

APPENDIX A

Table 8 Studies on player types - Reprinted from Hamari and Tuunanen (2014)

<u>Author(s)</u>	<u>Year</u>	<u>Basis</u>	<u>Methods</u>	<u>Presented player types</u>	<u>Game in the study</u>
Whang & Chang	2004	Psychographic	Quantitative-factor analyses	Single-oriented player, Community-oriented player, off-real world player	Lineage (MMO)
Tseng	2010	Psychographic	Quantitative-factor analyses	Aggressive gamer, Social gamer, Inactive gamer	Online games in general
Yee	2006 2007 2012	Psychographic	Quantitative-factor analyses	Achievement, Social, Immersions (with subconstructs)	EverQuest, Dark Age of Camelot, Ultima Online, and Star Wars Galaxies (MMOs)
Zackariasson et al.	2010	Psychographic	Conceptual-analytical	Progress & provocation, Power & domination, Helping & support, Friends & collaboration, Exploration & fantasy, Story & escapism	World of Warcraft (MMO)
Stewart	2011	Behavioral Psychographic	Conceptual-analytical	Guardian/Achiever, Rational/Explorer, Idealist/Socializer, Artisan Killer, Conqueror, Wanderer, Manager, Participant, Hardcore, Casual	Combines the data from the previously mentioned studies in table.
Bartle	1996	Behavioral	Qualitative observations & conceptual-analytical	Achiever, Explorer, Socializer, Killer	MUDs
Lazzaro	2004	Behavioral	Conceptual-analytical	Easy fun, Hard fun, Altered states, The people factor	Non-exclusive
Drachen et al.	2009	Behavioral	Quantitative – clustering of gameplay data	Veteran, Solver, Pacifist, Runner	Tomb Raider: Underworld
Ip & Jacobs	2005	Behavioral	Quantitative factor analyses	Hardcore gamer, Casual gamer	Non-exclusive
Kallio et al.	2011	Behavioral	Triangulation of quantitative and qualitative data	Social mentalities, Casual mentalities, Committed mentalities	Non-exclusive
Hamari & Lehdonvirta	2010	Behavioral	Conceptual-analytical combination of qualitative observations and marketing theory	Character levels and classes	Multiple online games
Williams et al.	2006	In-game demographics	Triangulation of quantitative and qualitative data	Group centrality, Size of the guild, Type of server, Faction	World of Warcraft (MMO)

APPENDIX B

Project Title: When Good Games Go Bad: Exploratory Study on Engagement of Video Game Consumers

You are invited to take part in a research study conducted by Sherry Holladay, Ph.D., and Katharine Hodgdon, M.A., researchers from Texas A&M University. The information in this form is provided to help you decide whether or not to take part. If you choose not to participate, there will be no penalty for you, and you will not lose any benefits you would usually have.

Why Is This Study Being Done?

The purpose of this study is to examine consumer communication regarding perceptions of video game industry business practices.

Why Am I Being Asked To Be In This Study?

You are being asked to be in this study because you have purchased a video game for a console or computer for your personal use in the last three years. **Specifically, we are looking for individuals who bought video games from AAA publishers, including, but not limited to, Electronic Arts, Ubisoft, and Activision Blizzard.** AAA (pronounced Triple A) video games are computer and console video games with significantly high development budgets, and with significant investments into advertisement and promotion.

How Many People Will Be Asked To Be In This Study?

100 people (participants) will be invited to participate in this study locally. Overall, a total of 200 people will be asked at multiple study centers.

What Will I Be Asked To Do In This Study?

You will be asked to complete a survey regarding terminology and your own experience dealing with video game companies. Survey questions are a mix of multiple choice and open-ended questions. Your participation in this study will last up to 30-45 minutes and includes 1 visit.

Are There Any Risks To Me?

The survey that you will be completing has no more risk than what you would come across in everyday life.

Although the researchers have tried to avoid risks, you may feel that some questions/procedures that are asked of you will be stressful or upsetting. You do not have to answer anything you do not want to.

Will There Be Any Costs To Me?

Aside from your time, there are no costs for taking part in the study.

Will I Be Paid To Be In This Study?

You will not be paid for being in this study. You may receive participation credit if recruited through the Texas A&M Department of Communication Participant Pool.

Will Information From This Study Be Kept Private?

The records of this study will be kept private. No identifiers linking you to this study will be included in any report that might be published. Research records will be stored securely and only Sherry Holladay, Ph.D. and Katharine Hodgdon, M.A. will have access to the records.

Information about you will be stored in on computer files protected with a password.

Information about you will be kept confidential to the extent permitted or required by law. People who have access to your information include the Principal Investigator and research study personnel. Representatives of regulatory agencies such as the Office of Human Research Protections (OHRP) and entities such as the Texas A&M University Human Subjects Protection Program may access your records to make sure the study is being run correctly, and that information is appropriately collected.

Information about you and related to this study will be kept confidential to the extent permitted or required by law.

Who may I Contact for More Information?

You may contact the Principal Investigator, Sherry Holladay, Ph.D., to tell her about a concern or complaint about this research at sherry.holladay@tamu.edu. You may also contact the Protocol Director, Katharine Hodgdon, M.A. at hodgd1kc@tamu.edu.

