you spend playing single player game modes?

3) How many hours a week do you spend playing online multiplayer game modes?

4) How many hours a week do you spend playing local multiplayer games modes?

3.3 Play & Replay from a Consumer Viewpoint

After the demographic data has been gathered from the participant we move to finding out how the participants feel about replayability. Through questions such as these we can answer our bigger research questions: How do player perceive playability? Replayability? Does play make replayability obsolete? More importantly, it also asks the participant why they feel the way they do. As such, the majority of these questions are left open-ended in order to get the best-reasoned response we can without the bias of researcher written questions.

We will begin by asking what participants rank as their favorite game to play overall. This question will establish a baseline group of games that are popular among consumers. Based on the responses received for this question, we will then be able to compare these playable games to those we get when we ask for their favorite games to replay. Comparing the answers from these two questions should give us a general idea, based on comparisons between both lists, of whether or not replayability is a strong factor in determining a consumer's favorite game to play. Between these lists, it is possible that playability is so different from replayability that is makes it obsolete or even creates a separate game design style. The follow-up to this is, of course, why they made their choice. This allows us to see what the participants think about play and will allow us to compare it to our research into the area. As with the previous questions, this

type of open-ended question will allow us to see any responses which we did not anticipate, but may also hinder participants who do not wish to put in the extra effort (Loughborough Univeristy).

1) What is your favorite current generation game to play?

2) Why is it your favorite game to play?

We will next ask participants to choose their favorite game to *replay*. By determining the games that are identified as replayable, we will get a better look into which games aspects we should further investigate for ties to replayability. Games that appear multiple times in this question will carry more weight to their particular factors than games that show up once. Replayable games can be linked to their development firms and correlated to see if replayable games relate to successful developers. Again, it is necessary to follow up with an inquiry as to why participants replay these games. Asking why participants replay a game will have the respondent provide an unguided answer as to what makes their favorite game to replay their favorite or why they replay certain games. Asking this type of general open-ended question will also allow us to see if we missed any important points in our compilation of data for replayability from the participants' responses (Torchim, Types of Data, 2006).

1) What is one of your favorite current generation games to replay?

2) What is another of your favorite current generation games to replay?

3) What is another of your favorite current generation games to replay?

4) Why do you replay the first one?

5) Why do you replay the next one?

6) Why do you replay the last one?

7) Why drives you to replay the first game?

8) Why drives you to replay the next game?

9) Why drives you to replay the last game?

The following figure shows possible representations of the importance of both playability and replayability. This will be determined by looking at what games are chosen for both play and replay, as well as why people chose those games. This helps us answer whether or not play makes replay obsolete. Through our research and hypothesis, we are hoping that our data represents a scale of importance more like the second bubble, where replayability has a higher importance than playability.
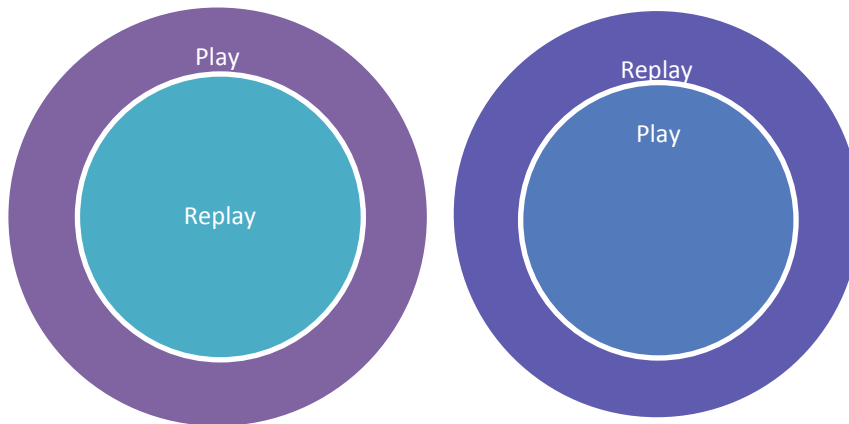
Figure 3 – Determining if Play eclipses Replay or if Replayability has a solid foothold in industry

In each case, we will also ask why participants bought the games they have chosen as their favorites. This question will allow us to gain some insight into why exactly a consumer would choose to buy their favorite game or a replayable game in the first place. It will answer what factors in a game (graphics, storyline etc.) draw in the consumer in the first place as well as giving us a look into genre or franchise loyalties. This will help us determine how replayability affects sales, as we are directly asking the customers who purchased games. By looking at the

games the participants have chosen as replayable and checking them against both why they bought the game and the sales data available, we may be able to determine how severely replayability affects sales, both in general or under specific conditions.

1) Why did you buy, rent, or borrow the first game? Did you buy it with replayability in mind?

After answering which game the participant likes to replay most and why, participants will be presented with our ideas for aspects of replayability, such that their previous open answers are not skewed by our research. On this page, they will be presented with a Likert-Scale question, allowing us to see how favorable the respondent is to our particular research (Torchim, Liket Scaling, 2006). They will be asked to judge our aspects of replayability on a scale of one to five to tell us how much they agree or disagree with our reasons for why someone replays a video game. By answering this question, the respondent will be telling us what they think of our aspects of replayability, allowing us to see how the general consumer or developer feels about our aspects.
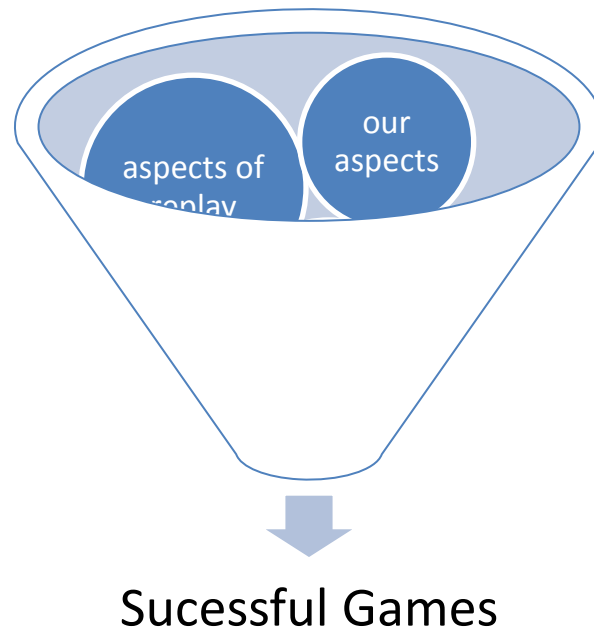
Sucessful Games

Figure 4 – The factors, and weighting, of the aspects that go into a successful game.

As seen in the figure above, the opinions on our aspects of replayability, along with those brought up in the open responses, will provide us with further validation or negation for our aspects of replayability. With this information we can determine what weight each of our aspects carry, along with the weight of aspects we may not have originally thought of, in producing what consumers feel is a successful game. Questions such as these will allow us to look further into what is needed in game design to create more successful game, in turn keeping game studios open longer.

3.4 Designer Interviews

Designer's ideas and feelings on replayability will be determined through the use of interviews. We can see how their ideas on what makes a video game replayable compares to our aspects and research on replayability, while possibly adding to our list if they introduce any new ideas. In either case, the interview can be taken in different directions depending on the answers

given. All of this combined will lead to a rounded understanding how game designers feel about replayability and its aspects helping us answer another of our research questions.

The target audience for this portion of our research is video game designers and educators. We chose this target audience because as the designers of video games they are the ones who implement these different methods of making a video game replayable. This makes them a very valuable resource to gather information for our study. We have selected an instructor here at Worcester Polytechnic Institute, Brian Moriarty. The collected opinions and aspects of our interviewees will be used to triangulate or survey results and researched aspects of replayability to determine the best methods for economic game design.

3.5 Survey Style Questions

Our interview will begin by asking the game developers questions similar to those on the survey. By asking these question we can see how the interviewee feels about replayability as both consumers and a designers; helping us view more than one research question in said interviews. From here, we hope to gain extra insight into how game designers think about the process and if there already are intentional game design influences for replayability. The survey questions also provide them an opportunity to see how they feel about games in a less professional light, allowing us to see defined lines between consumers and designers. They may also allow the interviewee to collect their thoughts on their theoretical answers for our more advanced questions. For example, while we ask them about the games they play themselves, they may be able to use that in their discussion on play in terms of video game theory. On the flip side, if there is a divide between the two, we may find that game design does not appropriately account for the end audience.

3.6 Play & Replay from a Design Perspective

As for the designer side of the interview, we have come up with base questions to begin the discussion and are prepared for any discussion they may generate by keeping an open mind and adapting them to the conversation. We will lay a foundation for the interview by first discussing play and how a game designer views such an important piece of video game theory. As we are focusing on replayability, our questions will attempt to discuss how game designers feel about replayability, how they believe it is manifested within a game and what they believe motivates players, their consumers, to replay. These questions will generate discussion that fall into the fields of several of our research questions.

1. What is essential for play?

2. What is essential for replay?

3. How do you, as a game designer, feel about replayability?

   a. Does such a concept exist?

   b. Is it a necessary aspect for a video game?

   c. Does it affect video game success?

4. In what ways do you believe replayability manifests itself within games?

   a. Intentional replayability elements.

   b. Other intentional game design elements that also make a game replayable.

   c. Successful game attributes (story, dynamics, and user-generated content).

5. What do you, as a game designer, believe motivates players to replay video games?

   a. Aspects of replayability examined within our literature review.

   b. Additional aspects not considered in the literature review arising from either the survey or interview responses.

c. Outside influences (reviews, social reasons, etc.)

Before we can begin the discussion on replayability within games, it is crucial to determine how the interviewee feels about play. Defining play is something that is difficult and can be done in many different ways. This can be seen by the simple fact that there are entire books devoted to the subject, such as *Rules of Play* (Salen & Zimmerman, 2003). By beginning the discussion with play, we can agree on a mutual basis for the rest of our interview. Furthermore, knowing how game designers view play will allow us more insight into their views on replay, since certain aspects of play are tied into replayability. This will present us with another side to our questions regarding playability as well. It is likely the developers will include their opinions on play as we discuss it.

With play aside, we can begin our inquiry into replayability. Asking developers what they feel is essential to replay will help us see if they believe that there is a specific formula for replayability or if certain elements are required to successfully make a user replay content. This may allow us to see how closely our compiled research matches with industry standards regarding replay. Their answer will also address their perceptions of replayability. We intend to see if designers feel that replayability is an important issue and, if so, how much replayability is needed in order to make a game successful. This will inform us as to whether or not they intentionally add particular factors and how they decide how much to add what and why. In addition, it will determine if replayability is a reasonable consideration when designing a video game or if general play is a larger factor as represented in Figure 3. Without such information, we would not be able to validate our research.

Once we have established the importance of encouraging replay, we can move onto how such a feat can be accomplished. By asking designers how they inject replay, we will discover

how game designers believe games can become replayable. Game designers may add replay

through either intentional elements or other features that unintentionally add replay. Directly

asking a game designer about such additions may give further insight into how these elements

are generated. Finally, this may provide information as to how much game designers really

tweak the replayability of a game. Do they only add replay value, or do they also try to detract it?

Seeing if they detract from replayability will allow us to see where the balance is in order to keep

games and their corresponding studios successful. The following figure is a visual representation

of this balance and how depending on the weight of the intentionally/unintentionally

added/removed aspect we could end up with success.

Removing	Adding
intentionally - design concepts	intentionally - design concepts
unintentioanally - consumer opinion	unintentioanlly - social viewpoints
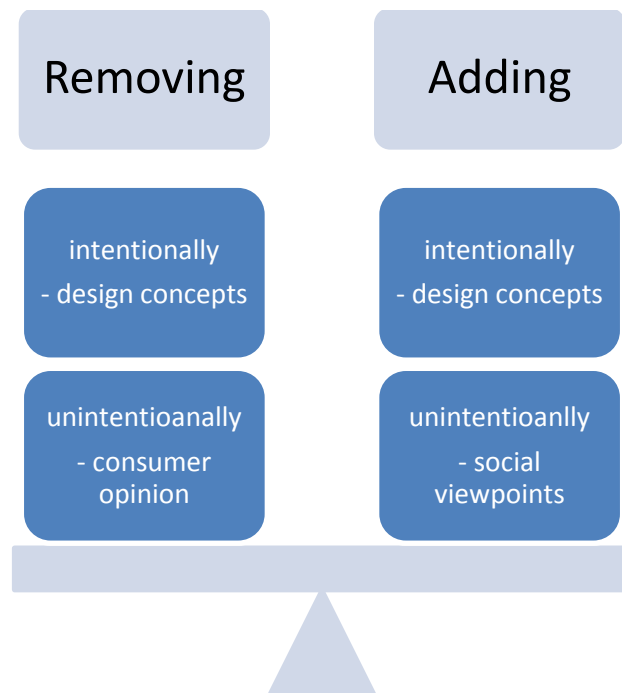
Figure 5 – Balance of intentional and unintentional changes to design elements in the creation of successful games

Game designers often have their own opinions as to the motivations of game players.

Here, we address what game developers believe makes gamers replay video games. These questions will be vital to our conclusions, allowing us to check our particular aspects of replayability against what developers believe them to be. It will be compared with our survey questions to show if the game developers are actually in touch with their audience or not. Finally, we can investigate the impact of outside influences on player motivation and how game developers feel these changes affect the lifespan of their game.

3.7 Market Perspective

Our main reason for using sales data is that it provides a quantitative side to our research. It provides numbers to back up our opinion-based surveys and interviews. By combining this data with the survey data, the interview information or both, we can provide numerical support for the claims we make.
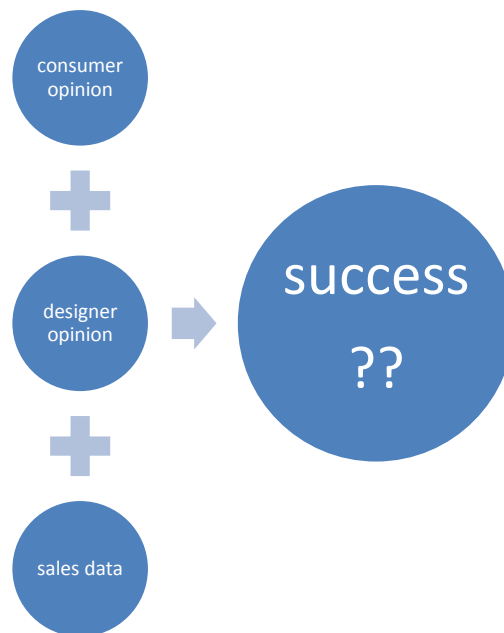
Figure 6 – Triangulation of data to determine a pattern of success

This allows us to properly triangulate our data using three different methods, each with its own advantages and disadvantages. This can be seen in the above visual representation (figure 6) where consumer opinion, designer opinion, and sales data all create a formula to help determine success.

Market data will allow us to see if replayability has any direct link to the sale of video games. Drawing conclusions between market data and the opinions of both consumers and designers will all us to make connections between successful games and successful studios. In addition, sales data provides a way to triangulate our research. The statistical information from the sales data provides a quantitative compliment to the qualitative methods of interviews and surveys. By comparing the sales data with the results of our survey, we can identify relationships between replayability and sales. Finally, sales data provides third-party information not defined by our method. This means that the data is not biased by our research practices.

The collection of mass quantities of market data in North America is done by the NPD Group. This corporation collects sales figures across many industries for use in marketing, advertising, and research. Thus, NPD is where we are going to get the bulk of our data for sales information on seventh generation systems and games. This data should assist us in tracking trends and top games to check on our theories about replayability. While NPD is the group collecting this data, they only provide limited amounts to the public through press releases. Due to this, our data is coming from secondary websites that are hosting NPD's data. These sites include http://vgsales.wikia.com/ and http://www.vgchartz.com. Yearly reports from the Entertainment Software Association will also provide us with sales data, as well as an additional, and more expansive, look into demographics and gaming style.

Our primary concern is with sales data and how successful a game is after it hits the shelf. Fortunately, NPD provides thorough data regarding sales that will allow us to make a fairly reasonable conclusion. While this data is readily available from NPD, we are also interested in data not provided by NPD such as resale data, return data and replay data. If this data is available, it will contribute a great deal to our conclusions, but we will still be able to make fairly reasonable claims with the basic sales data.

The primary flaw in using this data is that it cannot be definitively linked to replayability on its own. Any number of variables can influence a game's sales. While not conclusive, triangulation between our survey data, interview data and sales data could provide us with a fairly good indicator of how replayability can potentially influence sales. As we will be able to gather a list of the most popular games to play and to replay from our survey, we can use that information to find where those games are ranked in the sales data. Those games that are deemed highly replayable should have sold well if replayability has an impact on game sales. Similarly, we can attempt to identify which replay features each game takes advantage of. If we can connect the sales data to our replayability aspects, we may be able to determine quantitatively which aspects add the most to sales.

It is also possible that our data from the surveys and interviews may not work out with the sales data. Some of the highest selling games may in fact turn out be contain none of our aspects of replayability or vice versa. In this case we will go back through our other data and look for some connection that we missed or attempt to determine why this anomaly exists.

3.8 Conclusion

Through these different methods of data gathering we hope to get a very clear idea of what exactly makes a video game replayable. By performing a survey, of the gaming population,

we intend to find out how consumers feel about replayability. Then by performing our interviews we will find out what video game designers actively add to games in an attempt to make them more replayable. By comparing what the population thinks about replayability to the current practices of game designers, we hope to see overlap and possible directions for future works. Like all forms of gathering data, our data will include some bias. However, we have taken steps to limit the bias of our data as much as possible, as to provide clear data supporting our research, by looking into several sources and methods.

With this data, through the analysis and comparison in the coming section, we hope to be able to validate the aspects of replayability that we have formed through our research and possibly point the industry in a better direction for successful economically-based game design. After we have such a basis, we can attempt to determine how studios can best accomplish success and potentially change their future. In the next chapter, we report an overview of our findings, followed by our analytical observations.

4 Perceptions of the Importance of Replayability

Thus far, we have discussed everything that was necessary to carry out our research. In our second chapter, Games, Play and Replayability, we gathered and discussed the existing research to develop our concept of replayability. Replayability, in simple terms, is the driving force for a player to replay a game. With this distinction in mind, we were able to create our aspects of replayability: Difficulty, Completion, Social Aspects, Randomization and "The Experience". This gave us a basis to create a method that would allow us to answer our research questions:

- How do players perceive playability? Does it obsolete replayability?

- How do players perceive replayability? Does this perception differ by group?

- How do developers perceive replayability?

- In what ways does a game generate replayability?

- Does replayability affect sales?

This method made use of surveys, interviews and market data to provide us with a triangulated sample from which we could generate the claims later in this chapter.

Within this chapter, we will present and analyze our data to make overall claims, which will fuel our conclusions and recommendations. This chapter begins with a report on our numerical data that merely provides statistical information. While this is the weakest of the data we received, it is still important for demographical and categorical information. It will then go on to discuss the rest of our data and the claims associated with it. This is the heart of our research and will provide information that directly answers our research questions. The analysis for our data will follow the flow of our research questions and start with playability and replayability,

continue into the aspects of replayability and conclude with marketing and consumer influences. While the data does often overlap and cause claims to blend into each other, this order allows us to keep our results associated with the relevant research questions.

4.1 Reporting on Numerical Data

In this section, we will report upon the numerical data we collected through our survey. While this data does not allow one to make very specific claims, it is still very important. The primary advantage to this type of data is that is allows us to make general observations and identify the demographics we were able to reach in a very simple, clear way. These general observations serve as an indicator as to how the respondents answered, though the data is not usable by itself. On the other hand, identifying the demographics in our survey allows us to recognize the bias of our survey. Throughout this section, we will extract noteworthy points that showcase the demographics we accessed and the deviations from expected behavior.

The survey resulted in surprisingly varied data even with the small 420 respondent pool. Of those 420 respondents; 161 responded that they did not play any of the current generation of consoles; there were also 130 Xbox 360 users, 67 Wii users, and 62 PlayStation 3 users, a visual breakdown of this data can be seen in figure 7. Those respondents that claimed to not play on current generation consoles (the majority of those surveyed) either: have not upgraded to newer systems, are PC gamers, primarily play on handled systems, or do not have game systems at all. Of the 259 respondents which finished our survey 213 were male, 43 female, and 3 transgender; this lack of female respondents is not surprising considering the survey pool. The majority of our respondents were in the 19-24 age bracket and white, which correlates with our survey pool.
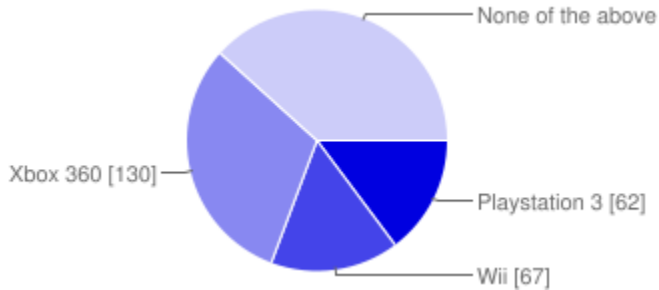
Figure 7 – Console Breakdown with Numerical Data

The respondents on average played video games less than 15 hours a week, with only 52 playing 16 hours or more. The same distribution is made for all of the game time related questions (hours of play for single player, online multiplayer, and local multiplayer) with an example shown in figure 8.
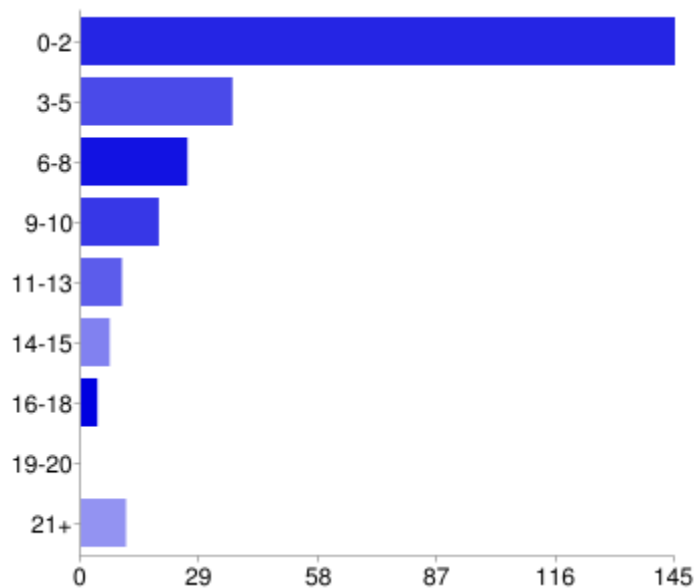
Figure 8 – Playtime Breakdown of Participants' Average Week

None of the respondents played more than 18 hours of local social multiplayer a week and only sixteen played more than 5 hours week. There would seem to be fewer respondents whom play

social multiplayer in our survey pool, or they no longer have time due to college, a trend which seems to be shown in all the data in this section. Sports games were the highest selling genre in the year 2010, yet they were far eclipsed in our data by action games for by play and replay, which may be explained that our respondents just do not prefer sports games. We would have been able to account for such a discrepancy if we had collected data on preferred genre like we originally intended.

Next is the first section of the survey in which we gather data relating to play, this section could be referred to as the control since it give a reading of what the respondent plays which can then be related to what they replay. The list of the top responses are almost exclusively triple-A games with *Call of Duty* games leading by a large margin. The actual totals and other top games can be found in Table 1.

Table 1 – Top Games Played

Call of Duty	62
Halo	26
Pokémon	20
League of Legends	15
Rock Band	14
Assassin's Creed	13

What most interesting about that list is there is a prevalence of PC games on the list which were also not asked for, yet the respondents felt strongly enough about them to include them contrary

to the instructions, or failed to read the question fully. *Call of Duty* is also an outlier in responses as to why the respondents played it; the general consensus is that they play it because everyone else has it while the other games people seem to play because they feel they are well rounded games.

Games which the respondents replayed are covered in the next section. In this section, the respondent was given the option to select three games. In order to compare directly to games played, one must divide the number of responses by 3. The raw data will be discussed in this section. Halo is the most replayed game with 40 respondents, which would imply that less people have replayed halo than played. The real shocker is *Call of Duty* which only had 38 respondents claim to replay it when there were 62 whom claimed to play it. All other games from the top list of played games show similar drops in their replay except for Nintendo's *Super Smash Bros. Brawl* (2008), *Fallout 3* (2008) and *Mass Effect* (2007). The exact change can be seen in figure 9. The shift in the replay list from triple-A games to a more varied list of independent and/or less well known games is interesting to note. The general consensus of people who bought games which were already established titles (i.e., sequels to games) were most likely to buy them not for replay but because they enjoyed the previous title or were a fan of the series. Otherwise it seems that respondents bought the game because it was either well marketed or it got good reviews from friends or publications. Assuming that story is part of the unique experience of a game, the distribution of why people replay actually seems to follow their ratings of our aspects.
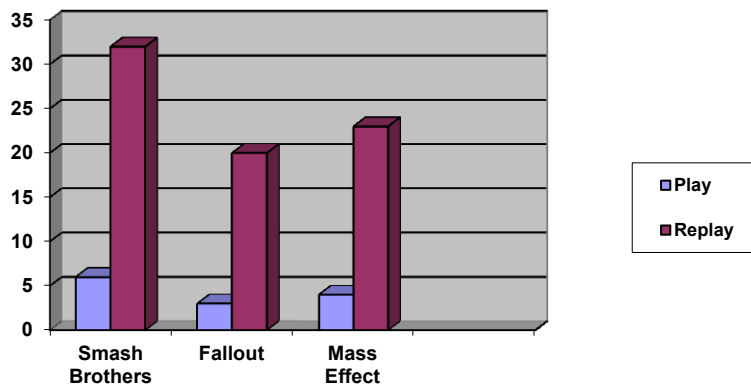
Figure 9 – Play vs. Replay

In the final section of the survey, we asked our respondents to rate our aspects of replayability on a Likert-scale. The distribution of responses varied between different aspects. "The Experience" by and large was the highest rated with 146 of 259 rating it a 5 out of 5 and 201 rating it above a 4; only 17 respondent rated "The Experience" below a 3. Contrastingly, difficulty levels was the lowest ranked with only 40 5 ratings and 134 ratings above 4. Completion is the 2nd highest rated aspect with 115 respondents rating it a 5 and 188 rating it above a 4. Social aspects are the 3rd highest rated aspect, with 73 respondents rating it as a 5 with 135 rating it above a 4. And 4th is randomization with 56 rating it a 5 and 136 rating it a 4 or higher the rest of this data can be found in Appendix A. From this data, we were able to make several claims.

4.2 Commonality of Play within Replayability

As we discussed in Chapter two, play is random and free activity that takes place within the metaphysical influence of imagination that causes the participants to be fully enveloped in the experience. This definition encompasses the thoughts of several researchers, such as Katie Salen,

Brian Sutton-Smith, Johann Huizinga and Roger Caillois, and the points brought up in *Rules of Play*. From this definition we can see the formation of Huizinga's the "Magic Circle", which is created within the imagination of the players, which supports play until it dissolves through end condition and the beginning of replay (Huizinga, 1998). Play can be further broken down into areas such as Ludic Activity and Game Play, which have increasing levels of structure (Salen & Zimmerman, 2003). This structure as defined by rules and a definitive end is what restricts play and moves an activity from playable to replayable.

Replay tries to recreate a specific kind of "Magic Circle" associated with a game, which allows the game to be re-experienced based on the same rules and structure. The idea of "Magic Circle," which is this *sphere* of influence created by similar understandings between the players, exists every time one replays a game, and thus shows a strong connection between the play and replay (Huizinga, 1998). There are also several aspects of replay that we are analyzing in order to see if they assist in building up replayability. These aspects include: 1) completion of any and all parts of a game, 2) the general experience of a game, 3) the social aspects provided by playing with others, 4) randomization for a different game every time, and 5) difficulty levels to provide a unique challenge. Each of these aspects has some sway on how replayable a game is along with other societal and design choices, such as those discussed later in this section. In this section, we look at the importance of play in replayability and how they overlap each other. This overlap is caused by many factors, from aspects of replayability to consumer opinions. Depending on the views of designers and consumer, replayability is seen in different lights, each of which forces slightly different design methods. We will also look at the effects of genre specific design compared to an overall design for economically successful games.

4.1.1 Indistinguishable Nature of Play and Replay

In order to see how close playability and replayability were, a comparison was made between the games mentioned as replayable and playable within our survey results. If you take out matching games from each list there is approximately a 1:3 ratio of unique games, which is the same ratio that we asked players to list their favorite playable games and replayable games within our survey. All of the major names, such as the *Halo* series, the *Call of Duty* series, the *Dragon Age* series and the *Assassin's Creed* series, appear in this ratio for our comparison, showing how consumers don't differentiate between games being solely playable or replayable since they are on both lists. The non-matching games in each list were smaller games such as arcade style, puzzle and non-triple-A games such as *BlazBlue: Continuum Shift* (2008)(arcade), *Limbo* (2010)(arcade) or *Perfect Dark Zero* (2005)(360 bundle). Without the small number of outliers in each list, most of the games appear on both the games that people enjoy playing the most and replaying the most, making it difficult to pick out the elements that studios should design into games to produce replayability.

The indistinguishable nature of playability and replayability makes it hard to come up with clear cut answers as to how replayability can influence game design. In this chapter, we outline how design elements, social elements, and the perception of completion are examples of how play becomes dominant and clouds designers' influence in replayable game design. As noted in the data shown in the previous paragraph, some of the population, either designers or consumers, may not differentiate between playability and replayability due to the afore mentioned similarity where replay is indistinguishable from play—all forms of play are just play. Being unable to differentiate between the two makes it exceedingly difficult to suggest design implementations that help playability and replayability keep game studios and their games alive. There are

considerations to each of the elements and viewpoints that cause this haze which are stated in the following paragraphs.

Replayability is a category that can easily be eclipsed by play. Many of the aspects of playability deter from the replayability of a game completely unintentionally. Some examples of this include; ease of play, length of play, replayability not always being considered a factor in buying, consumers expecting to lose interest in a game. These points were brought up very often in conjunction with play by the participants of our survey. Any of these four points of play can pose large hurdles for the designers to overcome. If they are unable to overcome these hurdles, a game could easily become a single playthrough or an unappealing game that doesn't sell as well a more replayable game might. If a studio can overcome these issues, its games are more likely to have aspects of replayability shining through play.

Some of the eclipse play casts over replayability can be whittled away at through actual changes in the design of a game. If you are looking at mini games or smaller arcade style games, which have a cheaper price, short can be beneficial since you most mini games are for a social experience with multiple players. If a consumer paid the full game price, $60, for a game on Xbox Live Arcade, such as *Castle Crashers* (2008), they would expect a lot more than the gameplay you get for the actual price of $15. This goes for downloadable content as well as we can see with points, such as "Some downloadable content wasn't worth the price", in our data section. Games that are too easy or too hard will cause boredom or stress, remove any interest in playing again. As stated by one of our survey participants, "like most games on the highest difficulty it becomes more of a job than fun to play". The ease of play can simply be removed

from the equation through the use of our aspects of replayability: difficulty levels, which is discussed later in this chapter.

The other designable factor that will change the amount of replayability is the initial length of the game—some games can be played in ten minutes, while others require the player to dedicate 140 hours of actual gameplay. In several places in our data we see participants mentioning length as something that made the game better, such as "it was a good length..." or "I love Final Fantasy games, from the length of the gameplay…". This is a hard factor to design with since different genres and styles of games each have their own length requirements. Mini-games for example are quick and easy to pass between players multiple times during an hour or two game, but RPGs or Action games are longer in order to provide more story and opportunities. But if perfected, game length could be highly beneficial to have the right amount of play to induce feelings of replayability. Games that are considered to be social games, such as *Mario Party 8* (2007) or *Dance Central* (2011), usually consist of a large quantity of smaller levels or games. This allows for easy switching between players as well as giving everyone a chance to play. However, if designers tried to incorporate the small play length of social games into another genre, it could have unwanted effects. For example, MMORPG's such as *World of Warcraft* (2004) are often played for hours upon hours by a single person controlling his or her own different character in an online environment with other live players. Short game length here would be frustrating for these gamers as they are expecting an expansive world and completion aspects of a larger game.

In addition to the hurdles discussed above, social issues are harder to overcome since they are based on a changing society instead of design factors. The two social issues that designers must

work around are consumers expecting to lose interest in a game and the fact that replayability is not a buying consideration. The issue with losing interest in a game is the rate at which they are produced. Games are produced so frequently that gamers hardly have time to finish one game, unless they spend 10+ hours a week playing, before the next is shoved in their faces as new and better. This creates a predicament since the average gamers play time per week is around 8 hours as reported by NPD (Takahashi, 2010).

The expected loss in interest partially influences the fact that replayability is not considered a buying point. If a consumer is expecting a new game to be out by next month, they will be less concerned with replaying their current games and more concerned with playing the newer ones. We see this in comments like, "whenever a new game in the series is released I play through it as a refresher" and "I always buy the new [---] when it comes out". Consumers are constantly moving on to the newest game. Both of these points on replayability cannot be addressed through design considerations, but there are alternate possibilities, including marketing and increasing consumerism. Increased consumerism through better marketing techniques can consequently result in more interest in playing a game repeatedly or more initial sales; both of which can assist in financial struggles of upstart studios.

4.1.2 Distinction made through Completion

Considering completion as a continuation of play, instead of having play end with the narrative, shows another important way play overshadows replayability. Continuing play for achievements, trophies or multiple endings are complete opposites of ending a game once the narrative is over. The initial playthrough is often considered a story playthrough. You continue in a story where a previous game left off, live out the story like reading a book, or just playthrough

for the cut scenes and go through the back story to new games. Any additional playthroughs are more often dedicated to achievements, searching through the corners of a game or playing every possible path. Thus defining the end of the narrative as the end of a game allows completionists to replay a game over and over. Narrative endings give us the ability to replay a game in a similar way that readers would reread a book.

Looking at completion as playing a game over and over means there is no true end to the game. In order for something to be replayable, there must first be an initial end to the game and in this case, play eclipses replay. If we take the narrative as the end of the game, then every game becomes replayable since there is a definitive end to a narrative. Even in a series, the player completes a story line at the end of the game giving each game in the series a definitive end. Take the *Assassins Creed* series for example: there are end points to the story of each game in the series. Both the first and second games in the series end with the collection of a specific artifact that adds on to the historical story of the series. If we set that aside the narrative, it is possible to play each of the games in the *Assassins Creed* series over and over, collecting all of the flags, feathers, treasure and completing the map. Playing through for these extras is important to gamers, as noted by since "completion" appears in our survey data more than 30 times without taking into account mentions of these extras by themselves. Playing for completion in this respect negates replay since one would have nothing left to play for if you complete everything, as compared to replaying for completion if one assumes the game ends with the narrative. Completion makes play and replay hazy because we see examples such as "I replay AC Brotherhood trying to collect all of the weapons and armour and trying to achieve 100% sync.", which says "replay" but might just be a continuation of play if one were to view completion differently.

