

WIU CENTENNIAL HONORS COLLEGE
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Abstract

Podium

Major: Psychology

Faculty Mentor(s): Jonathon Hammersley

Demographics of Gamers

David Hale

The current study developed and assessed video game-related imagery. There has been relatively little research on this topic, and no standardized stimuli exist. Existing research indicates both benefits and some harmful effects of video games.

Our study used online surveys (n=168; 94 males, 74 females). Participants were shown pictures related to videogames (e.g., people playing games or gaming consoles). For each picture, five questions were assessed: valence, arousal, relevance to video games (on a 1-9 scale), and urge to play video games and interest (1-10 scale). Big-5 Personality Traits and the Gaming Addiction Scale were also administered. People reported playing an average of 7.65 hours per week (median = 4) with an extensive range and standard deviation (SD=11.6, 0 to 70 hours range).

Men were found to report spending more time playing video games and having higher video game addiction scores than women. Men also reported that the video game images were significantly more interesting and prompted them a higher urge to go play video games. Men find video game images significantly more arousing and emotionally positive compared to women. There was no gender difference in gaming relevance.

This gives reason to have a more diverse image set regarding gender imagery for future research. Some other future research we would like to conduct on this topic relates to eye tracking and physiological research. The comparison between someone who plays video games competitively and someone who plays video games casually. There was interest in what the competitive player pays attention to while gaming compared to the casual player.