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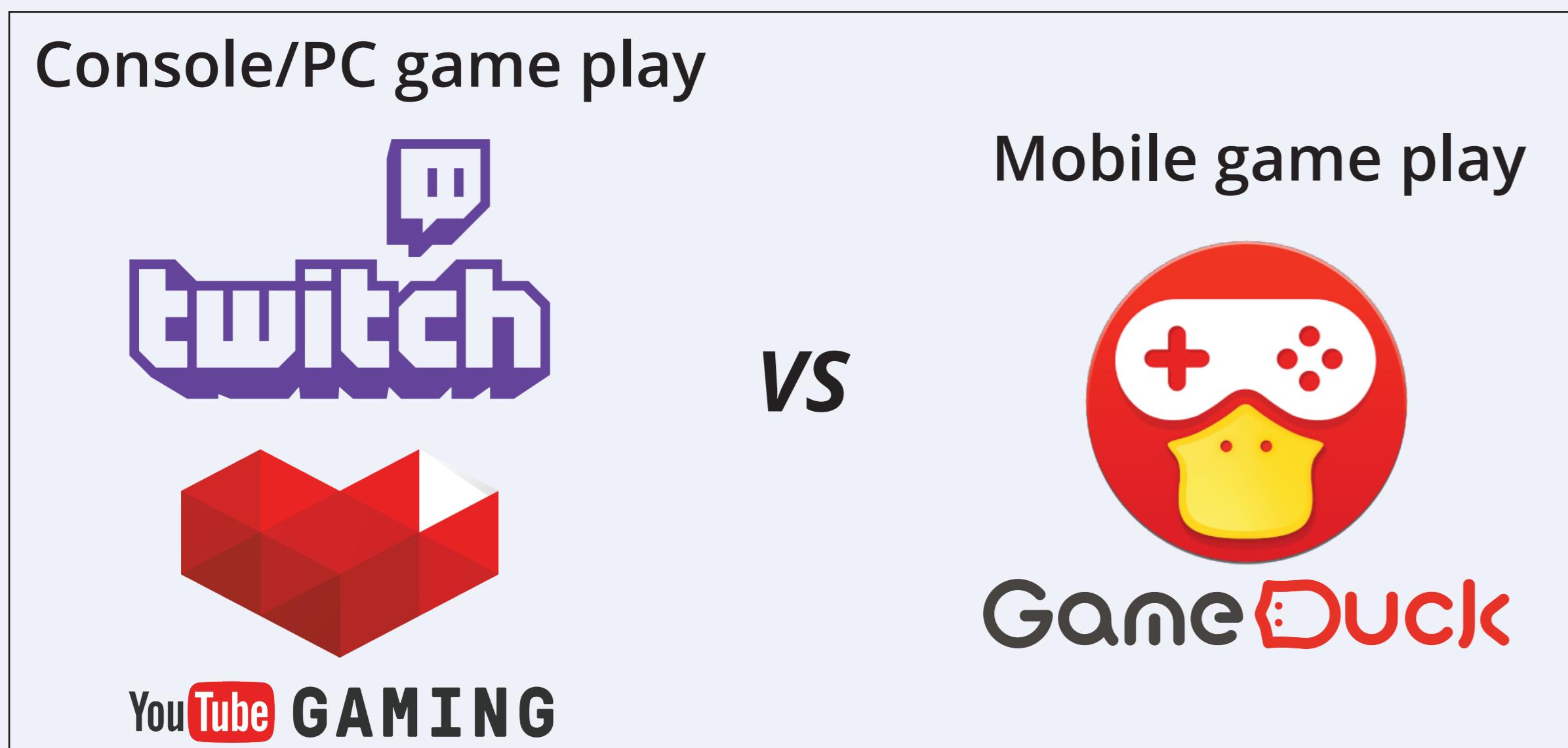
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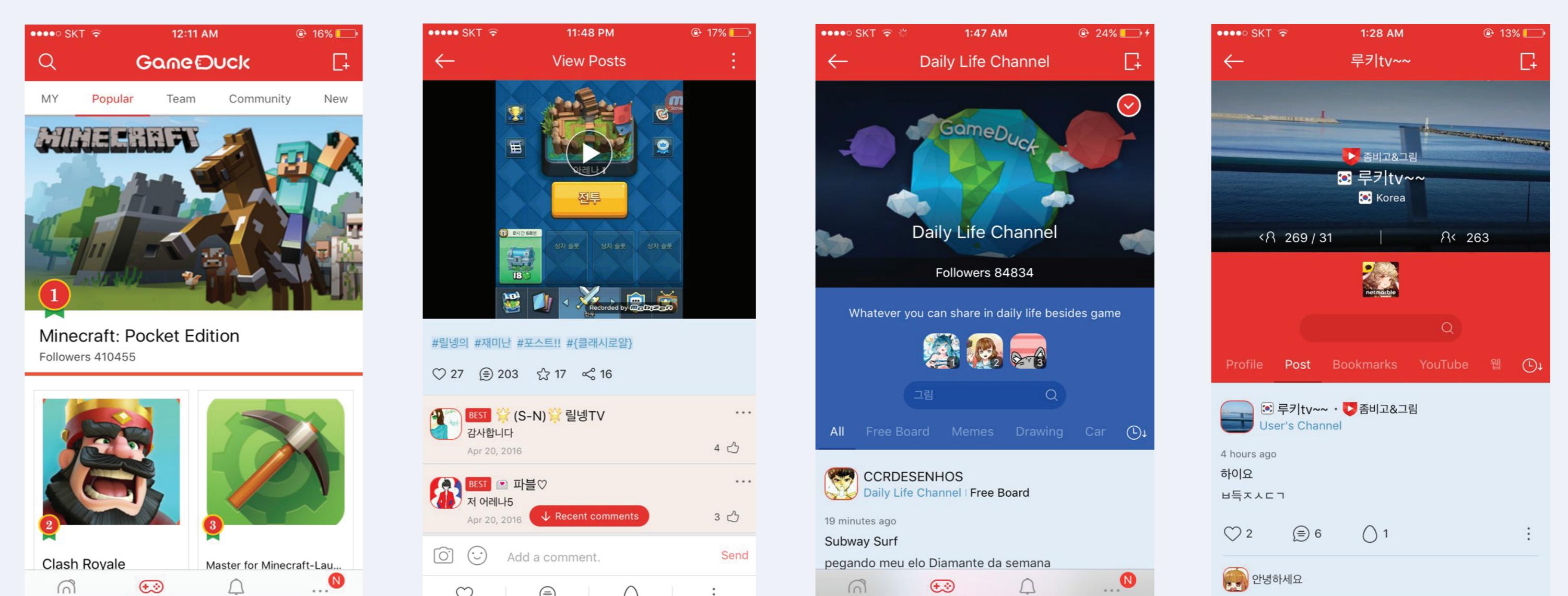
BACKGROUND