4.2 Genre Specificity

Unlike the general design or social hurdles discussed in the previous section, genres create a specific set of hurdles that differ depending on which one the designer is creating the game for. Genres are any set of similar characteristics that connect different releases within a given type of media. Genres for video games define the characteristic that make up the gameplay. The difference between video game genres and other forms of media is that with video games, the only part defining the genre is gameplay, not the setting, narrative genre, or character style. While it is possible to connect games to a particular genre, we should "think of each individual game as belonging to several genres at once" as stated in *Genre and Game Studies* (Apperley). According the ESA's 2010 Essential Facts report, some of the top genres include: sports games, shooters, family entertainment (party/social games), action, and role playing games (2010 Sales, Demographic and Usage Data: Essential Facts About the Computer and Video Game Industry, 2010).

While there is crossover between aspects of replayability within the design of each genre, each different genre appears to be more beholden to the different aspects of replayability that we defined in chapter two, and those are randomization, social aspects, completion or difficulty levels. As such, we cannot offer a definitive suggestion concerning the design of replayability into all genres—this is not a "one size fits all" method of design. It would be like trying to design a skyscraper with the blue prints of a house. While there are structural similarities, there are two completely different end results to the same design. Thus, there is a crossover within these games that define a base print, but the rest of the design will be different depending on the needs of a particular genre. Each genre has its own focal points in design, and this must be taken into account when designing games. For example, we will look at four of the main genres as defined

by the ESA and the common genres of our survey: Sports, RPGs, Party games and Shooters (Entertainment Software Association, 2010).

Sport games, for example, rely heavily on randomization while still having difficulty levels and a link to player experience. Real sports games never play out the same way since players get injured, different stadiums have different effects, and the human mind sees every situation differently. This creates an infinite number of possibilities during each game. The *Madden* series for the NFL franchise is an excellent example. While you are playing, any of these effects can occur. Your quarterback may get injured causing your stats to take a hit, you could select any receiver to throw to or run it yourself while not knowing what the opponent is doing, or you can change the weather and conditions of the match. These random choices create gameplay that allows the sports genre to thrive. Consumers enjoy that these games, such as *FIFA, Madden, NHL 2K*, can be played out differently every time be it with friends or against the AI.

RPGs require more of a focus on completion. While the first playthrough is usually dedicated to the story, consumers use the additional playthroughs in order to experience the entire game. For example, one participant in our survey states, "Plus, RPGs allow you to build your characters differently with different playthroughs, and there is always a huge detailed world to explore." For example, when we look at RPGs like *Borderlands* (2009) or *World of Warcraft* (2004), one can see expansive worlds with many options, side quests, and possibilities which all can be completed. In each installment of *World of Warcraft* (2004) for example, there is a major overlying quest set that guides some of the play. Though more often than not, people will complete side quests and collect items before moving along this main set of quests. Thus through a desire or a need for higher levels and items, completion is woven directly into RPG's.

Consumers loyal to this genre like the hours of time that can be dedicated to completing all corners of the game, while still having a shorter story if preferred.

Finally, party games rely on the social aspect of replayability. Games such a *Mario Party 8* (2007)*, Guitar Hero* (2005), or newer motion based games, while not 100% required, makes use of groups of people to add the entertainment value to the game. Gamers crave "social interaction" as it can be seen multiple times in our survey data. There is easy switching between players, giving everyone a chance to play. There is also collaboration between players for some mini games. This provides player with a chance to work together to complete tasks and form bonds over in game tasks. Human interaction and emotion is thus brought into these styles of game, creating feelings of jest, competition, or camaraderie.

Of these genres, shooters appeal to the highest number of aspects of replayability between all genres, making them a base level game. No specific aspect of replayability is dedicated to them and concurrently they can be turned into many other genres by adding focus on a specific aspect of replayability. *Rainbow Six Vegas* (2006) for example; it has minimal amounts of completion making it lean towards RPGs, but if you added open worlds you would end up with a *Borderlands* (2009) style game, or if you added more social aspect you would end up with an online version such as *America's Army* (2009). *Rainbow Six Vegas* (2006), a basic shooter, can easily be turned into other genres by adding focus on any particular aspects of replayability.

Since play almost completely encompasses replay, we can suggest that other design influences, such as marketing and fanboyism, are of equal importance, with replayability, in creating games that sell better. From the points of both designers and consumers, play often eclipses replayability; thus, while the aspects of replayability are important the idea of fan

culture and marketing need to be looked into further in order to define a complete design

concept. The way different aspects of replayability effect different genres also prove that there

cannot be one specific successful design implementation. Gamers expect different aspects in

different genres and design studios must consider this if they wish to make successful games.

Next, we will look further into the different aspects of replayability and how they impact

successful game design requirements.

4.3 Difficulty

Multiple difficulty levels bring players back to the game and keep it interesting through

multiple playthroughs. Twenty-three of our 421 survey respondents replied that the difficulty

levels bring them back to the game and that they like the increased challenge the second time

around. One wrote, "Replaying it with extra equipment or on a harder difficulty adds more

reason to enjoy the story once more." Furthermore, 134 of our 421 respondents felt that difficulty

affected their decision to replay a game, according to our Likert-Scale question. This is

undoubtedly related to the ludic structure of challenge. This also confirms some of our theories

of difficulty and replay: Most importantly, it confirms that our respondents believe that difficulty

is an aspect of replayability. Second, it reaffirms the notion that by adding difficulty to a game,

you directly increase its replayability. Each level of difficulty creates another instance of the

ludic structure of challenge, encouraging the user to play a game again.

Our research also indicates that difficulty may also interfere with playability and thus,

replayability. Three respondents had an issue with games that are too difficult. One of these

wrote, "Like most games on the highest difficulty it becomes more of a job than fun to play so I

just stop." This indicates that difficulty must be balanced such that it does not overwhelm the

player and make the game feel like work. By bringing a serious aspect to the play, it will dissolve

play and disrupt the Magic Circle. As mentioned in chapter two, we divide play into different

levels, each one encompassing the level below it. The macro level, playfulness requires that play

be a whimsical state and thus, enjoyable (Salen & Zimmerman, 2003). If a game is too difficult,

as the respondent above experienced, it becomes a more like work and ceases to exist as play. It

is interesting to note that difficulty, an aspect of replayability in computer games can affect such

a high-level aspect of play.

On the flip side, in our interview with Brian Moriarty, he discussed how a game that is

not difficult enough will also harm the replayability of a game. He recounted his experience with

Defense Grid (2008) and his discovery of its dominant strategy. He spoke of playing *Defense*

Grid (2008) for months, starting on the easiest mode and working his way up. However, when he

discovered the dominant strategy, the game ceased to be enjoyable for him (Moriarty, 2011). In

addition, it worked on every difficulty level, thus making the tiered system pointless. It no longer

presented a challenge and was no longer difficult (Moriarty, 2011). This makes sense as the

game is losing its ludic structure and thus, losing its definition as a game.

Difficulty also appears to be directly connected to the ludic structure of challenge. In

almost every response that mentioned difficulty, challenge was also mentioned. This implies that

the aspect is dependent upon the ludic structure and should only be applied to games that make

use of this structure. It is also interesting to note that, according to the Entertainment Software

Association, the "Action" and "Sports" genres were the most popular in 2009 (Entertainment

Software Association, 2009), which our data supports for 2011. In general, both genres use the

ludic structure of challenge, making them mechanically replayable. It is also common for these

genres to provide extra difficulty levels, providing replayability.

As such, our research indicates that difficulty should be included in a structured approach to game design. We have shown that it is a strong proponent of replay, but it must be balanced to work effectively. A game that is too difficult will lose the element of play as it becomes akin to work. A game that is too easy will cease to be a game due to its lack of a ludic structure – in this case, challenge. Furthermore, difficulty is directly linked to the ludic structure of challenge. It is only effective in games that make use of this structure.

4.4 Completion

Completion, when it comes to video games, extends past just completing the basic storyline. It also includes in game unlockables such as weapons, armor and other such objects, and also alternate endings and branching storylines. When prompted to rate the importance of completion in a video game on a Likert scale, respondents to our survey rated completion with a 4 out of 5 making it the second highest rated of our aspects of replayability. This suggests that players consider the basic storyline as the first playthrough, and then alternate endings and story branches are replaying. This positive response to completion helps to confirm our previous claim of completion as an aspect of replayability.

Many gamers do not stop at simply completing the basic storyline when they think of completion in a video game; rather, they were interested in collecting everything, linking the accumulation of videogame objects and achievements to completion. Indeed, many players commented on their desire to complete all aspects of the game, collect all of the armor, all of the weapons and getting all of the achievements that the game has to offer. For example, one of our respondents wrote, "At first, it was completing every mission. Now I replay *Assassin's Creed Brotherhood* (2009) trying to collect all of the weapons and armor and to achieve 100% sync."

Another response was "It's a huge game with more than can be done in one playthrough. It rewards players for experimenting with different play styles and no two playthroughs are the same." Responses like these to what makes a video game replayable strengthen our argument for completion as an aspect to what makes games replayable.

Game designers intentionally add weapons and other objects of that nature to games for players to find (Ballagas & Walz, 2007). Ballagas and Walz address this in REXplorer: Using player-centered iterative design techniques for pervasive game development. They state that game designers intentionally make games so that it is impossible, or almost impossible, to complete all the features of a game, including multiple endings or branching storylines, in one playthrough (REXplorer: Using player-centered iterative design techniques for pervasive game development, 2007). One such answer in our open-ended respons section that supports this is "I greatly enjoy Bethesda's works, and had played their previous installments of *Fallout*, as well as *Elder Scrolls*, and so purchasing *New Vegas* was a no-brainer. I knew the *Fallout* series was famous for multiple story arcs and ends based on the player's playstyle and choices they make throughout the game, so I knew I would be replaying the game multiple times." Game designers intentionally adding additional content and multiple storylines to games, provides a very strong argument for the validity of completion as an aspect of replayability.

Top selling video games contain unlockables and achievements to add more features to the completion of a video game. Sales data supports this claim, top selling video game series, such as *Assassin's Creed* and *Call of Duty* feature extensive achievement and unlockable systems. These games also appeared as top video games in the open-ended section of our survey, both in favorite game to play and replay. Quotations about these confirming the importance of

completion in these games include: "The gameplay mechanics are quite enjoyable, and there are a lot of different ways to complete the various missions allowing me to try new things" and "Going for 100% completion, or when I just need a good laugh" This correlation between sales and the presence of achievements and unlockables in top selling games furthers our claim of completion as an aspect of replayability.

4.5 Social Aspects

Social aspects are considered to be an important part of play and replay by both game designers and game theorists. Social aspects include both competitive and cooperative methods of interaction between a group of people (Bycer, 2009). Discussion, not of actual gameplay, is also important to the social aspect, things such as the hype of a game or borrowing it from a friend can influence a person's choice of purchasing a game or replaying it. The word friend is the most directly linked keyword to social aspects and there are 210 instances of the word in our open response data.

The social importance of games--the fact that people play and replay with their friends and family--is repeated throughout our findings, yet the games cited are not console-specific, which indicates that the social drive to replay games is more important that the marketing surrounding the console wars. There were only 56 responses out of 1036 in both the play and replay for Wii exclusive games or games marked as Wii. That number should be higher considering 67 of our respondents claimed that they play they Wii as their primary console. This is a weakness in our survey; however, adding it would have made the survey extremely cumbersome for the respondents to take which would have likely reduced our response rate. Even after taking that into account the lack of a link between consoles and games.

All computer games have become social games through the ubiquitous use of multiplayer. Social party-style games such as *Guitar Hero* (2005) were not nearly as well represented as we assumed, with only 17 *Rock Band* (2007)/*Guitar Hero* (2005) entries for play and 16 in replay. Since almost all computer games have become social games, we cannot distinguish these "social" games from other games and their numbers should not be expected to be higher than other games. Why is this social aspect not well valued on the scale but shows up so heavily in the free response questions? Could it be that players do not realize that is the actual reason they are replaying the game? Or do they just believe that playing multiplayer with their friends is not replay? Where there just games that the respondent wanted to talk about and they didn't have the space for these games? Or did it just slip their mind at the time of the survey? Why did it slip their mind? Any answers we could provide to these questions would be pure conjecture and a new, more targeted survey would be able to provide an answer.

Nintendo claims that its Wii games are designed to be played and replayed for hours on end by friends and family of all ages (Nintendo, 2011). This shows direct intent by the developer to add replay value through social means. By making games social, developers intentionally add replayability. And this additional replay can show a tangible benefit to economically based game design. While this is from marketing it does concur with our survey results. "Everyone I know, young and old, plays these three games." in reference to three Wii games. The social interaction between players can even transcend age barriers.

Because Wii games emphasize social gaming and the inherent replay value that social games have, Wii games continue to hold their value. For example, the Nintendo Wii's games have the highest resale value of any console on the market. This could be assumed to show that

the Wii games are more replayable because they keep their value after they have been played more than once. As can be seen in Table 2, Wii games only lost 27% of their value from initial purchase to resale.

Console	Avg. MSRP	Resale Price	% Change
Wii	42.77	31.34	-27%
Nintendo DS	28.31	19.53	-31%
Playstation 2	34.05	23.01	-32%
PSP	35.00	23.03	-34%
Playstation 3	62.13	38.27	-38%
Xbox 360	57.23	32.58	-43%

Consoles By Avg. Resale Value Per Game

Table 2 Consoles by Average Resale Value per Game

Replayability obviously affects sales or, at the very least, resale of video games. However, this could be due to supply shortages of some games, such as *Rock Band 3* (2010), but the DS did almost as good, and it also provides the unique experience of dual screens and a touch screen on a hand held. Though, at the very least it can be seen that the Wii, an intentionally social console, has the highest game resale value.

The interaction between friends has a large effect on a person's decision to buy a game, through playing and replaying it with friends or even just the suggestion from them. This suggests that the social aspect of replay has a large effect on a person's decision to buy a game. Not only do games allow for new social groups to form though multiplayer, it allows old ones to stay together. Play and replay allow people to stay connected across distances, so play and replay allow the maintenance of important social ties. "[M]ost of my friends back home play it" and he plays it with them. So, thanks to the advent of modern Internet multiplayer, friends are able to

stay together even while being hundreds or even thousands of miles apart. These people will even buy these games in order to replay with their friends.

Often times, our respondents played with friends then bought the game. "I tried it at a friend's house, liked it, and later got it." was a very common response type; it shows that the social aspect of replayability or, at the very least, playability has a large impact on a person's decision to buy. If the replayability at a friend's house affects the person's willingness to buy a game then its replay affects the sales of games. The social aspect of gaming increases the level of fun the player experiences. "It is fun and when playing with friends then it becomes a lot of fun." As Brian Moriarty said, gamers will replay a game if they found it fun (2011). The social aspect is so powerful that someone considered that they replay a game on someone else's console, not even their own, "I don't own a new generation game console, only play with friends." Even if someone cannot afford to or will not buy a game, they will replay it with friends.

The gaming industry has a strong, but subtle marketing force that consists of its entire customer base, with its own separate economy. This marketing base causes friends to buy games on a friend's recommendation without even playing it or by letting a friend borrow a game without buying it. "I bought it because I had some cash on me and my friends recommended it." Even the recommendation of friends is enough to sway a consumer into buying a game. "I saw my friends playing, and I really got interested." Or even just seeing a friend play the game can interest a consumer enough to purchase the game. "Otherwise I would often borrow games from friends." if he didn't buy the game outright. There is even a small "economy" around games which are borrowed or gifted to and from friends.

The fact that everyone else has it is a large part of our respondent's purchase decision. "Because games were the 'in' thing at the time. (Advertisements, friends, etc.)" was one respondent's reason for purchasing a game. Our respondents were willing to purchase games just to be able to play and replay them via multiplayer with their friends and people across the world whom weren't their friends. There are many replies similar to "My friends all play." The players are basically peer pressured into buying the game in order to play with their friends. Even if the game is not very good, but well-marketed and popular, it will have good sales from this factor which may lead game designers to make not very good games, but market them well. Players will play and reply solely on its social aspects alone.

Developers think that social factors play an extremely large role in both the play and replay of video games. Brian Moriarty spoke with us about his personal experience with the social aspects of replay. He plays with his family and tries to beat their scores, developers know it is there and that's why scores were added to games (2011). Jeannie Novak, in *Game Development Essentials*, claims that the social features of a game are important to its success as a market item (2005). This shows that developers are intentionally adding replay through social aspects and that the replayability from it affects sales.

4.6 Randomization

Almost every game makes use of randomization in some way. Whether it is slightly changing the position of an enemy in a first person shooter, the movements of players in online multiplayer in *Call of Duty* or the movements of computer players in *Madden* football games, almost no games are exactly the same each time they are played. This necessity for randomization clearly supports it as an aspect of replayability.

Randomization appears to be an aspect of replayability that is overlooked by gamers. Though randomization has been established as an integral part of video games, it does not seem that gamers recognize it as such. In the open-ended response section, there were almost no answers containing randomization as what makes a game replayable. Randomization also did not fare well on the Likert scale, receiving only 3.4 out of 5 in comparison to the 4 out of 5 that completion received. This data shows that randomization is not an important aspect of games that gamers actively think of when considering the important parts of a game. However, due to randomization's necessity, it leads us to believe that it has become so prevalent in games that gamers simply overlook it as a usual feature.

The top selling genre, sports games, depends very heavily on making randomized games to keep players interested. Randomization is built into the games using segments of code to create a randomization algorithm, which controls everything within the level. This way each time the level or match is reset the randomization algorithm generates a new set of conditions. In sports games, randomization is one of the most important features. Since sport games often do not feature lengthy campaigns but are generally shorter games played over and over they would quickly lose their replay value if they were the same every time. For example a game such as *Madden* football games, if there were no randomization and the AI performed the same way each time the gamer ran a certain play, the gamer would quickly pick up on this and exploit the weakness over and over and it would quickly become tiring and uninteresting.

4.6 "The Experience"

"The Experience" is what we have decided to refer to as the unquantifiable quality a game has which makes it replayable or successful. This is the most subjective of our aspects and where

we expect to see the most varied responses to the free response questions of our survey. It was also the most popular of our aspects in our Likert scale.

Players tend to privilege "The Experience" more than the social aspects of a game. Contrary to game theory, our data on replayability suggests that "The Experience" of a game is more important than the social aspects of a game. ("The Experience" was defined for our respondents as "The unique feel of a game" in the survey, which is a fairly good concentrated version of the definition from our literature review.) Our open response questions provided many different looks at this phenomena; from complex answers to those as simple as "fun".

There were many simple responses to the questions for "why did you replay this game?" As simple as just that the game was purely "fun" received 311 responses on our survey, just fun alone as an experience shows up 100 more than the most social aspects term of friends. The fact that a game is just fun without explanation may be due to the exclusive experience provided by the game. This agrees with Brian Moriarty's claim that people play games because they are fun and that if it was fun enough they will be willing to replay it again (2011). He further claims that fun is the only thing that would drive a player to replay a game (Moriarty, 2011). There were 40 responses that a game was "Awesome"; this again goes to show that there is something about a game that the respondents just could not articulate with the words provided to us in the English language. Through both the above fun and this awesome games generate replayability. This response was not always about the same game either.

Many respondents claimed that unique or excellent gameplay or gameplay mechanics were their reason for replaying a game. There are 159 responses to our survey in which the respondent considered gameplay their reason for replay, play, or purchase. "I like the storyline and missions

that are available in the campaign which make gameplay more interesting than just going against

the computer in a basic match." Or "This game (*Portal* (2007)) has the most unique type of

puzzle." Having unique gameplay is one way that developers can intentionally add replay. Or

excellent gameplay is one way that a game can generate its own replayability. Brian Moriarty

claims that poorly designed gameplay can kill replayability by creating a dominant strategy that,

once discovered, ruins the fun of playing the game (2011). For example, *Defense Grid* (2008) is

a tower defense game where the dominant strategy is to put all your turrets right at the entrance.

Once Brian discovered this after a few playthroughs, the game lost its fun and he stopped

replaying it. As a former game developer and game development professor, Brian should have a

strong understanding of how developers perceive replayability and, through this, how to not kill

the replayability of a game.

Narrative also seems to be a big factor affecting "The Experience". Many respondents claim

that they replayed games to re-experience the story of the game, which suggests that replay is not

about replaying a game, but about replaying the story. Why is it significant that people are

replaying a story? There are 173 instances of "story" mentioned in our open response section.

While the story is not nearly as strong as fun in our data, it still ranks very high. This story, be it

unique or just good, generates replay in the same way one would re-watch a movie. This is

interesting because gamers are able to replay a game multiple ways while still getting the same

story, which is not something that happens when someone re-watches a movie.

Some of our respondents replayed for "reliving the story"; the story has transcended the

game and replay into an experience of reliving. The players just become so immersed in the

game that, instead of replaying the story like re-watching a movie, they feel as though they are

actually reliving the story as the character. In this way, games go even further into generating

replay. "I enjoyed the story and characters of the game so replaying it allows me to relive that

story." (In reference to the game called *Golden Sun* (2001) which he also claims to play on

multiple platforms.) But is a story so amazing that the player wants to "relive" it enough?

There needs to be more to a game then just story; Brian Moriarty claims that adventure

games are inherently not replayable because there is a "dominant strategy" (2011). A "dominant

strategy" is a way to play the game to guarantee a winning condition. This takes the fun out of

playing the game when it becomes more of a video that makes you click the screen every so

often rather than an actual gaming experience. This will kill the replay value of any game no

matter what other replay elements it has, be they great gameplay or customization.

Customizable gameplay content allows gamers to experience more content exclusive to the

game while feeling that they are creating the exclusive experience. Since the combinations of

some games are nearly infinite, the player will be able to continue replaying and customizing for

a very long time, which unfortunately means that they might not want to buy another game

unless developers entice the player with even more customization in the newer version. The

ability to customize one's character almost infinitely offers the player the ability to experience

the games in any way which they want. "The character you play as is fully customizable from

guns, to armor, to abilities as well as name, look, personality, voice, etc." this makes the game

replayable by giving the player options that they'll never work to completion. This extra

customization can help or hurt sales. To help sales the developers would need to add more for

each new version of the game and if they cannot add enough then it will hurt sales. This

character customization is a common theme among many respondents referring to RPGs. This

customization is very common to RPG's and this may be able to be used to explain why RPG's were so prevalent on our survey, and thus it is one way that a game generates replayability. The ability for the user to create their content is completely different from this character customization.

The player's ability to make custom maps and other content for the game allows players to actually increase the scope of the game and allows them to create their own "unique" experience. This allows the player to actually feel like they are adding their own experience to the game and when maps are shareable, be able to share the experience that they created. This goes beyond the game creating replayability and is actually the game allowing the player to create their own replayability.

"This game offers real-life graphics and simulation engines even though it allows people to customize their racing and car customization experience." The player is able to customize their experience through how their car actually performs minutely changing their gameplay. Which while not actually letting the player create their own content they are still affecting their actual gameplay rather than just how their character looks.

4.4 Marketing and Customer Influences

As is the benefit of an open feedback system, our survey provided us with an alternate reason as to what drives sales of video games: Marketing. The three primary ways in which we saw marketing manifest within our survey were that of nostalgia, brand loyalty and reviews. Old games are being repackaged and updated for the current hardware such that companies can capitalize upon a nostalgic feeling. In this case, the feeling of nostalgia is used to advertise the game and build a case for purchasing the game. Similarly, brand loyalty brings attention to a

game in advance of its sales by using the reputation of the previous game in the series. The new game is often hailed as a better version, updated with response to the customers. Reviews, on the other hand, bring attention to a game after it has been released. While game companies have much less control over them, few methods bring as much attention to a game as a review. In this section, we would like to explore the data that explains these three claims.

4.4.1 Brand Loyalty

Marketing and fan culture are strong in triple-A games, leading more consumers to buy and play these games. This translates to games containing replayability from marketing instead of design. By creating a fan culture in a game franchise or, with successful marketing strategies, games may not have to be replayable to initially sell well. Many triple-A games do just as well in playability as replayability, both the *Halo* and *Mario* series games are about 5.5% of the play and replay survey data. This success results not just from the fact that triple-A games are designed to be both playable and replayable, but that there is also massive quantities of money used in marketing these franchises. For example, the most recent games in the *Halo* series have been given amounts in excess of six and a half million dollars for marketing (Strauss, Halo: Reach Marketing Budget Likely to Surpass Halo 3 Budget - IndustryGamers, 2010). New studios might not have the required capital for these massive marketing campaigns, so while they are important in keeping game sales up, replayability will be more influential than marketing in upstart companies.

To an extent, the studios that use these methods for selling games usually have had at least one successful game in the past. The fan base for games such as *Mario* and *Halo* are on the magnitude of tens of millions of players dedicated to the same studio. It is also possible that newer studios do not have the experience with replayability that has helped to establish the giants

of the industry. This could account for the anomaly in our data with the *Call of Duty* (*COD*) series. Not all of these games have been designed by the same studio, unlike Bungie for *Halo*. Different studios may not be able to create a replayable version of the next triple-A game, yet the game would still be playable based on fan culture or marketing, thus the 11.5% to 5.4% playable and replayable statistic for *COD*. Marketing and fan culture, in addition to replayability in design, are different ways to solve the problem of studios going under due to unsuccessful games resulting in unemployment and/or lost income for studios that have the capital or a strong game title under their belt.

Previous experience with a specific series is a major consideration for buyers of video games. Ninety-five of 421 survey respondents said they bought or played a game because of previous titles in the series that they enjoyed. This may be due to a developed loyalty to the franchise. *Assassin's Creed: Brotherhood* (2010), for example, was very popular in our data. Almost every time it appeared, the respondent also mentioned that they had previous experience with the *Assassin's Creed* series. While this provides no direct insight into how replayability affects the sales of a game, games that showed a large amount of brand loyalty were also commonly chosen as favorite games to replay. Such a connection could indicate one of two possibilities. First and most likely, the developing a strong brand loyalty may create replayability due to the connection players have developed with their games. They will likely keep playing the newest game in the franchise until another is released. In a sense, they are not just replaying a game; they are replaying the experience that the *series* has cultivated. Second, replayability may help to cause brand loyalty and thus, sales. This does make some sense as a game that is replayed several times has several chances to develop a connection with a player. The more you replay a game, the stronger the connection gets.

4.4.2 Nostalgia

One issue that we have seen associated with games that designers have very little control over is that of the available consoles. Designers must work with the hardware from the current console generation; creating a game outside the generation means that the game cannot sell. Older hardware is likely broken or difficult to acquire. That said, our results indicated that several players are still very nostalgic about old games and do not believe the current generation is replayable. Designers have picked up on this and take advantage of this nostalgia by repackaging new games as downloadable content, new versions, or sequels. This is a primary reason for features like the Wii's Virtual Console. Here, classic games such as *Donkey Kong* (1981) or *Excitebike* (1985) can be purchased. The nostalgia that these games evoke is enough to sell themselves. As research by Muehling and Sprott indicates, "Exposure to a nostalgic ad … yielded more favorable attitudes toward the advertisement and advertised brand" (The Power of Reflection: An Empirical Examination of Nostalgia Advertising Effects, 2004, p. 32). In this case, technically the games themselves are the ads as Virtual Console titles are rarely advertised individually.

Nostalgia is a fairly simple concept to understand (despite it being difficult to research) and a very strong marketing strategy, but what does it mean with regard to replayability? The simple fact that we collected any data on nostalgia speaks volumes to its potential importance: Our survey questions were worded to focus on current generation games, yet we still received responses indicating older games and responses stated they did not believe any current generation games to be replayable. Perhaps nostalgia itself is an aspect of replayability that we had not accounted for. If not, why do game companies bother re-releasing old games? Clearly, players are willing to buy and replay them for the sake of nostalgia. It may also be that these

games are highly replayable, such that they can be replayed years after their release. If these indications are true, replayability does, indeed, affect sales. It would be interesting to examine the reasons for purchasing older games in future research to determine how much nostalgia, and thus replayability, plays a part.

4.4.3 Reviews

Reviews are a powerful tool in the sales of a game. Thirty-nine of our 421 respondents noted that reviews were a strong factor in their decision to buy a game. Most games have reviews posted somewhere, but the quality of the reviews varies greatly. Some games have only a limited number of player reviews, whereas other games receive televised reviews. This indicates that developing companies should try to get their products reviewed as a way to sell their product. As a result, this emphasizes the need for players to understand replayability. By definition, reviewers are players as well. If they understand the concept, then they can articulate it through their reviews. This provides help to game companies in two distinct ways: First, it makes the consumer aware of the potential for replaying a title and, if replayability is a driving force for sales, encourage them to buy the title. Second, it gives the developers vital feedback on the effectiveness of their replayability elements. Our survey was not prepared to receive such answers, but a future survey may be interested in determining the effectiveness in each type of review.

The opinions of friends and people consumers hold a lot of sway in their consumers choices to buy a game. Be it "My friend showed it to me", "borrowed it from a friend", or "I bought it because I heard it was good from a friend", friends and coworkers can act like an additional form of reviews for people of similar tastes. As noted by Beal is his article, "… 90% of consumers now trust recommendations from people they know" (Beal, 2009). Ninety percent

is too large of a number to ignore the opinions of others. While there is no way to directly influence someone's recommendations, other than designing a well-made game in the first place, it is something to consider when creating a marketing campaign. As one of the participants in our survey put it, "Hype, friends yes". Marketing hype and the recommendations of friends put together is a combination that creates successful high volume games.

4.5 Conclusion

Looking at play and replay as a whole, we have seen a lot of haze in determining the two as distinct entities. There is a lot of overlap from consumer opinion, such as not considering replayability or expecting to lose interest in games, and basic design elements, like game length and difficulty. Depending on one's views towards completion we can also see replay be completely eclipsed by play. If completion is playing until you are 100% finished then you are not replaying a game each time you pick it up to find more achievements or items. Each genre also has its one focus as far as aspects of replayability. This makes it difficult to lay out a complete mapping for successful games based on replayability. The formula for different genres, while having the same foundation, will be different.

Each of our individual aspects of replayability also has importance in terms of replayability. The "Experience" hold the highest ranking among gamers, possibly due to its ambiguity, be it from game engines and graphics or just being "fun". Difficulty needs to be carefully controlled while adding aspects of completion, such as unlockables, is beneficial. Social aspects and the idea of playing with friends is crucial when designing games, from the consumer point of view. This is the opposite of randomization, which is taken for granted in todays games. When it comes to marketing, loyalty to a specific game series is a big player that also spills over into nostalgia as the games age. If a game is also designed well to begin with, the reviews given by trusted sources is a major player in people picking up a game the first time around.

In the coming section we will wrap up the data and reiterate the more important points for replayability and its effects on game design. The foundations for some overall suggestions on better game design will also be laid out. These suggestions will allow of game designed from upstart companies to make more economically successful. With more successful games, new studios stand a better chance of overcoming the three to five year life span of average studios.

5 Conclusion and Recommendations

The replayability of a game is what keeps gamers interested until the next installment of a game, or the release of another game from the same company. If it were not for replayability, video games would be quickly used and then in a short period of time discarded. Although producing video games that are not replayable might temporarily help the video game industry, this would eventually cause problems as gamers' funds to buy video games began to dwindle. At some point in time, video gamers would no longer be willing to spend the money to buy games that they will play through once in a matter of hours before discarding. For this reason, game design companies must walk a very fine line between making a game that is too replayable and one that is not replayable enough. Video game companies have still not come up with a refined design process to produce high-quality, replayable games.

Our report has gathered information from many different sources compiling research, surveys, interviews and market data to generate a more holistic view of replayability. Through our research, we were able to show that the unique experience of a game and the social aspect of games are the most important features to gamers. This was shown both in the Likert scale portion and the open response section of our survey and is corroborated by the games atop the sales charts. From the information we were able to gather in our research, video game design companies and future researchers will have information about what features make a video game replayable and just how important these features are to the gamers who play them. With this knowledge, video game design companies might be able to formulate a generic model to develop video games from. Thus designers will be able to produce games that are replayable more regularly because they will better understand which aspects of replayability, randomization, the experience, completion, difficulty levels or social activities should be included within the game.

By explicitly answering our research questions, we will make some suggestions for how designers can use this information for their refined, structured approach. Our first question was: How do players perceive playability? Does it obsolete replayability? In general, we found the reasons for playing a game to be very similar to the answers given for reasons to replay a game. Often participants reported that elements such as brand loyalty and social reasons brought them to a specific game in the first place. What was surprising is that respondents didn't seem to differentiate between playability and replayability very much. Many did make the distinction, but reported similar reasons for each. This suggests to us that playability does not obsolete replayability, but does have a strong effect on it. As such, a game must first be playable before it can be replayable. This leads us to recommend ensuring strong playability before worrying about replayability.

At the same time, players do understand what replayability is. We also sought to find out how players perceive replayability and if this perception differs by group. We found that players were able to speak about specific reasons that caused them to replay, many of which coincided with our aspects. "The Experience" was represented most strongly, followed by Completion and then Social Aspects and Difficulty. Each one of these was clearly represented, despite some blurring between playability and replayability. Therefore, it is, indeed and important piece of a game. We would suggest attempting to add replayability in most games. We would exercise caution in how this is done as well. As mentioned several times through this report, replayability must be balanced. Too much replayability will make it such that players never have to replace a game. In addition, replayability should be applied differently depending on genre. While our results were not demographically varied enough to determine if perceptions differ between demographic groups, we had clear indications of distinctions between genres. We found that

each genre tends toward specific replayability elements. For example, using difficulty in a shooter is a sound choice, but completion is less important. As such, priority should be given to some aspects over others.

How do developers perceive replayability? This question is difficult to answer since, overall due to time; we were only able to interview one game designer. The designer that we did interview felt that games needed to be playable in order to sell well and that replayability was a secondary concern. In fact, he was resolute that replay is nothing more than playing again and is done for the exact same reasons as a player plays a game initially. He did concede that our aspects of replayability do encourage players to return, but it is not the reason for them to do so. While play is an important factor in games, replayability adds additional aspects that make both initial and secondary play more exciting. This links us back to the "Experience" were a fun and exciting game is one of the top requirements from consumers.

One note, as seen in the life cycle of a game, figure 1, designers need to be in tune with consumers as to their needs and desires in a game, even if that does not include replayability. This will allows for success since consumers will buy more of a game that has what they are looking for. Looking at our survey data we can see how some aspects of replayability fall in this scale. Designers should focus on social aspects of a game as well as the "Experience" as these aspects were among the top that were rated by consumers.

Designing for the social experience means including more factors such as mini-games, if the genre permits, multiplayer modes, be online, LAN or on console, and shareable user content. All of these will provide human interaction that will increase the social quality of a game. The "Experience is a little harder to design for as it is such a wide and varying topic, but should still be considered as it is important. The "Experience includes everything from memorable and

exciting storylines and characters to the basis of the game engine that drive all of the play. While game engines are often recycled and hard to design, some extra care should be put into designable factors such as the characters or story which will make a game fun and exciting. These are the two mains points we see from consumers about replayability and thus, should be taken into consideration by designers.

Does replayability affect sales? This is a question answered primarily by our market data and its link to games that are deemed replayable. As an overall answer to this question: yes, replayability does effects sales. Individual aspects of replayability boost different genres to the top of their class and marketing concerns can also create better sales for games that would otherwise sink upon release.