For questions about your rights as a research participant, or if you have questions, complaints, or concerns about the research, you may call the Texas A&M University Human Subjects Protection Program office at (979) 458-4067 or irb@tamu.edu.

What if I Change My Mind About Participating?

This research is voluntary, and you have the choice whether or not to be in this research study. You may decide not to begin or to stop participating at any time. If you choose not to be in this study or stop being in the study, there will be no effect on your student status, medical care, employment, evaluation, relationship with Texas A&M University.

By completing the survey, you are permitting the investigator to use your information for research purposes.

Thank you.

Sherry Holladay, Ph.D.
Katharine Hodgdon, M.A.

Please Acknowledge The Following Statements:

- **I am 18 years or older and can read and write in English.**

- **I have purchased a video game from an AAA publisher for a console or computer for my own personal use in the last three years.** AAA (pronounced Triple A) video games are computer and console video games with significantly high development budgets, and with significant investments into advertisement and promotion.
- **I have read and understand the above information statement.**

SOCIAL IDENTITY THEORY

The purpose of this survey is to better understand the experiences and opinions of people who purchase and play video games. Questions also ask about your communication with other gamers and video game publishers. There are no right or wrong answers to these questions.

When it comes to video games, I like to spend my time by _____. (1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree, 7 = strongly agree)

- Playing video games (Non-professionally, including streaming for no income)
- Talking with my friends, in person, about video games
- Talking with my friends, online, about video games
- Participating in official video game forums
- Discussing video games on social media platforms (Twitter, Facebook, Reddit)
- Watching Let's Plays and/or Live-Streams of Video Games
- Playing video games (Professionally, including streaming for income)
- Watching Professional Video Game Competitions

How does your time spent with media compare to the time you spend with video games? (1 = I spent less time with this media than on video games, 2 = I spend about the same time with this media and video games, 3 = I spend more time with media than on video games)

- Subscription Services (Netflix, Hulu, Spotify)
- Mobile Apps (including mobile games)
- Print Media or Online Media (Books, magazines, newspapers)
- Television (Cable Subscription, DVDs, Rentals)
- Music (CDs, Digital Downloads)
- Film (Movie Theater, DVDs, Rentals)

These questions about the types of games you are mostly likely to play.

Generally, how often do you play these types of video games on a console or computer? (1 = Never, 2 = Sometimes, 3 = Half of the time, 4 = Most of the time, 5 = A great deal)

- Platform (Super Mario Bros; Donkey Kong)
- First-Person Shooters (Half Life; Wolfenstein)
- Fighting (Tekken; Mortal Kombat)
- Stealth (Metal Gear; Sly Cooper)
- Survival (7 Days to Die; Ark: Survival Evolved)
- Rhythm (Guitar Hero; Dance Dance Revolution)
- Horror (Silent Hill; Resident Evil)

- Simulation (The Sims; Animal Crossing)
- Role Playing (Dragon Age; Skyrim)
- Fantasy (Legend of Zelda; The Witcher)
- Real-time strategy (Age of Empires; Starcraft)
- Turn-based strategy (Civilization)
- Multiplayer online battle arena (League of Legends; Dota)
- Sports (FIFA; Madden)
- Racing (Mario Kart; Need for Speed)
- Massively multiplayer online (World of Warcraft)
- Party (Mario Party; Rayman Raving Rabbids)
- Puzzle (Tetris; Portal)

How much of your disposable income do you spend on products and services related to video games?

- None at all
- A little
- A moderate amount
- A lot
- A great deal

How likely are you to pre-order a video game for your personal use for a console or a computer?

- Extremely unlikely
- Moderately unlikely
- Slightly unlikely
- Neither likely nor unlikely
- Slight likely
- Moderately likely
- Extremely likely

Please answer the following questions based on your own experiences and opinions and elaborate on your answers.

Open-Ended Questions

- How would you describe the characteristics (behaviors & attitudes) of a casual gamer?
- How would you describe the characteristics (behaviors & attitudes) of an average gamer?
- How would you describe the characteristics (behaviors & attitudes) of a hardcore gamer?

Using the sliding scale below, how would you describe yourself as a gamer? (0-100)

Open-Ended Question

- Please explain why you would describe yourself as this kind of gamer?

Based on how you described yourself above, do you believe video game publishers are meeting your wants and needs for video game products and services?

- Definitely not
- Probably not
- Might or might not
- Probably yes
- Definitely yes

Open-Ended Question

- Please explain your answer.

INSOGA (Kallio)

We are interested in finding out how you play, and – above all – what kinds of experiences, opinions, and feelings you have related to gaming. The most important thing is that you answer the questions on the basis of your own experiences.

Please answer to what extent you agree or disagree with the following statements. (1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree, 7 = strongly agree)

- Playing is one of my everyday routines.
- I easily lose myself into thinking about games' problems.
- I compare my success in games with my circle of friends.
- I share hints and experiences with my friends.
- I am proud of the experiences I have gained by playing.
- Sometimes I think about games while I am not playing.
- I often plan game strategies in advance.
- When I have become good enough in a game, I play it again in a different way.
- I like to plan improvements for games on my own.
- I play at work to relax.
- I typically do something else while I am playing.
- When I play, I concentrate only on the events in the game world.

