It's More than Just Sharing Game Play Videos! Understanding User Motives in Mobile Game Social Media

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BACKGROUND

* Audience for video gaming content has been growing
* Mobile gaming has taken a larger share of the market than PC gaming
* Strong needs for broadcasting mobile gaming activities

RESEARCH GOAL

To understand the user motives of GameDuck by leveraging the Uses and Gratification Theory

METHODOLOGY

I. Exploratory Study
* A free-text format survey
* 138 participants
* Affinity diagramming: bottom-up approach used

II. Scale Development to Measure Motives
* A motive survey: 52 items on 7-point Likert scale
* Survey items: based on the motives found in the exploratory study
* 354 participants
* Exploratory factor analysis used

II. Factor Analysis Results: 10 Motives for Using GameDuck

CONCLUSION

GameDuck's unique features of online community and multi-modal posting (images and videos) served as foundations of other motivators such as friendship and artistic skill sharing.