Our five aspects of replayability, difficulty, completion, social aspects, randomization and the "experience", all have their own place in the sale of a game. The social aspect and "experience" are two aspects of replayability that severely affect the sales of a game and should be designed for. Completion is a big point depending on the style of game, though even with mini-games and arcade games completion for achievements is important to consumers. This means that aspects of completion, be it achievements, extra levels to complete or multitudes of weapons to obtain, should be in every current generation console game released. Randomization is one that is in most games today by default and doesn't carry much weight in replayability, but studios should still check to make sure it is in their games.

A big part of replayability, which is directly tied to sales, is marketing. This is one point that should not be overlooked. While, upstart companies probably do not have the same budgets to market as major design studios it is important to consider some form of marketing campaign.

A good marketing base can lead to a couple of points that will allow of more replayable and better sold games, even if they are not a better designed game. Reviews, by magazines, consumers, or other groups hold a lot of say over a games success. Most consumers consult friends or online reviews of a game before purchase. Better reviews equates to more sales. Tow marketing points that would be harder for upstart studios are nostalgia and brand loyalty. This is because they don't go back far enough to have loyalty or a game that people will replay from their childhood. Though, if possible, upstart studios should seek out ways to creates nostalgic games, as consumers enjoy replaying games from their past. A partnership with a larger design studio might also allow newer studios to get their name out there if they assist in the design of a brand name game that people are loyal to. Overall, while budgets are not that high for marketing and it may be hard to break into nostalgic games or have brand loyalty, there are ways that it can be done and this should be considered by newer game design studios.

As one can tell from our research, games generate replayability in several ways. Aspects such as difficulty, completion, social aspects, randomization and "The Experience" all had a fair representation within our data. Of these, randomization seemed to be the least explicit and may be taken for granted at this point. As such, it is no longer enough to randomize a game to add replayability. Otherwise, we would suggest the use of each of these aspects in games, attuning them with their appropriate genres. Sports games make best use of randomization, difficulty and social interactions. RPGs are strongly rooted in completion, whereas party games almost entirely rely upon social aspects. Finally, shooters make use of all of our aspects and will actually vary in specialization depending upon which aspects are added. For example, adding completion to a shooter moves it toward a more RPG style, as in the case of *Borderlands* (2009). Finally, it we may be able to add another aspect, nostalgia to this list. This is a special addition as it requires

the game to develop a connection with a player's past and, as such, cannot be added intentionally to a game. It does, however, make it much easier to market such a game.

Though we have conducted a large amount of research on this topic of replayability, our research is still incomplete. There are many areas of video games that we were unable to explore do to the extremely complex nature of video games and the broad heading that we gave to our project. One example of this is the removal of PC games entirely from our research because it adds an entirely separate dimension with its own culture separate from console video games. Even simply focusing on only console games proved to be an enormous undertaking. For future research, it would likely be more beneficial to focus on smaller divisions of console games such as selecting only one genre to investigate. This would be useful because many replayability characteristics that apply to one genre do not fit in another. Conducting research in this manner would allow the data to be much more specific.

Other problems we encountered were time constraints on our project and the lack of response from websites willing to host our survey. The time constraints restrained us from surveying as many people as desired, and also made it impossible to conduct interviews with multiple game designers. The survey process was also hindered by the lack of websites willing to host our survey. The initial goal was to post the survey on several news and gaming sites to reach a diverse demographic for the most accurate results possible. However, we were forced to limit our survey to WPI and several other colleges willing to email our survey to their students. However, despite these limitations on our work, the research that we have done provides a fairly substantial backbone to the topic of replayability, which can now be added to by other researchers or video game companies.

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Appendix A: Numerical Survey Data

	Which video game platform do you play on?	Gender	What is your age?	What is your ethnicity?
3/25/11 9:26 PM	PlayStation 3	Female	12 to 18	Caucasian (White)
3/23/11 8:48 PM	PlayStation 3	Female	19 to 24	Black or African American
3/23/11 12:35 PM	PlayStation 3	Female	19 to 24	Caucasian (White)
3/24/11 9:20 AM	PlayStation 3	Female	19 to 24	Caucasian (White)
3/24/11 10:06 AM	PlayStation 3	Female	19 to 24	Caucasian (White)
3/26/11 10:02 AM	PlayStation 3	Female	19 to 24	Caucasian (White)
3/29/11 3:38 PM	PlayStation 3	Female	19 to 24	Caucasian (White)
3/23/11 4:53 PM	PlayStation 3	Female	19 to 24	Caucasian (White)
3/23/11 6:38 PM	PlayStation 3	Female	19 to 24	Caucasian (White)
3/25/11 6:58 PM	PlayStation 3	Female	19 to 24	Caucasian/White mix
3/23/11 7:07 PM	PlayStation 3	Female	19 to 24	Prefer not to answer
3/26/11 12:27 AM	PlayStation 3	Female	19 to 24	Prefer not to answer
3/26/11 12:48 AM	PlayStation 3	Male	12 to 18	Asian
3/26/11 4:12 AM	PlayStation 3	Male	12 to 18	Asian/Caucasian
3/23/11 4:15 PM	PlayStation 3	Male	12 to 18	Black or African American
3/23/11 7:36 PM	PlayStation 3	Male	12 to 18	Caucasian (White)
3/24/11 11:49 AM	PlayStation 3	Male	12 to 18	Caucasian (White)
3/23/11 12:47 PM	PlayStation 3	Male	12 to 18	Caucasian (White)
3/29/11 1:29 PM	PlayStation 3	Male	19 to 24	Afro-American
3/23/11 4:22 PM	PlayStation 3	Male	19 to 24	Asian
3/23/11 6:40 PM	PlayStation 3	Male	19 to 24	Asian
3/29/11 1:08 AM	PlayStation 3	Male	19 to 24	Asian
3/25/11 6:11 PM	PlayStation 3	Male	19 to 24	Black or African American
3/23/11 6:09 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 4:30 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 7:18 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 5:18 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 10:32 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/24/11 12:02 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 9:56 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 11:28 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/24/11 9:10 AM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/24/11 7:33 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 7:42 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 4:10 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 4:14 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 4:31 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 9:55 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 4:10 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/27/11 2:17 PM	PlayStation 3	Male	19 to 24	Caucasian (White)

Date	Console	Gender	Age	Ethnicity
3/28/11 7:44 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/26/11 3:44 AM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 4:51 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/24/11 10:09 AM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/25/11 6:22 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 7:28 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/24/11 4:15 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/24/11 9:09 AM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/24/11 2:55 AM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 1:37 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/24/11 10:53 AM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 7:50 PM	PlayStation 3	Male	19 to 24	Caucasian (White)
3/23/11 4:09 PM	PlayStation 3	Male	19 to 24	Hispanic or Latino
3/25/11 7:43 PM	PlayStation 3	Male	19 to 24	Hispanic or Latino
3/23/11 5:38 PM	PlayStation 3	Male	19 to 24	Hispanic or Latino
3/23/11 4:23 PM	PlayStation 3	Male	19 to 24	Hispanic or Latino
3/23/11 4:35 PM	PlayStation 3	Male	19 to 24	Hispanic or Latino
3/23/11 6:33 PM	PlayStation 3	Male	25 to 30	Asian
3/23/11 12:19 PM	PlayStation 3	Male	25 to 30	Caucasian (White)
3/27/11 7:25 AM	PlayStation 3	Male	25 to 30	Caucasian (White)
3/25/11 7:43 PM	PlayStation 3	Male	25 to 30	Caucasian (White)
3/23/11 12:34 PM	PlayStation 3	Male	25 to 30	Prefer not to answer
3/23/11 6:15 PM	Wii	Female	12 to 18	Asian
3/23/11 10:08 PM	Wii	Female	12 to 18	Caucasian (White)
3/23/11 5:04 PM	Wii	Female	12 to 18	Caucasian (White)
3/23/11 10:08 PM	Wii	Female	12 to 18	Mixed
3/23/11 8:06 PM	Wii	Female	19 to 24	American Indian or Alaskan Native
3/23/11 4:08 PM	Wii	Female	19 to 24	Asian
3/23/11 5:35 PM	Wii	Female	19 to 24	Asian
3/24/11 10:16 AM	Wii	Female	19 to 24	Asian
3/25/11 6:05 PM	Wii	Female	19 to 24	Asian
3/23/11 5:33 PM	Wii	Female	19 to 24	Black or African American
3/23/11 2:02 PM	Wii	Female	19 to 24	Caucasian (White)
3/23/11 6:56 PM	Wii	Female	19 to 24	Caucasian (White)
3/24/11 12:20 AM	Wii	Female	19 to 24	Caucasian (White)
3/23/11 4:05 PM	Wii	Female	19 to 24	Caucasian (White)
3/23/11 4:10 PM	Wii	Female	19 to 24	Caucasian (White)
3/23/11 4:40 PM	Wii	Female	19 to 24	Caucasian (White)
3/24/11 10:49 AM	Wii	Female	19 to 24	Caucasian (White)
3/24/11 10:57 PM	Wii	Female	19 to 24	Caucasian (White)
3/24/11 12:11 AM	Wii	Female	19 to 24	Hispanic or Latino
3/23/11 5:39 PM	Wii	Female	19 to 24	Hispanic or Latino
3/23/11 1:54 PM	Wii	Female	19 to 24	Prefer not to answer
3/23/11 4:11 PM	Wii	Male	12 to 18	Caucasian (White)
3/24/11 9:44 AM	Wii	Male	12 to 18	Caucasian (White)
3/23/11 4:07 PM	Wii	Male	12 to 18	Hispanic or Latino
3/23/11 4:33 PM	Wii	Male	12 to 18	Prefer not to answer

3/24/11 3:15 PM	Wii	Male	12 to 18	Prefer not to answer
3/23/11 4:52 PM	Wii	Male	19 to 24	Asian
3/23/11 8:17 PM	Wii	Male	19 to 24	Asian
3/23/11 4:31 PM	Wii	Male	19 to 24	Black or African American
3/23/11 10:13 PM	Wii	Male	19 to 24	Black or African American
3/24/11 12:06 PM	Wii	Male	19 to 24	Black or African American
3/23/11 4:10 PM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 4:41 PM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 5:19 PM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 4:41 PM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 2:45 PM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 4:36 PM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 5:01 PM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 5:55 PM	Wii	Male	19 to 24	Caucasian (White)
3/24/11 11:42 AM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 7:47 PM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 6:01 PM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 4:10 PM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 4:50 PM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 5:57 PM	Wii	Male	19 to 24	Caucasian (White)
3/24/11 1:34 PM	Wii	Male	19 to 24	Caucasian (White)
3/24/11 10:20 AM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 6:23 PM	Wii	Male	19 to 24	Caucasian (White)
3/27/11 4:13 AM	Wii	Male	19 to 24	Caucasian (White)
3/29/11 9:21 PM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 4:13 PM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 5:19 PM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 1:25 PM	Wii	Male	19 to 24	Caucasian (White)
3/23/11 5:33 PM	Wii	Male	19 to 24	Hispanic or Latino
3/26/11 2:24 AM	Wii	Male	19 to 24	Hispanic or Latino
3/24/11 2:44 PM	Wii	Male	19 to 24	Hispanic or Latino
3/23/11 4:18 PM	Wii	Male	19 to 24	Jew
3/23/11 12:33 PM	Wii	Male	25 to 30	Caucasian (White)
3/23/11 2:00 PM	Wii	Male	25 to 30	Caucasian (White)
3/23/11 12:24 PM	Wii	Male	25 to 30	Caucasian (White)
3/23/11 3:06 PM	Wii	Male	25 to 30	Caucasian (White)
3/23/11 1:38 PM	Wii	Male	25 to 30	Caucasian (White)
3/28/11 12:17 PM	Wii	Male	31+	Caucasian (White)
3/23/11 6:20 PM	Wii	Male	31+	Caucasian (White)
3/26/11 5:55 AM	Wii	Male	31+	Caucasian (White)
3/23/11 1:37 PM	Wii	Male	31+	Caucasian (White)
3/23/11 4:09 PM	Xbox 360	Female	19 to 24	American Indian or Alaskan Native
3/23/11 4:15 PM	Xbox 360	Female	19 to 24	Asian
3/23/11 4:20 PM	Xbox 360	Female	19 to 24	Caucasian (White)
3/23/11 4:57 PM	Xbox 360	Female	19 to 24	Caucasian (White)

3/23/11 6:18 PM	Xbox 360	Female	19 to 24	Caucasian (White)
3/23/11 8:23 PM	Xbox 360	Female	19 to 24	Caucasian (White)
3/23/11 5:39 PM	Xbox 360	Female	19 to 24	Caucasian (White)
3/23/11 4:09 PM	Xbox 360	Female	19 to 24	Caucasian (White)
3/25/11 6:09 PM	Xbox 360	Female	19 to 24	Caucasian (White)
3/23/11 5:16 PM	Xbox 360	Female	19 to 24	Caucasian/Asian
3/23/11 7:53 PM	Xbox 360	Male	12 to 18	Black or African American
3/24/11 10:17 AM	Xbox 360	Male	12 to 18	Black or African American
3/25/11 8:15 PM	Xbox 360	Male	12 to 18	Caucasian (White)
3/23/11 9:47 PM	Xbox 360	Male	12 to 18	Caucasian (White)
3/25/11 6:57 PM	Xbox 360	Male	12 to 18	Caucasian (White)
3/24/11 11:28 AM	Xbox 360	Male	12 to 18	Caucasian (White)
3/29/11 11:44 AM	Xbox 360	Male	12 to 18	Caucasian (White)
3/29/11 3:30 AM	Xbox 360	Male	12 to 18	Caucasian (White)
3/23/11 4:07 PM	Xbox 360	Male	12 to 18	Caucasian (White)
3/23/11 4:36 PM	Xbox 360	Male	12 to 18	Caucasian (White)
3/23/11 4:06 PM	Xbox 360	Male	12 to 18	Caucasian (White)
3/23/11 6:09 PM	Xbox 360	Male	12 to 18	Caucasian (White)
3/23/11 5:57 PM	Xbox 360	Male	12 to 18	Caucasian (White)
3/24/11 11:46 AM	Xbox 360	Male	12 to 18	Caucasian (White)
3/23/11 4:19 PM	Xbox 360	Male	12 to 18	Caucasian (White)
3/24/11 10:01 PM	Xbox 360	Male	12 to 18	Hispanic or Latino
3/25/11 6:30 PM	Xbox 360	Male	12 to 18	Human
3/23/11 9:31 PM	Xbox 360	Male	12 to 18	Prefer not to answer
3/25/11 7:36 PM	Xbox 360	Male	19 to 24	Arabian (lol you include almost every ethnicity other than this)
3/23/11 4:44 PM	Xbox 360	Male	19 to 24	Asian
3/23/11 4:47 PM	Xbox 360	Male	19 to 24	Asian
3/23/11 7:03 PM	Xbox 360	Male	19 to 24	Asian
3/23/11 9:04 PM	Xbox 360	Male	19 to 24	Black or African American
3/23/11 5:34 PM	Xbox 360	Male	19 to 24	Black or African American
3/23/11 12:24 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:05 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:06 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:12 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:18 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:24 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:35 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:57 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 8:11 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 10:20 AM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 1:45 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 9:13 AM	Xbox 360	Male	19 to 24	Caucasian (White)

3/24/11 12:19 AM	Xbox 360	Male	19 to 24	Caucasian (White)
3/25/11 6:07 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 5:11 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 5:53 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 6:52 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 9:41 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 8:55 AM	Xbox 360	Male	19 to 24	Caucasian (White)
3/27/11 6:16 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 12:57 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:05 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 8:02 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 10:08 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/25/11 12:39 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 11:59 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:12 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 11:06 AM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 5:20 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 7:19 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 11:27 AM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 1:30 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:19 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 9:00 AM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:43 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 10:20 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 10:34 AM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:15 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 1:53 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/28/11 2:29 AM	Xbox 360	Male	19 to 24	Caucasian (White)
3/27/11 1:05 AM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 10:17 AM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 10:20 AM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:37 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 9:45 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:19 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 7:01 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:46 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/25/11 8:44 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 5:11 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 12:27 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 5:04 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/26/11 2:36 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/28/11 12:56 AM	Xbox 360	Male	19 to 24	Caucasian (White)
3/25/11 6:17 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:24 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 8:22 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/25/11 8:46 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:11 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 5:57 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 12:18 PM	Xbox 360	Male	19 to 24	Caucasian (White)

3/23/11 6:34 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 7:12 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:49 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 5:46 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 6:23 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 9:10 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:23 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:12 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 9:22 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 11:30 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 1:18 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 2:25 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 4:14 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 10:25 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/24/11 8:57 PM	Xbox 360	Male	19 to 24	Caucasian (White)
3/23/11 4:03 PM	Xbox 360	Male	19 to 24	Hispanic or Latino
3/24/11 1:11 PM	Xbox 360	Male	19 to 24	Hispanic or Latino
3/23/11 6:31 PM	Xbox 360	Male	19 to 24	Hispanic or Latino
3/24/11 1:20 AM	Xbox 360	Male	19 to 24	Human
3/23/11 4:27 PM	Xbox 360	Male	19 to 24	Jamaican
3/24/11 12:32 AM	Xbox 360	Male	19 to 24	Prefer not to answer
3/23/11 9:06 PM	Xbox 360	Male	19 to 24	Prefer not to answer
3/23/11 4:22 PM	Xbox 360	Male	19 to 24	Prefer not to answer
3/23/11 4:44 PM	Xbox 360	Male	19 to 24	Prefer not to answer
3/24/11 12:44 PM	Xbox 360	Male	19 to 24	white n half mexican
3/23/11 12:19 PM	Xbox 360	Male	25 to 30	Caucasian (White)
3/23/11 2:00 PM	Xbox 360	Male	25 to 30	Caucasian (White)
3/23/11 1:08 PM	Xbox 360	Male	25 to 30	Caucasian (White)
3/23/11 7:17 PM	Xbox 360	Male	25 to 30	Middle Eastern
3/23/11 1:24 PM	Xbox 360	Male	31+	Caucasian (White)
3/23/11 4:59 PM	Xbox 360	Male	31+	Caucasian (White)
3/23/11 1:34 PM	Xbox 360	Male	31+	Caucasian (White)
3/23/11 2:25 PM	Xbox 360	Male	31+	Caucasian (White)

How many hours a week do you play video games on average?	How many hours a week do you spend playing single player game modes?	How many hours a week do you spend playing on-line multiplayer game modes?	How many hours a week do you spend playing local multiplayer modes?
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	3 to 5
0 to 5	3 to 5	0 to 2	0 to 2
0 to 5	3 to 5	0 to 2	0 to 2
0 to 5	3 to 5	0 to 2	0 to 2
11 to 15	11 to 13	3 to 5	3 to 5
16 to 20	9 to 10	9 to 10	0 to 2

6 to 10	0 to 2	6 to 8	3 to 5
6 to 10	0 to 2	3 to 5	3 to 5
6 to 10	6 to 8	0 to 2	0 to 2
11 to 15	3 to 5	6 to 8	0 to 2
0 to 5	0 to 2	3 to 5	3 to 5
0 to 5	0 to 2	0 to 2	3 to 5
0 to 5	3 to 5	0 to 2	0 to 2
6 to 10	0 to 2	6 to 8	0 to 2
6 to 10	0 to 2	6 to 8	3 to 5
6 to 10	3 to 5	3 to 5	3 to 5
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	3 to 5	3 to 5	0 to 2
16 to 20	0 to 2	16 to 18	16 to 18
6 to 10	9 to 10	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	3 to 5	0 to 2
0 to 5	0 to 2	3 to 5	0 to 2
0 to 5	3 to 5	0 to 2	0 to 2
0 to 5	3 to 5	0 to 2	0 to 2
0 to 5	3 to 5	0 to 2	0 to 2
0 to 5	3 to 5	3 to 5	3 to 5
11 to 15	11 to 13	0 to 2	0 to 2
11 to 15	11 to 13	0 to 2	0 to 2
11 to 15	3 to 5	3 to 5	3 to 5
11 to 15	3 to 5	3 to 5	6 to 8
11 to 15	3 to 5	9 to 10	0 to 2
11 to 15	3 to 5	9 to 10	3 to 5
11 to 15	6 to 8	6 to 8	0 to 2
11 to 15	6 to 8	6 to 8	0 to 2
11 to 15	9 to 10	6 to 8	0 to 2
16 to 20	16 to 18	0 to 2	6 to 8
16 to 20	21+	0 to 2	0 to 2
16 to 20	3 to 5	14 to 15	0 to 2
21+	0 to 2	21+	0 to 2
21+	14 to 15	6 to 8	6 to 8
21+	16 to 18	0 to 2	3 to 5
21+	16 to 18	11 to 13	0 to 2
6 to 10	0 to 2	0 to 2	3 to 5
6 to 10	0 to 2	6 to 8	0 to 2
6 to 10	0 to 2	9 to 10	3 to 5
6 to 10	6 to 8	0 to 2	0 to 2
6 to 10	6 to 8	0 to 2	3 to 5
6 to 10	9 to 10	0 to 2	3 to 5
0 to 5	0 to 2	0 to 2	0 to 2
16 to 20	9 to 10	9 to 10	0 to 2
21+	19 to 20	0 to 2	3 to 5
6 to 10	0 to 2	0 to 2	6 to 8
6 to 10	6 to 8	0 to 2	0 to 2
6 to 10	3 to 5	0 to 2	6 to 8

0 to 5	0 to 2	0 to 2	0 to 2
16 to 20	16 to 18	0 to 2	0 to 2
21+	0 to 2	21+	0 to 2
6 to 10	0 to 2	6 to 8	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	3 to 5
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	3 to 5
0 to 5	3 to 5	0 to 2	0 to 2
11 to 15	9 to 10	3 to 5	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	3 to 5	0 to 2	0 to 2
0 to 5	3 to 5	0 to 2	0 to 2
0 to 5	3 to 5	0 to 2	0 to 2
6 to 10	3 to 5	3 to 5	0 to 2
6 to 10	6 to 8	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	3 to 5
0 to 5	0 to 2	6 to 8	0 to 2
0 to 5	3 to 5	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
21+	0 to 2	21+	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
16 to 20	11 to 13	0 to 2	6 to 8
16 to 20	14 to 15	0 to 2	3 to 5
11 to 15	16 to 18	0 to 2	0 to 2
16 to 20	16 to 18	0 to 2	3 to 5
0 to 5	0 to 2	0 to 2	0 to 2
11 to 15	0 to 2	14 to 15	3 to 5
16 to 20	16 to 18	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	3 to 5
0 to 5	0 to 2	3 to 5	3 to 5
0 to 5	3 to 5	0 to 2	0 to 2
11 to 15	0 to 2	11 to 13	0 to 2
11 to 15	11 to 13	3 to 5	0 to 2
11 to 15	3 to 5	9 to 10	0 to 2
11 to 15	6 to 8	3 to 5	9 to 10
11 to 15	9 to 10	3 to 5	0 to 2
16 to 20	9 to 10	0 to 2	11 to 13
21+	19 to 20	0 to 2	16 to 18
6 to 10	0 to 2	0 to 2	9 to 10

6 to 10	3 to 5	0 to 2	0 to 2
6 to 10	3 to 5	0 to 2	3 to 5
6 to 10	6 to 8	0 to 2	0 to 2
6 to 10	6 to 8	0 to 2	0 to 2
6 to 10	6 to 8	0 to 2	0 to 2
6 to 10	6 to 8	0 to 2	3 to 5
6 to 10	6 to 8	0 to 2	3 to 5
6 to 10	9 to 10	0 to 2	0 to 2
11 to 15	3 to 5	6 to 8	0 to 2
21+	21+	0 to 2	0 to 2
21+	9 to 10	21+	0 to 2
6 to 10	3 to 5	0 to 2	3 to 5
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
11 to 15	0 to 2	14 to 15	0 to 2
6 to 10	3 to 5	3 to 5	0 to 2
6 to 10	6 to 8	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	3 to 5
11 to 15	11 to 13	0 to 2	0 to 2
6 to 10	0 to 2	0 to 2	3 to 5
6 to 10	9 to 10	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	3 to 5
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	3 to 5	0 to 2	0 to 2
16 to 20	16 to 18	0 to 2	6 to 8
6 to 10	0 to 2	6 to 8	0 to 2
6 to 10	3 to 5	0 to 2	0 to 2
6 to 10	9 to 10	0 to 2	0 to 2
0 to 5	3 to 5	0 to 2	0 to 2
0 to 5	3 to 5	0 to 2	0 to 2
11 to 15	11 to 13	0 to 2	0 to 2
11 to 15	11 to 13	3 to 5	0 to 2
11 to 15	9 to 10	3 to 5	0 to 2
21+	11 to 13	21+	0 to 2
21+	16 to 18	6 to 8	0 to 2
21+	21+	0 to 2	3 to 5
21+	3 to 5	11 to 13	0 to 2
6 to 10	0 to 2	3 to 5	0 to 2
6 to 10	0 to 2	6 to 8	0 to 2
6 to 10	3 to 5	3 to 5	0 to 2
6 to 10	6 to 8	0 to 2	0 to 2
6 to 10	6 to 8	0 to 2	0 to 2
6 to 10	9 to 10	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
11 to 15	11 to 13	3 to 5	6 to 8
6 to 10	0 to 2	6 to 8	0 to 2

21+	21+	21+	9 to 10
21+	6 to 8	14 to 15	0 to 2
6 to 10	0 to 2	9 to 10	0 to 2
6 to 10	3 to 5	3 to 5	0 to 2
16 to 20	3 to 5	9 to 10	9 to 10
21+	0 to 2	21+	3 to 5
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
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0 to 5	0 to 2	0 to 2	0 to 2
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0 to 5	0 to 2	0 to 2	3 to 5
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11 to 15	0 to 2	11 to 13	0 to 2
11 to 15	0 to 2	11 to 13	0 to 2
11 to 15	0 to 2	6 to 8	0 to 2
11 to 15	0 to 2	9 to 10	0 to 2
11 to 15	0 to 2	9 to 10	0 to 2
11 to 15	11 to 13	0 to 2	0 to 2
11 to 15	11 to 13	0 to 2	3 to 5
11 to 15	11 to 13	3 to 5	0 to 2
11 to 15	11 to 13	3 to 5	0 to 2
11 to 15	3 to 5	11 to 13	3 to 5
11 to 15	3 to 5	6 to 8	0 to 2
11 to 15	3 to 5	9 to 10	0 to 2
11 to 15	3 to 5	9 to 10	0 to 2
11 to 15	3 to 5	9 to 10	3 to 5
11 to 15	6 to 8	6 to 8	0 to 2
11 to 15	6 to 8	6 to 8	0 to 2
11 to 15	6 to 8	6 to 8	0 to 2
11 to 15	9 to 10	0 to 2	6 to 8
11 to 15	9 to 10	3 to 5	0 to 2
16 to 20	14 to 15	0 to 2	3 to 5

16 to 20	16 to 18	9 to 10	9 to 10
16 to 20	3 to 5	14 to 15	0 to 2
16 to 20	3 to 5	16 to 18	0 to 2
16 to 20	3 to 5	16 to 18	3 to 5
16 to 20	6 to 8	9 to 10	0 to 2
16 to 20	6 to 8	9 to 10	0 to 2
16 to 20	9 to 10	6 to 8	3 to 5
16 to 20	9 to 10	9 to 10	0 to 2
21+	0 to 2	21+	3 to 5
21+	14 to 15	9 to 10	0 to 2
21+	16 to 18	16 to 18	3 to 5
21+	21+	0 to 2	0 to 2
21+	6 to 8	14 to 15	0 to 2
21+	6 to 8	21+	0 to 2
21+	9 to 10	11 to 13	3 to 5
6 to 10	0 to 2	0 to 2	0 to 2
6 to 10	0 to 2	3 to 5	3 to 5
6 to 10	0 to 2	6 to 8	0 to 2
6 to 10	0 to 2	6 to 8	0 to 2
6 to 10	3 to 5	0 to 2	0 to 2
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6 to 10	3 to 5	3 to 5	0 to 2
6 to 10	3 to 5	3 to 5	0 to 2
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6 to 10	3 to 5	9 to 10	3 to 5
6 to 10	6 to 8	0 to 2	0 to 2
6 to 10	6 to 8	0 to 2	0 to 2
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6 to 10	6 to 8	0 to 2	0 to 2
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6 to 10	6 to 8	0 to 2	6 to 8
6 to 10	9 to 10	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
21+	3 to 5	14 to 15	0 to 2
11 to 15	14 to 15	0 to 2	0 to 2
6 to 10	9 to 10	0 to 2	3 to 5
0 to 5	11 to 13	3 to 5	3 to 5
0 to 5	3 to 5	0 to 2	0 to 2
0 to 5	3 to 5	3 to 5	0 to 2
11 to 15	9 to 10	3 to 5	0 to 2
11 to 15	3 to 5	6 to 8	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
11 to 15	6 to 8	3 to 5	0 to 2
6 to 10	6 to 8	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	0 to 2
0 to 5	0 to 2	0 to 2	3 to 5
0 to 5	3 to 5	0 to 2	0 to 2

| 6 to 10 | 3 to 5 | 3 to 5 | 0 to 2 |
| 6 to 10 | 6 to 8 | 0 to 2 | 0 to 2 |

Appendix B: Verbal Survey Data

What is your favorite current generation game to play?	Why is it your favorite game to play?	Why did you buy, rent, or borrow the game the first time?
Assassin's Creed Brotherhood Madden 11 PES and FIFA	Large world: good for exploration and discovering new places. Interesting gameplay: unique missions Visually appealing I love football.	I enjoyed the first two games in the series. A whim. My brothers did.
Resident Evil	My boyfriend and I played through this together. It was a good length and provided a good difficulty level. It also was more than just a shoot-em-up by providing a mix of different gameplay elements and a decent story.	My love of the Resident Evil series
Assassin's Creed 2	It's amazing: historically rich, beautiful graphics, great game mechanics.	Because I had played the first one's single player three times through, and hoped that the second one would be as good, if not better I started with Assassin's Creed, then got the second in the series and then bought brotherhood. I loved the gameplay and the storyline.
StarCraft 2	Assassin's Creed Brotherhood	
Sengoku Basara: Samurai Heroes Pokémon White Call of Duty: Black Ops	It is an entertaining game, one that is a great release from the stresses of higher-level courses as there is little skill required, and much button-mashing. Because I am still trying to get through the story of it.	Borrowed it Cause I thought that the Pokémon were cool looking.

