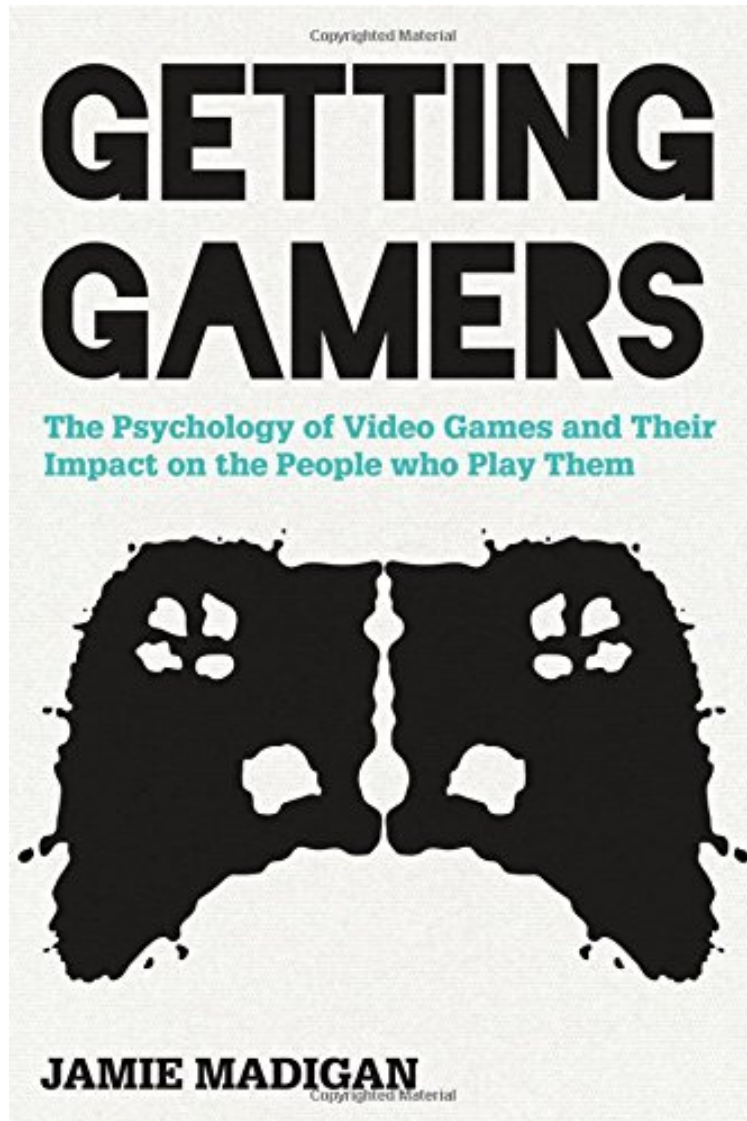


(Read ebook) Getting Gamers: The Psychology of Video Games and Their Impact on the People who Play Them

# Getting Gamers: The Psychology of Video Games and Their Impact on the People who Play Them

*Jamie Madigan*

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#351044 in Books Madigan Jamie 2015-10-16 Original language: English PDF # 1 9.37 x 1.08 x 6.231, 1.40  
#File Name: 1442239999320 pages Getting Gamers The Psychology of Video Games and Their Impact on  
the People Who Play Them | File size: 23.Mb

**Jamie Madigan : Getting Gamers: The Psychology of Video Games and Their Impact on the People who Play Them** before purchasing it in order to gage whether or not it would be worth my time, and all praised Getting Gamers: The Psychology of Video Games and Their Impact on the People who Play Them:

7 of 7 people found the following review helpful. Exceptionally well done analysis of gamers and the gaming industry. By CustomerGetting Gamers is an excellent psychological study of gamers and the industry. This book is a must for game designers, and even more so for executives at game development companies. As Dr. Madigan points out, a better understanding of gamers and the craft of gaming as an exercise in psychology will make the industry better, more entertaining for more people, and likely more profitable. The book also speaks to the psychology student and those interested in what makes pop culture thrive in general. This would be an outstanding addition to psychological courses on human interaction and several other areas. The students are likely to find it far more engaging than some other texts, primarily because so many of them are gamers of one type or another. Even in business, and I work in a financial services business, should find some elements of this book helpful as we frequently discuss the concepts of gamification of processes to engage clients. I am not an active video gamer, even the phrase casual gamer might be gracious. Over the years I have played my share of games and certainly some were more immersive for me than others. Dr. Madigan has done an admirable job of pointing out why some games appeal to me, and why others may not. I have been an active tabletop gamer and the psychological principles outlined here work across most game play hobbies I have experience with. The same is true of fandom in the science fiction and fantasy realm. I highly recommend this book if you have any connections to the gaming world, psychology of human interactions, behavioral economics, or fandom of any type.