Please answer to what extent you agree or disagree with the following statements. (1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree, 7 = strongly agree)

- Playing is a way to spend time with friends.
- I often talk with someone while I am playing.
- I prefer to play with the company of others.
- When I am playing, I feel I am interacting with others without prejudices.
- It is important for me to be a part of a game group or a guild.
- The success of my group is more important to me than my own.
- I am happy to do a lot for my game group.
- If I skip playing I feel I am letting my group down.

Please answer to what extent you agree or disagree with the following statements. (1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree, 7 = strongly agree)

- Time passes unnoticed while I am playing.
- While I am playing, I concentrate only on the events of the game world.
- Events in games can be touching.
- The characters in games have qualities which I would like to have for myself.
- I bond with my character.
- I empathize with my character.
- Sometimes events in games seem to happen to me.
- Some game characters feel alive.
- I get annoyed when my character dies.
- I can do things in games I otherwise could not.
- I like crooked and cunning characters.
- I enjoy the fantasy and the story in games.
- I am free to do what I want in games.
- People are unequal in games.
- When I play, I enjoy doing things my money or my skills would not be enough for in real life.
- In games, I am free of the restrictions set by age, gender, status and social group.
- I enjoy beating others in games.
- Winning is not important to me.

Please answer to what extent you agree or disagree with the following statements. (1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree, 7 = strongly agree)

- I can forget my own worries when I play.
- Playing is relaxing.
- I sometimes reward myself with playing.
- Games mean a time and a place without outside pressure for me.
- Playing cheers me up.
- Playing makes me feel energetic.
- Playing is sometimes frustrating.
- Playing can sometimes induce negative feelings.
- I feel I am important when I play.
- I am my 'own master' when I play.
- When I play I know what I am doing.
- I can be entirely myself in games.
- I learn new skills from games.
- I gain new knowledge from games.

ENGAGEMENT QUESTIONS

These questions pertain to ideal communication with AAA video game publishers (e.g., Electronic Arts, Ubisoft). Please answer the open-ended questions honestly based on your experiences and opinions.

Reminder: AAA (pronounced Triple A) video games are computer and console video games with significantly high development budgets, and with significant investments into advertisement and promotion.

Open-Ended Questions

- How would you describe ideal “authentic interaction” with an AAA publisher?
- How would you describe ideal “**transparent communication**” from an AAA publisher?
- How would you describe ideal “**legitimate communication**” from an AAA video game publisher?
- How would you describe ideal “**responsive communication**” from an AAA publisher?

How important to you is _____ from an AAA publisher? (1= Not at all important, 2 = Slightly important, 3 = Moderately important, 4 = Very important, 5 = Extremely important)

- Authentic communication
- Transparent communication
- Legitimate communication
- Responsive Communication

These questions pertain to how you think AAA video game publishers communicate. Please answer the questions honestly based on your experiences and opinions.

When responding to consumer concerns, is the communication by AAA video game publishers _____? (1 = Never, 2 = Sometimes, 3 = About half the time, 4 = Most of the time, 5 = Always)

- Generally consistent with their values, beliefs, and mission
- Communicate valid information about their products and services
- Actively participate in acquiring, distributing, and creating knowledge for their products and services
- Illustrate ethical communication practices with consumers
- Quickly answer those feedback and concerns?
- Appropriately address those concerns

Open-Ended Questions

- Please Explain Your Answer (after each variable).

CONSUMER ENGAGEMENT (Kumar and Pansari)

These statements ask about your overall engagement with AAA video game publishers and other gamers.

Please answer to what extent you agree or disagree with the following statements. (1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree, 7 = strongly agree)

- I will continue buying products/services from the video game industry in the near future.
- My video game purchases make me content.
- I do not get my money's worth when I purchase a video game.
- Owning video game products/services makes me happy.
- I do not actively discuss video games on any media.
- I love talking about my video game experience.
- I discuss the benefits that I get from a video game with others.
- I am part of the video game community and mention it in my conversations.
- I provide feedback about my experiences with a video game to the company.
- I provide suggestions for improving the performance of the video game.
- I provide suggestions/feedbacks about the new products/services of a video game.
- I provide feedback/suggestions for developing new products/services of a video game.

Do you play or record/live-stream yourself playing video games for income?

- Yes
- No

[IF YES] You have indicated that you play or record/live-stream yourself playing video games for income. These statements assess the monetary benefits you may receive from an AAA video game publisher. Please answer to what extent you agree or disagree with the following statements. (1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree, 7 = strongly agree)

- I promote a video game because of the monetary referral benefits provided by a company.
- In addition to the value derived from the product, the monetary referral incentives also encourage me to refer a video game to my friends and relatives.
- I enjoy referring a video game to my friends relatives because of the monetary referral incentives.
- Given that I play a video game, I refer my friends and relatives to the game because of the monetary referral incentives.