Modern Warfare 2	Multiplayer game modes. I play this game both on PC and PS3 online with my friends in either versus modes or online vs. others around the globe. I like this game because of the really well structured maps as well as the available loadouts, especially with commando and using a tactical knife. CS source PC FPS'	I bought this game to play with my cousin, as well as it being part of the Call of Duty franchise (which I've played before). A few months later I bought it for the second time on PC so I could play against my friends from school.
COD Black OPS	Command and Conquer Generals	'Borrow' and buy
Little big planet 2	It is very accessible. it's super easy in a challenging way (you'll get it if you played it). And you can easily play online with other people	because little big planet 1 was amazing/fun
Fat Princess Team Fortress 2	Online play allows for funner more dynamic gameplay compared to that of single player games. Great multiplayer experience.	I bought it because i heard it was good from a friend. Came with 4 other games. Gametrailers had good reviews and they are different from the normal mainstream content
Ps3 or Xbox 360	Drakes Uncharted or the Little Big Planet Series	I watched videos and followed it's development for a year before even Dead Space 1 came out.
Dead Space 2	I love the story, the scariness, the suspense, and the overall epic action.	
Killzone 2	How the story progressed (it was supposed to be an easy campaign but everything literally goes to hell and there are some epic moments which showcase the scale of what's going on), the visual style, graphics looked great, and I loved the online (to me it was more skill based [i.e. no cheap weapons or power-ups to save you] and sniping with the sixaxis motion was more realistic because you had to keep your hands steady to get off a good shot, plus the recoil was pretty good)	Truthfully, I got Killzone 2 more because I wanted to see the helghast than any other reason. I hadn't really known the story of the killzone series, I was just hyped up by the concept art! Luckily I was pleasantly surprised :P

FIFA 2011	I play with my friends and we either compete against one another or make ridiculous things happen.	I played FIFA 08 starting in late 2007
Call of Duty Black Ops nba 2k11	I like FPS and I was waiting to see the improvements that were made to the franchise	Out of pure curiosity
Don't have one COD: BLACK OPS	Don't own a new generation game console, only play with friends. COD: BLACK OPS	Because games were the "in" thing at the time. (advertisements, friends, etc.) Because I wanted to play zombie mode.
Mass Effect 2 Call of Duty: Black Ops	Lot's of re-playability in various ways including morality choices the player can make. Call of Duty series are fun	I played the first Mass Effect and loved the freedom yet restriction it gave you over the vast universe. The sequel was an instant buy once it came onto the PS3. knew it would be good
World of Warcraft COD Black Ops	single, on-line and local multi-player playability. Good graphics, good music, good story. Overall makes you feel like you are in different world. Is the best as long as you can control your self.	I saw my friends playing, and I really got interested.
Red Dead Redemption	Setting/environments, plotline, gameplay, NPCs/personalities, artistic detail.	It is a RockStar production and many titles spawned from the company are acclaimed and panned.
Mass effect 2	good story, fun game	brother bought it, i got bored so i played it
LittleBigPlanet Uncharted 2	It's fun, also open to multiplayer at any given point (I have 3 roommates, so that helps when I'm occupying the TV) Also, I just bought it recently Because it's awesome.	Buy Because it looked awesome.
Assassin's Creed II	It's amazing. immersive storyline, great gameplay, very in depth, non repetitive.	Played the first one (at roommate's behest) and he brought the second one from home for me to play.
Vanquish	Rocket-booster power-sliding power armor.	/v/'s recommendation.

little big planet 2	My favorite single player games are little big planet 1 and 2 multi player game is prefer halo reach or call of duty black ops	depend if i have done reacherch on the game yet if i have the option to try a game out first i will but if i know i will buy it i will by it right of the bat.
Uncharted 2 Black ops	the singleplayer is great and the multiplayer is fun its bad ass	because i played through uncharted 1 about 800 times because it was amazing its a cod game
Heroes of Newerth		I played the game with my friends during its beta version state. We decided to buy the game when they released the actual version
God Of War III	awesome story and graphics, and very addicting	bought it because i had played the first two and loved them
League of Legends		
Mount and Blade	It has both single and multiplayer modes that are well put together. It's play style also requires skill in using the keyboard and mouse rather than knowledge. Mounted combat is a plus too.	I bought it because I had read reviews on it and it seemed like a game I would really enjoy. Finally, some of my friends who played it said I would enjoy, so I got it.
Pokémon	Collection mechanics	Experience with past games in the series.
Role-Playing	Final Fantasy	Played Final Fantasy VII on a friend's PS1 console, then went and bought my own.
Mass Effect 2	Immersive story/atmosphere/world building. Graphically polished. Innovative role playing system	Long time fan of bioware development team
DotA	Its been developed over the course of many years and is appropriately balanced. Its a community effort so there's no worry about the creators getting money, so there is quality over quantity of new content included, and the game is patched frequently.	N/A. Warcraft III Custom Game Type - free to download.
Global Agenda	Final Fantasy 9	I got addicted to the Final Fantasy genre and bought all of them. 9 is my favorite

Elder Scrolls 4: Oblivion	It's a gorgeous, massive, open ended game with tons of things to do. Once you're done a playthough you can start over with an entirely different character and experience brand new things since it's nearly impossible to do everything in one playthough.	I didn't.
Fallout: New Vegas	I enjoy western style RPGs	I'm a fan of Bethesda games and previous Fallout games.
Marvel vs Capcom 3	My apartment is a bunch of fighting game kids and MvC3 is the new fighting game.	It is the new fighting game.
Elder Scrolls IV: Oblivion	I like all role playing FPS games, but Oblivion is the only medieval style one. The game is really immersion and you're free to do almost anything you want. The quests are not repetitive at all, they all form their own stories or are part of a much bigger story. And the game is chock full of them, I don't think I've played every quest. I could play the game again and it would still be fun. I also like the races and classes and skills that come into play during the game. When you think about it there are a lot of race-class combinations and then in the game you could focus on either magic, melee fighting, or ranged fighting. So each time you play a new character its going to be different.	I was hooked with the Elder Scrolls games when I played Elder Scrolls III: Morrowind
black ops		
Call of Duty	nba 2k series	Game stop i think.
		I saw a trailer. It looked amazing. I was already a fan of I Wanna Be the Guy, and this was clearly reminiscent of that.
Super Meat Boy	It's fun, simple, addicting, hard and wonderful. It is pure platforming euphoria.	
Dragon Age II	Castlevania	My entire family gamed
		The reviews were good or I played an old version
PS3	Better graphics and better titles	
Assisins Creed Series	Lots of options, open ended, non linear, great game play.	Curiosity

Guitar Hero Series	I love music and it's something I've been playing since I was a freshman in highschool with my friends. I've gotten extremely good at it.	Freshman year of highschool, I'm a freshman in college now.
Rock Band 3	Because I love grooving out to music, and I can pick songs I really like and (with the advent of Pro Mode) start actually playing along. Sick!	Because I knew how awesome the game was from playing it all freshman year, so I was completely down with buying it.
Devil May Cry 4	World of Warcraft	My friends back in high school played it and gave me a trial to play with them
Demon's Soul Pro Evolution Soccer 2011	I like adventure and highly customizable game. And that game is challenging.	I bought the game because I like their monster design and I heard that it earned high school from critics.
Sacred 2 Fallen Angel	freedom, exploration, and content	screen shots on the back of the box looked good
monday night combat	It was very easy to learn, the basic controls are extremely simple (assuming players normally play FPS games). The dev team is constantly adding to the game. Not always maps, classes, weapons or balance. Most often the dev team adds atmospheric changes. For example, there is a mascot that randomly appears in the map, and players are rewarded for shooting the mascot. But the patch of march 12th added an Irish jig to what the mascot does when he's on the field. I Feel the biggest draw for the game is the customization however. There is 6 classes, and there are 12 sponsors. Players may have 3 sponsors and each one gives a different bonus to the player.	I happened to read about it on some website... most likely dorkly.com or possibly even penny-arcade. Watched a video and was interested. I believe what interested me the most about the game is the theme. Although the game is very fun, if it was a war game I would likely become bored with it. playing the same map, no matter how fun gets boring after a while. However, with the sports analogy, it makes the game feel more immersive, similar to how a baseball field is always a baseball field, and a football field is always 100 yards.
Killzone 2	Favorite genre (FPS), I'm good at it, gameplay is fun and involves tactical thinking, every online game turns out different	Enjoyed the first Killzone, screenshots and videos of it made it look really fun.
I dunno what that	?	I would have bought it.

means what does that mean? Mario Kart Wii Sports	Wii Fit on Wii, Need for Speed on PS3 It's awesome. Active	recieved as christmas present Siblings liked it. It came with my Wii
Mario Kart Mario	It is Mario And it is a racing game	Because I wanted to play it.
Wii mySims	multiple game options	popular
Assassin's Creed Brotherhood Madden	Beautiful visuals, the costumes are fantastic, I love all of the characters, and I'm a fan of the Italian Renaissance and it's history. The textures are some of the best I've seen. Also, I love that the multiplayer isn't just running around shooting people in the face, and actually has some sort of vague tie in with the overall story. Sonic on SEGA	My boyfriend was into the Assassin's Creed series and I decided to give it a shot, and fell in love with it. Actually played AC2 first, then got Brotherhood on launch date. cuz this game is bomb!
Super Mario Brothers none	I used to play it as a kid and loved it. So being able to play it on the Wii is great. Plus there are some cool new things you can do with the wii remote.	I was giving myself a well deserved present and decided that I wanted a Wii so I could do something fun bymyself on the weekdays.
Mario Cart	Because I can play it with my friends.	I didn't, my friends have it.
Wii Fit	Because it is an active game and gets you off your feet.	Because it looked like a good workout to play with on my wii
Super Smash Brothers Brawl	I prefer older generation games so this one is just a better version of the old one	Buy
Goldeneye Super Mario Galaxy 2 Pokémon Black	It isn't too difficult. The music is great. I like the story line and how it is a stealth fist person shooter than is not too fast or not too slow.	I bought the game because I love Daniel Craig as James Bond, and enjoy stealth first person shooters. Also, I have enjoyed previous James Bond games as well as the original Goldeneye for N64.
mario kart	its fun for all ages and easy to play	my dad got it because it had capabilities for 4 mulitplayers

World of Warcraft	Because it's on my laptop and MANY of my friends play it. When they're not playing raids with me then there are plenty of quests to complete, thus keeping me occupied.	My friends all play.
I really don't have a single favorite game		For most of my games it was because it sounded interested, had a reasonable price, or was something that I had played before on another person's console.
Wii Sports	It's fun to play with your friends and it's an interactive video game unlike others.	It came with the console.
starcraft 2	Very well made, fun and fast paced, competitive and requires lots of thinking and decisions.	I bought it because I jhad a feeling it would be awesome.
Wii Sports	Fun, interactive, catchy	It came with the Wii as a bonus.
Rock Band 3	Because it's fun and I'm good at it. Also, GDC's Gaming Night.	I never actually bought/rented/borrowed, more of used at Gaming Night. Every week. The whole night.
Tatsunoko vs. Capcom	I just got into fighting games, but it's something I can enjoy both by myself and also with friends who can get into it.	I bought it after hearing great reviews about it and due to interest in the characters present.
Assassins Creed Brotherhood (PC)	Not sure. I guess its a tie between Ocarina of Time (N64), Portal (PC), and Golden Sun: The Lost Age (GBA).	My uncle had a video game shop in India where people could play games. I played Mario on it and was hooked.
Tales of Symphonia Wii Sports League of Legends	It has the awesomeness of a JRPG (which is my favorite type of game) but it doesn't follow the standard game play style that as been stereotyped onto JRPG's.	The art looked good.
The World Ends With You	It has fun gameplay, an engaging story, a lot to find and do, and just never gets old.	I saw it in a magazine and/or saw it online and thought it seemed cool.
Super Smash Bros. Brawl	Because it's one of my favorite series' of games that I've played, and most of my friends back home play it.	I pre-ordered and bought it 'cause I loved SSBMelee.

Game	Reason	Source
Fable 3		Fable was a good game, and I didn't play Fable 2, but I wanted to. I decided I would get Fable 3 for a new game of Fable.
Forza Motorsport	This game offers real-life graphics and simulation engines even though it allows people to customize their racing and car customization experience.	I enjoyed the previous games in the series, and these games allow me to drive recklessly (well, sometimes), something I wouldn't even consider doing in real life.
The latest Smash Bros Brawl	The local gameplay is competitive Good multiplayer, well balanced, quick matches.	Recommendation from a friend/played at a friend's house I've played the previous versions.
Pokemon White	Good for both single/multiplayer easy to pick up and put down or spend more time in, still haven't caught them all yet	Enjoyed the others, even if it makes me immature
N/A	I don't have one atm- I play random flash games online	N/A
Deadrising	Godhand	friend recommendation
Minecraft	It's very open-ended and allows for many different ways to play, including mutliplayer with my friends who bought the game as well.	
Zelda	Its awsome old and proven to be a great game. Also the ladies love it when I play it. They think link is hot.	Borrowed from my parents in 1995 because it was the bomb. I heard about the series from an internet forum, and decided to try it out.
Monster Hunter Tri	Because it's fucking awesome, have you ever played it!?	I pirated it, then bought it after I realized how fucking awesome it was.
Super Smash Bros. Brawl	Local multiplayer is competititve and fun.	Played the prequel.
Pokemon	I am in the Pokemon Club and spend loads of my time playing pokemon competitively with my friends.	I was excited and planning out pokemon Black and White half a year before it came out.
Guilty Gear XX Accent Core Plus	"Fly away"	
Super Mario Galaxy 2	It built off of SMG, had streamlined map design, and the levels were creative and an overall blast to play.	Loved the original SMG

Pokemon Black	Because it has an engaging story and playing through the game with only new Pokemon gave the series a fresh feel that made it worth playing. Plus I have always been a fan of the gameplay of mainstream Pokemon games.	It was purely out of impulse and peer pressure from the online forum community I am part of.
Pokemon (White)	Never want to put it down, and after playing through the story I can do it again with different pokemon.	Because of experience from previous generations and also preview information that was appealing to me.
Super Mario Galaxy	The level design is splendiferous and ever so clever. Plus the theme / setting is light-hearted enough to play no matter the mood I'm in.	I was curious to see how they handled the gravity mechanic as most games I see try this end up being either puzzle games or feel as though it was tacked on cuz' it's cool. I was pleasantly surprised how they integrated it, especially into boss fights and little hidden areas within levels (especially Super Mario Galaxy 2 for that).
Pokemon series zelda twilight princess	The sheer number of possibilities presented by all the different Pokemon that are available to catch and raise. It becomes incredibly addicting. It has all those classic elements and great characters that I like	I just love the series.
Minecraft	Any of the Zelda series	I can't remember, I've always played Zelda.
Ace Attorney series	The have great plot and game play that is challenging but can always be overcome with sufficient dedication.	I first heard of because it was alluded to in video game fandom. I picked it up because it was on sale at GameStop.

Monster Hunter Tri	A few reasons: 1) The game is consistently difficult, and beating one level before does not basically guarantee that you will beat the same level again, therefor, it feels much more rewarding after beating it 2) The game is SO LARGE. Most of the time you spend is for working towards upgrading your equipment. There are so many weapon and armor trees, i don't see myself getting bored of it for a LONG time.	I saw the commercials for the game, they were really stupid, but i looked up the trailer, and it looked cool, so i looked at some Japan gameplay and I got hooked. I like rpg esque games that aren't bounded by level gaining, and the combat system actually takes skill and timing rather than percentages and traits
The world ends with you	It gives a twist to JRPGs, has a very compelling story, the art style is appealing to me and it's helped me make new friends who also enjoy this game	I had seen a contest about it on DeviantArt, and found the idea interesting, so I proceeded to get the game as soon as it came out
Super Mario Galaxy 2	It's close to if not perfection of 3D Platforming.	I loved the original game and this game was getting similar if not better reviews than it.
Punchout!! Feauturing Mr. Dream	It is the best videogame ever created by humans. It is also extremely racist, which I find enjoyable.	I inherited the game from my brother after he got the sega genesis.
Nethack	You fall into a pit! How pitiful. Isn't that the pits? You land on a set of sharp iron spikes! --More-- The spikes were poisoned! The poison was deadly... --More-- Do you want your possessions identified?" Nethack is the greatest game ever created. The developers think of everything.	No.
Zelda	Interesting/Dynamic Story Game Play is easy to pick up on and off again.	I've always enjoyed adventure/puzzle games and this one was new.
EVE Online	Content is deep and broad. So much to learn and do. Long term game.	n/a

	I never play Goldeneye online. I enjoy the missions, not the killing.	
tie: Goldeneye / Mari0 Kart	I never play Mario Kart in a season/cup mode, only online. I love that every race is different each time with 10+ players worldwide.	Legacy knowledge.
Super Mario 64	It has so many great levels and has a range of difficulty which still makes it fun to play after all of these years.	I love all Mario games.
Call of Duty, Black ops	Mario Party 8	For my children
Lego Starwars	Star wars themed. Not too hard to play	good reviews on Amazon.
Mario Super Sluggers for the Wii	Realism of the game, excellent and natural anticipation (motion fill) of user between user influence. Flawless interpretation of the wii mote gestures. Most enjoy the two player strategy play opportunities from team selection through pitching, hitting and fielding.	Received as present. Always enjoyed the Mario franchise./ It's a full-size arcade machine (which I own), but originally, some of my friends into competitive classic gaming had told me how fun it was. I
Robotron 2084 (tournament settings)	I really like classic arcade games and this is the pinnacle of that genre to me. The game pacing is frenetic and, on the tournament settings, games last no more than 10 to 15 minutes.	tried playing it and found the challenge to be through the roof and subsequently got hooked.
Kinect Sports RPG	It is an active game.	It looked interesting.
Rock Band	i enjoy playing music and I suck at every other video game	My brother got it.
Sims 3	Creating Buildings	Played original sims at a friends house
Rockband	It lets people get together as a group and hang out while doing something music-related	
Dragon Age	Customizable character, NPC interaction, getting to know group members, story	I saw its ad on tv and it looked like an interesting new game to try
	http://www.youtube.com/watch?v=HKtsdZs9LJo	
Borderlands	also; infinite guns	It looked like fun.

League of Legends	Easy to just start playing with friends.	It's free.
prince of persia - warrior within	the action, the characters, the environments, the music, the story line.. they are all really well thought of. and when i play them i feel as if i am actually part of the game.	i bought it because i like to own my own games so that i can replay them over and over again. the trailers before the game came out looked amazing and the previous games i also really enjoyed! so i had to buy this one, and im glad i did!!
Dragon Age II	Multiple plot options to create a different story in each play through	Buy
Guild Wars	It is my fave to play because i've already beaten NWN2 too many times and i don't like to replay most games. This game never ends, i can always go and do pvp and there is always new stuff added to the game. I dont' play for a few months, come back and its completely different.	My brother had the game first, i looked through his guide for the book. at the time it looked amazing to me.
Blur	The game is fun in all modes, single and multiplayer and the challenge of beating the game 100% is near impossible for me, so I can spend hours playing and take just one small step towards beating the whole game and stil be happy.	I bought the game because a friend told me to buy it so we could play together.
Dead Space 2	I enjoy the graphics and the story. As an artist myself I have a huge interest in the art style of the game, and I am a fan of horror games.	I really enjoyed the first game (Dead Space) and bought Dead Space 2 on its release day.
Rock band 3	It's a really fun game to play with your friends and its also fun trying to be good at the game.	A found the use of external peripherals interesting.
Halo Reach	Solid campaign, balanced multiplayer levels, good online and supports local multiplayer.	I enjoyed the other games in the franchise.
battlefield	always different, first person shooters are my thing and its just sounds and feels realistic.	

Minecraft	It's very free formed and doesn't really force you to do anything, except have fun. I get tired of linear games pretty quickly because you can beat it... and then there's often just a bunch of random content to extend gameplay, but minecraft lets me do a lot of things as I please and doesn't pester me to get to some other objective.	Noticed it on stumble upon, tried the classic mode and liked it, then found out there were survival and alpha modes and they looked interesting based on some youtube videos
Oblivion	The amazing modding community as well as a massive world to explore. In addition, I am a big fan of the franchise.	I received it as a gift.
Borderlands	Humorous, action packed, and fun. Good story, and plenty of DLCs too!	Because it got a good review
all the call of dutys	everyone does it and im wikid good	all my buddies had it
Left For Dead 2	Lots of free downloadable maps for the PC version, so it never gets boring. Lots of different multiplayer modes so everyone can play what they want.	My friend had the game and I got hooked.
Bioshock 2	There are so many different ways to play it - both in single and multiplayer modes, and the story and characters are fantastically conceived.	Because Bioshock 1 was an amazing game
Fallout 3	Many gameplay options, open ended, attractive graphics, good story.	I saw an ad for it, and I thought it looked good.
NHL 2011	I love hockey	I really liked NHL 09, but felt it was time to upgrade, and since have been very happy
Team Fortress 2	Its just a really fun game. You can pick up a game and just learn to play fairly quickly. It has a load of funny achievements and its just satisfying to play.	All of my friends were playing it.
Assassin' Creed II: Brotherhood	Because there are numerous ways to entertain yourself, even after the games main story has reached completion. It is smooth and allows you to be something that you can never be. It makes you feel bad-ass. Also, there are a ton of side-quests.	Because I enjoyed Assassin's Creed II and I was eager to see the new features that they added in for the second installation.

Current generation	Super Smash Bros Melee	I bought SSBM before I had ever played it, because I loved the prequel on the N64, and trusted the developers to make an even better sequel. Also, I was 10 years old when it came out, and everyone else was getting it, so that meant I had to as well.
World of Warcraft	Rockband	It introduced more music into gaming and not just a guitar like Guitar Hero.
Ninja Gaiden 2	Shenmue 1 and 2, and the Legacy Of Kain series	Shenmue, because you seemed to be able to do so much in it. Legacy Of Kain because of the depth of the story.
Halo: Reach	Bungie has always made Halo an entertaining experience.	The Halo series had extremely good reviews.
Halo 3 COD	Multiplayer	Multiplayer
Call of Duty BO	fun, everyone has it, lots of multiplayer	the previous CODs were good
Penis	Your IQP is a joke	Cause how is this gonna help anyone?
Halo: Reach	it r teh best	It had "Halo" in the name
FIFA 11	I can play it by myself and it is a sport I enjoy.	Because I saw a comercial that made it look interesting.
Final Fantasy XIII	Forza 3	Forza 2 was awesome, and forza 3 had much more to it.
Halo Reach	Halo	everyone else played it
halo reach	great multiplayer	
PES 2010 Battlefield Bad Company 2	Incredible multiplayer	The multiplayer
Call of duty black ops		
NHL	NHL	bought it
ESIV: Oblivion	I like how extensive the game is, and how the world leaves the character free to do whatever.	I got the game for Christmas. My parents got it for me because they knew I liked Fable a lot and they spoke with the guy at the game store.
Limbo	Good atmosphere, challenging and creative puzzles to solve.	My friend has it.

Fifa 2011	Halo 2, it was the first game I played on Xbox Live and still to this day my favorite online multiplayer game ever played. The experiences on it can never be replaced or replicated for me again.	I bought a game for the first time because I wanted to replay it at will whenever the sudden urge to play the game strikes.
Prototype	WC3 TFT	My best friend told me it was the best thing since sliced bread, it was.
Starcraft II NHL 10	Deep and really exercises your brain, also the ranking system makes it really fun to try to climb.	I like RTS but hadn't played one since I stopped playing Warhammer 40K: Dawn of War II last year.
Final Fantasy XIII	Fast-paced tactical action, finely-balanced battle system, engaging story and environments, fun to explore	Saw promotional videos
Call of Duty	Unreal Tournement	A friend owned it, and suggested I "borrow" it.
Forza Motorsport III	Accurate simulation of driving, yet entertaining arcade feel.	I had a significant amount of previous playtime (more than a demo would allow).
None older ones were better	Azura Dreams	I have no idea how I got it.
Dead space 2	its mostly because its one of the horror game i really liked and the environment in the game is great in it and the main characters armor is unique	I bought it because the first one was good and when i rented the first one i just thought I'd play a Genres i don't often play
league of legends call of duty black ops	Squad based, easy to play with friends	ITS FREE to download and play
	call of duty black ops	played it at a friend's house and enjoyed it
Black Ops	Call of Duty has really fluid controls, it's easy to "run and gun" and have a good time.	I always buy the new Call of Duty when it comes out.
Crisis 2	Its my current FPS, tired of Reach and Blops.	It was first a multi-player demo and it intrigued me to want to buy it.
Red Faction: Guerrilla	Great Physics Engine and Destruction Mechanics	The game looked very well done from what I saw online and was better than anticipated.
Starcraft II/ Street Fighter 4	I usually don't replay games that I've finished. I love "infinite" games such as Starcraft II, Warcraft III, Super Street Fighter 4	

Battlefield Bad Company 2	Excellent multiplayer, lots of available classes/strategies.	Buy
Total War: Shogun II	It combines real time strategy with city management in an interesting historical period.	I bought the game becuase of my positive experience with a demo version released two weeks prior to release
Fifa 11	i like soccer and the game never gets boring.	roommate has blockbuster pass that acts sort of like gamefly, so he had it shipped here. i've played many fifa games before so i wanted to try the new one.
Just Cause 2	Cel Damage	received it as a birthday present
Dragon Age 2		
Call of Duty	Elder Scrolls	Family member had it, I enjoyed it.
Rock Band 3	I like the movement associated with playing, and it's a lot of fun pretending as though I'm in a real band.	I first played it at a friend's house and fell in love with it.
Red Dead Redemption	Open world, many options.	Looked fun.
Call of Duty: Black Ops	Gameplay is engaging. Multiplayer is great.	The previous games were good.
Left 4 Dead 2	Gameplay is good, and I have a couple friends who I play with regularly.	I was a fan of L4D, and the sequel looked appealing.
Ninja Gaiden II	It's the most challenging and yet rewarding game that I feel I have played. After building up my skills (my abilities as a player not the characters stats) and overcoming seemingly impossible challenges, I feel a great sense of reward.	I bought this game because I loved the prequel. Even before them, I loved the arcade version.
Dragon Age 2	Well thought out story line. Offers good game play. Multiple playthroughs needed to get full scope of game.	Because Bioware makes good RPGs
COD:Black Ops	Great single and multiplayer experience.	Next game in a series.
Crysis 2	Graphics, online is fun and the game has awesome game-play.	Because I played the first and really enjoyed it. I've been awaiting the second one for a long time.

Valkyria Chronicles	Just finished Red Dead Redemption again and wanted a change in pace. The gameplay system for Valkyria Chronicles absolutely trumps other turn based strategy games.	I just picked up a PS3 and I wanted to try out an exclusive title besides Uncharted/God of War/Metal Gear/and Killzone. I liked the first one, so I figured the sequel would be good - I also liked Mass Effect I & II, also by Bioware, and Neverwinter Nights on PC (also by Bioware).
Dragon Age II	I like games that actually put an effort into making a strong, interactive story where you actually get to slightly affect the game.	
Super Mario Galaxy(1&2)	I love Mario games and it was a huge blast to play it, never got tired of it and whenever I pick it up I can't put it down.	It was a Mario game made by Nintendo.
Halo	Lots of action, good storyline, segment of intense action, grity gameplay, co-op game play, wide variety of different tactical situations.	Played it at a cousin's birthday party, found it challenging and entertaining.
League of Legends	The competitive multiplayer has a strong metagame element that constantly changes, allowing players to explore the nooks and crannies of the game.	It's a free-to-play, microtransaction-driven game.
League of Legends	Quick matches that i can squeeze in during breaks in the middle of the day. Online multiplayer adds the competitive aspect and gives a reason to get better.	When heroes of newerth left beta and you had to buy it i switched to league of legends because its free.
COD Black Ops	usually i just play private matches with my buddy or wager/zombie modes with him.	for the multiplayer.
Oblivion	Open world, sandbox, custom spells, and mods (PC) give the game nearly endless variety.	I purchased the game after I had played it elsewhere. I definitely had replayability in mind when I bought it.
Call of Duty: Black Ops	The single player campaign was enjoyable, though short, and the online play is engaging, addictive, and fun. The ranking up/Prestige gameplay element provides replayability for players who enjoy personal goals and objectives during online play.	I was given this game as a Birthday gift by my friends who greatly enjoy the game, both online and off.
Team Fortress 2	It never stops being fun to play the different classes in various multiplayer modes and all my friends play with me.	It's a multiplayer shooter from Valve. They make great games.

Halo Reach	A lot of fun, replaying campaign never gets old, firefight and multiplayer stay interesting and fun	its halo
League of Legends	It's a highly competitive game where each match is different from the previous while retaining the fun gameplay mechanics.	A friend suggested it to me. Friends around me were similarly playing it, so I joined in not to be left out and found a great and interesting game.
League of Legends	Free online play, with competitive games and non-competitive games.	
Call of Duty: Black Ops	The multi player is fantastic and the single player has a very good plot line.	I bought it at the recommendation of my friends and classmate.
Pokemon White	Pokemon offers a hugely strategic battle system with endless possibilities to customizing your Pokemon. It has a lot of underlying mechanics unknown to the casual player and understanding these mechanics brings out Pokemon's amazing system at work.	I bought it because I had been waiting for it since it's announcement. It also was released 3 days after my birthday so it was considered my 'birthday present' from my parents.
Halo Reach	It has the best online multiplayer out there no questions asked. The single player in Reach is also the best in the halo series as far as replayability goes.	I've always been a fan of the Halo Series
Call of Duty Series	The multiplayer is always fun and exciting	Heard Good reviews
Call of Duty Black Ops	Multiplayer modes with friends.	Cuz i have played the previous 7 and i loved them....
Halo	takes skill unlike cod its not a spray and pray	friend suggested it
Xbox 360	COD Black Ops	At some point, after youve owned all of them you dont have a choice.
Starcraft 2	The competition. It's multi-faceted and leaves room for both fun improvement and meta discussion with friends and members of the community.	I enjoyed the original and have a lot of faith in Blizzard.
The elder scrolls	League of legends	Hype
Minecraft!	you don't mess around with a story or anything like that, you just create.	i played it on my friends console.
Just Cause 2	It never gets boring.	The demo was awesome.

Call of Duty	Good Single and Multiplayer modes...both are important	buy
Just Cause 2 call of duty black ops	I have yet to find a game just as entertaining as this one	I just got my 360 and was looking for suggestions for new games, and it was one of the ones suggested to me
Halo Reach Medieval 2 Total War	I like the sci-fi aspect of the game and the Forge mode. Forge is probably the strongest aspect of the game. expansive campaign and battle maps, some amazing mods	I love the Halo series, so the name has a lot to do with it. But I also have a lot of friends who got it and we play online all the time. So the social aspect plays a big role as well. I was also curious to see the story of the campaign. good reviews and a demo
fallout 3	great story, lots to do, quality game	it got great reviews
The Elder Scrolls IV: Oblivion	The storyline is great, the world is expansive, and I can download user-made content (mods) to make the game endless.	My friend showed me and it looked like my kind of game.
Mass Effect 2	Sci-Fi, awesome universe with a ridiculous amount of content, lots to explore, combination of FPS and RPG elements.	Sequel to known good game. Got good reviews.
Halo: Reach Marvel vs. Capcom 3	I play Halo: Reach when I play online with my friends because its the best game that we all have. Lately I've been playing Homefront if I am playing a single player mode. Replayability, lots of unlockables	I bought the game the first time because I am a big fan of the Halo franchise and Bungie Studios. Played the previous games in the series
Modern Warefare	I enjoy it, especially the online multiplayer... I wish xbox live didn't cost money cause I currently dont have the money to get a new subscription.	um... it was call of duty...
Open world rpgs I dont even know what this means	I like role playing games and I like to explore Legend of Zelda Games	buy
Alan Wake	Shadow of the Collosus	Because there was no writing on the box art.
Pokemon	fun and nostalgic	just wanted to continue playing the series

		I was going to buy Team Fortress 2 so that I could play with some friends and then ended up buying the orange box on sale from steam.
Half Life 2	The story is extremely well written, well thought out, and is not burdened by bad gameplay mechanics	
Gears of War 2	Great shooter and I think that this question should be done by genre of games.	Because I loved the Gears of War franchise.
Live for Speed borderlands	Driving backwards and running into other cars.I also pretend I can drive cavaliers fast I also heard of you Leafy and that your car sucks, but I have never met you.	steal them, its cheaper
Madden 10	I <3 Football	same as above
Dragon Age 2	Engrossing storyline, fun gameplay mechanics, strategic. Many different ways to play the game, thereby increasing its replay value.	Bought because it appealed to what i look for in a game, i.e. replay-ability, style of game. to play it, i know if a game is going to be good or bad before it comes out so i only buy the good games n borrow ok games from friends
COD Black ops	Halos, CODs, dead space1&2, rockband, any first person shooter.	
need for speed	default....i don't like video games and when i occasionally do its because its the one game i happen to have and im REALLY bored	i didnt
NHL 11	I am a big hockey fan and I think it is the most realistic hockey game to date.	The historically high quality of the series
Mass Effect 2	Incredible story, deep characters, awesome gameplay.	Because I loved ME1
Dead Space	Blood	Rated M
Call of Duty Black Ops	I like shooter games	Game Stop
Halo Reach	Good storyline, good controls, good multiplayer over internet, good graphics on Xbox360	I liked earlier Halo games, and this looked like more of what I liked
Rock Band 3	Because I just purchased the Fender Pro Guitar for playing in the game. A couple of weeks ago it was Dead Space 2.	Experience with playing earlier games in the Rock Band and Guitar Hero series.
Dragon Age II	Enjoy part-based RPGs	I had played Dragon Age Origins

What is one of your favorite current generation games to replay?	What is another of your favorite current generation games to replay?	Why do you replay the first one?	Why did you buy, rent, or borrow the first game? Did you buy it with replayability in mind?	What drives you to replay the first game?
Assassin's Creed Brotherhood	Zelda: Twilight Princess	I continue to play even though I have beaten the storyline because of the large world, side content (assassin trainees, building upgrades) and fun controls. Compulsion, sometimes you just miss virtual fishing.	I bought Assassin's Creed Brotherhood because I enjoyed past titles in the series. I did purchase it with replayability in mind. The other games were fun to replay, but it seemed like they went further with AC Brotherhood. Allowing me to replay certain missions and get 100% sync.	At first, it was completing every mission. Now I replay AC Brotherhood trying to collect all of the weapons and armour and to achieve 100% sync.
Animal Crossing	Family Feud			
PES	FIFA	I like it.	yes	Players I play with
Brawl	Resident Evil	It is easy to sit down with a large group of friends and pass the remote around. The challenge never really goes away either because your enemy is human.	It is my friend's game. My roommates are the ones who used to play. I just joined in.	Friends
Assassin's Creed 2	Assassin's Creed	I love everything about that game. It's amazing: historically rich, beautiful graphics, great game mechanics, as I said above. I've learned so much from this game series, history-wise.	I just love that game series. No, but I was aware that based on my play of the first in the series that I might replay it a couple of times, but that was not a deciding factor.	The fact that I can do it all over again, but with more skill and finesse.

Starcraft	Final Fantasy X	I like the storyline and missions that are available in the campaign which make gameplay more interesting than just going against the computer in a basic match.	My brother played it all the time so I bought a copy so we could play together. I knew there would be some replayability with multiplayer mode, but did not expect to replay campaign mode.	The storyline. It's fun, and can be done with others for the added entertainment value.
Sengoku Basara: Samurai Heroes	N/A	For the same reasons I played it in the first place.	Borrowed it. My cousin brought hers over, and then I wanted to get it. No	
Resident Evil 5	Assassin's Creed 2	I play it a lot with my sister and my cousin. More options available to explore		Cause its fun to kill zombies
Borderlands	God of War 3		Looked good. No	More levels to gain
Final Fantasy 8	Little Big Planet	The stories in Final Fantasy (most of them) are really fantastic and put you inside the game (immersion). I also enjoy re-playing games now that I played when I was younger, to recreate the "magic" of really good games.	Was gifted the game but always a fan of Final Fantasy in the first place. No I did not buy with replayability in mind.	Story and character developement. This question is redundant....
COD MW2	CS	Endless possibilties, communitie, social.	Yes, replaybility is the only game I will buy, Borrowing if I know it will be once or unsure.	Multiplayer aspects is the always a plus, with endless options of level gaining. How 'social' a game is comes into mind aswell.

Little big planet 2	final fantasy XIII	To win all the achievements	yes I suppose, it's essentially a neverending game	The fun
Dragon Age	-	There is a variety of classes and races to start out as which give different story or direction at the beginning. Also unlockable classes downloaded-able content add to the game.	I bought it because it looked like a fun RPG to play although I did my research on it to see if i was actually interested.	The special classes I missed as well as the download-able content.
Metal Gear Solid 4	Uncharted 2	Story, Weapons, Collectibles, Immersion	Looked good, excellent reviews, hype, yes	Immersion
Fifa 11	Little Big Planet	Cuz its freakin awesome		
Dead Space	Call of Duty	It's my favorite game and I want the Platinum Trophy.	I watched videos and followed it's development for a year before even Dead Space 1 came out.	It's fun and I wan the Platinum Trophy.

		note this is not what I am currently playing, but this is probably my favorite The campaign was intense, the AI is very good, and I liked the grandiose challenge of taking it on on the Elite (hardest) difficulty When I finally got it hooked up to the internet, the online was just as intense as the campaign was and I enjoyed the leveling up process, although it was pretty simple. The ribbons leading into badges gave purpose for doing missions vs. just killing people, they would then give out more points per badge for that mission or skill used. Also being able to pick what match (including those made by people at their homes) was a big component of what I loved about the game, it's too bad they don't have it in Killzone 3.		
Killzone 2	Killzone 3		See my original reason at top, although I didn't think about replayability	It was a great game to play through, and the multiplayer was just awesome in my opinion
FIFA	none	So many different things happen.		
Grand Theft Auto 4	Fable II	To see the changes in storyline as different choices are made	Online Multiplayer	To try things differently / I really enjoyed the first play through
mnh	fsgb			

Left 4 Dead	-	You had to play it more than once to accomplish something in it. There were multiple achievements, the playability with several other people, reliance on teamwork and strategy. You cannot play the game without replaying the maps more than once.	If I buy games, I plan on replaying them provided they have some replaybility. Otherwise I would often borrow games from friends. I bought it because It looked good. And no	Sometimes new modes and difficulties would be available later on. Games that had achievements that could not be done in 1 run through.
MGS2:SOL	MGS3:SE	Because its fun		I enjoyed the gameplay and storyline
Mass Effect 2 g	Dead Space 2 g	For reasons explained above. g	Reasons explained above.	The story in Mass Effect 2 is so compelling that replaying it with extra equipment or on a harder difficulty adds more reason to enjoy the story once more. It's really addictive and exciting to wonder what's going to happen in the final game of the trilogy due to so much choice given to the player.
World of Warcraft COD Black Ops	Call of Duty HAWX 2			
Halo: Reach	Grand Theft Auto IV	Science-fiction theme/setting and high-octane battles.	It is a Bungie Studios production and many others play the game. The story is superb. I bought it with replayability in	To find some skilled and wild players that will play the game with originality.

			mind.	
minecraft n/a	ghouls and ghosts n/a	infinitely replayable to build different stuff. a variety of ways to play it	i was told it was a lot of fun. yes	multiple ways to play, not tedious, easy to get immersed quickly
Prince of Persia: The Sands of Time	Prince of Persia: Warrior Within	One of the best games ever.	It looked amazing. No idea if it would be replayable.	Great game
Final Fantasy	Madden 11	I love Final Fantasy games, from the length of the gameplay, to the RPG aspect and the ability to level up characters throughout a long, interwoven, in-depth storyline.	I love the Final Fantasy series, it's my favorite, and I want to play the series as long as possible. I buy most FF games with replayability in mind.	There are numerous ways to reconfigure your party or their equipment of even approach the storyline that makes FF a great game to replay.
DeathSmiles	NA	It's short enough to replay and aim for a high score	It's an awesome scrolling shooter. Yes.	High score and one credit clears.
little big planet 2 or 1	halo reach	try to collect all the items and get all of the trophies	yes i try to only buy games that have replay value. I bought it because LBP is one of my favorite games ever	scene of accomplishment
uncharted 1	ratchet and clank future: tools of destruction	no multiplayer, so i kept replaying the game instead, and it never got old	it was made by naughty dog, and i replayed the jak series 900 times each, and replayed the crash bandicoot series an uncountable number of times, so, yes, i bought it with replayability in mind	it's fun

assasins creed 2	dante's inferno	I am a trophy hunter but i love storylines, so the first time that i play through games i just pay attention to the storyline as the developers wanted it to be told. The second time through i get all the trophies		
Heroes of Newerh	Magic Online	I have fun playing it. It has endless possibilities and therefore I rarely get bored.	I bought it with replayability in mind.	Fun and different every time I play.
Fallout New Vegas	Call of Duty Modern Warfare 2	because the story never really ends and there are so many different endings	borrowed because it looked cool. never planned to replay	because it has a really freaking addicting storyline
Little Big Planet 2	Final Fantasy 6			
Dragon Age	Mount and Blade	Due to the multiple choices that can be made throughout the game that lead to various endings and achievements.	It seemed like a great RPG and I watched my friend play it and was sold. I did, because I knew the number of options it had, even though I don't usually like replaying games. Yes, previous experience with the series.	New outcomes
Pokemon	Civilization V	Collection mechanics		Collection mechanics
Borderlands	InFamous	Borderlands put out ALOT of really good add-ons. Add-ons that weren't 1 hour playing time for $5.00, but 10-20 hour add-ons for slightly more.	It looked entertaining, FPS meets RPG.	The different classes and each subclass for those classes. Several different combinations to choose from. Also the add-ons.