2 of 2 people found the following review helpful. Want to learn something? Want to be entertained? Get this book. By Erik Hazzard Without exaggeration, this is an incredible book. Thoroughly researched. Artfully written. Fun as heck. On one level, it's an entertaining and light read that illuminates how games work at a psychological level; on another level, it's a deep read with a wealth of information that provides insight into how our brains work and what drives our behaviors. It's rare to find a book that can appeal to such a wide variety of audiences without losing anything. Without dumbing down the material. Even if you know nothing about psychology, you'll be able to understand all the topics the author talks about because he put them into simple descriptions using fun and easy to read examples. This book drops a lot of knowledge on you, but it's so enjoyable you might not realize how much you've learned. Even if you've got a degree in psychology, or you're deeply interested, in the subject, this book provides more engaging overviews of psychological research (with references to whitepapers, if you prefer the dryer versions), and gives you a framework for going deeper. The more you want to put in, the more you can get out. It gives you enough knowledge to what questions to ask if you want to learn more about any subject the author discusses. Footnotes are abundant, and at the end of each chapter there's an overview of the main topics covered. If you're a gamer, get this book. Do you want to understand why you've spent \$300 on League of Legends? Not that this book will necessarily stop you from spending more, but at least you'll understand what's motivation you to do it. This book is a must have for any game designer, but also for any web or product designers. The same ideas drive these other domains. This book does a fantastic job at presenting a broad overview of how our brains work (from the angle of games), but with enough specifics that you'll be able to re-read the book many times, and each time, learn something new. If you spend your time creating experiences for people, this is a book you'll frequently reference. I just finished my second re-read.

0 of 0 people found the following review helpful. Insightful Entertaining. A must. By Nick Excellent book that does a fantastic job of investigating the psychology behind gameplay, game design, and sales tactics. I highly recommend this book for anyone generally interested in psychology, those wanting to avoid sales tactics, anyone wanting to exploit those tactics, or make their games/apps/medium more engaging. The case studies tactics described in this book apply to games, as well as products people in general. Many studies dissected applied within the book will be recognizable to those who have studied/learned about them in different contexts. Besides being insightful, Jamie Madigan, the author has an entertaining, down-to-earth voice that will easily carry you through the concepts. He references pokes fun at video games non-stop, so any gamer like myself, will be highly amused throughout the read and super excited about every recognizable reference that you have also had the pleasure of playing - like an elaborate inside joke that you are completely in on.

Video games are big business. They can be addicting. They are available almost anywhere you go and are appealing to people of all ages. They can eat up our time, cost us money, even kill our relationships. But its not all bad! This book will show that rather than being a waste of time, video games can help us develop skills, make friends, succeed at work, form good habits, and be happy. Taking the time to learn whats happening in our heads as we play and shop allows us to approach games and gaming communities on our own terms and get more out of them. With sales in the tens of billions of dollars each year, just about everybody is playing some kind of video game whether it's on a console, a computer, a web browser, or a phone. Much of the mediums success is built on careful (though sometimes unwitting) adherence to basic principles of psychology. This is something thats becoming even more important as games become more social, interactive, and sophisticated. This book offers something unique to the millions of people who play or design games: how to use an understanding of psychology to be a better part of their gaming communities, to avoid being manipulated when they shop and play, and to get the most enjoyment out of playing games. With examples from the games themselves, Jamie Madigan offers a fuller understanding of the impact of

games on our psychology and the influence of psychology on our games.