*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

Console/PC game play — twitch, youTube GAMING

VS

Mobile game play — GameDuck

GAMEDUCK

*More than 1 million downloads across 20 countries
*Typical audience is Generation Z
*Participants share recorded mobile game videos
*Online communities (e.g., game channels and teams) exist

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 approch used

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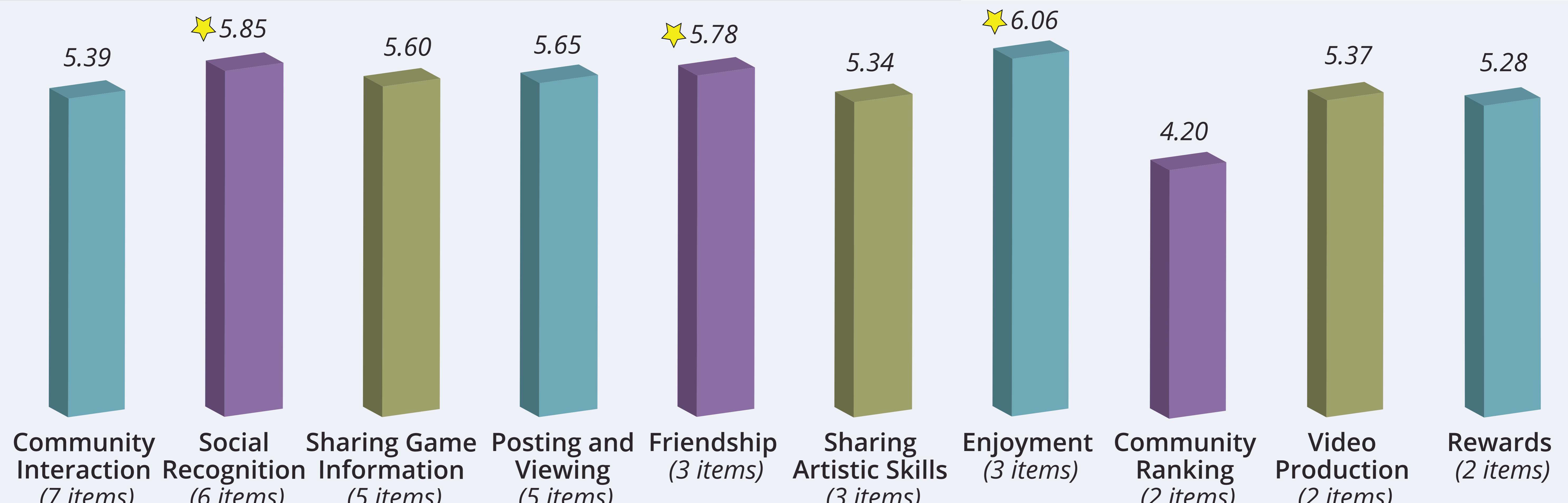
I. Affinity Diagram Results

(The number of mentions)

Videos (137) *"uploading video"* *"recording video"*	**Enjoyment (72)** *"entertaining"* *"interesting"*
Communication & Interaction (42) *"communicate with other users"* *"new comments for my post"*	**Game Information Sharing (39)** *"game SNS"* *"game tips"*
Content (Post & Drawing) (27) *"sharing posts"* *"viewing drawings"*	**Community (21)** *"the wonderful community"* *"team members"*
Rewards (12) *"badges"* *"eggs"*	**Recognition (11)** *"recognition of game skills"* *"recognition of drawing skills"*
Want to be... (8) *"want to be famous"* *"want to be a creator"*	**Friendship (7)** *"the friendly environment"* *"friendship"*

II. Factor Analysis Results: 10 Motives for Using GameDuck

The mean rate of items in the factor

Community Interaction (7 items)	Social Recognition (6 items)	Sharing Game Information (5 items)	Posting and Viewing (5 items)	Friendship (3 items)	Sharing Artistic Skills (3 items)	Enjoyment (3 items)	Community Ranking (2 items)	Video Production (2 items)	Rewards (2 items)
5.39	⭐5.85	5.60	5.65	⭐5.78	5.34	⭐6.06	4.20	5.37	5.28

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.