			Long time fan of valve development team. they dont produce bad games. absolutely intended to replay	
Half-life 2	Heavy Rain	Great storytelling/atmosphere characters and gameplay. unique artsyle		See above
Borderlands	Burnout Paradise	Expansive RPG with many different ways to play the game. First few times played normally, switched to crazy tactics and builds.	Followed it from announcement; no, didn't think of single-player replayability.	Mix it up.
Global Agenda	Left 4 Dead	It is always different. Even though you can play the same level multiple times, each time is different due to the people you play with.	A friend told me to, and yes, yes I did.	Leveling and playing multiple different characters.
Elder Scrolls 4: Oblivion	Mirrors Edge	I've played oblivion for hundreds of hours and I'm not sure I've actually done everything in it.	I didn't.	exploration
Oblivion	League of Legends	Same reason as Fallout	Same reason as Fallout	Lots of different paths and options. Find something new each time.
Metal Gear Solid 4	World of Warcraft	It is one of my all time favorite games. The game never stops being fun and the story never loses its greatness. It reshaped the series into the modern scene but maintained the MGS charm and core mechanics. Multiple play-throughs also unlocks new merits and items.	I fell in love with the MGS series. Replay was definitely on my mind.	It is always fun to play and find new paths
x	x	x	x	x
saints row 2	mw2			

mario	nba street			
Super Meat Boy	Pokemon White	So I can get better times and a higher rank.	Already explained.	Urge to be one of the top players.
Dragon Age II	Assassin's Creed Brotherhood	Multiple story lines and endings	I loved Dragon Age: Origins and wanted the sequal. Yes	To learn/experience more of the story
God of War	Assassins Creed	Like the story and the graphics is also fun to try to beat the game with different weapons or powers and max them up	Yes	
Just Cause 2	Starcraft 2	Lots of options, open ended, non linear, great game play, fun.		
Guitar Hero Rock Band 3	Mirror's Edge Grand Theft Auto IV	It's listening to music and playing a game I love to play. Perfect combination. There's also always that goal of getting 100% on a song or just doing a little bit better. Those small things that RB and GH do like "Ranked in top 1% of leaderboard!" kind of push me to keep playing it and try to get higher.	Freshman Year High School. Nope, I just loved playing with my friends and eventually it turned into a love of music and playing the game.	I'm good at it, I love music, the leaderboard, getting slowly better and just getting into the songs.
FIFA 2010	Ratchet and Clank series	It's good to play with friends and I like soccer	Got it for a christmas gift and I got it with playing it many times in mind	Love of soccer
Demon's Soul	Little Big Planet	Because the game is highly customizable and it has different jobs offer.	No, but if I like the same, I want to keep a copy of it as long as it is a good game.	From some reference guide I have found something new or interesting aspects of the game.
Pro Evolution Soccer	Pro Evolution Soccer			

Dragon Age	Mass Effect 2	to explore different decisions effects and see different characters stories and character customization	had good trailer I bought portal because it looked cool and was inexpensive. I had no intentions of replaying it.	the need to play the game from different angles and discover all skills and abilities
Portal	Minecraft	epic story, subtle things I missed the first time, Amazingly fun mechanic. The puzzle design was very clear, and extremely well done.	after playing the original, and loving the story, mechanics, and theme, I pre-purchased portal 2 without question.	Very little now. I've played it many times, however I'm extremely excited about the next portal to be released.
Killzone 2 Idk what that means	Star Wars Knights of the Old Republic II IDK	Every online game turns out differently. Single player is fun to replay occasionally because it is very fun, but it does not have the infinite possibilities that online does.	Originally mostly for single player, to follow the story from the first Killzone. Bought it with some replayability in mind.	Still the best gaming experience I've had, and no online game turns out the same. Tactical thinking helps significantly.
wii fit Mario Kart Wii Sports Starfox Mario Wii Pokemon	pokemon IDK Wii Play Mario Kart Mario NA N/A	game never ends, and it helps me get fit	looked fun and to stay in shape, yes i assumed i would play it again	fitness

Zelda: Twilight Princess	Assassin's Creed Brotherhood	I love replaying the final boss battle with Ganon. It's the most fun I've ever had with a boss. Also... I accidentally deleted my save file. No one else had played TP on my Wii, and it felt stupid to have owned and beaten the game with no files left on it.	The Zelda series is my favourite series of all time. I own all of them. I didn't really	It's just so fun.
none i just like sonic	none	cuz it is the bomb	yes because it was fun	
mario kart	Super mario brothers	Because each time a play a level it is like I didn't play it before	It was a present.	
none	none			
Mario Cart	Wii sports	Because it is fun to try to get better at it.	N/A	
wii sports	n/a	it's fun to play with friends	it came with the wii system	it's fun :)
Super Smash Bros Brawl	Kirby games	Because my save file keeps getting deleted	buy	
			I bought it because I love tennis and it had my favorite athlete in it. I didn't like Wii sports tennis but I thought this would be a nice improvement with the controls. I did not buy it with replayability in mind.	
Virtua Tennis 2009	Mario Kart	To unlock more levels. To play multiplayer with friends. I just enjoy playing a tennis match with my favorite athletes.		The control scheme.
Pokemon The World Ends With You	Super Mario Galaxy Pokémon Soul Silver			
ultimate alliance	justice league	to defeat the evil villains over and over again.	looked fun. no	when im really bored.

				Reason why I bought/rented it
Super Smash Bros. series	Mario Party	Everyone I know, young and old, plays these three games. It's always fun to kick someone's butt in it.	Yes. I didn't want to buy another single player/solo mode game. These games last me a lifetime and there's always someone to play with, thanks to Brawl's wi-fi mode. I had played the first two before on another friends console, and the third was because of online reviews. Also, one of your first questions was a little too limiting. I have both a Wii and an XBOX, and play them both.	
Mario Kart	Soul Caliber	They are all fun.	Got it with the first one. And yeah i planned on playing more than once	They are fun.
Wii Sports	Wii Sports Resort	It's fun	Bought it because I loved the orignial, I knew it would be a great game and one I would play a lot.	Nothing, I just play when my friends are around once in a while
halflife 2	starcraft 2	To refresh myself in how great that game is	looked to be fun.	
Wii Sports Resort	Nascar 07	Fun	no	fun
Mario Kart Wii	Super Mario Galaxy 2	The competitive aspect and trying to beat my existing time trial records.	Because it looked fun. Yes, because multiplayer always extends gameplay.	Speedrunning it and playing with friends.

Tales of Symphonia: Dawn of the New World	Super Smash Bros.: Brawl	I really enjoy the battle system even now and it's something that I enjoy even more with friends, both battle co-op or mocking the story :D	I bought the first game because I had enjoyed the prequel on the Gamecube. I wasn't much thinking of replayability as much as simply playing the game.	When friends come over, it's one of my multiplayer games that I feel we can all derive the most joy from due to inequality among us with fighting games. I also really like the battles and, being a fan of the first, well, I have that sort of mentality. That of a fan. It caters, in part, to fans.
Mass Effect 2.	Assassins Creed 2/Brotherhood	Through the game, you have to make various choices that actually affect the gameplay directly. Things that are affected are: teammates that you can recruit whether you become friend or foe to various alien races dialogue There are also various weapon and power concentrations depending on the class you choose. You can also choose your gender and appearance, which adds another factor of freshness each time I replay it.	I had played the prequel to this game on my friend's xbox and liked the story. The second one improved most aspects of the game and offered a continuation of the story that I liked so much, so I purchased it. I definitely had re-playability in mind since I knew that you choose the dialogue that your character speaks and different sets of dialogue lead to very different endings.	I've mentioned this a bit in an earlier section. Mostly it the story and the replayability where you get to see completely different elements depending on the decisions you make.
Muramasa Wii Sports	One Piece Pokemon	It has a Japanese theme to it	it was japanese themed. no	i love the hack and slash aspect. it's simple

Mass Effect 1	Mass Effect 2			
The World Ends With You	Super Smash Bros. Brawl	It has fun gameplay, an engaging story, a lot to find and do, and just never gets old.	I saw it in a magazine and/or saw it online and thought it seemed cool. I did not buy it with replayability in mind.	I continue to enjoy it.
Current Gen? None.	Ugh. I guess COD:MW2 Legend of Zelda: Twilight Princess (but any of them really)	Jeez Tim, aren't you listening to my answers?	Uh...	Wow.
Fable 3		There are so many different ways to play through the game		
Wii Sports Resort	Pokemon Black/White	While the game is repetitive, it contains environmental elements and in-game personalities (Miis) that make each replay a new, refreshing expereience.	I played this game at a cousin's house when it was first released, and I found it enjoyable and entertaining. I knew that I would probably play similar challenges over and over again.	I enjoy the opportunity to play sports in a virtual world, especially when it's cold, dark, or rainy/snowy outside. The variation between characters and the challenge of mastering more than one in multiplayer.
Super Smash Bros Brawl	None	Many of my friends also enjoy playing it- it would have no replay value if there weren't other people who also played it.	Yes, I had no interest in anything more than the local multiplayer.	
Starcraft	Puzzle League	It's a classic, well balanced, competitive multiplayer	Recommended by a friend.	
Super Scribblenauts	Super Smash Bros. Brawl	Easy to pick up allows for lots of creativity and weird situations	enjoyed the first, seemed far more replayable then Scribblenauts	being bored

				It's entertaining, something to do, isn't horribly repetitive, it takes a few weeks to play from start to finish.
Phoenix Wright	Pikmin	It's entertaining and is like reading a book	Buy- the trial was great. Replayability wasn't in mind. Wanted to play.	
Godhand	Shadow of the Colossus	I'm better every time.	No.	Annual tradition.
Minecraft	League of Legends	Again, it's the open-endedness. It's a difficult game to exhaust.	The game looked interesting and unique. I did buy it with replayability in mind, since that's basically what it's known for.	
Zelda	Mario Brothers III	Classic	The bomb	Testosterone
Super Smash Bros. Brawl	Nope	I like to play with my friends.		
Super Smash Bros. Brawl	Rock Band 3	Local multiplayer is fun even after thousands of matches.		Competition
Zelda Twilight Princess	Smash?	I like to replay Zelda games and after several years after beating it, i wanted to play it again.	Twilight Princess was really hyped up so I preordered it. Plus I have every Zelda game so of course I wanted it.	Good gameplay.
Marvel Vs. Capcom 3	BlazBlue: Continuum Shift	BIONIC AAAAAAARRRRRRRRRRMMMMMMMMMM		
Geometry Wars: Galaxies	Super Smash Bros Brawl	It's addicting, relaxing, and fun to try out new strategies to attempt to obtain higher scores.	I thought it was interesting and enjoyed playing Geometry Wars on my friend's 360. I found the original game very addicting as well as replayable, so i knew that it would have many hours of	higher scores, addicting yet calming gameplay

			gametime.	
Golden Sun Dark Dawn	Super Smash Brothers Brawl	Because I missed a lot of the supporting characters, known as Djinn, and items to collect the first playthrough due to points of the game I couldn't backtrack to. I'm also playing through the game with only one character when you normally have up to 8 main characters to make the game more challenging to me. Plus I enjoyed the story and characters of the game so replaying it allows me to relive that story.	I bought the first game because I am a huge fan of the Golden Sun series. I've been waiting ever since the first game's release on the Game Boy Advance for a sequel. Plus my own person fan fictions sometimes are reliant on the story of the Golden Sun games so I would of got it just to see what the story of the game was so my ideas didn't conflict with cannon material. Plus I from past experiences with the games that this game would be fun to play as well.	The fact that I missed so many of the supporting characters, Djinns, in my first playthrough and the challenge of beating a game with less characters than you are suppose to use in the game.

Might & Magic: Clash of Heroes	Elite Beat Agents	Excellent battle system. Just wish the AI was better.	I saw it's good ratings, checked out videos of gameplay, and it looked fun. Yes, replayability was in mind.	It's battle system is unique, with simple mechanics and complex strategies. It's a good game to pick up and play for short periods of time.
Minecraft	Donkey Kong Country Returns	Although I cannot say I "replayed" it, I do keep coming back to it. Since re-playability is really just about sustainability of game play and not so much actually replaying from start to finish, I believe it still applies. Anyway, I keep coming back because the freedom, it's like a kid's favorite park growing up, they wanna keep going back to see what kind of adventure they can have. In Minecraft's case it is really the freedom to create your own adventure and your own world that gives it such long-lasting appeal, you never run out of things to do.	Only bought it a little while ago, practically everybody I know is playing it and I had tried it in an earlier beta so was curious to see how far it had come. I bought it with freedom in mind, which to me is essentially the same as re-playability. So... yes.	I totally answered that already, so I'll summarize: FREEDOM AND CREATION

		The game practically depends on its replayability. Rather than a single long campaign, the game consists of playing relatively short games against the computer or human opponents. There are also challenge scenarios, but these are few in number and no longer than a normal game.		
Civilization V	Super Smash Bros Brawl	The game offers multiple different Civilizations with different abilities and units which force the player to adopt a certain play style. There are also multiple different win conditions that players can attempt to work towards. Both of these on top of multiple map types and other game variables make for a lot of different potential experiences which encourages replay.	I bought Civ V because I loved Civ IV. I spent a large amount of time on Civ IV and expected I would similarly become addicted to Civ V, so I suppose replayability was on my mind.	
Zelda Twilight Princess	mario kart wii	There were no other good games being released for the wii, just a bunch of hokey waggle the controller bullshit. So I just replayed zelda instead of buying the crap and shovelware.	It was a zelda game I was going to buy it no matter what based on how I liked their previous games. Wii Sports came with my Wii. Sports Resort I purchased because I liked Wii Sports.	
Wii Sports/Sports Resort	Assassin's Creed	Fun, multiplayer game with limitless game play.		Fun with friends.

			I bought it because I was a kid and would have bought almost anything with Pikachu on the cover.	It is rather easy to play and can be paused and saved at any time, so I can play it in very short bursts. I am constantly improving on my high scores. I has still yet to catch all 151 of the little things.
Pokemon Pinball	New Super Mario Brothers	It has easy goals that reward the player as the player as getting good, but has very challenging goals that take a lot of work to achieve	I did not have replayability in mind when I bought it.	
Still Monster Hunter Tri	Mass Effect 2	There is so much to do, but sometimes redoing things are vital for progressing in the game. Plus, the boss fights are always intense and keep my interest	i bought it because i loved the gameplay, and rather than replay value, it's an open world game that just keeps expanding, so it will take a long time to get bored	it's just too fun, and working on upgrading and upgrading and upgrading feels very rewarding.
Pokémon Diamond	Metal Slug 7	Because you are never really done with any pokémon game, and I have learned some ways to get pokémon that my friends want without cheating that they cannot, so I usually get them for them.	Because all of my friends were on the Pokémon frenzy, and I wanted to join.	Constant competition between my friends
The Legend of Zelda: Twilight Princess (Wii version)	No More Heroes	I love the Legend of Zelda series and I replay them because they're so good and try to get all the collectibles.	I bought it because I had already played the Gamecube version and I love the series. I already had replayed the GC version so I had replayability in mid.	I really like the game. As stated before, The Legend of Zelda series is my favorite and this is one of the best. There are extra collectibles to find so that's pushed me through at least one playthrough.
Punchout!! Featuring Mr. Dream	Super Smah Bros.	It should be made mandatory by law to be played on a daily basis.	I inherited the game from my brother after he got the sega	I need it to live. It is more important than food.

			genesis.	
Super Mario Crossover	Enough Plumbers	It's fun.		
The Legend of Zelda	Castlevania Symphony of the Night	Nostalgia	Discovered in rental store. Purchased for love and cheaper than continuing to rent it.	Periodic desire to relive childhood satisfaction. The story is statisfying even though I know all elements of the game.
Minecraft	n/a	Exploration and as an outlet for creativity.		
Zelda a Link to the Past (SNES)	TMNT the Arcade Game (NES)			
Angry Birds	Sim City	It is addicting and you can always try to get a higher score.	I first played the free version and it was addicting enough to buy the whole thing. I did not buy it with replayability in mind.	Have a little free time.
Call of Duty, Black Ops	Soul Caliber	To open more stuff		
We Ski	Lego Starwars	very mellow	no, skiing appealed to me	no story line, trying to beat times

				Lot's of enjoyment combined with sense that if my skill was honed a bit more, I could score even better. Enjoyment of playing against someone in the same room, especially thanks to the physical nature of wii mote play. Games end with feeling close to that of actual physical games (like a night of bowling, or a tennis game.)
SUPER MARIO Mario Super Sluggers for the Wii	Wii Sports Resort	I explained that above when asked why I liked the game. Would it be my favorite game if I didn't replay it?	Gift.	
Tetris Attack	Robotron 2084	It's a puzzle game with simple rules, fast-pacing, and great challenge in that it is one of those "simple to learn, lifetime to master" type of games. It has huge replayablitiy because of these factors.	Yes - I bought it because I love puzzle games and thought this would be one to keep. I've been playing it on and off for about 15 years now (THAT'S replayability!!)	It's a comfort game.
Kinect Sports Mini Ninja	Kinect Dance Angry Birds	It's a good competition every time.	Yes, I knew it would never get old.	Competition.
Rock Band	Guitar Hero	I love playing music and it never gets old		i love music
Rock Band Halo Reach	Band Hero Don't know	Fun to play with friends To improve.	my brother got it Family bought it, yes.	

Dragon Age	Vampire the Masquerade Bloodlines	Same reasons as above. However, I don't really play it anymore since I've played it so much and played through all the downloadable content. Also, the downloadable content adds to replayability but makes the game more expensive. Some downloadable content wasn't worth its price.	I got it for Christmas.	At first I wanted to replay it so that I could make more informed choices knowing more about how the game works and reads decisions. I could go for endings/events I wanted to see. Then I wanted to play around with the different playable races and classes players can choose from in the beginning. There's always more to do
Borderlands	Dead Space	see above.	Looked fun; no.	It's a very quick game. Also, there are achievements for beating the levels in a certain time, with minimal moves, etc.
World of Goo	Elder Scrolls IV: Oblivion	Fun and easy to redo the levels.	I wanted to support the Humble Indie Bundle.

Somewhat. | |
| gears of war2 | fable | i play it the 1st time round to do storyline, the 2nd time round i play it for extra challenges or items or weapons that i might have missed during doing just the main story line. plus the game is amazing, so every time i replay it i catch something that normally i miss. | i bought this game because i do like replay games ive all ready played before. i dont like renting because you only have a limited amount of time to play the full game and do everything its made to do. especially if you rent a game and then end up being super busy and not being able to play a game i just rented. | i really enjoy seeing the different environments that the game is set in. i am going to be an environment modeler, so i get inspiration from the games i love. as well as the interactivity between the characters and the environment. |

Dragon Age II	The Sims 3	Same reason as above	buy I bought it because i had played through the first one, never finishing but beating an expansion for it and a few mods. It was a great game. I knew the second one was supposed to be better and since i was older (came out in 2005 the first one in 2000 i think) i would probably be able to beat it. I didn't buy it planning to play it a few times but i knew it was a possibility. That was not a reason i bought it though. I was actually hoping to play through it as a man, and then as a woman if i could still romance the females.	
Neverwinter Nights 2	Call of Duty: World at War	Its an RPG, one that made me care about the characters. The personalities were fun for me and the game play was tough when it needed to be but always reasonable. There were many different classes and of course the two different genders to play as. Different combination created different difficulties and same changes that almost made it worth replaying just to see. Also, i knew there was going to be an expansion and i was not sure which character i would play that with, since it was likely to only be one on that game.		Affection for character personality. Different versions of gameplay. Knowing i missed at least 50 side quests and most likely some good weapons, so i play to find and do them.
Fallout 3	Oblivion	The scope of the game is so large you can play the game completely different everytime you restart.	I heard buzz about from E3 2008, and yes I bought it with replay in mind.	I huge scope of choices and things do in game.
Portal	Half-Life 2	It's always fun, and even though the puzzles never change I never get tired of playing through them and hearing the dialogue in the game.	When it first came out it sounded like a unique and fun concept. Portals weren't really new, but the way they were handled	Wanting to play through fun puzzles and see if I can do the faster. There's also the want to hear the great dialogue in the

			was. I got it through the Orange Box.	game again.
Rock band 3	Left 4 Dead	A fun game to play with friends several times	Same reasons as before, and yes i bought it with replayability in mind	Getting better at
			I bought it because I played the original and saw improvements in the demos. Also advertisement and reviews on websites like IGN really helped me make my decision to buy the game. I didn't buy it with replayability in mind.	
Assassins Creed II	Assassins Creed Brotherhood	Incredible story, well thought out universe and attention to detail. Because it was just so much fun and so interesting		Story and gameplay.
Bioshock	Final Fantasy			
Minecraft	Fable III	You can't win minecraft. Also, I like the initial need for shelter and basic needs for some reason.		Modding content. there is a huge world to explore which can keep me occupied for quite some time, and I often find things I missed the first time. Easter eggs I had passed over.
Oblivion	Minecraft	Same as previously mentioned.	Same as previously mentioned. No, I did not buy it.	

Chex Quest? halo 3	Age of Empires tony hawk			
Rainbow Six Vegas 2	Borderlands	To unlock more items, and it's fun to go through the story again.		
Fallout 3	Fallout: New Vegas	It's a huge game with more than can be done in one playthrough. It rewards players for experimenting with different play styles and no two playthroughs are the same.	Excellent reviews. I always choose games with replayability in mind.	I already answered this I just love the gameplay, and there are no other games that are quite the same.
Hald-Life 2	Portal	Great story, fin to play, long enough that it doesn't get old.	I got it as part of a package, not thinking I'd play it very much.	
Assassin's Creed	Tony Hawk	GREAT GREAT GREAT storyline	Given as a gift, the first one was good but repetitive the move to Italy was outstanding	Storyline, hidden gems
Total War: Shogun 2	Fallout: New Vegas	Multiple campaign options, and ways to play the game.	I've played Total War games since I was a kid so I trust it to be a good game. Replayabilitity is a byword for that game.	to play the different clans in the game and to either play long or short campaigns.
Braid	God of War III	I replay it because the art style is captivating, the story is brilliant, the puzzles are challenging even after the first play through and there are still minute details that can be discovered every time you play.	It seemed new and challenging	The new things to find and the interesting puzzles to solve

Mass Effect 1	Mass Effect 2	The first Mass Effect is not only one of my favorite games of all time, but is designed as an open-ended RPG that emphasizes replayability through decisions that carry on from your campaign in the first game to its sequel.	I heard a lot of positive feedback from friends, magazines, and online reviews, plus it was made by the same people that had developed a previous game that I really enjoyed. I bought it from the store before playing it.	The story and characters are extremely well-written, and it's a very immersive game. I'm also a sucker for science fiction. I just have an overall good time while playing it.
Halo 3	Modern Warfare 2	It has an interesting story line, plus it takes a while to pass entirely, so I may forget something or just want to look at it again and so I replayed it.	It was the multiplayer FPS for the xbox at the time, everybody played it and it seemed fun. Yes I did have replayability in mind.	Storyline and finding the boundaries of the game, like how far in the map you can go, etc.
Ninja Gaiden 2	Batman Arkham Asylum	Good combat systems. You can dodge and block many attacks in many many different ways and different animations. Relies on skill rather than levels and XP.	No, I don't expect re-playability in video games of this generation. They focus on content created by the team. Most don't allow content to be created by the users. They should make an algorithm that creates replayability, creates story. Not just some "randomly generated content" (items with different names and stats)	Question is repeated I guess? The game's mechanics just function extremely well.

The Elder Scrolls IV: Oblivion	Halo: Reach Super Smash Bros.	Oblivion is an extremely open ended RPG game, which keeps gameplay interesting.	I like open ended RPG games. I definitely bought the game with replayability in mind.	The gameplay is different every time you play through it.
Halo 3		Competitive		win, improve
Red Dead Redemption	Forza Motorsport 3	Single Player Variety	No, sounded interesting	See above
Super Smash Bros	Call of Duty MW2			
Penis Snatchers 1	Penis Snatchers 2: The return	Seriously have you actually wondered why this is your IQP...	No	Those were the lyrics to Boulevard to Broken Dreams
Halo: Reach	Halo 2	mastur chef	yes	it r teh best
FIFA 11	Halo	I didn't get tired of it.		
Twilight Princess	Mario Kart Assassins	Awesome game and sweet story.	Looked awesome. Nope, first console Zelda I've beaten.	relive the story
Halo 3	Creed 2	Halo	Halo, yes	Halo
call of duty modern warfare	x			
PES 2010	PES 2010			
Elder Scrolls Oblivion	Fallout 3	So many different options/ customization.	Reason I bought xbox 360. Absolutely.	Story/ customization
Cod	Halo			
none	none	didnt	sorry	nothing
Don't play enough games to have finished and had time to replay yet	see above	I haven't replayed any games because I don't like finishing the game to begin with, so I've finished very few video games, and I've yet to replay any of those that I've finished (because I've so many outstanding games that I still need to finish)	N/A	N/A

Puzzle Pirates	Enemy Territory	A social game. It's also addicting at times.	It's been so long that I honestly forgot.	
Any Bioware game because the choices you make can change the experience.	Fifa 11	Because I want to set the story up right for the next time as bioware games typically use your decisions from previous games to effect how the next one will play out.	Yes I wanted to be able to replay it how ever many times I want whenever I want.	Enjoyment of the emmersions of the stories.
Bioshock 2	Divinity 2	Its shorter than the first but with a better combat system and more combat options. Also the "hacking" feature is much better.		I want to get brass balls. (Beat the game on the hardest mode without dieing)
Little Big Planet 2 Elder Scrolls 4: oblivion	None GTA: San Andres	Because it's a good social interaction. When you don't have anything to do, it's a fun way to hang out with friends. I'll only replay multiplayer games.		How is this question different from "Why do you replay the first game?"
Persona 3	Devil May Cry 4	Enormous amount of choices to make combined with freeform playstyle and time management along with the number of missable events makes you want to play it over and over to try different playstyles	I saw it at a convention and liked the art style. I had no idea what to expect before playing it. "Borrowed" from a friend. Yes.	The sheer volume of missable content and my completionist nature makes me want to see everything.
Call of Duty	Halo	I like FPS games		Realistic, bad-ass FPS
Forza Motorsport III Halo 3	Halo: Reach Call of Duty "insert current title"	Its fine to play, and everyone has it.	Everyone did.	The sword....Yeah.

AC Brotherhood Smash bros	Call of duty Black OPS Nethack	mostly for the multiplayer	iv bought the first one because people were telling me it was good and id didn't buy it with replayability in mind	the multiplayer
call of duty black ops	halo reach	multiplayer experience	played it at a friends house. yes had replayability in mind	competitiveness
none	none	I'm not sure what the distinction is between replaying and playing online multiplayer. If that counts as replaying, I "replay" Black Ops every day. Otherwise, I don't replay games.		
Crisis 2 Modern Warfare 2 Starcraft II Bioshock	Halo: Reach Battlefield Bad Company 2 Street Fighter IV Team Fortress 2	It is a new FPS that hasn't become stale yet. The storyline was great.	The first game, if its out, I would buy. The demo I have is great and because its a MP demo I definitely downloaded it with replayability in mind. Buy, no.	Its not stale yet. Some things are broken but they aren't deterring me from paying it yet. I am also interested in how the full game would be. Excellent story and game-world
Saints Row 2	Dynasty Warriors 6: Empires	The sandbox and over the top nature of game allows it to retain a comic value from the original game play while also allowing for other situations to arise based on my own actions that are also comedic. This is especially true in co-op.	I bought the game becuase it's heavy focus on just doing things for fun instead of trying ram seriousness down your throat like GTA IV and because of the addition of co-op	See the replay question.

			campaign. (bought on release day)	
fifa	codmw2	to make my created character better.	i enjoyed it. no because I had played Soul Caliber 2 a lot, and no.	fun
Soul Caliber IV	Minecraft	For fun and to try things with different characters	A friend recommended it. Technically the game is free.	wanting to play the game
League of Legends	Civilization V	Because it is multiplayer.	I enjoyed Morrowing/other Elder Scrolls games, wanted more of the same.	It is multiplayer.
Oblivion	Dragon Age	Create a new character of a different race or class	Knew replayability would be high.	Addicted to the atmosphere of the game
Castlevania: Symphony of the Night	World of Warcraft	Though it's not terribly "current generation" it's has a fantastic plot line, orchestrated background music, and great array of equipment to switch around to experiment with more difficult game-play.	I love the Castlevania series. After I played it for the first time, I could not stop for a while. The graphics, sound and story were so intense, I knew I was going to be playing it for a while.	I don't actually get the chance to play it a lot since I keep it at my house, so that is probably a part of it. It's a lot of fun, and there's a lot to try out.
Oblivion	Fallout 3	Open world, many options.	Looked fun. No I did not.	The different choices to make.

Mass Effect 2	Assassin's Creed	I LOVE the story line of the game. The game also tends to be unique each play through due to choices you make in conversations and which missions to go on. The character you play as is fully customizable from guns, to armor, to abilities as well as name, look, personality, voice, ect. Its a 3rd person shooter that is also a modified rpg.	It has great graphics and got good reviews. I was also looking for something different. Yes. It was described by most critics as one of the most re-playable games on the Xbox.	Its just such a well developed game, from the plot to the gameplay itself. Its like "playing" through a Hollywood movie.
Men of War: Assault Squad	League of Legends	The AI/other players make it such that different tactics need to be utilized in order to win, which keeps it interesting.		
Ninja Gaiden	Bayonetta	The game offers different weapons to use, there are achievements for beating a play-through with only one weapon used for the entirety of the game. tl;dr -> Achievement hunting in a game I love to play.	Buy, no.	Once you beat the game, your weapons roll over and you don't have to go acquire them again.
Halo	Castle Crashers			
COD 4	Fallout 3	Epic campaign, nostalgia	Revolutionary at the time. Yeah, i guess. Yes, I've played other halo games and replayed them and just assumed this would be the same.	Nostalgia Games are all about being fun. Gameplay is great and consistent gameplay.
Halo Reach	Crysis2	Multiplayer is great and all my friends have it.		

Alan Wake	Red Dead Redemption	The first time I played Alan Wake was for experience and story. The follow times have been to study the way that Remedy implemented its level/event design.	A psycho-thriller for the 360 about a writer with a crazy mind? How could you not give it a go? I did not buy Alan Wake with re-playability in mind.	For future surveys, please try asking less repetitive questions, it will make the surveyed masses more willing to answer your questions.
Mass Effect 2	Dragon Age	Same as for DAII, although not quite as much for the choices - liked the story and combat though.	I liked Mass Effect I, other Bioware games, and that I could import my MEI character into it with decisions made in the first game. So yes to replayability.	Seeing what changes between being a Paragon or Renegade. First of all, drives is a pun here.
Mario Kart Wii	Resident Evil 5	It's a fun game, even though fuck blue shells.	Bought it because Mario Kart has always done well, and yes I did. Played it at a cousin's birthday party, found it challenging and entertaining. I did not buy it with replayability in mind.	And it's always fun to pick up a Mario Kart game with friends and the online feature is really fun in it.
Halo: CE	AceCombat series	Different difficulty levels, challenging, fun, always similar but usually slightly different.	I bought the game because it got very good reviews and I tend to enjoy action/adventure games with a sandbox-type element. I did not particularly think about replay.	Challenge, finding something new.
Assassin's Creed	Halo: Reach	The gameplay mechanics are quite enjoyable, and there are a lot of different ways to complete the various missions allowing me to try new things.		Tracking down the various in-game collectibles, trying different strategies.

Elder scrolls 4: Oblivion	Fallout 3	Different ways to specialize your class offers different type of game play.	Lots of first run through game play hours and freedom. No replayability in mind, for console games i go for most hours of gameplay for first run through scenarios.	PERFECT STATS!!!! MUST HAVE THEM!
league of legends	portal	its all pvp and i play it a lot with people on my dorm floor	it was free and it was recommended to me.	Play with people on floor
SSBB	GTA IV	Fun to play with friends.	I'm a fan of the series, and I wanted something I could replay with friends.	
Just Cause 2	Assassin's Creed: Brotherhood	I replayed Just Cause 2 after a loss of save data on PS3 due to a YLOD. I am replaying it on Xbox 360 not only for the gamer score but because the open world is beautiful, inviting, and provides many hours of enjoyment outside of the mainstream storyline.	I bought Just Cause 2 because I enjoy open world, action adventure games, and the diversity of gameplay that it had to offer. I did not have replayability in mind, however I was looking forward to spending in-game time beyond that of the main storyline.	The extremely flexible, entertaining gameplay elements as well as the stunning visuals are what drove me to replay Just Cause 2.
Borderlands	Team Fortress 2	It's the best FPS RPG ever. It attracts me with the good shooting mechanics and just killing tons of enemies and keeps me with the quests and tons of loot.	I wanted it for the combination of FPS and RPG, plus I love loot! The replayablity was a priority as well.	Loot, more stuff to kill.
Dragon Age II	Mass Effect 2	lots of different story possiblities	I knew it was gonna be good, first had good	fun, new and different ways of playing, story

			replay value	
League of Legends	Call of Duty: Black Ops			
Oblivion	Halo: Combat Evolved	the Sequel is coming out this year, and i already loved oblivion, so i see no reason to stop playing it.	no, i had bought it because i wanted to try out a new genre of games, which have now become my favorite genre: free roaming RPG	A love for Elder Scrolls. The game is relatively easy and simple, but there are so many things to do that i don't mind playing it over and over again.
Pokemon Soul Silver	The Elderscrolls IV: Oblivion			
Pokemon Platinum	League of Legends	Pokemon offers endless hours of replayability because you can come back to the game a year later, and even if you don't start a new game, you can start training a new Pokemon you hadn't trained before.	I bought Pokemon Platinum because I knew I wasn't going to be able to do everything I wanted to do in the game within a rental period. I've played Pokemon games since Red/Blue so I know that these games have a huge replay factor.	Gotta Catch 'Em All is Pokemon's catch phrase and it definitely applies to its replay factor. I keep coming back to Pokemon Platinum so that I can fill my pokedex. Another driving factor is to properly train another Pokemon I have yet to train.