This is a smart, thorough, and funny journey into the world of video games. Madigan, a psychologist, takes a scholarly approach, incorporating notable studies from the past, such as Philip Zimbardo's experiment of having subjects supposedly administer painful electric shocks, related here to the 'reduced social accountability' observed in online game play. He bolsters the scientific subject matter with humor and a personable and accessible tone, especially when sharing his own experience as a gamer. His theories about mental focus don't seem particularly specific to video games, but rather are relevant to most forms of electronic and social media. . . . This is also a considerably conceived discussion, with handy bullet points at the end of each chapter. Madigan's work . . . [is] enough to get the attention of intellectually curious gamers. (Publishers Weekly) Psychologist Jamie Madigan covers a wide range of topics associated with game consumption, design, and development, yet he manages to address each in detail. In contrast to those primarily interested in the emotions of gaming, Madigan lets the data do the talking and provides reasoned, balanced commentary around the data based on his long experience as a game player, analyst, and consultant. He explores recent phenomena such as the success of free-to-play and in-app purchases, using commercial game examples to make the book both comprehensible and useful to nonplayers. He also treats topics such as cheating, pay to play, trolling, and the effects of video game violence, dealing with them in a refreshingly frank and open-minded way. The bibliography alone makes this book a useful resource for students and faculty in academic game programs. Each chapter concludes with a list of central points. Madigan makes an excellent case for the role of psychology in video games, not only as a means of improving games but also as an area in which human nature is on display in many forms and can be fruitfully observed and studied. A great book. Summing Up: Essential. All readers. (CHOICE) I love a book that has a great opening sentence. Getting Gamers opens with 'The history of video games started in a small Norwegian village during the 1680's when a precocious young fisherman names Billy 'SadPanda42' Jackson created Call of Duty 3 out of sticks and moxie.' That, my friends, is a great opening sentence. Not only can Madigan write a good opener, he gets better as he goes. He takes complex concepts such as 'deindividuation' or 'spacial presence' and make them easily understandable. More than just understandable, but relatable. Using examples from casual games to intensely committed game fans, he shows the influence that the psychology behind the games can exert. . . . As a teacher, these concepts are [fascinating to] me. . . . [I]t has a wealth of ideas and concepts that teachers and administrators should be embracing to change the landscape of education for the better. (Making The Awesome: A Blog About Life, Education and Everything) Cognitive dissonance theory, social comparison theory, social identity theory, social learning theory, self-determination theory, self-perception theory, self-categorization theory, deindividuation, priming, psychological reactance, emotional contagion, Asch phenomenon, law of diminishing sensitivity, loss aversion bias, status quo bias, benign versus malicious envy, ego depletion, variable schedules of reinforcement, big-fish-little-pond effect, anchoring effect, Dunning-Kruger effect, and reciprocity effect, Zeigarnik effect. If you took Psychology 101 in college you no doubt recognize at least a few of these terms, and if you followed that up with a mid level course in social psychology you may recognize most of them. Jamie Madigan defines and uses all of these terms, quite appropriately, in his delightful book, Getting Gamers.... If you are a video gamer, the book's insights may help you appreciate the games all the more; help you become more rational in your choices of games and manner of playing them; and make you less likely to fall for gimmicks designed to part you from your hard-earned, real-world money or trap you into game routines that are ultimately more tedious than fun.... If you are a student or would-be student of psychology, you will find here accurate, fun-to-read descriptions of basic psychological theories, principles, and research findings, along with their applications to video games. Although this is a serious, thoughtful, well-researched book, it is written in a refreshingly breezy, often humorous style. (American Journal of Play) Jamie takes us as deep into the minds of gamers as is possible without a scalpel. It's a fascinating and essential read. (Nir Eyal, author of Hooked: How to Build Habit-Forming Products) Jamie Madigan's fascinating exploration of the psychology of gaming blends provocative research findings with lively anecdotes and witty prose. It is accessible, insightful, and a must-read for gamers and game designers. (Nick Yee, author of The Proteus Paradox: How Online Games and Virtual Worlds Change Us--And How They Don't) Madigan repackages research from familiar names in behavioral psychology such as Dan Ariely, Drazen Prelec, Amos Tversky, and Daniel Kahneman, into delightful, yet thought-provoking anecdotes that seek to understand and explain how psychology affects the world of games. His easy-to-read style and liberally-sprinkled humorous asides makes what could have been a dry, academic tome into a page-turner. Whether you are a game developer or game player, you will likely come away second-guessing pretty much everything about how and why we play! (Dave Mark, President and Lead Designer, Intrinsic Algorithm) For those interested in the interplay between the science of the mind and the science of game design, there is no better place to begin than with this book. (Mike Ambinder, PhD, Experimental Psychologist, Valve Corporation) Jamie Madigan has put together something fun, engaging, and seriously interesting, and not just for people who love games, but for people who wonder why we can be so weird online or inside our social media. I guarantee you will come away from this book with not only a better understanding of human behavior, but with advice on how to apply the latest research in your own life and profession. Madigan exposes how game designers have solved so many of the behavioral

problems we see in other domains, and what you learn about their process will no doubt be useful in yours. Madigan's lively, quirky approach to the topic is sure to provide fresh insights, even if you've read a psychology book or two. Whether it is exploring immersion, grinding, why we cheat, why we lob insults, or how freemium games subtly guide our hands toward our wallets, Madigan wonderfully explains in detail the deeper phenomena at play. (David McRaney, author of *You Are Not So Smart and You Are Now Less Dumb* and host of the *You Are Not So Smart Podcast*) For years now, Jamie Madigan has served as the unofficial psychologist of the games industry. If you want to understand how human behavior and games interact, this is the book for you. (Ian Bogost, Professor, Georgia Institute of Technology) About the Author Jamie Madigan, PhD, has become an expert on the psychology of video games and seeks to popularize understanding of how various aspects of psychology can be used to understand why games are made how they are and why their players behave as they do. Madigan has written extensively on the subject for various magazines, websites, blogs, and his own site at [www.psychologyofgames.com](http://www.psychologyofgames.com). He has also consulted with game development companies and talked at conferences about how game developers can incorporate psychology principles into game design and how players can understand how it affects their play. Finally, he has appeared as an expert on the psychology of video games in dozens of print, radio, and web outlets such as *The Washington Post*, the *Chicago Tribune*, *BBC Radio 5*, the *BBC*, *The Guardian*, and more. He is a lifelong gamer.