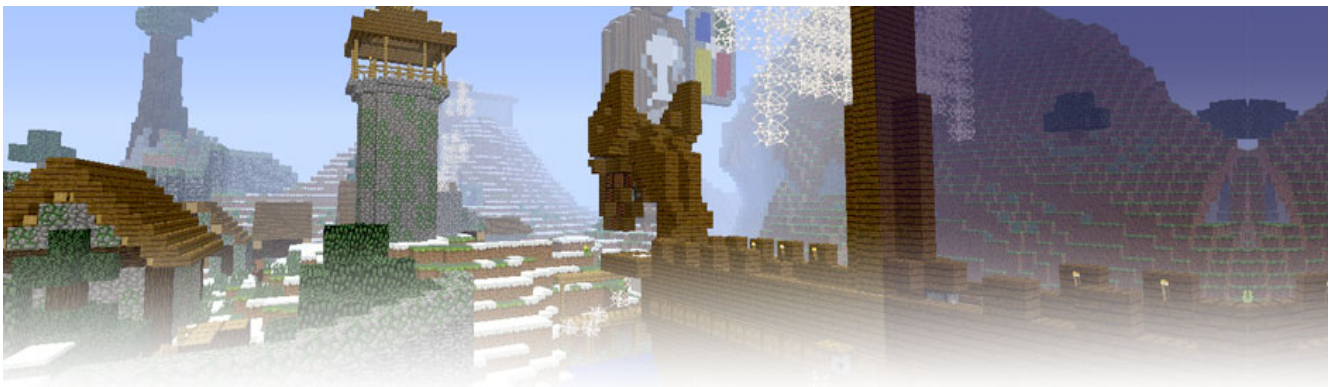


# Rutgers Player-Authors Project

Data Summary of Survey One [DRAFT DOCUMENT]



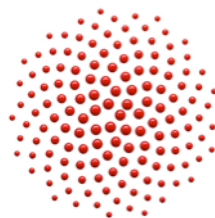
## PLAYER-AUTHORS PROJECT RESEARCH TEAM

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## PROJECT RESEARCH SUPPORTED BY:

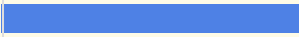

The National Science Foundation, and  
The Rutgers Institute for Information Policy and Law








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## Data Summary of Survey One [DRAFT]







### What is your gender?

#	Answer		Response	%
1	Male		397	87%
2	Female		59	13%
	Total		456	100%

### What is the highest level of formal education you have completed?

#	Answer		Response	%
1	High school graduate		118	26%
2	Vocational/Technical school		22	5%
3	College graduate		175	38%
4	Masters or other graduate degree		134	29%
5	None of the above		7	2%
	Total		456	100%

### What gaming platform(s) do you use? (Please check all that apply)

#	Answer		Response	%
1	<b>PC</b>		<b>375</b>	<b>86%</b>
5	Mobile or handheld (including phones and tablets)		271	62%
2	Microsoft Xbox		176	41%
4	Sony PlayStation		174	40%
3	<i>Nintendo Wii</i>		<i>150</i>	<i>35%</i>
6	Other		45	10%









**What is your preferred video game platform?**

#	Answer	Response	%
1	<b>PC</b>	<b>269</b>	<b>62%</b>
2	Microsoft Xbox	55	13%
4	Sony PlayStation	39	9%
5	Mobile or handheld (including phones and tablets)	36	8%
3	<i>Nintendo Wii</i>	20	5%
6	Other	15	3%
	Total	434	100%

**Have you ever played any of the following games? (Please check all that apply)**

#	Answer	Response	%
4	<b>The Sims</b>	<b>256</b>	<b>59%</b>
1	Minecraft	245	56%
7	World of Warcraft	229	53%
2	Little Big Planet	164	38%
5	Spore	156	36%
6	Second Life	104	24%
3	<i>Garry's Mod</i>	97	22%
8	None of the above	46	11%

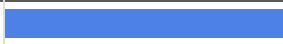






**What genres of games do you prefer to play? (Please check all that apply)**

#	Answer		Response	%
1	Action, Arcade, Adventure, Fantasy (e.g. God of War, Diablo, Skyrim, Minecraft, Mario Bros)		380	88%
7	Strategy (e.g. Starcraft, Civilization)		279	64%
2	First Person Shooter (e.g. Call of Duty)		214	49%
3	Massively-Multiplayer (e.g. World of Warcraft, Eve Online)		207	48%
6	Simulation (e.g. The Sims, Garry's Mod)		160	37%
4	Puzzle or Casual (e.g. Facebook word games, Bejeweled)		158	36%
5	Racing / Sports (e.g., Madden, Need for Speed)		98	23%
8	Other		90	21%