Halo Reach	Rainbow 6	I replay the Halo Reach single player for the following reasons: 1. The campaign is long enough that no part gets boring. 2. There are different elements that make levels different. This includes different types of enemies, different guns available to use, different vehicles available to use, and different objectives. 3. The levels themselves are all distinctly different as well. 4. There is also a firefight aspect apart from campaign that has good replayability. Many game types helps replayability. I think these points all boil down to the campaign is long and not repetitive whatsoever. Not to mention fun.	Halo is renown for multiplayer but I've replayed the campaign for the previous games in the series.	
Halo Reach	Fallout 3	It is a good variety from the call of duty series, and the multiplayer is a good team oriented experience.	Bought it because I did not previously own a halo game, Replayability was a given.	Always a fun game to play
Assassin Creed Brotherhood	Bioshock 2	really fun story and good multiplayer.	Play the first 2 and loved them! and yes i did buy it because i new i would replay it.	I like its story and gameplay.
halo	assassins creed	good story line, try different strategies	friends suggestion and yes	try new strategeis

Fallout 3	Black Ops	Theres just so much to do and discover. Also the enemy's level adjust to provide a challenge		
Legend of Zelda: Ocarina of Time	Super Mario 64			
The elder scrolls	Other rpgs	There's a lot to do that you could miss the first play through	yeah	Different paths to go
Pokemon	Wipeout	for the added challenge of playing a diffident way.	you don't think about buying pokemon, you just do it as a duty to your childhood. Yes I bought it with replayability in mind. Thats how I decide to buy all of my games.	i like the memories it brings back
Just Cause 2	Super Smash Bros Brawl	It never gets boring. There's tons of stuff to do.		The endless stuff to do.
Fable II	Starcarft 2	Fun and highly addictive	buy, no	just for the fun of it
Borderlands mlb 2k10	Just Cause 2 guitar hero	There's so many things you can do in the game it's impossible to play it through once.	Same reason as Just Cause 2, and I didn't realize just how much it could be replayed	Finding new and exotic guns
Assassin's Creed Brotherhood	Mass Effect 2	I like the parkour of Assassin's Creed. The agility of the character makes the game amazing....not to mention the "jumping from the rooftops and killing people below" aspect.	I played the first 2 Assassin's Creed games and loved them. The story always keeps me guessing and I feel like I'm the one actually in th Animus at times. I expected to replay this game a few times because of sheer number of missions and side quests you can do.	Honestly, I feel like the Assassin's Creed franchise is amazing. The current game makes we want to go replay the first two games. Then, it makes me want to replay the most recent game to see if I pick up on some things that I missed.

Medieval 2 total war fallout series	pokemon (all versions) call of duty	completely different each time depending on your choice of starting country and a fairly smart AI	played a demo and liked it; no replay in mind	fun
The Elder Scrolls IV: Oblivion	Call of Duty: Modern Warfare II	I keep changing it with Mods, so it is different every time. The story is also fantastic.	My friend showed me and it looked like my kind of game. At the time, I didn't know whether or not I would replay it later.	Story, immersion, and the ability to tailor your character to be a reflection of yourself.
Halo Reach	Mass Effect 2	Reach's online multi-player is unmatched. The game has a wide variety of different play types, maps, and supports up to 4 local players getting online together from the same console. The gameplay has been finely tuned and I'm already a huge fan of the Halo universe.		
Assassin's Creed: Brotherhood	Battlefield: Bad Company 2	I replay Assassin's Creed because in my opinion, it is the best franchise currently released on the Xbox 360. The game is both extremely fun and innovative.	I bought Assassin's Creed: Brotherhood the first time intending to play through it multiple times.	Interest in the story and a unique and fun multiplayer.
Fallout 3	Call of Duty: Black Ops	Lots of hidden content, and lots of DLC	Stellar reviews; yes	Tons of hidden content; addictive gameplay
Tom Clancy's End War	Star craft	differetn factions, new ways to play, different strengths of the different faction etc.	It was cheap, and no, I just wanted a cheap, used game and it turned out to be great	The factions again, and the variety btween them. I also liked starcraft and replay startcraft for the same reason

				to view that outcomes of various decisions and dialogue options
Mass Effect (series) None Modern Warfare 2	Elder Scrolls (series) None GTA IV		yes	
Call of Duty 4	Rock Band 3	Tired of the newest one so wanted to go back to the one that got me interested in the series.	I was told it had a good long lasting multiplayer so I got it to play with friends. I thought I would be playing this for a while and go back to it when other call of duty games came out.	The newest call of duty bores me so I wanted some nostalgia.
Half Life 2	Portal	Because Half Life 2 Episode 3 hasnt come out yet, and I want to absorb all of the story since I cant wait for the conclusion to the story.	To get Team Fortress 2.	The narrative.
Gears of War	Mass Effect	Because the game was really good. And the multiplayer aspect. LAN multiplayer playing with your friend right there makes it great	I thought it was good. No	Different friends to play it with
halo 3 super smash brothers	assassins creed mario	So I can race backwards using the online component and get yelled out. Also, friendly fire.		
Madden 10	SSB Brawl	i still <3 football	football is fun, and yes	i like football

CoD: Modern Warfare 2	Halo: Reach	Multiplayer gameplay is addictive, and unlocking new things each time you rank up keeps the gameplay fresh.	Review score, friends had it. Yes.	
dead space 2	halo reach	every time u replay u keep ur items and stats from the previous game to continue leveling up ur character and weapons, leveling stats is the biggest reason to replay, or adding weapons and armor for doing curtain things like finishing the game on hardcore mode give you the finger bang gun.	i didnt, since it was mostly a single player game, i just torrented it on my pc. they just added multiplier to the second one but that alone didnt make me want to pay for it. might wait till dead space 3 to buy it, multilayer will prob be more refined.	unlockables
diablo 2	the incredible machine	because all my friends started and we could trade items	i didnt	peer pressure
NHL 11	Halo Reach	the game is fun and i enjoy franchise mode	series quality	
Mario Kart Double Dash	Deus Ex	4 players race rock!! And let's face it: MarioKart was a revolution on SuperNintendo, MarioKart 64 developed awesome multiplayer levels, and Double Dash got the better of all.	Classic.	multiplayer.
Resident Evil	Pro Evolution			
GTA4	Red Dead Redemption	I like the freedom to roam around in the game and that things constantly change depending on the time of day.	Because it is fun and all Rock Star games are fun. Yes	Trying out new things and expansion packs.
Halo Reach	Call of Duty 2	Enjoy it, particularly multiplayer on Internet	Yes	

			I bought it because of experience with the other Rock Band and Guitar Hero games. I did buy it with replayability in mind, knowing I'd be playing it with friends.	
Rock Band 3	Super Metroid	More and more songs! And, getting better on older songs.		Getting better at playing the guitar.
Dagon Age Origins	Mass Effect	Try different character classes, different story outcomes	I'd heard good things about it. No, I didn't intend to replay it.	Try different character classes, different story outcomes

What is another of your favorite current generation games to replay?	Why do you replay the next one?	Why do you replay the last one?
Elder Scrolls IV: Oblivion	Interesting storyline, visually appealing, try to complete it faster than the first time playing. Try to collect everything.	I replay Oblivion because there are so many ways to go about the game. It is rather open-ended and I always wonder if I've actually beaten every quest in the game. Plus all of the leveling-up one can do.
Mario Super Sluggers don't know	It's fun to play against my friends. I like it.	I love Mario and baseball is fun with items and such. N/A

Final Fantasy XIII	We replayed parts of it from time to time, but as it became less of a challenge and our secret weapons were unlocked, we rarely play anymore. Also, new games have come out so instead of playing something which we know, we can play through new campaigns we have never experienced.	I like really long games with a good story. When I replay games such as Final Fantasy, it makes me go, "Ooo! I remember this part. It was good." Plus, RPGs allow you to build your characters differently with different playthroughs, and there is always a huge detailed world to explore.
Infamous	I love the game mechanics, though it isn't as good as the sequel. It still has the great historical facts though. Did you know that I knew the answer to a Jeopardy question because of this game?	I enjoy the gameplay, but also this one is kind of meant to be played more than once. Because an important part of the game is moral choices, it is to your advantage, to get the most out of the game, to play through once on good and again on evil, or vice versa.
Xenosaga 1, 2, and 3 N/A	I love the cinematics and the storyline.	I love the cinematics and the storyline.
Prince of Persia (2008) Infamous	Cause there is a lot to do in it. More options to explore	Cause it is fun to play again. Achievements to get

Elder Scrolls 3: Morrowind	LBP never gets old. It's always fun to get trophies, go back and find new stickers or items and especially play with your friends online or LAN. It's a really simple game to play and there are always new maps. You can never really complete LBP afterall. Additionally, you can make your own maps (with and without friends) which make this game on a whole different level than many others.	The Elder Scrolls game are an open world sandbox, there's always plenty to do besides the main quests and storyline. You can spend your life inside this game! I replay this one with different classes and to try out different paths within the story.
Bauldurs Gate II	Ditto	Story and one of the BEST RPG's ever....there are all for PC becuase I am that kind of gamer....
mario kart -	It was fun and I wanted to unlock the unlockables	It's fun
Call of Duty 4	Weapons, Achievements, Immersion, Story	Campaign
Marvel vs Capcom 3	So much dlc and amazing content to explore	Its a fighting game: what else can you do.
Portal	Online game-play is a blast and the Modern Warfare story campaign is equally good.	I love everything about it especially having to think. Though, now I clearly remember how to solve each puzzle.

Crackdown (I'm not a console fanboy bigot!) none	The multiplayer, it's basically a challenge for myself to level up... plus it's good, although I like Killzone 2's better.	Might be one of my most replayed games, it's a sandbox game where you play as a genetically enhanced cop who can jump buildings, throw vehicles... can kill anyone you want, almost everything(minus the buildings) are destructible, numerous ways to commit suicide w/out punishment (once fully leveled).. it's mindless fun!!
N/A gsd - MGS4:GOTP	To see the changes in the character as different decisions are made	N/A
	Because its fun	Because its fun
Dragon Age II g	The game may be linear in it's approach to tell the story, but re-playability comes in the form of extra weapons and suits for the character to wear and use. Also difficulty modes adds extra challenge.	I never played the first Dragon Age, so when playing through its sequel, I was compelled to learn more about the story and its characters. Not only did replaying it give me a chance to learn more about the world, but also to take different paths of morality to explore the options available.
Counter Strike Bad Company 2	we are able to play together on LAN. Easy setup	same reason
Dead Space	Realistic environments and ridiculous events in such settings.	Science-fiction theme/setting and on-your-toes gameplay.

assasins creed brotherhood n/a	really really hard game from my childhood remade on psp. fun to remember all the hours i played it	big open world, killing stuff sneakily is fun
Prince of Persia: The Two Thrones	Sequel to one of the best games ever.	Sequel to the sequel to one of the best games ever.
Fifa	It's Madden, you could play it forever.	Mostly just for kicks.
NA	This gen is terrible for replay.	I'm dead serious, I hate replay for this gen.
red faction guerrilla	challenge myself by turning on the skulls or going for glitches	blow stuff up for fun =)
uncharted 2 killzone 2	the game is fun enough to be interesting a second time around	i play mostly multiplayer, but if i get sick of the multiplayer, the single player is interesting and varried enough to replay
Civilization 4	I play paper magic as well. They come up with new sets of cards so the game is evolving all the time.	It is fun and when playing with friends then it becomes a lot of fun. Also random map generator provide endless possibilities.
Assassin's Creed 2 Pokemon Blue	Because the Multiplayer kicks ass	because it's fun to go back and try and find everything hidden in the game
Oblivion	Multiple character choices that I can try out.	Same as the second, multiple character choices I can create.
Little Big Planet	There is no way to finish the game itself, only individual matches. With random map generation, each match is unique.	User generated levels

Final Fantasy Dissidia	I replayed InFamous to experience all the game's differeny Karma choices.	It's Final Fantasy meets Smash Bros, what's not to like?
Devil May Cry 4	Beautifully produced and innovative storytelling. multiple outcomes and great variety of consequence revolving around player choice	Most interesting beat em up style game currently available. instead of mashing complete combos (much like god of war) you take pieces and put together your own combos based on different situations.
Bioshock	Hundreds of hours to completely finish the game on PS3, then finished the game again on PC. Expansive free-roaming driving game.	Fantastic story, even if the game is slightly imbalanced at higher difficulties.
Star Craft 2	Zombies are fun to kill....	It allows me to do research on how AIs work and what they do during battle with the player. It also allows me to test different RTS strategies.
Final Fantasy Tactics A2	It's fun, challenging but most importantly quick. You can jump in, do a few time trials, and be done for the day.	Similarly to oblivion the customizability make later playthroughs really different.
Dragon Age Origina	Less of a replay and more of a "play more matches" kind of deal	To try out different characters and storylines
Portal	One of the most addicting games out there. Replay also helps character building because players can have multiple co-dependent characters on one account.	The perfect puzzle game. The core mechanic of the game allows for player creativity and the challenge mode tests that capacity.
x	x	x
blaarg		

nhl hitz/ nfl blitz		
Disgaea	GOTTA CATCH 'EM ALL	Ever play Disgaea? Ridiculous amounts of hardcore content.
Rock Band 3	Multiplayer mode was awesome	Best party game ever
Infamous	Each time i play it something different happens so i dont get bored	Getting to choose if you want to be good or evil is fun and there are different cinematic and quests depending on your choice.
Call of Duty Series	Online play, custom game modes, fun, fan	Fun, fan, Stress reliever, funny
Final Fantasy 13 Borderlands	Amazingly fun gameplay, has the extra challenges which can really mix up gameplay like hard mode and trying to beat it without guns. There are also some really epic scenes like the very end and ("Sometimes you just have to JUMP!") almost getting crushed by a subway train crash somewhere in the middle.	The first time around, you rush to just watch the entire story unfold. The second time around you can actually enjoy the gameplay features rather than be tugged by an awesome storyline.
Kingdom Hearts series	Fun storyline and I enjoy unlocking new weapons	Kingdom Hearts series is my favorite video game series and I try and play every game that comes out and like to replay the game often
Fifa Soccer 11	This game can be replayed so many times because there are always new level based of its nature of a customizable game.	Sports are always good to play with friends.
Pro Evolution Soccer		

Elder Scrolls 4 Oblivion	to explore different decisions effects	to explore huge world and complete many quests and character customization
Shadow of the Colossus.	it's basically lego, without the mess. although there's little structure, I can enjoy minecraft however I like. There's a tonne of stuff available to do as well. plus the consistent patching, and additions to the game. lately I've been playing mainly due to the addition of multiplayer.	although it's not a current generation game, it's one of the few I replay. The use of the very simple mechanics is incredible. Run, Jump, climb, stab, shoot. You have five very simple mechanics to work with, yet you're instructed to kill moving mountains. Each fight is epic each and every time you do it, even after you've beaten that boss and don't have to figure it out again. Each fight, no matter how many times you redo it, leaves the player with a great sense of accomplishment.
Perfect Dark	Great, long story. Players are forced to make good or evil decisions throughout the game to become more perfect in the light or dark side of the Force. There are also too many upgrades to unlock them all in one playthrough, so players have to choose which upgrades to unlock and which to ignore during a particular playthrough.	Classic FPS. Highly customizable "multiplayer" against other humans (split-screen) and/or against bots.
IDK		
need for speed	fun, never a real ending	fun when i'm bored

IDK		
Call of Duty		
Mario Party		
Mario		
NA		
N/A		
Honestly I can't think of another game I replay...	Trying to get all of the achievements and 100% completion and 100% synchronization... Numbers lure me in every time!	
none	N/A	N/A
na	Because it is the only other game that I own.	
none		
n/a	To improve my skills.	I didn't
n/a		
none	I enjoy them	
Sonic Colors	To unlock all of the trophies and to play with my friends.	To get higher grades on all of the levels.
Mario Kart		
Beatles Rock Band		
sonic and mario		
Mario Kart	I have had some of the Mario Party series games since the N64 first came out, so it's a childhood pasttime.	Same reason as the first one.
EA Sports Active		
N/A	Because it's just like the first one, but with more options	N/A
new super mario bros	Get achievments while playing on harder difficultiest	Nice for a more relaxin time, also good to play with a girl.
Gran Turismo 5	Fun	Fun and exciting
Guitar Hero 3	To look for/exploit glitches and beat my existing best level times, along with the fact that the game is just epic.	To attempt to beat Through the Fire and Flames on expert, and now to go for FCs.

No More Heroes 2: Desperate Struggle	It is one of the only multiplayer games in my current gen. library. I enjoy playing with friends and a lot of people I know play it, due to the ease with which one can get into it. Also, there's tournaments and I need practice so I can win :D	I enjoy the humor, story, and gameplay. It's blatantly aware of how ludicrous it is at times and in part uses that to draw people in. Beam katanas are also cool, as are the minor distractions, such as clothing customization, random minigames, a shooter minigame, an anime for some reason, and the like. Only single player mode is present but it's fun :D
Portal	There is a lot of depth to this game (and it's semi-sequel) aside from the main story. The most interesting thing is an optional quest to find certain codes (glyphs/rifts) hidden throughout the game that reveal "The Truth" and it is an amazing combination of puzzle solving, cryptography, mythology, storytelling, reality, and artwork. That part of the game alone would make a very interesting genre of games.	Mostly I play this since the sequel is not yet out. This game has the most unique type of puzzle. You get two portals and going in one lets you come out the other regardless of their locations. This interesting game play combined with the humor and story make this game probably the most surprisingly well done games I have ever played. In contrast to the above two games, this was supposed to be a side game in a game pack, but was just so thoughtfully done that a full sequel was needed.
Fire Emblem	It is based off one of my favorite animes.	I just love the series.
GTA		
Mario Kart (Wii)		

Mario Party 8	Playing multiplayer with friends is a lot of fun.	Playing multiplayer with friends is a lot of fun.
Um...Conduit (Wii)	Oh, I get it, this must be Orado then. Well, I play MW2 'cause my brother plays it a lot, and I play with him on occasion.	'Cause it's like an arcade shooter, but on my TV! :D
Mario	It is fun enough that I can do the same thing and still enjoy it	same reason as above
Wario Ware: Smooth Moves	The game contains a linear storyline, but the possibilties of manipulating creatures to raise are endless, making each run-through unique.	This "game" is really a collection of games that provide a unique experience. I enjoy recreating this experience the same way that someone enjoys listening to his/her favorite song multiple times.
None	This is the only console game I currently play regularly.	
Mean Bean Machine	Fun gameplay, puzzle solving skills, cheesy sound effects, competitive multiplayer	Fun gameplay, puzzle solving skills, competitive multiplayer
Cubivore	good for single/multiplayer, again fun and easy to just pick up and kill some time with	Because it's fun and not at all sensical (also not current-generation but oh well)
Super Smash Bros. No More Heroes	Beat my old highscores Relive the battle	It gets people talking at a party Glory

Fire Emblem: Radiant Dawn	The game is free and has good online multiplayer support, so there are always people to play with. I also have friends who enjoy the game, so that gives me more incentive to play since I play with them.	This is the only game that I'm currently replaying that is solely single player. It's a complicated enough game with multiple difficulty settings which keeps the game interesting even after I've beaten it a few times.
Star Fox	Classic	Classic
Nada		
Castle Crashers	Great music, and is fun when played with others.	Again, local multiplayer.
Any old nostalgic Nintendo games	Super smash bros for the n64, although is not a current generation game, i play it all the time.	I mostly only replay older games that are nostalgic. Current gen games are still fresh in my mind which is why i don't replay them. I play many gamecube and nintendo 64 games. I have played the Legend of Zelda Wind Waker over three times before.
Super Street Fighter 4	The wheel of fate is turning...	Violence is a beauuutiful thing!
Punch-Out!!	Addicting multiplayer, lots of characters to chose from	Charming, great presentation, can be played for minutes or hours

Donkey Kong Country Returns	Because it's multiplayer mode is engaging and I always know there is at least one other person somewhere who wants to play it with someone else.	Because even though I've beaten the game there is still plenty of levels and bonus for me to unlock. Plus it is a very enjoyable co-op game making it the perfect game to play at home with my sisters who don't really enjoy playing Super Smash Brothers Brawl as much but enjoy playing games with me.
Yu-Gi-Oh! 5D's Reverse of Arcadia	It's basically meant for replaying. The songs are fun even after the "story" is completed.	Again, the battle system. It's a fun, complex trading card game, and I have access (eventually) to every card without having to pay for tons of booster packs.

Demon's Souls

Donkey Kong ultimately boils down to collectibles, when I see the "G" just out of reach, I gotta try again and again to get that KONG. Although I do not believe collectibles are anywhere near the best way to ensure re-playability, Donkey Kong did it well. I think that breaking up the collectibles into two pieces, the Puzzle and the KONG was their best decision in this regard. I can go back and play a level testing abilities more along reflexes for KONG or I can hunt and peck for all the Puzzle Pieces. Whether I want speed or a laid back search there is something for me to collect.

Challenge and a deep, burning satisfaction in my loins. I think this game is genius in the fact that it accomplished what no other game has managed to do for me yet, and that is make me feel personally responsible for my deaths. I can never say there was a moment where I blamed the game, only my ineptitude. Because of that I kept wanting to go back and be better than the game, show it I am the man, the alpha male, hell ya.

	Players can get engaged in the competitive aspect of the game and spend time practicing and honing their skill with the game in an attempt to surpass their friends and win tournaments. Alternatively, a substantial character roster and a wide variety of stages and items make for a variety of potential experiences that will also leave casual players coming back for more.	Hundreds of Pokemon make for a huge amount possibilities in terms of your party. I always feel the need to experiment with as many as I can. I'm constantly thinking of different parties that might have a lot potential and I'm compelled to catch and raise the desired Pokemon to try each party out.
Pokemon (any current gen version)	I found myself entranced by both aspects.	It's less replaying and more like a near endless experience.
mario galaxy	It is a good game to play with my roommates, and gives us good competition	Similar reason as I had for zelda. Plus it was just an overall engaging experience collecting all the stars.
Super Smash Brawl	Fantastic controls, fun to play, open world.	Multiplayer replayability with friends.
Picross DS	There is a number of star coins scattered around each level and a lot of hidden exits. In general, they are a reward for a player to explore the level and/or take a difficult or dangerous path.	The game gives the player a very generous 1 hour to solve a puzzle but many can be solved in a lot less time. The thrill of better times is tempting.

	The gameplay is split so that you can either go "good" or "evil" plus you can choose from 5 or 6 classes (i don't remember) so it's a very different experience going one way or the other	
v		v
Elite Beat Agents	Because it's cathartic to mow through an army of enemies that are completely powerless against you, it is a challenging game and it isn't like all the generic war games that are out there in the market right now.	Because of bragging rights. I entered a contest for the highest score in this game, and I won. I like the game and the unique rhythm mechanic it has (along with Ouendan 1 and 2). I just like to keep myself good at the game.
Resident Evil 4: Wii Edition	The story of No More Heroes is insanely funny and the combat feels so satisfying. The additional difficulty modes and collectible cards added re-playability.	The gameplay is satisfying and the extra modes like Mercenaries add replay value. I love playing through and upgrading guns differently and looking for the treasures I missed to sell them for gold.
GTA: San Andreas	It's something to do when I'm hallucinating with friends.	I take great pleasure in stalking, stabbing, and continually stabbing prostitutes. I like to ride my bicycle through the desert and jump forty feet in the air while firing a machine gun. I like watching cops shoot people in the face. This game is what life should be.

I only have two. This is a stupid poll.	It's interesting.	I don't know.
Super Mario n/a Crash Bandicoot Warped (PS1)	Multiple paths and unexplored terain.	No long term commitment required. I can turn it on any play.
Civilization	It is a different game everytime	It is always fun to try to take over the world.
MLB 2011	To beat it again, faster	It's baseball, why wouldn't I replay it?
Red Steel	Always fun, try to beat times/scores	good shooting
Wii Sports	Excellent integration of user motion and onscreen motion. Can be played in quick sessions - no long commitment like a full game of baseball or golf.	Excellent integration of user motion and onscreen motion. Can be played in quick sessions - no long commitment like a full game of baseball or golf.
Missile Command	Games are short so I can get my "quick fixes" in and high challenge that requires cat-like reflexes.	Simple concept that seems like it could be really easy to master. The game is deceptive; it has high difficulty and a very steep learning curve.
None no	There's always a new thing to try.	None.
none Sims 3 Don't know	I love playing music and it never gets old Fun to play with firends	none It is always different.

Fatal Frame	I don't think this counts as a "current gen" - a lot of the games I like are from the previous gen. Still, this is an awesome RPG for the PC. Players pick one of seven vampire clans to play as. The players are introduced to the world of the vampires, their lives, and this game has so many ideas that work well. It gave rise to a fan community that patched the game when its developers went out of business. Every playthrough can have different results, and there are several mods, and even game content added in that was originally scrapped before realease.	Fatal Frame is a series of 3 (4 in Japan) games. I began playing the first one and got the hang of the combat system, and once I did I was having a lot of fun. Once I beat the game there were so many unlockables and a couple extra endings, so I kept playing all three games until I unlocked everything (or at least tried to). Once I exhausted one game I would move on to the next in the series and try to unlock everything in the next one.
Flower	Achievements	It's awesome
Super Smash Bros. Brawl	I like the early stages of the game.	Good multiplayer options.
assasins creed	i usually play it the 1st time for story being good, and possibly doing some evil things if i get bored. the 2nd time i play as an evil character, so i get all the stuff and challenges and quests of the evil side since the game is split like that. also to catch any items or weapons that i might have missed or didnt get the chance to get the 1st time round.	since the world of assasins creed is so big with many different side quests, i usually play the main story line 1st and possibly any other side ones if theyre quick or easy. 2nd time is to catch everything i missed or got half done.

Fallout 3	Infinte options	Multiple gameplay plot options
Oblivion	I get bored on the 360 so i up the difficulty and play this, but like most games on the highest difficulty it becomes more of a job than fun to play so i just stop.	Never finished the game, gets boring after 12-15 hours, but i played through more than a few times up to that point because it was a different experience. I can stab people or i can shoot them with a bow and arrow from across a river. Both are almost fun.
Pokemon (Any Generation)	The scope of the game is so large you can play the game completely different everytime you restart.	The game is simple yet fun, and the ability to create new teams of monsters to fight with makes everything more enjoyable.
Mass Effect 2	Half-Life 2 is one of my favourite games. I grew up playing the original and its expansions. Not only is it a great game on its own, but the moddability of the game keeps me coming back to install and play new mods.	Mass Effect 2's dialogue and in-depth story has causedm e to replay it several times. Based on your actions in the first game and what you do in the second, several events in the game can change. I find this interesting and fun, and I keep playing it to see every outcome of a given situation.
Super Smash Bros. Brawl	Each run through of the game feels different and the challenge and cooperation never goes away	Because it is amazing
Just Cause 2	Incredible story, well thought out universe, attention to detail and improving formula.	Over the top action, endless amount of exploring and gameplay and allows freedom.

Total War series	Every time you play its different	Because its a game that doesnt just end and multiple ways of playing it
Red Dead Redemption	To unlock things I missed, try doing different things, be evil...	
Mass Effect 2	Not entirely sure. I find it fun to play constantly for some reason.	Great story, great world, great game-play, great graphics, great game. Story and the amazing world is why mostly.
Minecraft		
red dead redemption		
Super Mario Bros Wii		
Bioshock (2)	It's a huge game with more than can be done in one playthrough. It rewards players for experimenting with different play styles and no two playthroughs are the same.	See other fields about Bioshock 2
Crysis	Very interesting and unique play style.	There is a lot of player choice in terms of how to defeat an enemy. Different weapons, armor modes, tactics, etc.
None	Always fun, could replay over and over forever	N/A
Mass Effect 2	The Story line is just so broad and there are so many quests to do and each can affect the story.	To choose the options that will affect me in Mass Effect 3.

Pokemon Black version	Not only are there unlockables to be had, but you will never stop feeling like a complete BADASS! The feeling you get every time you tear a skeleton in half, rip a harpies wings off, cut open a centaur's gut or brutally destroy any of the god's is perversely fantastic. The brutality never becomes old.	Because it is an RPG. you get this desire to train and train and train and you do not want to stop. You continue to level up in hopes of beating that elite four and then moving on and defeating everything out there you can defeat. You also have that urge get all of the most powerful pokemon you can.
Blazblue Continuum Shift	Though more linear in nature than its prequel, Mass Effect 2 has large amounts of replayability because of the options that carry through from the first game. So not only can you potentially start off your game in a much different setting each time, you can combine the choices that you made in the prequel with the choices you make in Mass Effect 2.	Blazblue is a skill based fighter with a dedicated community backing it up. There's always room for improvement, and always something to practice. Fighting games are also one of my favorite genres.
Rockband	Ussually I play games first for the storyline in easy and then I play it in the hardest setting.	It's rockband, the point is to play your favorite songs, over and over.
Assassins Creed Brotherhood	Good combat systems. You can dodge and block many attacks in many many different ways and different animations. Relies on skill rather than levels and XP.	Good combat systems. You can dodge and block many attacks in many many different ways and different animations. Relies on skill rather than levels and XP.

Call of Duty Black Ops	Halo multiplayer has always been a fun experience.	The amount of customization in Call of Duty multiplayer keeps gameplay interesting.
Tony Hawk's Pro Skater	Competitive	
Halo Reach	Fun, semi-realistic driving game	Multiplayer
wii sports		
ASODJsdfasf	I guess it's better than being an IMGD major though, this is probably one of their MQP's hahaha	The whole school thinks IMGD is a joke especially if your doing the art side of it.
Halo: Combat Evolved	arbiter	flood
Halo 2	It's fun to play with friends.	Same as number 2.
Pokemon	Fun. anytime.	pokemon is awesome, and there's so many different ways to do it. GOTTA CATCH EM ALL
Banjo Kazooi Nuts and Bolts	Fun to assassinate ppl	building stuff
x		
PES 2010		
Civilization 5	Customization. So many things to do.	Good multiplayer. Fun to play local multiplayer.
Madden		
none	didnt	nope
see above	See above.	See above.

None	I enjoy "trick jumping". It's an unintentional feature that allows you to accelerate while continuously jumping downward. There are several trick jump maps that run you through different jumps. I suppose it's the same feeling that people get skateboarding at a skate park. You can practice it, but you can never get perfect.	
Halo Reach	Friends like to play it	Somewhat enjoyable online play.
WC3 TFT None Fallout 3	Enjoyable rpg systems - different skill sets possible, consequences have actions etc.	Not really current gen but the custom map making feature has allowed people to continue to create content that is both enjoyable and innovative on the platform. The graphics and sound quality is decent and the interface is very easy to use.
Dragon Age: Origins	I get to punch the pope	Many interesting choices to make which are mutually exclusive, lots of different stories to choose from
SSB Brawl	I like FPS games	Always play with a group of friends
Call of Duty: Black Ops		

Vanquish	I love to run around online and steal everyones gun. I know you choose your own gun at the beginning of the match but I'm use to Halo, and it's fun playing a game the way you are not suppose to.	Super fast, crazy lights,... so preety.
dead space 2	same as first	mostly to try and get achievements in xbox
Dwarf Fortress		
shadowrun	multiplayer map creation	unique game mechanics
none		
Call of Duty: Black Ops	I will replay Reach for its campaign and MP. I like how they have daily challenges that include playing campaign, firefight, and MP.I also like the accommodations and have bungie.net to check stats for everything.	I don't own Blops, I play it on my friends box but just like Crisis 2 it hasn't become stale yet. I wouldn't buy it though.
Gears of War 2		
Street Fighter III:3rd Strike		
Starcraft 2	The multiplayer is addicting, varied gametypes / maps / classes.	Many different strategies, great online multiplayer
Mass Effect	Because of the Hack and Slash style of game play you can just zone out and relax. It is also fun with to play split screen with a friend.	I replay Mass Effect becuase of the different choices I make can result in new outcomes in the sequel.
nba 2k9	fun	fun
Ninja Gaiden 2	get different mpas, try building different things, try out new updates from start	doing it on harder difficulties

Medieval II: Total War	There are many ways to play through the game.	There are many factions to play as.
Fallout	Play as a different race/class and make different decisions, experience a different storyline.	Explore areas I didn't see last time or make different decisions
Left for Dead 2	WoW is a continuous game, but I do create new characters from time to time and essentially start over. Even after doing this a half dozen times, the game is so massive that each time is more different than the last, which I enjoy because it gives me a new experience while staying in familiar territory (e.g. low levels).	Left for Dead 2 is not an easy game, so I tend to replay it with a few friends more for the sake of getting better at handling the situations and whatnot. It is a great relaxing tool, killing zombies and all.
Fallout New Vegas	Open world, many options.	Open world, many options.
Guitar Hero World Tour	Its just plain fun.	Fun to play, and the songs don't get old.
Red Dead Redemption	I have friends who play, and the different hero combinations create very diverse rounds.	The open "do whatever the hell you want" world is very appealing.
Halo (series)	Same as previous answer	The "Skulls" system that was introduced to give players extra "perks" while playing campaign mode.
Super Smash Bros		
Borderlands	Too many hours already logged.	Friends acquired the the game.

Modern Warfare 2	Great fun, still looks amazing and its fun to cloak and stab someone in the back.	Multiplayer was always fun and addictive. After hours of playing it though it got dull. However, I'm slowly playing it again just online.
Rockband 3	Because Red Dead Redemption is absolutely phenomenal. The visual direction is second to none as is it's open-endedness. Just last week I went on a 5 hour in-game hunting expedition... just for a fun and relaxing time.	Rockband 3 is the epoch of the music/rhythm genre. Recently I hooked up my midi keyboard and began playing Pro-keys. The game is infinitely replayable.
Assassin's Creed II Mario Party 8	I liked the story and choices, especially the different Origin stories for classes and races. Fun game.	Jumping from beautifully designed buildings down onto someone and assassinating them from the air is just friggin' cool. Fun game.
Starcraft 1	Just plain fun, a very well designed game with entertaining storyline and gameplay which always presents a challenge.	Multiplayer, good storyline, challenging, vast range of possible game modes and maps.
Red Faction: Guerrilla	I enjoy the well-crafted nature of the narrative and the pacing/tenor of the action.	Much the same as the first game, I enjoy the mechanics and the relatively open-ended structure that allows me to try different playstyles.
Super Smash brothers brawl	Fallout 3 is just super badass even though i kinda play the same way each time; small weapons --> laser weapons.	Super smash brother? ('nuff said)

team fortress 2	funny	they keep adding stuff plus i play on a specific server a lot.
Portal	The freedom to goof around in the open world gives it great replay value.	It's a high-quality game that's *short*, so it's much more tempting to replay, at least for me.
Fallout: New Vegas	I went back to Assassin's Creed: Brotherhood to play additional DLC/Add-on content, and to achieve 100% game completion.	I am replaying Fallout: New Vegas from various points in the game to experience the multiple endings and storyline arcs.
Rock Band 3 Halo Reach Halo: Reach	Best multiplayer FPS ever. See previous answer about TF2. same as above, kinda how bioware games work	Best party game ever. Love the music. There are songs that my friends and I have developed little routines for in a way. fun
Armored Core: For Answer Pokemon Platinum	Nostalgia for a past age and a hope for a brighter future	The sequel has been announced, and i never really stopped playing it in the first place.
Pokemon SoulSilver	League of Legends is a continuously evolving game that gets updates/patches every two weeks. This keeps the game fresh for as long as you find the gameplay fun, with a steady increase of content.	Pokemon offers endless hours of replayability because you can come back to the game a year later, and even if you don't start a new game, you can start training a new Pokemon you hadn't trained before.