CONCERNS

These questions ask if you have ever communicated to others about your concerns with video game products & services. Please answer honestly based on your own experiences and opinions.

How often have YOU personally communicated a concern about a video game product or service to a video game publisher?

- I have never communicated about a concern.
- I sometimes communicate about concerns.
- Most of the time I communicate about my concerns.
- I always communicate about my concerns.

How often have YOU personally communicated a concern about a video game product or service to other gamers?

- I have never communicated about a concern.
- I sometimes communicate about concerns.
- Most of the time I communicate about my concerns.
- I always communicate about my concerns.

Imagine you are upset about a video game or service that did not meet your expectations. Please indicate the extent to which you agree or disagree with the following statements.

I WOULD personally communicate a concern to a video game publisher if a newly released product: (1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree, 7 = strongly agree)

- Was overpriced
- Had appearance/graphical glitches
- Has overpriced downloadable content (DLC)
- Had microtransactions
- Seemed misleading in promotional materials
- Did not seem ready for release
- Requires extra accessories that are not available with game purchase

I WOULD personally communicate a concern to other gamers if a newly released product: (1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree, 7 = strongly agree)

- Was overpriced
- Had appearance/graphical glitches
- Has overpriced downloadable content (DLC)
- Had microtransactions
- Seemed misleading in promotional materials
- Did not seem ready for release
- Requires extra accessories that are not available with game purchase

ATTITUDES TOWARD BEHAVIORS (Keng)

These statements refer to your own assumptions and opinions about AAA video game publishers responding to complaints and customer engagement.

I feel that most AAA publishers: (1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree, 7 = strongly agree)

- Are unpleasant to me when I return an unsatisfactory product.
- Are willing to replace faulty products.
- Do not take notice when I make a complaint.
- Will cheat you if you don't stand up for your rights.
- Are willing to provide refunds for faulty products.
- Have advertisements that present a true picture of the product.

- Take a long time to respond to a complaint.
- Say they want satisfied customers but are not willing to stand behind their word.
- Are usually willing to provide repairs for fault products.

COMPLAINTS (Gregoire)

I would complain to an AAA video game publisher to: (1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree, 7 = strongly agree)

- Constructively discuss the problem
- Find an acceptable solution for both parties
- Work with its representatives to solve the problem.
- Give the representative(s) a hard time.
- Be unpleasant with the representative(s) of the company.
- Make someone from the organization pay for its poor service.

How likely are you to use these communication platforms to complain to an AAA video game publisher? (1 = Extremely unlikely, 2 = Moderately unlikely, 3 = Slightly unlikely, 4 = Neither likely nor unlikely, 5 = Slight likely, 6 = Moderately likely, 7 = Extremely likely)

- Company Phone Number
- Company Email
- Customer Service Form
- Official Video Game Forums
- Company Facebook
- Company Twitter
- Company Subreddit
- Company Twitch
- Company YouTube
- In-Person with Company Representative

These statements refer to why you would complain to other gamers about a negative customer engagement experience with an AAA publisher.

I would complain to other gamers to: (1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree, 7 = strongly agree)

- Spread negative word-of mouth about the video game publisher.
- Warn my friends not to buy from the video game publisher.
- Make public the behaviors of the video game publisher.
- Report my experience about the video game publisher.
- Spread the word about the video game publisher.

How likely are you to use these communication platforms to complain to other gamers? (1 = Extremely unlikely, 2 = Moderately unlikely, 3 = Slightly unlikely, 4 = Neither likely nor unlikely, 5 = Slight likely, 6 = Moderately likely, 7 = Extremely likely)

- Facebook

- Twitter
- Reddit
- Official Game Forums
- Twitch Chat
- YouTube Comments
- Discord Chat
- In-Person

RETALITORY BEHAVIORS

These statements refer to actions you would take against an AAA video game publisher over a negative customer engagement experience.

If an AAA video game publisher does not acknowledge or disregards my complaint after contact regarding a video game product or service, I would: (1 = strongly disagree, 2 = disagree, 3 = somewhat disagree, 4 = neither agree nor disagree, 5 = somewhat agree, 6 = agree, 7 = strongly agree)

- Start an activist campaign against the publisher.
- Refuse to buy anymore products from the publisher.
- Pirate products from the publisher in hopes the publisher will lose money.
- Create a modification that changes the video game.
- Disrupt playing service through digital hacking.
- Troll and harass other players in a game to disrupt service.
- Troll and harass the publisher and its representatives through social media.
- Reveal private information about the publisher and its representatives (e.g., mobile number, home address, relationships).
- Make a fake emergency call about the publishers and its representatives (i.e., SWATting).

For the actions you are likely to do, do you feel justified in your approach?

- Definitely not
- Probably not
- Might or might not
- Probably yes
- Definitely yes

Open Ended Questions

- Please explain your answer
- Is there anything else you would like to add to help us understand your experiences?

We appreciate you completing this survey to help us learn more about consumer expectations of video gamers. Finally, please provide demographic information to help us better assess the wants, needs, and expectations of the video game consumer community. Thank you!

