

TRAINER PREPARATION GUIDE 1.3: UNDERSTAND PLAYER MOTIVATION

Lesson Objective 1.3:

Understand player motivation. *Topics:* quests, tasks, activities, how to win, game goals.

Required materials to teach this lesson:

1. 98-374-ENU-1.3-LP
2. 98-374-ENU-1.3-IC
3. 98-374-ENU-1.3-IC_Key
4. 98-374-ENU-1.3-PC

Preparation tasks

Technical preparation activities:

1. Vocabulary:

goal: a desired condition

leaderboard: a ranked list of the most successful players (leaders) in a game

motivation: a reason for achieving a goal

quest: an adventure with a goal that follows a storyline

2. Additional readings and resources:

Other resources (books, e-reference):

Rogers, Scott. *Level Up: The Guide to Great Video Game Design* (West Sussex, UK: John Wiley & Sons, 2010)

Schell, Jesse. *The Art of Game Design: A Book of Lenses* (Burlington: Morgan Kauffman, 2008)

Instructor computer setup:

1. None

Instructional preparation activities:

1. Review the instructor notes in the notes panes of the Microsoft PowerPoint® presentation.
2. Make student documents available as needed.

Lesson sequence (50 minutes)

Activating prior knowledge/lesson staging (5 minutes):

Ask students to think of their favorite video games and describe what motivates them to play and continue playing those games. What aspects do the most motivating games have in common?

Guiding questions:

1. **What motivates a player?** Quests, tasks, activities, goals, achievements, challenge, decisions, feedback, story, character connection, and competition.
2. **How are games designed to motivate a player?** As the game progresses, the game mechanics should get more complex, the story should evolve, and the challenge should increase. Achievements should be easy to get at first and then harder later. Decisions should have consequences that affect the game's progression. As the plot unfolds, the player should feel more emotionally connected to the character.

Lesson activity (40 minutes):

1. Teacher instruction (20 minutes)
 - a. Use the included PowerPoint presentation to review player motivation.
 - b. Refer to examples throughout the lesson and elicit examples from the students about video game motivation.
2. In-class activity (20 minutes)
 - a. Students are to complete 98-374-ENU-1.3-IC.
 - b. Instructions for the in-class activity are found in the presentation. Students will use the in-class activity document provided.
3. Post-class Activity (5 minutes)
 - a. Provide instruction for the post-class activity as needed. Establish a completion date.

Lesson review (5 minutes):

1. Discuss the guiding questions.
2. Discuss the results of the in-class activity.
3. Check for understanding by having students explain what motivation is and how it relates to game play.
4. Instruct students to write and submit any questions they have or any topics about which they would like more assistance.
5. After class, look through the student responses and follow up with any student requiring additional help.