Call of Duty	Rainbow 6 doesn't have a large online multiplayer following. I really played this game for single player alone for this reason. They also had modes like terrorist hunt where you have to clear out the terrorists from a level. This game mode is separate from campaign. I think I like to replay this game because being able to control a squad makes many more ways to complete a mission. Moreover there are different ways you can travel to complete a mission. This makes gameplay always unique. I can send my team down the stairs to breach while I rapell down the wall. Or in the same instance I can fast rope while my team rapells and so on.	Unfortunately all the enemies are the same but there are many aspects of the levels that make this game unique as well. As well as a nazi zombie mode or a spec op missions between the most recent call of dutys. The campaign is gripping as everything is mostly seen through first perspective. Things occur aside from the regular shooting that are unexpected, like an enemy jumps out and you begin a knife battle. There is the addition of dogs which make for one more enemy. The campaign is also pretty varied between level locations and types. For instance, one level occurs on a ship at dark present day and one is a stealth sniper mission occurring 20 years ago, and a third is a mission on a plane.
Assassins Creed Series	Fallout 3 has the best single player experience of any xbox 360 game. Always something different to do and places to explore.	The multiplayer is very solid without being a first person shooter and the single player is just fantastic.
Fallout new vegas	Unique gameplay and story.	New DLC...
force unleashed	good story line, fun to go off course too	side tasks and good story line with alternate endings
Mass Effect 2		

Grid Wars		
rts's too	Same	rts's are different every time
SOCOM	the gameplay never gets boring, and the music is engaging.	i like to play again with a higher difficulty setting.
LoZ:Twilight Princess	The multiplayer is awesome	Its just a good game with a good story.
Forza 3	same	same
Call of Duty: Black Ops	Going for 100% completion, or when I just need a good laugh	Great online multiplayer and stress reliever
halo		
Call of Duty: Black Ops	Mass Effect 2 has a great story line with many choices that effect the outcome of the game. This plays a huge role in the second game when you wakl around and people thank you or curse you for your actions in the first game. I have never seen anything like that before.	Black Ops is a huge multiplayer game. The customasation is rediculous. I keep playing so that I unlock new stuff to make my guy better.
civilization (all versions)	um....its Pokemon, there's only like 500 of them...	completely different each time with a randomly generated map that never repeats, and a ton of civilizations to choose from with dfferent perks; smart AI that makes the interactions unique to the game
fifa 2011		
Fallout 3	I don't have X-Box Live, so most of my Call of Duty enjoyment comes from the main campaign.	Fallout 3 has many of the same qualities as Oblivion. It also lets me shoot people's limbs off, which never gets old.

TF2	To try out different character classes, to play DLC content, to experiment with different conversation choices, and, to some extent, to get achievements.	The game is best when lots of people who know each other all hop on and play together, which happens on a regular basis even after having been out for so long. The online play provides constantly changing encounters and difficulty, and the game has a good variety of differing classes to play around with.
Homefront	I replay Battlefield: Bad Company 2 because in my opinion, it is the best first person shooter on the Xbox 360. I play it because it is very fun and because the multiplayer is very well designed.	I replay Homefront because the single player campaign is uniquely designed, and because the multiplayer is innovative and interestingly designed.
Rez	Multiplayer, some hidden content	Addictive gameplay, unlockables
modern warefare	Factions again	get more weapons, higher difficulties, etc
Assassin's Creed (series) None Mirror's Edge		
Dance Dance Revolution	Fun party game to play with friends or just want to listen to music and play a game.	Exercise and enjoy the songs
FORZA 3	The Experience. There's really no other game out there like portal, or at least no other game like it that was well executed.	Its currently the 2nd best racing simulator to iRacing, and iRacing is too much money.
N/A	Excellent gameplay and different outcome for each play through.	N/A

wii sports		
n/a		
Halo Reach	good multiplayer	great online content
Left 4 Dead 2	Same as above.	Great multiplayer game, esp. co-operative play.
bulletstorm	credits(money for the game) are earned in campaign and multilayer, but each has separate commendations to be completed to earn credits. and bungie updates daily challenges for both muliplayer and campaign that makes u relive areas with certain skulls on and harder difficulty for credits.	the campaign is a lil too short for me, but the multilayer real time score system makes the game so fun and makes you want to unlock more creative ways to kill the enemies.
escape velocity	nostalgia	nostalgia
WWE smackdown vs raw	new content	fun matches and season mode
Budokai 2	Classic among classics. Story and gameplay amazing for its age. Can't wait for DE3.	It's Dragon Ball. Do you need another reason?
Call of duty		
Pro Evolutionary Soccer	I like the freedom to roam around in the game and that things constantly change depending on the time of day.	I love soccer
Mass Effect 2	Very realistic simulation - seems to be addicting!	Very interesting storyline which changes based on character decisions in game
Starcraft 2	It's one of the best games ever. It is fun and engaging every time.	Tons of replayability with the multiplayer games in Starcraft 2.
none	Try different character classes, different story outcomes	

Why did you buy, rent, or borrow the next game? Did you buy it with replayability in mind?	Why did you buy, rent, or borrow the last game? Did you buy it with replayability in mind?	What drives you to replay the next game?	What drives you to replay the last game?
I bought Twilight Princess because I love Zelda games. I always replay Zelda games, so yes, I bought it planning on playing it more than once.	I rented Oblivion because it appeared to be an interesting fantasy game. I actually didn't know much about it at first. So no, I did not purchase Oblivion with replayablilty in mind.	I replayed Zelda because I enjoy experiencing the storyline and the side quests. The overall gameplay is quite enjoyable. Plus the game is visually appealing.	Collecting new items and attempting to find new quests. Leveling up my character so that I can explore the world more effectively.
yes	N/A	Same as the previous	N/A
I typically never think of a games replayability when first purchasing a game. It is mostly an added bonus.	My love of Final Fantasy. I did not buy this for replayability.	Challenge and co-op	Mostly story and exploration (which unfortunately Final Fantasy XIII lacked)
It's a game about assassins. Come on. How could I resist? No, I had no idea how much I would enjoy the game at the time of purchase.	I bought this one because it was a cool-you-be-the-superhero type game. I did know that it would be re-playable, but that wasn't why I bought it.	I love it! There are so many collectibles, and I want to get them all!	I want to get all the collectibles, and play through the good arc, as opposed to the evil one
I bought the game as my first playstation 2 game due to the reviews I'd heard about it. I did not think I would ever replay it.	First bought it because it was on clearance and had what sounded like an interesting plot. Did not believe I would replay with how long the estimated gameplay would be.	The storyline and cinematics.	The storyline and cinematics.
Cause I wanted the next one int he series. No I did not.	My friend showed it to me, and no I did not buy it with replayability in mind.	Its fun to kill people.	I like the dialogue.
Played the first 2, No	Looked Amazing, Yes	More levels to gain	More trophies to acquire

I bought it because it looked awesome, and then bought LBP2 a couple years later. I bought it to play with my friends, as well as to make my own levels. I generally do not buy games (now) unless they have multiplayer abilities and thus have replayability.	Rented off a friend and then later bought for my own, it was my first game that got me into RPGs and Sandboxes. I now look forward to playing the next Elder Scrolls game.	Level recreation, fun with friends and replayability.	Story, immersion and the chance to play a game without a set direction or objective Options becuase of the character designs. Any D&D game is like this to the most part, especially becuase your characters drives the story.
DITTO No, I always buy the final fantasies, but they also all posess tons of replayability because the stories are so amazing you just want to keep reliving them	DITTO yes, mario kart can never end	Ditto as abouve The story / graphics / awesome battle systems	fun
Sonys flagship games, hype, good reviews, prequel was good, yes	Hype, friends yes.	Immersion	Immersion
X-Play gave CoD4: Modern Warfare a 5 out of 5. I was expecting it to be as epic as its predecessor, expected the multiplayer to be just as fun (all in all, I was a little disappointed.. but there is less of a lag problem)	X-Play gave it a really good review. Art style, GTA-ish w/out the questionable morals (I couldn't get GTA back then) and a sandbox (I love exploring), no thought what-so-ever about replayability	It's fun and I like to level up and unlock new things. Leveling up all the classes in multiplayer, some trophies, and playing with my buds (and hopefully have a big clan)	It makes feel smart and look smart to others. mindless violence + sarcastic humor from your boss + open world
The expansive world	The expansive world	To try things differently / I really enjoyed the first play through	N/A

I bought it because It looked good. And no	I bought it because It looked good. And no	I enjoyed the gameplay and storyline Dead Space 2 continues the dramatic story of the first one in a fashion that adds layers rather than take them away. You learn more about the protagonist in more ways than one while being tossed into a more dangerous and action filled environment. The excitement of replaying the game comes from the difficulty modes - there is little choice for the player but to learn more about the story so for those that are completists, the difficulty modes are enough. There is multiplayer also added, but it seems like a last minute addition and really doesn't add much to the game on a whole.	I enjoyed the gameplay and storyline
Bought it with intentions to replay it multiple times due to trophies/achievements and the difficulty modes.	Bought it with the intention to play it multiple times to understand the story more.		Like I said, I never played the first Dragon Age, so replaying this game gives me a chance to learn about the vast world and interesting characters.
It is a RockStar production and it is fun to what the hype pointed toward. I did not buy it with replayability in mind based on a fun game i use to play. yes	I bought it because I had some cash on me and my friend recommended it. I did not have replayability in mind. got game as gift. no	Explosives and the plotline. how hard it was,	Explosives and the zombies. The story is interesting but not adhered to. just a pretty and unique game
Because the first one was excellent. Yes.	Because the first two were excellent. Yes.	Great game	Great game

Madden is always a fun game to play. Replayability is a definite when it comes to sports games. NA	A friend of mine got me into it. And yes. NA	It's always fun. NA	No reason really. NA
i have alwasy liked halo it came with my ps3, so no	best destruction engine i have ever seen because uncharted 1 was great and this one looked even better, and yes, i had replayability in mind	chanlange again, fun, and each playthrough can vary slightly	its fun to destroy things fun
I bought it with replayability in mind. bought because the first modern warfare game was awesome, and this one was even more awesome. bought with replayability in mind	I bought it without replayability in mind. had the first one, bought second one for the challenge of finding everything like in the first game. didnt buy with replayability in mind	Fun and different every time I play. the multiplayer	Fun and different every time I play. the challenge and the storyline
It's my favorite game, so same as before. Friends suggested I'd like it, so I tried it. I did buy it with replayability in mind since I knew there were RPG elements.	I enjoyed the prequel to the series, so I bought it. Yes I did, since the prequel as had replayability.	Designing new characters and playing each different type of faction	Different pieces of equipment and playing styles for each class. Collecting all the items, perfect completion, and finding fun user-made levels to play with friends.
Yes, previous experience with the series	Yes, previous experience with the series	Becoming more skilled, enjoying the next match. Seeing every different scenario change depending on whether you were good or evil.	
Liked the whole concept of a modern day superhero/villian Have been following quantic dream since their inception. see above. absolutely intended to replay	Final Fantsy Have been following the franchise since their first game. long time fan of capcom. absolutely intended to replay	See above	Mastering every playable character. See above
Impulse buy; no, didn't think of single-player replayability.	Impulse buy - was on sale for cheap; no, didn't think of single-player replayability.	Always fun to just drive around at speed.	Relive the story.

This game came with my steam account. No, I thought it was a standard FPS when I started.	I liked the first one and had been waiting for the next one to come out. It has a steep learning curve and I wanted to make sure it was worth the effort.	killing zombies...	when I have a different theory about what the AI does or will do, I play SC2
I didn't.		challenge	new customization options Trying out multiple character builds and quests
Free to play, friends were playing it. I had been thinking about buying the game for years and eventually broke down and bought it. It is a great grindy game. Replay is at the heart of MMOs. x	I enjoy Bioware RPGs	It's fun	
	The game looked interesting and unique. I had not expected to replay it much. x	Character building x	It is always fun to play and find new paths x
Played Pokemon (Except R/S/E and D/P) and so I decided to give White a try. It's really fun to get and train a team to demolish opponents. And to catch 'em all.	Played the original Disgaea's for PS2, loved them, so continued on with the new one(s).	Urge to catch them all and be the best. The Multiplayer mode is original and new, it also has a leveling system for the multiplayer	Urge to become a God of Destruction that will DESTROY EVERY GOD DAMN THING.
I loved the previous Assassinss Creed games and wanted to try the multiplayer mode. Yes Yes	I love music and video games. Yes Yes		It never stops being fun
Two year ago. I did not. I do karate and this seemed a lot like it.	I think two years ago. I got it because the Final Fantasy Series are always good to me.	Wonderful gameplay and shooting for a "Perfect Game" (No shots fired). Also the Race courses can be fun.	Seeing those scene that give me chills again and all the hidden extras in the game.
The first game I borrowed from my friend because he said it was good, didn't get it with replayability in	I played the first game at my friend's house and was instantly addicted, knew I had to have the game so that I could play it	Funny storyline and unlocking new weapons/armor	Great series, fun to play and awesome abilities

mind	whenever I wanted to		
No, but if I like the same, I want to keep a copy of it as long as it is a good game.	No, but if I like the same, I want to keep a copy of it as long as it is a good game.	Nature of the game. A fun game for relaxing.	Friends.
prequel was really good	gameplay videos rocked I have purchased shadow of the colossus three times. Once for myself.	the need to see every possible aspect of the story	to try different types of customizable characters
once again, it was inexpensive. and Yes, I did buy it with replayability in mind. I purchased it before the multiplayer was implemented and began playing with friends once it was. I'm a fan of Star Wars, and the story and unlockable abilities are very appealing. Did not buy with replayability in mind.	played it, loved it, then lent it to a friend who lost it. I purchased a second copy as a gift for another friend. and finally a third copy of the game to replay it when I happened upon it in a bargan bin.	it's a low intensity game. Sometimes I just think of something neat I wonder about being able to do in the game, and check it out to see if I can.	Lately it's work on my current project. I am designing a boss battle for a game with some similar mechanics so, I'm using Shadow of the Colossus as inspiration.
	FPS and successor of Goldeneye 64. Bought it with some replayability in mind.	Great story, ability to choose different upgrades.	Ability to customize many details of each "multiplayer" game.
wanted to play it, replayability not in mind	liked past versions of game, replayability not in mind	completing pokedex	boredom

Again, I had already played AC2. Didn't really think about replayability. Subconsciously, I might have... since Assassin's Creed: Brotherhood is basically Assassin's Creed 2.5. Very similar to the 2nd game, and almost like replaying AC2, but with different content.		100% completion... usually I ignore progression bars or whatever in games, but if I really like a game enough, it gives me an opportunity to stay in that world a little bit longer.	
Came with console.	na		
N/A	N/A		
buy I loved the Gamecube version of the game. Technically I did by it with that in mind.	I have loved previous Sonic games. I did not buy it with replayability in mind.	Fun to play with friends.	To get better grades on the levels.
I like to rotate these games among younger cousins of mine, so that in family gatherings they have something fun and time-consuming to play.	Same as the first one.	See above	See above
Because the first one was good. And yes	N/A	Same thing as the first	N/A
I knew it would be great, I had a feeling I would spend a lot of time playing it. looked to be fun. yes	Bought the last game because I'm a fan of mario games. I knew if ot was good wnought it would be a good and quick game to play through a few times looked to be amazing. yes	fun	fun

Because Super Mario Galaxy (1) was enjoyable, I had been waiting for a year and a half for it. Not particularly, it just happened with the best level times. I had been looking forward to the release since I had enjoyed playing the original and melee with friends and bought it day one. I had kept in mind that it would be replayable with friends, but I just cared about playing it at the time...	I tried it at a friends house, liked it, and later got it. I read reviews on the first and heard that it was good and indeed enjoyed it myself. As such, when this game came out, I decided it would be worth playing it. Again, I simply cared about playing it the first time through rather than if it was something I could come back to.	In a word, speedrunning.	To prove that I can complete the hardest tasks in the game, competing with the game itself. TRAVIS TOUCHDOWN. Although the single-player mode is the same each time, fighting is enough fun that I can easily do the same stages over and over. ALSO SHINOBU JACOBS AND HENRY :D
I liked the story of the first game in the series so much that I dealt with the boring gameplay mechanics to see the ending. This sequel offered a much better story AND better, varied gameplay, so I bought it. I didn't consider replayability as a factor in buying this game. It was all about the story and gameplay. it was anime themed. no	I saw a sale on game pack and Portal was part of that pack. It turns out I didn't like the main game all that much, but portal stuck out. I had no idea what the replayability would be like. I made the purchase after hearing lots of recommendations from friends and seeing it on sale one day. it was a fireemblem game. no	Battles never play out the same and it's always great fun to play with friends. This is a combination of the story and gameplay. The free-running that the main character can do it just really fun and the story is one of the best combinations of real history and fiction that I have ever seen. It's even got Leonardo Da Vinci and Machiavelli and fairly important characters. it's a nice tedious game. i like games that eat up time	Again, story plays a big role, but the main part of this is the gameplay. There are certain challenge levels after you beat the game that are much more difficult and fun to finish. In addition, there is a certain humor that amuses me greatly that I have seen in very few games (like Prince of Persia: The Sands of Time). it's just that awesome.
Because I liked the previous game in the series, Super Smash Bros. Melee. I did buy it with replayability in mind. Nope. My brother got it for multiplayer	Because I liked the previous game in the series, Mario Party 7. I did buy it with replayability in mind. Bought it because the point and shoot gameplay was intriguing.	I continue to enjoy it. my brother nagging me. Seriously.	I continue to enjoy it. Nostalgia, a bit. Sometimes boredom?

I have enjoyed this series since the first generation and know that this developer can be trusted. When I buy one of these games, I expect to play through it 2-3 times.	I had played a couple of games from earlier in the series, and I knew that the Wii would provide an eccentric, interesting twist. I intended to play each level multiple times.	The storyline provides an interesting structure to the game that the endgame part loses.	I enjoy recapturing the experience of creating order from chaos on the screen.
I was into pokemon at the time. Again, like the series, yes	I've played many of the games in the Sonic series. It looked ridiculous	being bored It's not very repetitive, there's multiple ways to play, it's something to do	being bored or having to explain it to someone Friends being over, a desire to not be beaten by my younger (noobish) brother
Someone bought it for me	My brother bought it, he probably had replayability in mind.		
Wanted to play. No.	Wanted to play. No. I was looking for a good turn-based strategy game, so I bought the newest Fire Emblem game at the time. I did not buy it with replayability in mind, but it turned out to be fun to replay.	Get others to play and share the experience.	It's fun.
This game is free, enough said. The bomb	The bomb	The ladies Social interaction	Falco It's short, fun, and hard.
Smash!!!!	I have collected many games over the years.	competitive Spirit!!!!	Nostalgia
Bought it because I love Nintendo characters. Absolutely, I still played Super Smash Bros Melee from 2001 to brawl's release in 2008	It seemed really fun and i had never really gotten into a punch-out game before. nope	multiplayer	improve strategies

I bought it because I've been watching a site that released information about the game daily, getting me very excited to get it. Plus I enjoyed the past Smash Brother game of the series and wanted the new features and characters introduced in the current generation of the game.

I indeed buy it with replayablity in mind.

Same as the previous; I saw its good ratings, and decided to try it. I figured it would have good replay value.

Some artists on our production team showed it to me as a comparison to their style and wanted they wanted to aim for, they also told me it was totally bad-ass. I bought it on their opinion, I had no thoughts of re-playability.
Similar reasons as above.

I loved and spent a lot of time with the previous entry in the series.

I used to be into the TV show, and got into the card game when it first started out. Now I just play the video games of it, but the "World Championship" series were always fun and best by far for replay value. I get the new version mostly for the new cards. Bought it on a challenge, I had little to no idea what the game played like or was about. My friend bought it when it was only out in Japan and said I wasn't man enough to play, sure showed him wrong. And no, once again re-playability was not on my mind.

Similar reasons as above.

I loved and spent a lot of time with the previous entry in the series.

Honestly not much anymore. I never feel like playing it at the gaming club I go to and I keep my Wii at home while I live on campus so I rather play a Wii game that I haven't gotten around to beaten or enjoy to play more.

When I do replay it, it is mostly for the social interaction.

The songs are fun to play through, and some get stuck in my head. I also want to unlock the bonus songs, which requires good scores on all the songs.

I totally answered that already, so I'll summarize: COLLECTIBLES

Collecting all the secret unlockables in the game and doing the final secret world that you can only reach by collecting all the letters from each level of each world to unlock that world's secret level. Once you beat that secret level you get an item that unlocks the secret world once you get one for each of the non-secret worlds. I can save "recipes" for decks, and play them against each other, allowing for a lot of variety and many different strategies. It lasts the longest in terms of replayability, and while it does get tired after a while, it remains a default for when I need a game to play and I don't have any new ones.

I totally answered that already, so I'll summarize: CHALLENGE AND WHAT LITTLE MASCULINITY I HAVE REMAINING

Yes because it is a racing game and I intended to play with my friends after I unlocked all the characters and modes.

Saw the commercials for it. I love stealth games. I bought it because of the very good reviews of the game.

No, not initialy. I bought it mainly because it received high reviews online and It looked like nintendo put a lot of effort into it.
First played Super Smash Bros in 4th grade. Loved it ever since.
I bought it because I wanted a quality logic puzzle game.

The quality of the controls and game play.

Fun with friends.

I did not have replayability in mind when I bought it.
it got great reviews and it was on sale on steam. replayability was one of the things they talked about in the review and the fact that it had great replayability, so yes i had that in mind.
Because I'm a fan of the Metal Slug series. I didn't think about replayability when I bought it, but the challenge of some extra missions has kept me coming back to the game.
I bought it because it looked like a good game and had received good reviews. I didn't original buy it with replayability in mind. I sold the game and bought another new copy later.

I did not have replayability in mind when I bought it.

v

I bought it as one of my first DS games, so I didn't really think about replayability. It was only after some friends got the game that I got hooked up with it, and our competitions.
I bought RE4 because a friend recommended it to me and let me borrow his copy. I had replayability in mind when I bought it because I knew of the other modes and difficulties.
I don't own this game, but I could kill people and commit violently sexual crimes all day. It just happens that you can do that in this game without major repercussions.

The desire to have gotten everything in the game.

Seeing how the way I play (in which there are so many different possibilities) affects the story and what I can unlock and accomplish

The challenge and self-improvement in gameplay

I love rewatching the insane story unfold. It's always good for a laugh and an "Oh my gosh, what just happened?" moment.

Drugs.

The belief that I can solve a given puzzle in less time.

v

Keeping my status as a great player.

The extra modes like Mercenaries and Separate Ways increased the replayability. I also love to modify the guns in the game.

I inherited the game from my brother after he got the sega genesis.

It takes my mind off of the crushing pain of reality.

I purchased it to finish it (Started on my college roommates copy). I expect I will replay it, but it was not a driving force behind the purchase.	Purchases for pure entertainment. I have an expectation of being able to play over and over again.	Visit unexplored tactics/strategies. Out of order completion.	Easy rainy afternoon game.
We played it in Middle School (Sim City 2000) as a way to learn how to use computers. It was fun back then and it is still fun today.	Yes, strategy games are always fun.	Have a lot of free time.	Have a lot of free time.
good reviews	yes, wanted game like GTA for Wii. Like sword play	very mellow, always fun, like Star Wars Lot's of enjoyment combined with sense that if my skill was honed a bit more, I could score even better. Enjoyment of playing against someone in the same room, especially thanks to the physical nature of wii mote play. Games end with feeling close to that of actual physical games (like a night of bowling, or a tennis game.)	good shooting Lot's of enjoyment combined with sense that if my skill was honed a bit more, I could score even better. Enjoyment of playing against someone in the same room, especially thanks to the physical nature of wii mote play. Games end with feeling close to that of actual physical games (like a night of bowling, or a tennis game.)
Gift I did buy it w/ replayability in mind, but I was also going after a Twin Galaxies world record on the machine. Yes, I knew it would never get old.	Gift. I do not own this arcade cabinet, but would love to someday. Until then, I'm stuck playing at friend's homes and arcades.	The challenge. Fun.	The challenge.
i got it for christmas Bought it for the songs/artists on it, yes.	n/a Bought it after the second sims, yes.	i love music	n/a

I was watching a Let's Play of it on YouTube and it looked so awesome that I had to buy it. One of the best $20 investments I ever made, in my opinion. :) I bought it with the experience in mind, not really replayability. It turned out to be a pretty long game, and I prefer one long experience over repeating a short game.

Looked fun; no.
My boyfriend at the time was playing it.

No
i bought this game because i do like replay games ive all ready played before. i dont like renting because you only have a limited amount of time to play the full game and do everything its made to do. especially if you rent a game and then end up being super busy and not being able to play a game i just rented.
buy

Dad bought it. No, he doesn't' know what that means.

I had heard about the series, and heard it was pretty scary, and I like scary games, so I gave the first one a try, loved it, and played the next two. Again, I bought it for a good experience, not replayability.
Heard good things about it; no.
Already in my apartment from my roommate.

Not really.

i bought this game because i do like replay games ive all ready played before. i dont like renting because you only have a limited amount of time to play the full game and do everything its made to do. especially if you rent a game and then end up being super busy and not being able to play a game i just rented.
buy

Brother got this one. No he didn't.

Similar to the above reason. I really like this game, though, so I was partly playing it because I thought it was awesome and partly playing it so I can play the game as a different clan with different abilities and dialogue options.
Achievements; it's fun
I keep losing my file, but I like to restart and make my character again.

i really enjoy seeing the different environments that the game is set in. i am going to be an environment modeler, so i get inspiration from the games i love. as well as the interactivity between the characters and the environment.

The sudden urge to kill Japs.

As mentioned above.

I like it.

Social situations.

i really enjoy seeing the different environments that the game is set in. i am going to be an environment modeler, so i get inspiration from the games i love. as well as the interactivity between the characters and the environment.

The fact i haven't bought a new game in a few years and i have beaten all of them except this one.

I had a friend who had it, I played it enjoyed it, and then bought it myself. Es, replay was in mind.

Bought it as soon as it came out in 2004. I was a huge fan of the original, which made the sequel an instant buy for me. The updated graphics and unique set pieces (at the time) were also huge factors.
My friend got it, and I figured that it would have good replay value as long as he was still playing it
To see what happens next in the Assassins creed universe. There was added multiplayer but in my opinion it just felt tacted on. A game can have single player and multiplayer, but only if the design allows for it.

It was recommended by multiple friends. Not as such, but you could say that.

It was the first game I could ever own, and no I did not buy with replay in mind.

Loved the first one, and wanted to see how the story continued. I am a huge fan of stories in games and am always curious to see how they play out.
Because the previous games in the series was awesome and because it was a good multiplay game to play with friends.

I bought it because it looked amazing and over the top with a gigantic area to explore. Replayability wasn't a big deal because the game is so large with so much to do.

I really likes the first game. Yes, deffinately.

I huge scope of choices and things do in game.
I replay it usually for old times sake. As one of my favourite games, I find it never gets old. Usually whenever a new game in the series is released I play through it as a refresher, or some mod that updates the single player.

Actually completing a campaign on expert

Story and gameplay.

Not sure.

The simple fun of playing the game to be the very best, like no one ever was, to catch them is my real test, to train them is my cause. I will travel cross the land, searching far and wide, these pokemon to understand the power thats inside.

I really enjoy it, but I also want to make sure my character is exactly as I want it for the sequel. It's one of the first games that utilizes save games from past games to alter the storyline.

beating my friends at it

Having features that no other game provides.

Different storyline variations, different classes combat styles, and to rehear the story.

Loved Fallout 3. I always choose games with replayability in mind.	Both had excellent reviews and piqued my interest because of their setting and characters. I always choose games with replayability in mind.	I already answered this	I already answered this I girl offered to have sex with me once for every time I play the whole game. I have beaten it 17 times on the hardest setting, I plan on finishing it for the 18th time later tonight. Why are you doing an IQP about video games, it's kind of pathetic. N/A
I thought it would be good to replay because it has so many different options, and I could play it through more than once without doing things the same way. Kid classic	I thought it looked good, but I wasn't thinking about replayability. N/A I bought the last game because I knew it was going to be a good game and so I could learn more of the story. It didn't get it for replayablility. Of course! I would not have bought it if did not think I would play it multiple times,	There are still things that I have not tried, and I want to see what happens if I do. Improving, Nostalgia	
My friend bought it for me for Christmas because I was watching him play it. It definitely was replayable.		Doing the quests differently for different stories.	making sure I have the stored options for the third game.
Yes! I knew it would be brutal and I would have fun over and over again.		The satisfaction of being super powerful The story and characters are extremely well-written, and it's a very immersive game. I'm also a sucker for science fiction. I just have an overall good time while playing it. It's fun to own all the other gamers, most of the people playing weren't good at all. It was a way to have some easy fun.	The satisfaction of being super powerful
I pre-ordered Mass Effect 2 the day it was announced for pre-ordering, and retrieved the copy the day it was released. It was a sequel to one of my favorite games of all time, so I had to get it.	I love fighting games, and I had heard from a bunch of people that it was easy to pick up and get good at, relatively compared to other fighting games that can take years to master.		The need to beat all my friends. Playing games competitively is a reward in itself. As long as you're successful at it.
An oportunity to get more realistic shooter gameplay. Yes.	A fun game to play alone or with others. Of course!		I think replaying is the point of this game.

No, I don't expect re-playability in video games of this generation. They focus on content created by the team. Most don't allow content to be created by the users. They should make an algorithm that creates replayability, creates story. Not just some "randomly generated content" (items with different names and stats)	No, I don't expect re-playability in video games of this generation. They focus on content created by the team. Most don't allow content to be created by the users. They should make an algorithm that creates replayability, creates story. Not just some "randomly generated content" (items with different names and stats)	The best functioning combat mechanics EVER made in a game.	Best swordfighting mechanics.
I bought Halo: Reach because I have played the previous Halo games. I bought it with replayability in mind.	I bought Call of Duty Black Ops because I have played previous COD games. I bought it with replayability in mind.	The campaign and multiplayer are great. win, improve	The multiplayer offers a wide range of customization options.
Yes, it gets played a lot	Yes, multiplayer	See above	See above
So many free response sections!!!!!!!	I walk a lonely road, the only one that I have ever known, dont know where it goes but its only me and I walk alone	Dont know it?! Look it up!	Your mom drives me... really hard
yes	yes	Halo: Reach had not come out yet	Halo 2 had not come out yet
A friend recommended it to me and replayablity was a factor.	Same as number 2.		
Awesome game. Yes looked good. first one was good	Gotta Catch 'em All	play with friends	Gotta catch 'em all.
	Banjo Kazooi series	Fun	Fun
Waited forever for this game. Yes.	My friend let me play it and I had a lot of fun. Not so much, but i play it a lot now.	Awesome story.	Play with my friends.
negative	no thank you	nothing	nada
N/A	N/A	N/A	N/A
I saw my uncle playing it so I gave it a try.			

Yes I wanted to be able to replay it how ever many times I want whenever I want.	Yes I wanted to be able to replay it how ever many times I want whenever I want.	Friends Try out a different build.	Friends
The gameplay videos looked fun. I didn't have it in mind, no.	I like Bioware's games. I didn't have replayability in mind.	It's mindless but stylish action.	I want to see more of the story. juxtaposition of cartoon characters and brutal violence
"Borrowed" from a friend. No.	Only play when with friends, don't own a copy.	Aliens	
I don't own it. I play everyone else's game. And it's so easy to find someone who has it.	So pretty.	It's fun to kill people take their gun and go crazy on a killing spree.	So pretty
iv bought the next one because the other series were good and bought it knowing id play it often	i bought it because the first game was good and didn't think much on replayability	same as first	to earn achievements
new halo game, always enjoyed halo. yes had replayability in mind	heard about how competitive it was. Yes had replayability in mind	design inspiration. A want to further the competitiveness	amazing competitiveness and uniqueness you can't find in any other game.
I bought Reach definitely for replayability in mind. I'm a huge fan of the series and it come with a strong name backing it.	I guess I borrow it but I only play it on my friends box. I don't ever want that game in mine.	The story line that I have been following through four games prior, and the books. The halo series has a great story line.	The last game is new, gives my friend and me something to BS about. I wouldn't buy it because it is a previous version with a skin but it has its moments of fun.
Buy, yes. But TF2 is multiplayer only, so replaying it is no choice.	Yes, yes	Its just fun.	Challenging strategy
It had a lower launch price tag than other games and allowed for character customization. (bought on release day) i enjoyed it. no	I bought it because the setting appeared interesting and I had been happy with Bioware's previous releases i enjoyed it. no	... fun	... fun

I heard good things about it plus it was cheap, and no	I got it as a Valentine's day present	wanting to do stuff	wanting to beat the game on a harder difficulty
I enjoyed the two previous games in the series.	I bought it because I enjoyed its predecessor.		
Like Bioware, enjoyed Mass Effect, did not know replayability would be high.	I play anything by Bethesda, figured it would be as replayable as Oblivion.	Same as above, want to play a different storyline/class	There's just way too much to do on one playthrough.
My friends' initially bought the game for me so I could play something with them as we went off to different schools. After I played the trial, I knew I would be making and renewing subscriptions.	I bought the game to play with a friend I made at school. Again, killing zombies; definite replayability.	Certainly the subscription fee plays a role, but I do resubscribe because there's so much I haven't done, explored and unlocked.	
Looked fun. No I did not.	Looked fun. No I did not.	The different choices to make.	KILLING ZOMBIES. The different choices to make.
Loved the idea of being an assassin, jumping along rooftops and old style combat. Something new. No.	Fun. Yes.	Just doing crazy assassinations.	enjoyment and relaxing
buy, no	Buy, kind of. I bought it more for the multi-player and replaying the campaign with friends was a by-product.	So many unlocks.	Friends.
Slo-mo headshots. Need I say more? Yes, it's a huge game.	Friends. Yes.	Extensive knowledge Games are all about being fun.	Friends
Yes, I've played other Crysis game and replayed them and just assumed this would be the same as well.	Tried it at a friends house and was hooked.. and yes I planned to replay it since I had just played it haha.	Gameplay rules, feel like a superhuman. (feeling of power)	Games are all about being fun. Addictive

Read Dead Redemption broke barriers and won awards... and its by Rockstar... and its Western...

I did not buy Read Dead Redemption with re-playability in mind.

Rockband and Rockband II were alright....
Rockband 3 was said to be even better and it it.