Gender

- Male
- Female

- Beyond the Binary
- Prefer Not to Say

Age

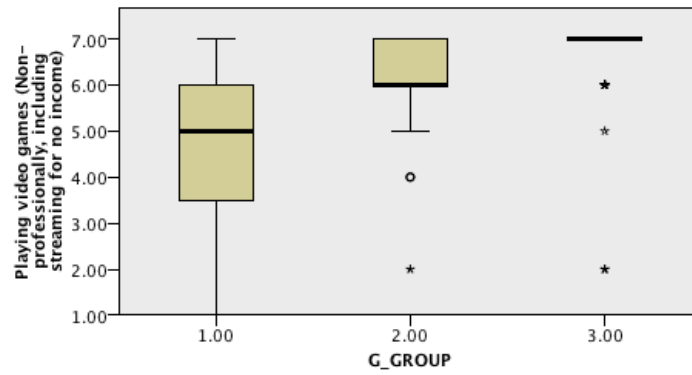
- 18-24
- 25-34
- 35-44
- 45-54
- 55 or older
- Prefer Not to Say

Education

- Less than high school
- High school graduate
- Some college
- 2 year degree
- 4 year degree
- Professional degree
- Doctorate
- Prefer Not to Say

APPENDIX C

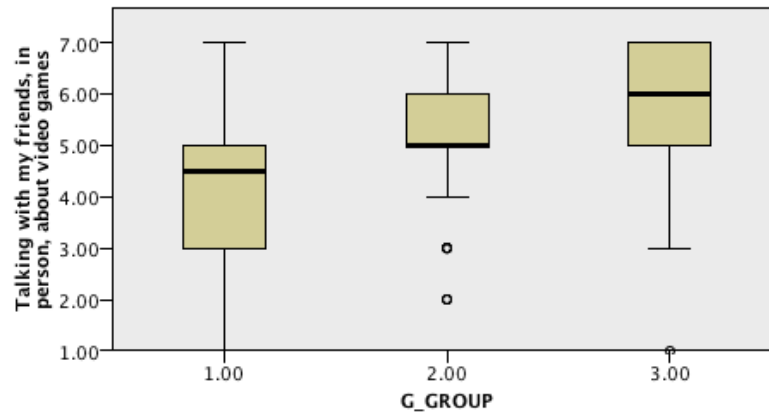
Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives



Total N	213
Test Statistic	10,730.000
Standard Error	455.166
Standardized Test Statistic	7.430
Asymptotic Sig. (2-sided test)	.000

Figure 1 Jonckheere-Terpstra test for Playing video games, non-professionally

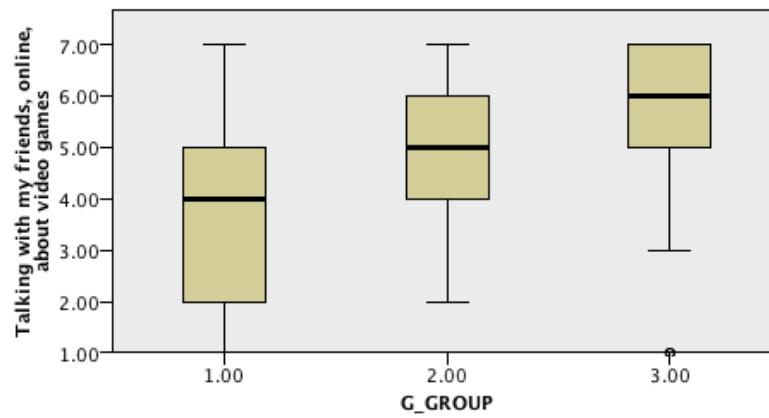
Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives



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Standard Error	469.886
Standardized Test Statistic	6.729
Asymptotic Sig. (2-sided test)	.000

Figure 2 Jonckheere-Terpstra test for Talking with friends, in person about games

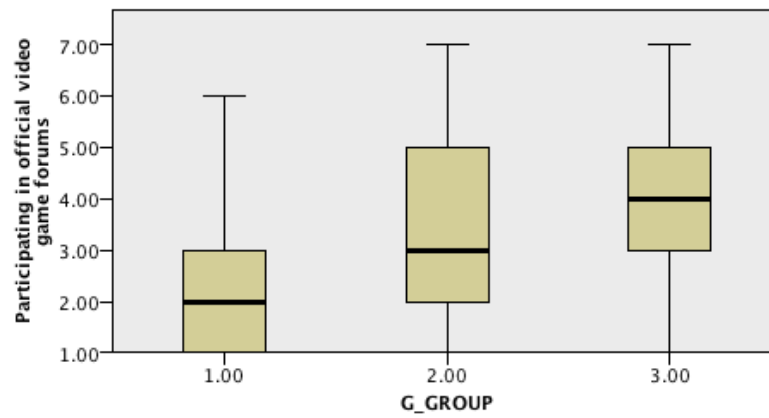
Independent-Samples Jonckheere–Terpstra Test for Ordered Alternatives



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Test Statistic	10,563.000
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Standardized Test Statistic	6.742
Asymptotic Sig. (2-sided test)	.000

