

A Study into The Most Popular Genres of Videogames to Play Among HU Students

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Introduction

In this study we tried to determine what video game genre is played the most among students at Harrisburg University. The significance of this study is to understand what games and what types of games among college students (students between the age of 18 and 24) are being played the most. This study can be used to understand the demographic of specific genres and games for video game companies to have an idea of who they are designing for (Ghuman & Griffiths, 2012).

The genre of the game is important because different age groups and demographics can affect what type of game experience the person finds enjoyable (Greenberg et al., 2010). The age influences the amount of time that someone will play video games according to research (McClure, 1985).

Hypothesis

We hypothesize that more than 30% of Harrisburg University students will play games in the shooter or first-person shooter genre due to the large popularity of esports in the college's culture.

Method

With a sample size of 100, we conducted a survey through Qualtrics. Questions asked in the survey were the age, gender, and major of the participant. Along with their favorite video game genre, favorite game, if they work, how much free time they have, and how much time is spent playing video games.

Results

Of the 100 responses, we found that the favorite video game genre was the shooter genre (26%) while the sandbox genre came in second (10%) as shown in Figure 1.

Most of the age demographic in the study was between 19-20 years old, which took up 50% of the responses as shown in Figure 2. The students from the interactive media major had the most participants (29%), with the people in the Esports management major coming in second (13%).

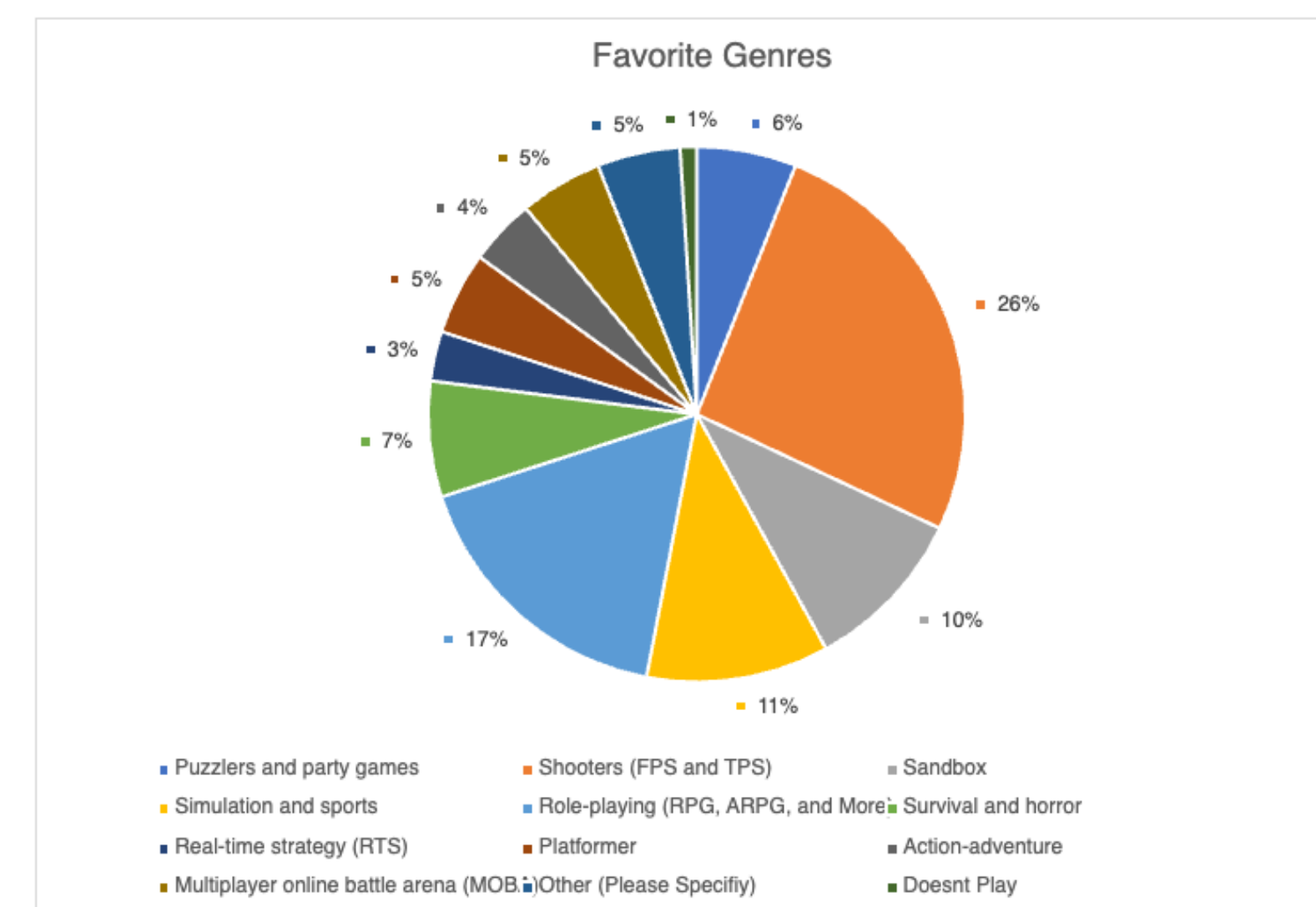


Figure 1. This pie chart demonstrates all the favorite genres of the participants.