I did buy Rockband 3 with re-playability in mind.
I liked ACI, but thought it was too repetitive - heard ACII was less repetitive, and therefore better, so I figured I'd get it. Not so much for the replayability, cuz I don't see this series as having that value as much, but I do replay a bit just to wreak havoc in the city.

Originally, I thought it looked stupid, but one of my buddies bought it, and I saw him play it, and figured I'd try it out - and liked it. That was about it.
Bought it because Resident Evil has always done well, and yes I did.
Got it as a gift, bought subsequent games. Did not buy with it with replayability in mind.
It also got good reviews, and it has an amazing multiplayer element which gives me good bang for my buck. I thought a lot about replay

Bought it because Mario Party has always done well, and yes I did.

Recomendation from a friend.

Being able to make the story a little bit different with each playthrough.
I like killing zombies, I can't do that in real life so that's the next best thing.
Complete the whole game, and enjoy specific parts of the game.

Great graphics, and the much greater variety in medieval weapons to kill guards with.
When you want to kick your friends' asses then Mario Kart is always a good way to do that.
Attempting to beat without cheat codes, and playing other game modes.

I bought the last game because I liked the fact that the world was highly interactive and the runtime was very long. I did not think about replayability.

Super smash brothers? ('nuff said) replayability was def there
i wanted to play it at a lan so i bought it for that. Yes

The multiplayer system and the well-constructed single-player.
PERFECT STATS!!!! MUST HAVE EVERYTHING

FUNNY

Much the same as the first: trying different strategies.

Super smash brotherS? ('nuff said)
redundant questions are redundant.

Same as with oblivion.
funny / no but i do it anyway

I had heard good things about it. I also expected a high replay value, and was not disappointed.

As of a fan of the Assassin's Creed series, I greatly enjoy this game type and was looking forward to advancing the story, experiencing new gameplay elements and trying the newly added online multiplayer feature. I anticipated replayability via the online feature as well as add-on content.	I greatly enjoy Bethesda's works, and had played their previous installments of Fallout, as well as Elder Scrolls, and so purchasing New Vegas was a no-brainer. I knew the Fallout series was famous for multiple story arcs and ends based on the player's playstyle and choices they make throughout the game, so I knew I would be replaying the game multiple times.	I thoroughly enjoy the gameplay and intriguing story of Assassin's Creed, and the online play was fresh and exciting. The online play and add-on content are what drove me to replay Brotherhood.	Interest in the story and curiosity as to the possible endings, as well as 100% completion are what drove me to replay Fallout: New Vegas.
See previous answer about buying TF2. Replayability was a priority.	It's the sequel to the best music game series ever. Replayability was a top priority since I knew my friends and I could sink endless hours into Rock Band any given night or weekend.	Playing with my friends, improve skill.	Playing with friends, maybe finally mastering drums, I love music.
same as above	knew it was gonna be my life, but in the best possible way	same as above	lots of fun
No, i wanted to replay it because of nostagia, probably to be forgotten for a long time until i find it again.	No, Armored core games are incredibly fun, and i will never let go of this game.	A hope that new games will relive the glory of the past instead of just having the "cheapest" or "most unfair" tactics win.	It's awesome.
		I've been a fan of The Elder Scrolls games since Morrowind, and i can't bring myself to keep playing Morrowind because of the graphics and the scenery. Oblivion has relatively good graphics, and A LOT of variety.	Same as the first.

League of Legends is a free to play game so no purchase is necessary. However, there are micro-transactions that can be done, and I have purchased a lot of my content as opposed to unlocking it the long/hard way. I made my purchases with replayability in mind because the new characters I unlocked kept the game fresh since I could play the game with characters I hadn't played before.

All the rainbow 6 games focus around single player so I anticipated that going in
I bought the game because a friend played it, had no idea about it replayability was not a first concern.
Play the first 1 and loved them! and yes i did buy it because i new i would replay it. I added multipalyer... previews were awesome any yes

Yeah
i liked the look of the game from the box. i didn't buy with replayability in mind.
My friends had the game and the previous ones were good.
same

I bought Pokemon SoulSilver because I knew I wasn't going to be able to do everything I wanted to do in the game within a rental period. I've played Pokemon games since Red/Blue so I know that these games have a huge replay factor.
Call of duty has grown to a large multiplayer game as well but it originated with good gameplay in campaign.

I bought the assassins creed series on a whim, replayability was not in mind.

Play the first 1 and loved them! and yes i did buy it because i new i would replay it.
a friend needed help beating a part of it and yes

No

same as above

I'm a fan of the series.
same

League of Legends is forever evolving so when I haven't played the game in a month, I can expect two brand new characters to be in the game for when I start playing again. Balance changes are made with each new patch, meaning that some of my favourite characters could have minor tweaks for me to adjust to.

Fallout 3 has a story that keeps pulling me back in

I like its story and gameplay.

assassinations

Same

continued excitement.

Multiplayer
same

Gotta Catch 'Em All is Pokemon's catch phrase and it definitely applies to its replay factor. I keep coming back to Pokemon SoulSilver so that I can fill my pokedex. Another driving factor is to properly train another Pokemon I have yet to train.

Assassins creed series is always new and exciting

I like its story and gameplay.

lightsabers

Same

Its a good game.
same

See above	I needed a good online multiplayer, and I was hoping it would be replayable yes	100% completion and boredom	Boredom and stress relief friends playing it
After playing the original Mass Effect, I knew I has to get the second one. Although, a sequal was not apparent to me after beating it. I wanted to replay this game several times because of the different classes and choises you make in the game. first one (red version) was a gift, the rest were because the first was so good; i guess replay was in mind	I got Black Ops because of the multiplayer aspect. While the campaign is good and I want to replay it, I much rather go online or kill some zombies with my friends. I fully expected to play this game over and over again. defiantly had replay in mind...thats how you play the game	Mass Effect 2 has so many choices and customization options that I want to play them all. This way, I ca experience the game from several aspects. fun	I play Black Ops primerialy for the multiplayer aspect. That's all there is to it. fun
I wanted some fps action, and figured I would play it through a few times.	I had spent several hours researching the game to make sure it was good. When I bought it, I was an Oblivion veteran. The same company made Fallout 3, and since I had replayed Oblivion so often I did indeed buy Fallout 3 with replayability in mind.	When I'm pissed off, I like to imagine shooting terrorists.	The story, the immersion, the environment, and the knowledge that heads can explode when shot at. The fact that Liam Neeson is your dad also helped.
I bought Battlefield: Bad Company 2 intending to play through the single player multiple times and to kill many hours on the multiplayer. Popularity; yes Absolutly. I know the starcraft series is a great series and knew i would play it again and again wanting more yes	I bought Homefront intending to play through the single player multiple times and to kill many hours on the multiplayer. Unique gameplay; no yes, but mostly with regards to the multiplayer yes	The multiplayer is very fun and I'm pretty good at it, which adds entertainment to the games. Multiplayer factions	Interest in the story and a unique and fun multiplayer. Addictive gameplay harder levels, and for online, better guns, etc.

Wanted the game for the music and to expand on the current library I had in the rock band series. Replayability was in mind since I would be playing this game with friends whenever they were around.

Felt like playing a game to get moving. Replayability was in mind since there are so many games in the series but they dont all have the same songs. Because its the 2nd best driving simulator on the market

Just a good game to play when you want to be online but not feeling like playing much

It's fun and the movement makes me feel better after I'm done playing.

To get Team Fortress 2. Great playthrough and so many things can be different each time. Different classes etc.

The Experience.

To get better at driving.

The different things you can achieve and do

it is my friend's
Same as above. Yes.

it's my brother's
Same as above. Yes.

still fun

also fun

bc it was halo, and i will always buy a halo game the first day it comes out, because i could play the multilayer with friends for the rest of my life.

also torrented it. and no wasnt thinking about replayability, just wanted to play the game bc it looked so bad ass
i didnt....

multilayer, n just love halos story line, can replay any halo game, epic is taken to a new scale, still love the first halo, n nothing can top its multiplayer.

scoreing

do you really believe more than 10% of people responding to this don't pirate all their games?
series quality

peer pressure

i didnt
series quality
I was young. Never regret it.

Cheap on eBay.

Story.

nostalgie.

Because it is fun and all Rock Star games are fun. Yes
Yes

To play it with my friends and by myself. Yes.
No
I bought Starcraft 2 because I spent untold hours playing the first one with friends. I knew I'd replay Starcraft 2 because of the great multiplayer features.

Trying out new things and expansion packs.

To get better and beat my friends.

I bought it because the original Metroid game was great. Did not buy it with replayability in mind.

Probably nostalgia. Super Metroid is a pretty old game.

Fun with friends.

I'd heard good things
about it. No, I didn't
intend to replay it.

Try different
character classes,
different story
outcomes

Appendix C: Likert-Scale Survey Data

How much do you agree that each of the following aspects of replayability impact your choice to replay a game? [Difficulty Levels]	How much do you agree that each of the following aspects of replayability impact your choice to replay a game? [Completion (Desire to complete all aspects of the game.)]	How much do you agree that each of the following aspects of replayability impact your choice to replay a game? [Social Reasons (Player community, etc.)]	How much do you agree that each of the following aspects of replayability impact your choice to replay a game? [Randomized Game Features]	How much do you agree that each of the following aspects of replayability impact your choice to replay a game? [The Experience of a Game (The unique feel of a game.)]
4	5	2	4	5
1	5	5	4	4
4	4	1	1	5
5	1	5	1	4
1	5	3	3	5
4	4	2	3	4
3	5	4	3	4
4	2	1	1	5
5	5	3	3	5
4	5	5	3	4
3	4	5	5	4
3	4	4	2	2
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4	3	3	3	5

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5	5	4	3	5
5	4	4	3	5
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1	1	1	1	1

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5	3	5	2	1
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3	3	4	2	3
1	1	1	5	2

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4	4	3	5	5
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5	5	3	4	2
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1	1	5	1	1
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2	5	4	3	5
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2	5	2	5	5
4	5	4	2	3
3	3	2	4	5
2	4	4	2	5

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2	5	4	2	5
5	5	5	1	1
4	4	3	4	4
3	4	2	3	5
3	5	1	1	3

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4	4	2	4	5
2	4	5	4	5
1	3	1	3	5

Appendix D: Graphical Representations of Survey Data
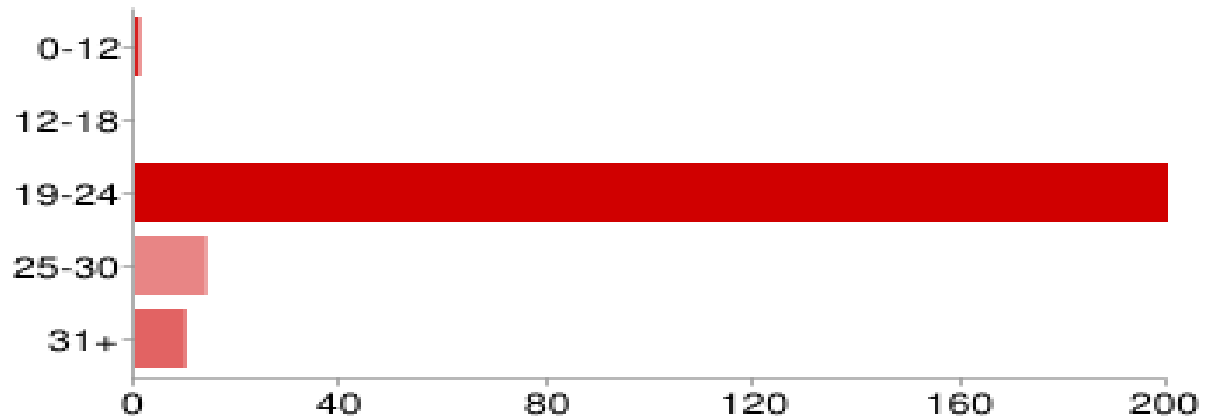
Figure 10: Age Demographic
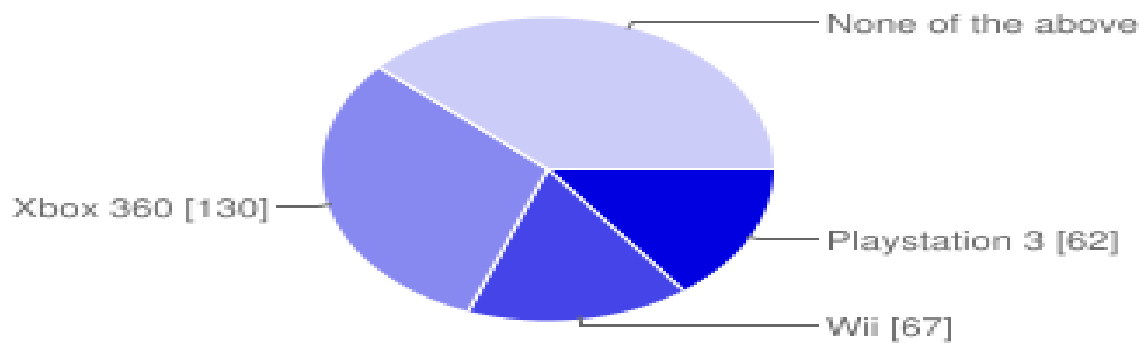
Figure 11: Gaming Platform Distribution
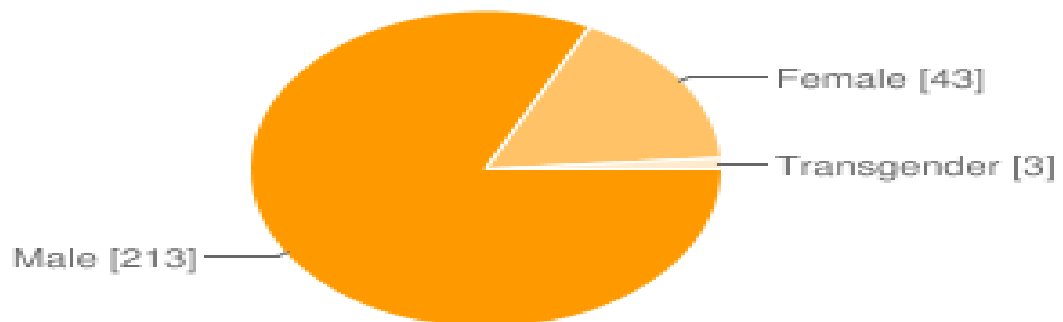
Figure 12: Gender Demographic
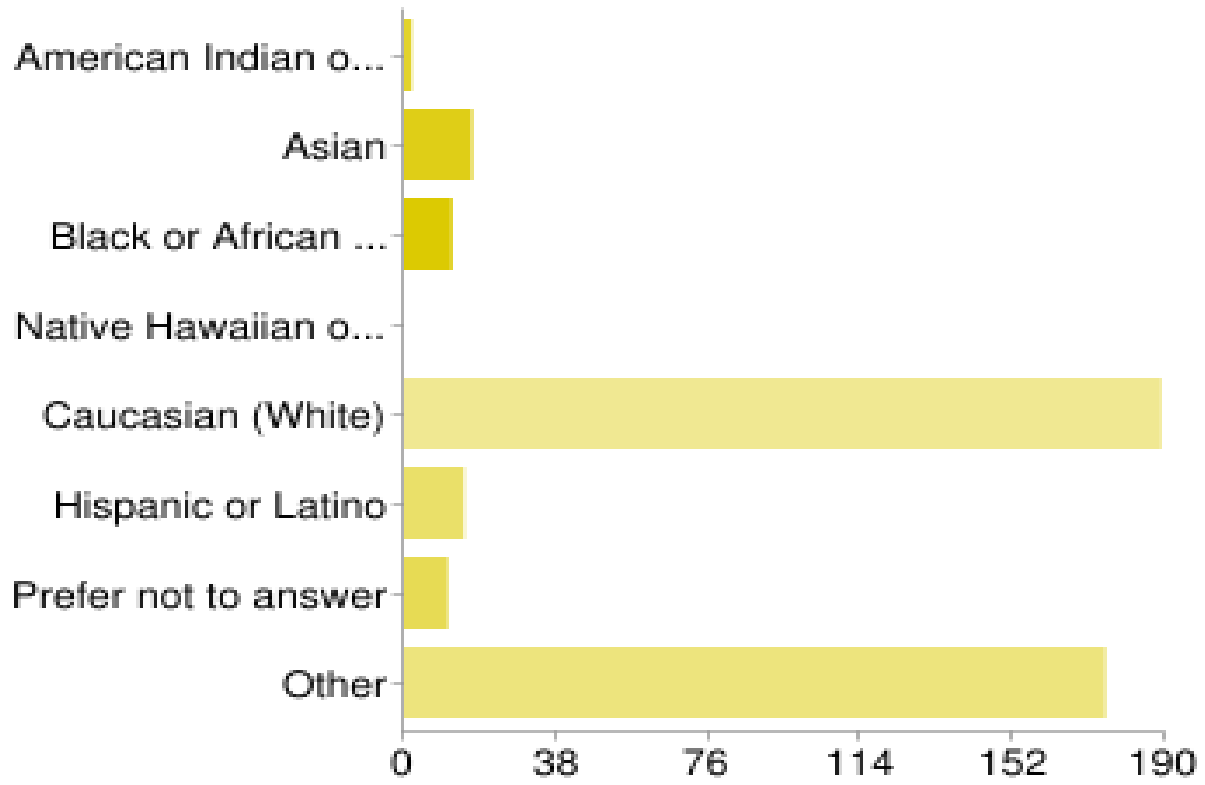
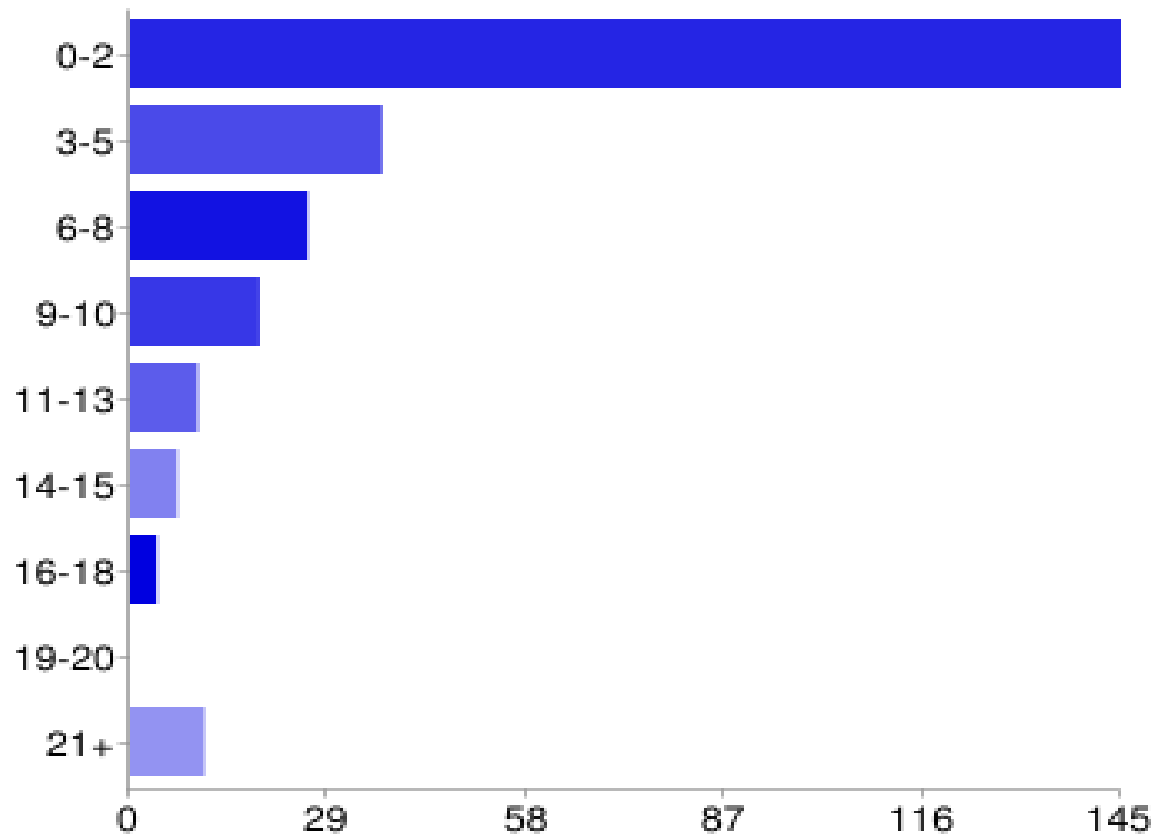**Figure 13: Ethnicity Demographic**
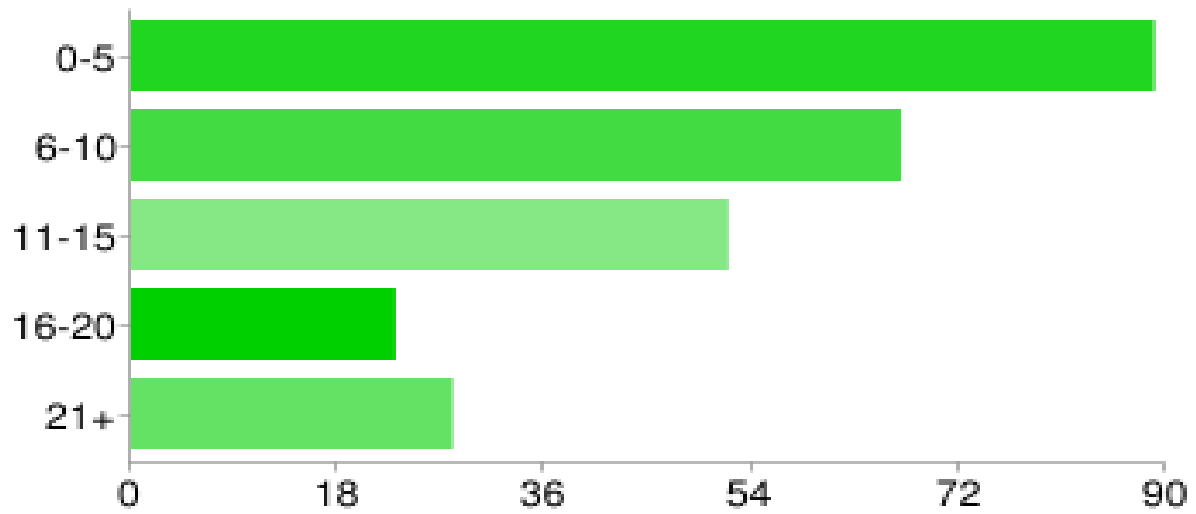
Figure 14: Total Gameplay Hours

Figure 15: Single Player Hours
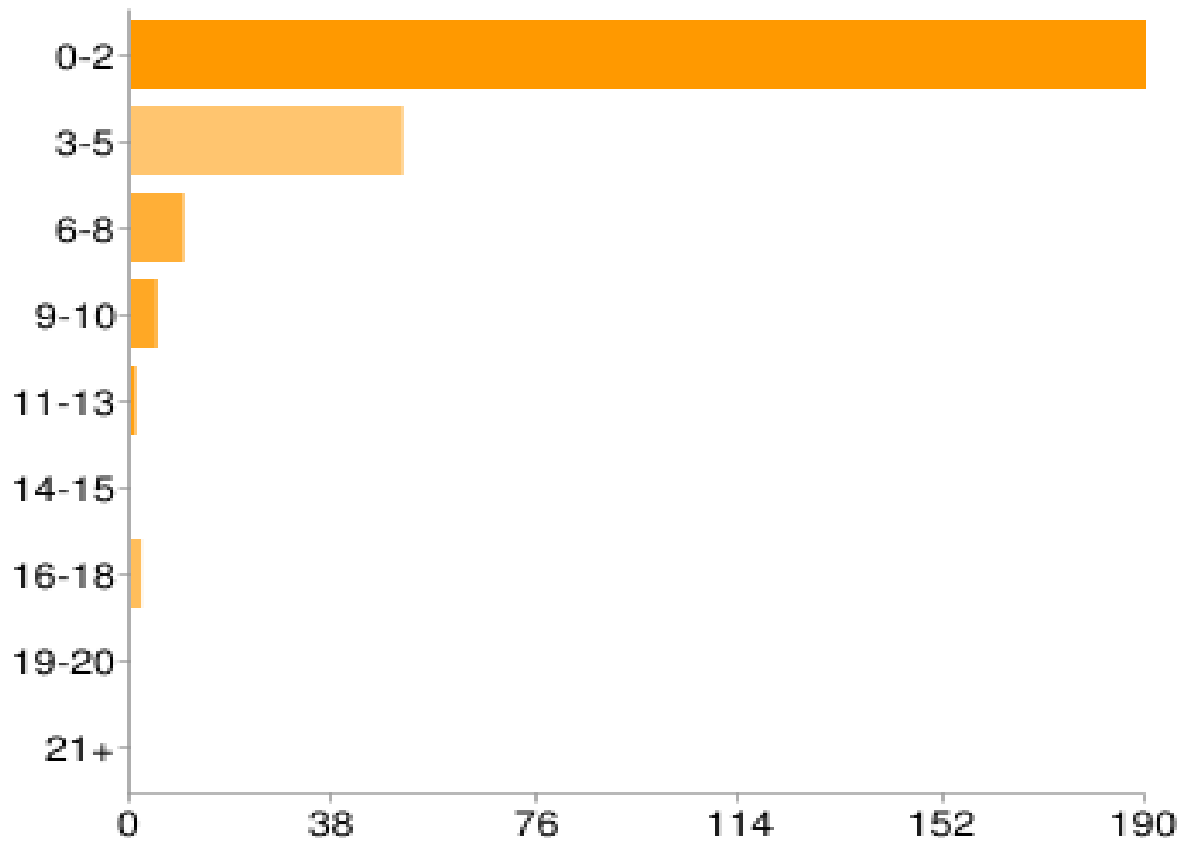
Figure 16: Multiplayer Hours
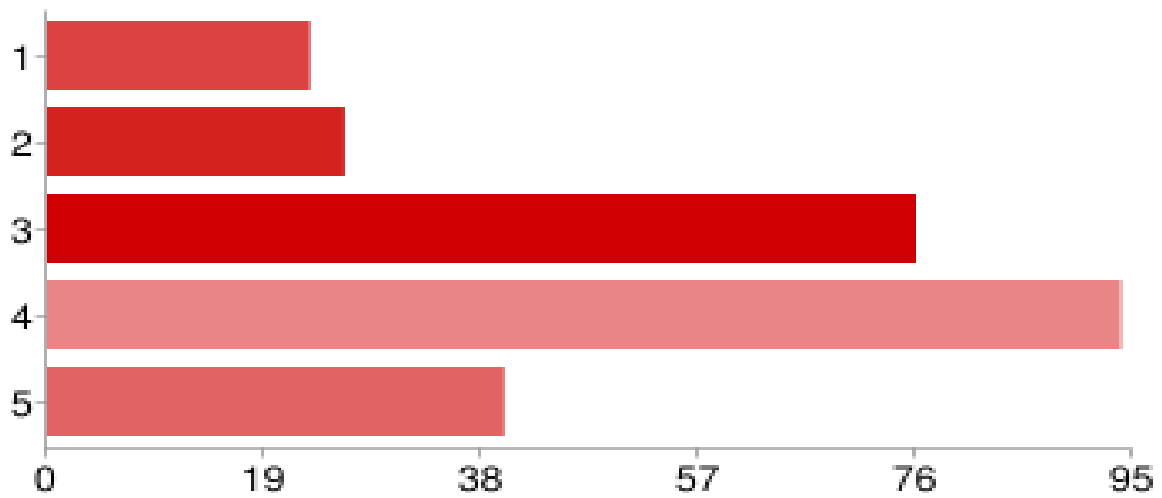
Figure 17: Difficulty Aspect Likert Scale
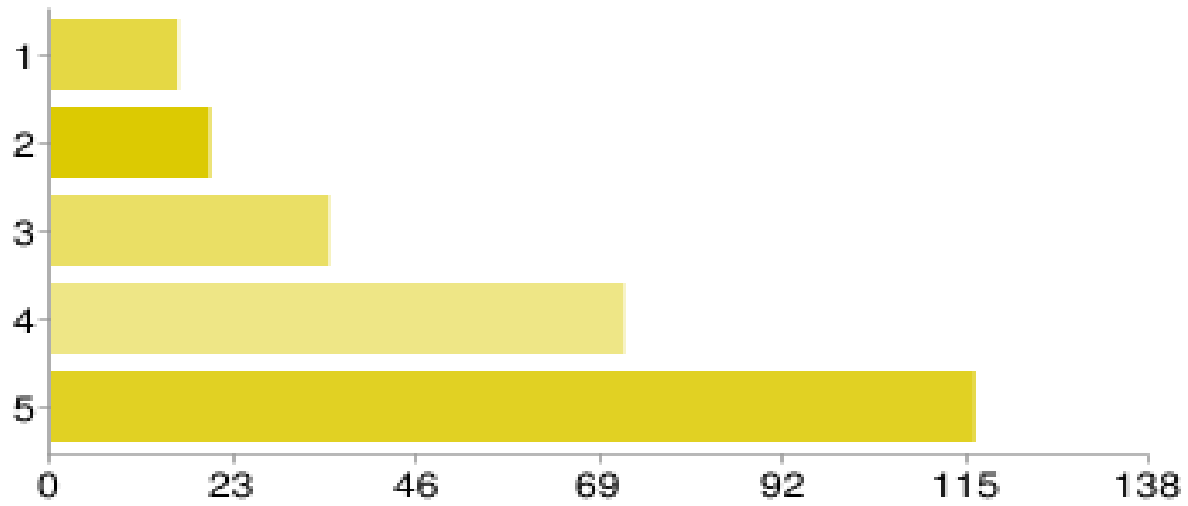
Figure 18: Completion Aspect Likert Scale
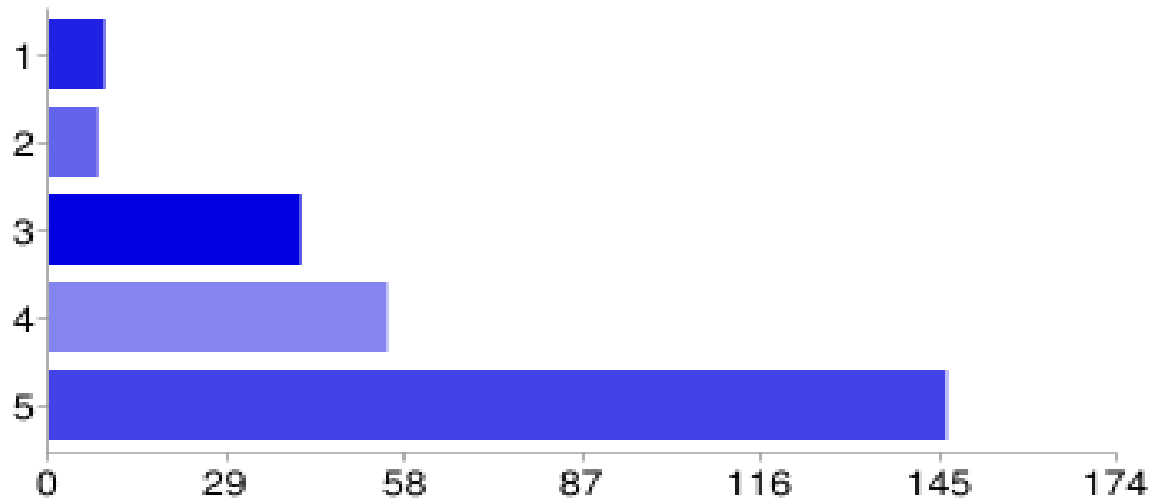
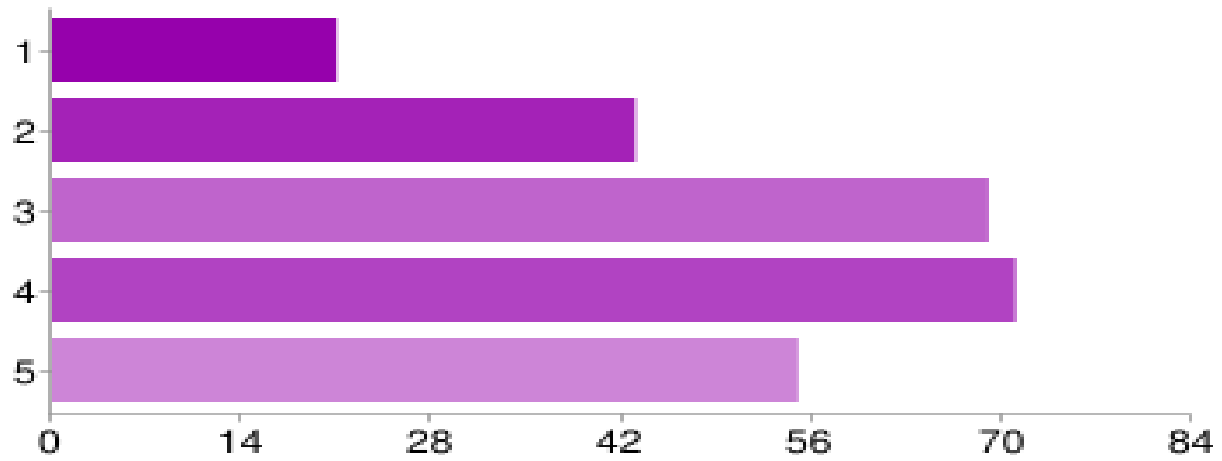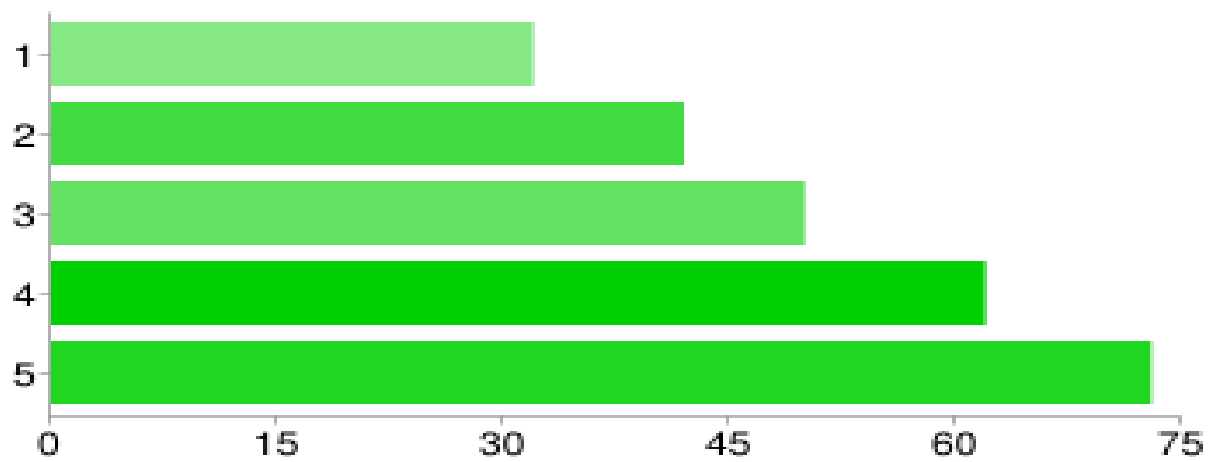**Figure 19: "Experience" Aspect Likert Scale**

Figure 20: Randomization Aspect Likert Scale

Figure 21: Social Aspect Likert Scale