Figure 3 Jonckheere-Terpstra test for Talking with friends, online about games

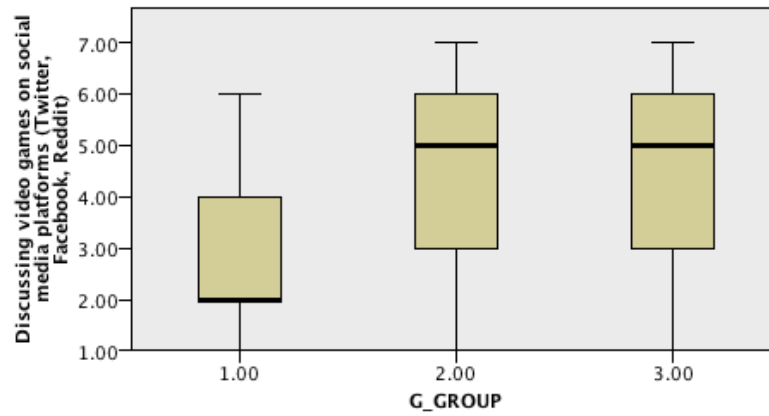
Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives



Total N	213
Test Statistic	10,106.500
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Standardized Test Statistic	5.816
Asymptotic Sig. (2-sided test)	.000

Figure 4 Jonckheere-Terpstra test for Participating in official video game forums

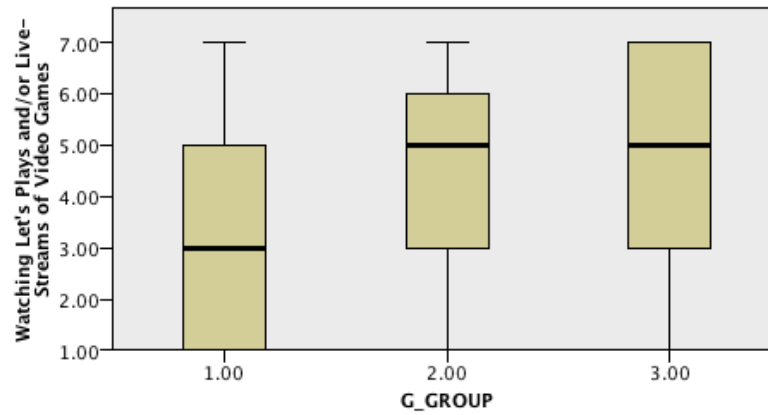
Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives



Total N	213
Test Statistic	10,136.000
Standard Error	477.543
Standardized Test Statistic	5.838
Asymptotic Sig. (2-sided test)	.000

Figure 5 Jonckheere-Terpstra test for Discussing video games on social media

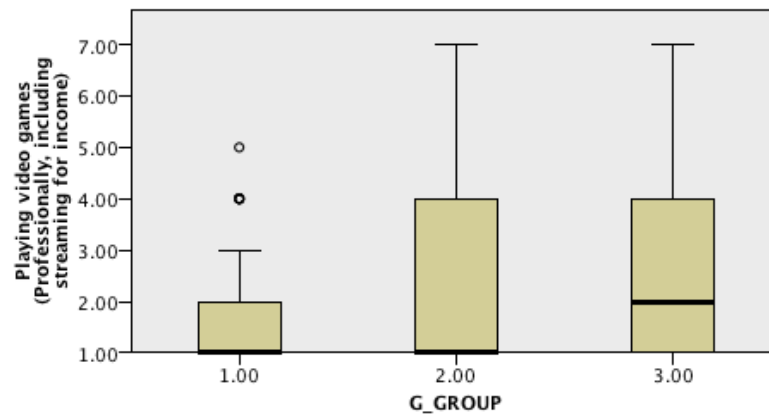
Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives



Total N	213
Test Statistic	9,482.000
Standard Error	477.886
Standardized Test Statistic	4.466
Asymptotic Sig. (2-sided test)	.000

Figure 6 Jonckheere-Terpstra test for Watching Let's Plays

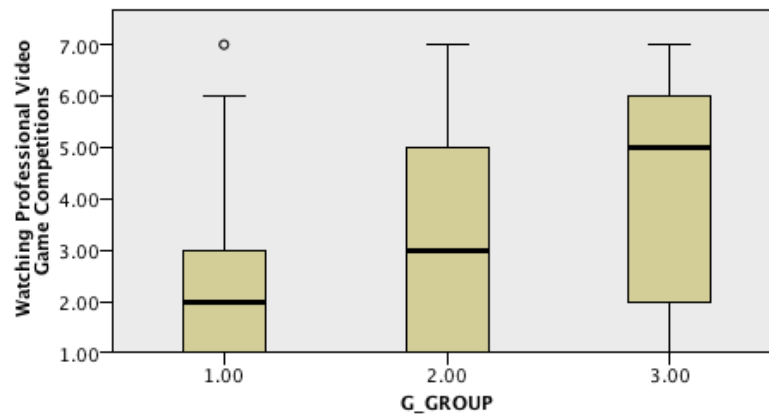
Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives



