

**WIU CENTENNIAL HONORS COLLEGE**  
**Thomas E. Helm Undergraduate Research Day 2022**

**Abstract**

Poster

Major Psychology

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**Video Game Play & Imagery**

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The current study developed and assessed video game-related imagery for use in gaming research. There has been relatively little research on this topic, and there are currently no standardized stimuli. Physiological responses from the imagery used in videogames has not been studied systematically, even though the prevalence rate of Internet Gaming Disorder is ~9%. Existing research indicates both benefits and some harmful effects of videogames.

Our study used online surveys via Survey Monkey (n=168; 94 males, 74 females). Participants were shown pictures related to videogames, such as people playing games or different gaming consoles, and for each picture five questions assessed: valence, arousal, relevance to video games (on a 1-9 scale); and urge to play video games and interest (1-10 scale). Other assessments included Big-5 Personality Traits and the Gaming Addiction Scale, developed by Lemmens et al. Findings for mean scores were: relevance 5.37 (SD= 1.95), urge 3.80 (SD= 1.96), interest 3.72 (SD = 1.95), valence 4.34 (SD = 1.53), and arousal 3.84 (SD = 1.73). Overall, those who played 1+ hours per day had higher scores than non-gamers; but both gamers and non-gamers viewed images as similarly relevant.

Regarding personality traits, extraversion was negatively correlated with gaming addiction ( $r = .187$ ,  $p = .02$ ). Trait neuroticism was negatively related to ratings of valence ( $r = -.18$ ,  $p=.03$ ) and arousal ( $r = -.17$ ,  $p=.035$ ): people higher in neuroticism rated videogame imagery as less positive and less exciting. Those low in neuroticism did the opposite: found them more exciting and positively emotional.