**Have you ever created and shared your own story, photograph, video, song, blog post, or any other kind of creative content online? Note: this would include sharing your "version" of someone else's content (for example, you singing a song that someone else wrote or sharing your drawing of Mickey Mouse). It would not include sharing content you did not create (for example, an mp3 file of a popular song or an image of Mickey Mouse you found online).**

#	Answer		Response	%
1	Yes		322	75%
2	No		110	25%
	Total		432	100%

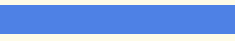

**Have you ever shared content that you created on the following sites/platforms? (Please check all that apply)**

#	Answer		Response	%
1	<b>YouTube</b>		<b>195</b>	<b>81%</b>
6	DeviantArt		64	27%
4	Reddit		58	24%
3	Tumblr		57	24%
2	Flickr		44	18%
5	Pinterest		15	6%
7	<i>Thingiverse</i>		1	0%

**What motivates you to share content that you create online? (Please check all that apply.)**

#	Answer		Response	%
1	<b>I enjoy being creative</b>		<b>230</b>	<b>73%</b>
2	I want to amuse my friends and others		201	63%
6	I enjoy being part of a creative community		158	50%
4	I want to demonstrate my skills and talents		150	47%
5	It gives me valuable experience		130	41%
3	<i>I hope to make money</i>		53	17%
7	Other		49	15%

**Have you ever created new content in or about video games (including building things within games, making custom avatars, making creatures, scenarios, levels, textures, music, models, machinima, fan fiction, fan artwork, mods, etc.)?**

#	Answer		Response	%
1	Yes		305	71%
2	No		125	29%
	Total		430	100%

**What types of game-related content have you created? (Please check all that apply.)**

#	Answer	Response	%
1	New objects in the game (for example, a building in Minecraft, a new city in SimCity)	197	65%
5	New maps/scenarios	164	54%
2	New avatar "skins" (for example, a customized sim, a Wii "Mii" or any other customized avatar)	145	48%
8	Fan fiction or fan artwork	86	29%
7	New videos of gameplay (e.g. walkthroughs) or videos using in-game footage (e.g. machinima)	84	28%
6	New gameplay mods/hacks	80	27%
3	New textures	79	26%
4	New music/sound effects	64	21%
9	Costumes, crafts, or other tangible objects based on video games	41	14%
10	Other	46	15%

**What genres of games do you create content about or in? (Please check all that apply.)**

#	Answer	Response	%
1	Action/Arcade/Adventure/Fantasy (e.g. God of War, Diablo, Skyrim, Minecraft, Mario Bros)	208	70%
7	Strategy (e.g. Starcraft, Civilization)	101	34%
6	Simulation (e.g. The Sims, Garry's Mod)	88	30%
3	Massively-Multiplayer (e.g. World of Warcraft)	80	27%
2	First Person Shooter (e.g. Call of Duty)	75	25%
4	Puzzle or Casual (e.g. Facebook games)	39	13%
5	Racing / Sports (e.g. Madden, Need for Speed)	29	10%
8	Other	40	13%

**Have you ever been employed in a "creative profession"? (For example, have you been a paid to work as an artist, a musician, or a photographer?)**

#	Answer	Response	%
1	Yes	103	34%
2	No	196	66%
	Total	299	100%

**Do you think your professional skills help you in creating new content for or related to the video games you play?**

#	Answer	Response	%
1	Yes	93	89%
2	No	11	11%
	Total	104	100%

**Do you aspire to be employed as a creative professional in the future? (For instance, do you hope to work someday as an artist, musician, or game developer?)**

#	Answer	Response	%
1	Yes	86	44%
2	No	110	56%
	Total	196	100%

**Why do you create new content in or about video games? (Please check all that apply.)**

#	Answer	Response	%
1	I enjoy being creative	225	76%
7	I am a fan of the game	215	73%
9	I enjoy another way of interacting with the game	180	61%
2	I want to amuse my friends and others	160	54%
8	I enjoy including my own content in the game	152	51%
6	I enjoy being part of a creative community	128	43%
4	I want to demonstrate my skills and talents	126	43%
5	It gives me experience in game development	118	40%
3	I hope to make money	49	17%
10	<i>I don't have a choice -- I need to be creative to play the games I like to play</i>	37	13%
11	Other	28	9%

**When you create new game-related content, where do you get your inspiration? (Please check all that apply.)**

#	Answer	Response	%
1	From my imagination	273	92%
2	From the game I am playing	213	72%
3	From other video games	170	57%
4	From books and films I like	161	54%
5	<i>From other people in my gaming community</i>	139	47%
6	From other sources (please specify)	37	13%



**Have you ever created game-related content that referenced other creative works? (For example, things like a Spiderman avatar for Minecraft or a LittleBigPlanet map based on The Lord of the Rings)**