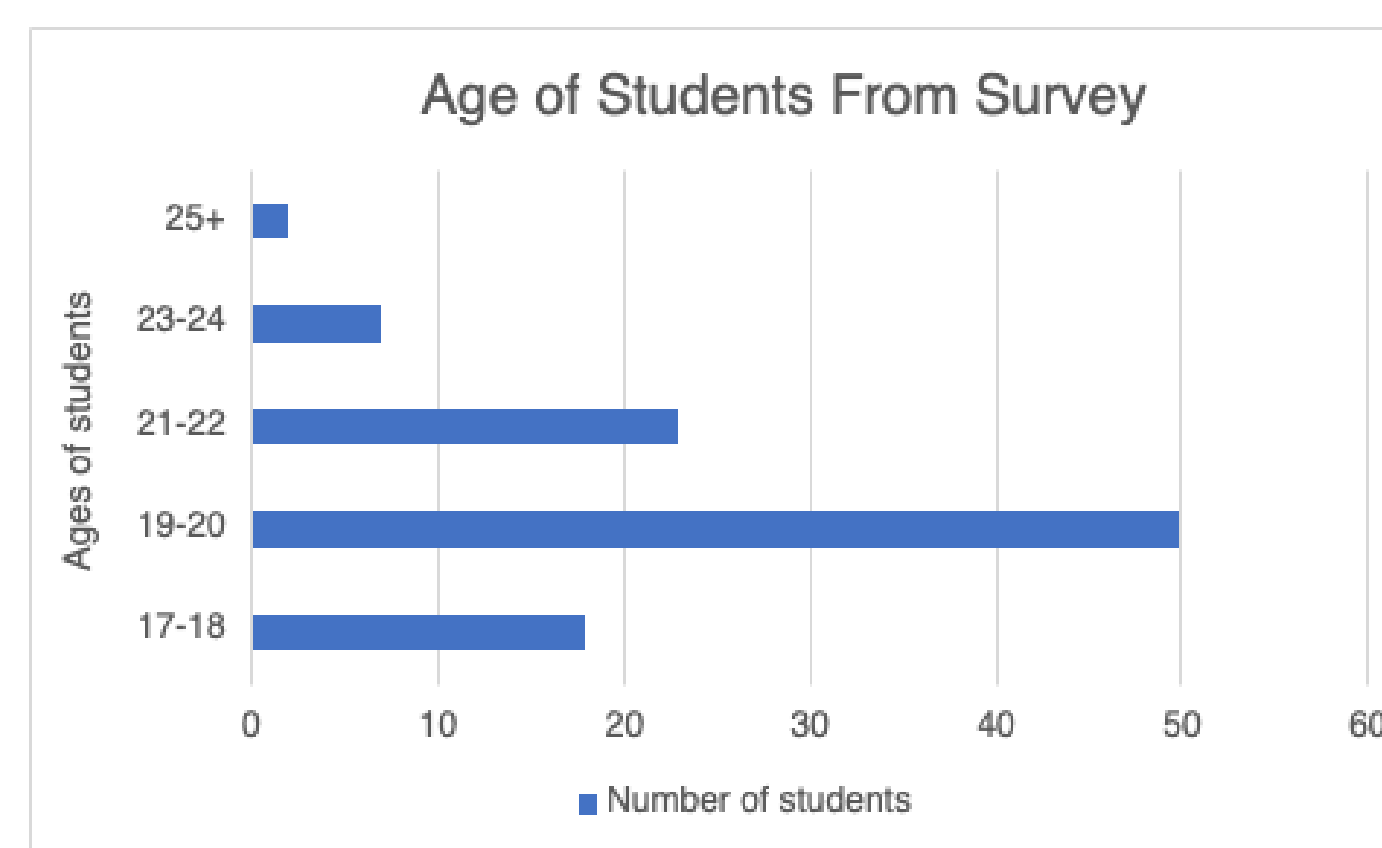


Figure 2. This graph demonstrates the age distribution between all the participants.

Statistical Analysis

In the sample of 100 students, 26 of them picked the genre of shooters as their favorite genre of video games. This means that our Sample Percentage or Statistic, was 26%. We found our margin of error to be 0.086 and further calculations showed us that our confidence interval was between 17.4% and 34.6%.

Upon calculating our test statistics, Our Null hypothesis had our $(p_0) = 30\%$. We ended up with our Z-score being -0.87 and a p-value of 0.3844 because of the two tailed test. Since 0.3844 was greater than 0.05, we fail to reject our hypothesis.

Conclusion

We are 95% confident that the true percentage of students that chose the shooter genre as their favorite genre of game to be between 17.4% and 34.6%. With that, we do not have enough evidence to conclude that the true percentage of all HU students who pick shooters as their favorite video game genre is significantly different from our hypothesis of 30%, we fail to reject our hypothesis.

Our limitation included the small sample size and students not taking the survey serious or rushing through it.

References

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