#	Answer		Response	%
1	Yes		127	43%
2	No		169	57%
	Total		296	100%

**What sorts of creative works have you referenced in your game-related content? (Please check all that apply)**

#	Answer		Response	%
1	Other video games		105	83%
2	Television shows or movies		85	67%
3	Books (including graphic novels)		73	57%
4	Other		21	17%

**Have you ever shared with someone else content you created in or about video games (including new objects, avatars, creatures, scenarios, levels, textures, music, models, machinima, fan fiction, fan artwork, mods, etc.)**

#	Answer		Response	%
1	Yes		226	77%
2	No		67	23%
	Total		293	100%

**If you have shared your content \*online\* (e.g. via a website, email, or in-game sharing system), which of the following have you done? (Please check all that apply).**

#	Answer	Response	%
5	I have shared my new game maps/scenarios (e.g. LittleBigPlanet levels)	94	42%
3	I have shared my new in-game objects with others (e.g. Spore buildings, new Skyrim objects)	80	36%
7	I have shared my videos related to games	77	34%
2	I have shared my custom avatars with others (e.g. Wii Miis, Minecraft skins)	67	30%
10	I have shared game-play modifications or custom scripts	64	28%
8	I have shared fan fiction or artwork	59	26%
6	I have shared my new textures	43	19%
9	I have shared pictures of game-related costumes, crafts, or other hand-made objects	43	19%
4	I have shared my new music/sound effects	28	12%
1	<i>No, I have never shared game-related content online</i>	25	11%
11	I have shared other game-related content online. (Please specify)	37	16%

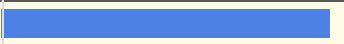

**Have you shared new creations related to any of the following games? (Please check all that apply)**

#	Answer	Response	%
1	<b>Minecraft</b>	59	60%
7	World of Warcraft	28	29%
2	Little Big Planet	21	21%
5	Spore	19	19%
4	The Sims	18	18%
6	Second Life	14	14%
3	<i>Gary's Mod</i>	12	12%

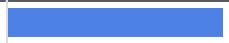






**What motivates you to share your content online with other players? (Please check all that apply.)**

#	Answer	Response	%
1	<b>I enjoy sharing my creative work</b>	136	73%
2	I want to amuse my friends and others	117	63%
7	I am a fan of the game	111	60%
6	I enjoy being part of a creative community	89	48%
4	I want to demonstrate my skills and talents	84	45%
8	I enjoy including my own content in the game	79	42%
9	I enjoy another way of interacting with the game	74	40%
5	It gives me experience in game development	49	26%
3	I hope to make money	21	11%
10	<i>I don't have a choice -- I need to be share content online to play the games I like to play</i>	9	5%
11	Other	13	7%










**Have you ever downloaded or viewed player-created content? (This would include watching game play videos, viewing fan artwork, or downloading content such as maps or "skins.")**

#	Answer		Response	%
1	Yes		398	96%
2	No		17	4%
	Total		415	100%



**Have you ever downloaded or viewed player-created content related to the following games? (Check all that apply).**

#	Answer		Response	%
1	<b>Minecraft</b>		196	63%
7	World of Warcraft		143	46%
4	The Sims		107	34%
2	Little Big Planet		93	30%
3	Garry's Mod		75	24%
5	Spore		63	20%
6	<i>Second Life</i>		55	18%

**What types of player-created content have you downloaded or viewed? (Please check all that apply.)**

#	Answer		Response	%
5	<b>New Maps/Scenarios</b>		276	71%
6	Gameplay Mods/Hacks		272	70%
3	In-game objects		237	61%
2	Textures		228	58%
7	Movies/Machinima		228	58%
1	Characters		214	55%
8	Fan fiction/fan artwork		171	44%
4	<i>Music/Sound Effects</i>		166	43%
9	Other		28	7%

**Have you ever downloaded or viewed player-created content that referenced books, films, or other popular works?**

#	Answer		Response	%
1	Yes		314	79%
2	No		81	21%
	Total		395	100%

**Do you prefer to download player-created content that references books, films, or other video games?**

#	Answer	Response	%
1	Yes	104	33%
2	No	209	67%
	Total	313	100%

**On a scale of 1-5, how important are creative tools to your enjoyment of a game? (1 = creative tools are not important, 5 = creative tool are extremely important)**

#	Question	1	2	3	4	5	Total Responses	Mean
1	Unimportant → Extremely Important	41	65	115	122	68	411	3.27

**On a scale of 1-5, how important to your enjoyment of a game is your ability to access the creativity of other players? (For example, to obtain levels, skins, or mods designed by other players).**

#	Question	1	2	3	4	5	Total Responses	Mean
1	Unimportant → Extremely Important	51	65	90	131	74	411	3.27

**On a scale of 1-5, how important is shared player-created content to your decision to purchase a game?**

#	Question	1	2	3	4	5	Total Responses	Mean
1	Unimportant → Extremely Important	93	77	112	85	44	411	2.78