Total N	213
Test Statistic	8,789.500
Standard Error	446.016
Standardized Test Statistic	3.232
Asymptotic Sig. (2-sided test)	.001

Figure 7 Jonckheere-Terpstra test for Playing video games professionally

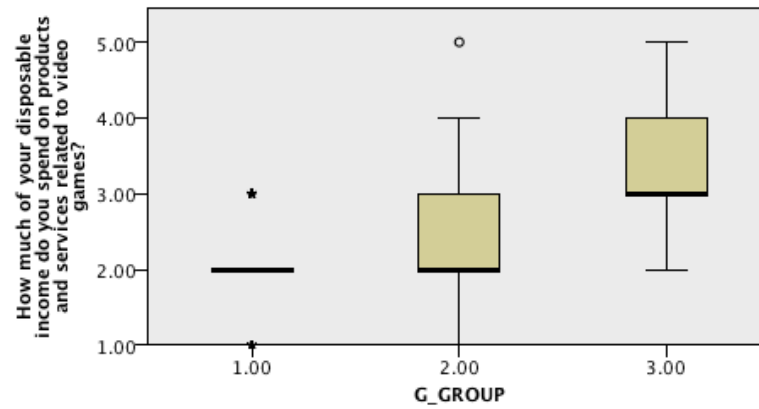
Independent-Samples Jonckheere–Terpstra Test for Ordered Alternatives



Total N	213
Test Statistic	9,737.500
Standard Error	474.681
Standardized Test Statistic	5.034
Asymptotic Sig. (2-sided test)	.000

Figure 8 Jonckheere-Terpstra test for Watching professional video game competitions

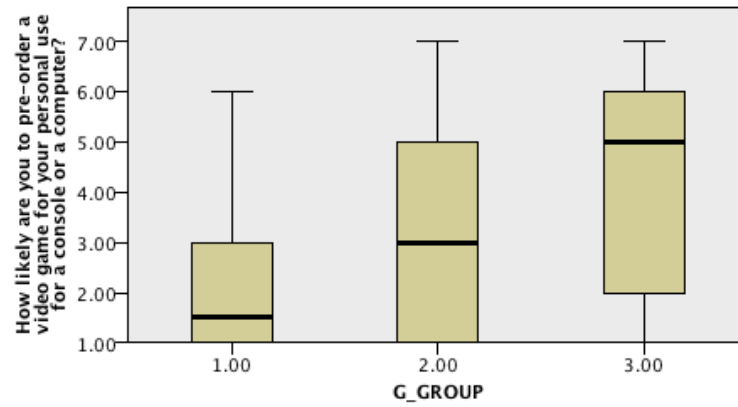
Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives



Total N	213
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Standard Error	446.322
Standardized Test Statistic	8.269
Asymptotic Sig. (2-sided test)	.000

Figure 9 Jonckheere-Terpstra test for Disposable Income

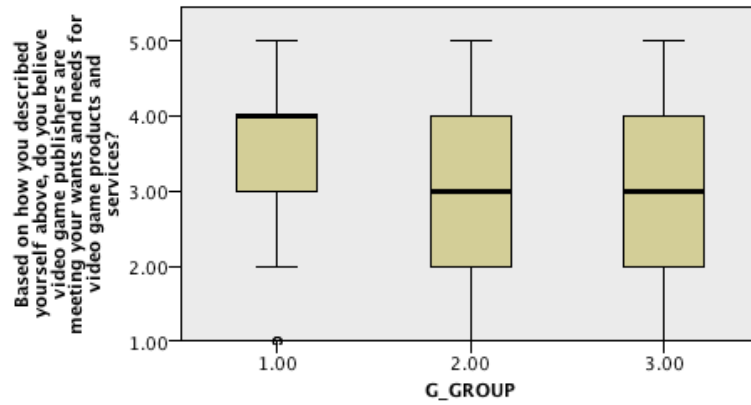
Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives



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Standard Error	472.024
Standardized Test Statistic	5.059
Asymptotic Sig. (2-sided test)	.000

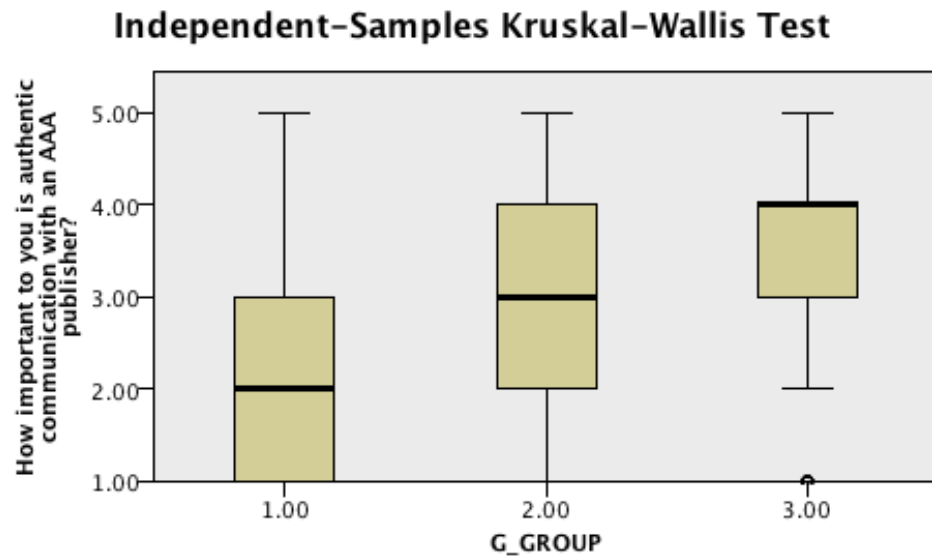
Figure 10 Jonckheere-Terpstra test for Pre-Order Video Games

Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives



Total N	213
Test Statistic	6,134.000
Standard Error	463.567
Standardized Test Statistic	-2.619
Asymptotic Sig. (2-sided test)	.009

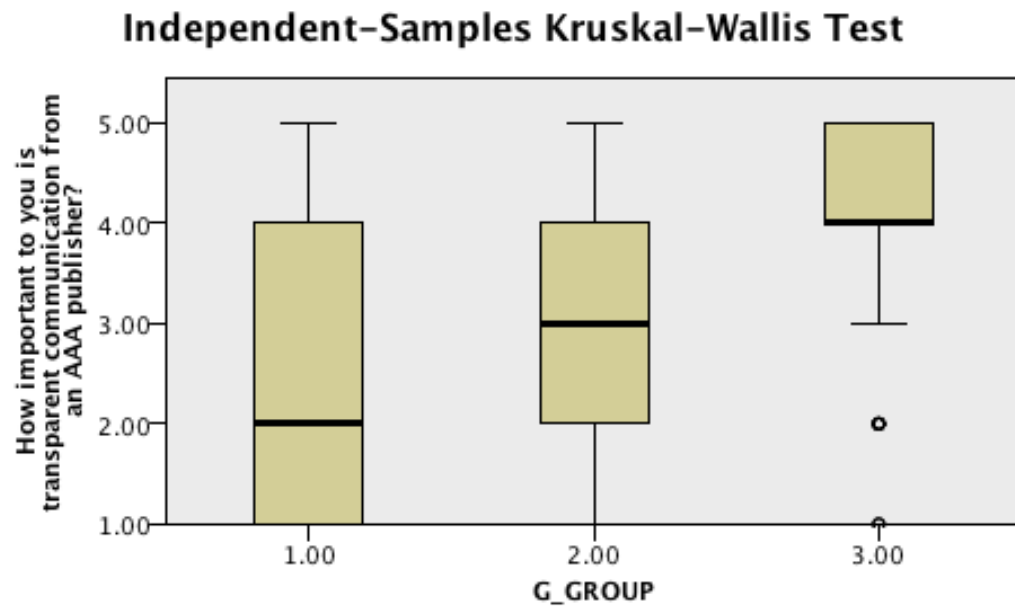
Figure 11 Jonckheere-Terpstra test for Meeting Wants and Needs



Total N	213
Test Statistic	30.505
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.000

1. The test statistic is adjusted for ties.

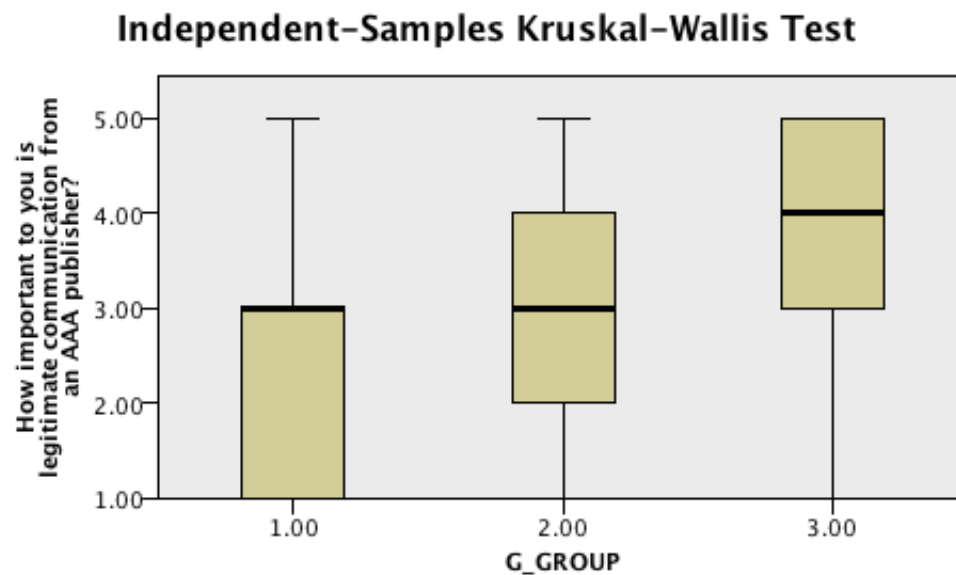
Figure 12 Kruskal-Wallis test for Authenticity



Total N	213
Test Statistic	33.763
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.000

1. The test statistic is adjusted for ties.

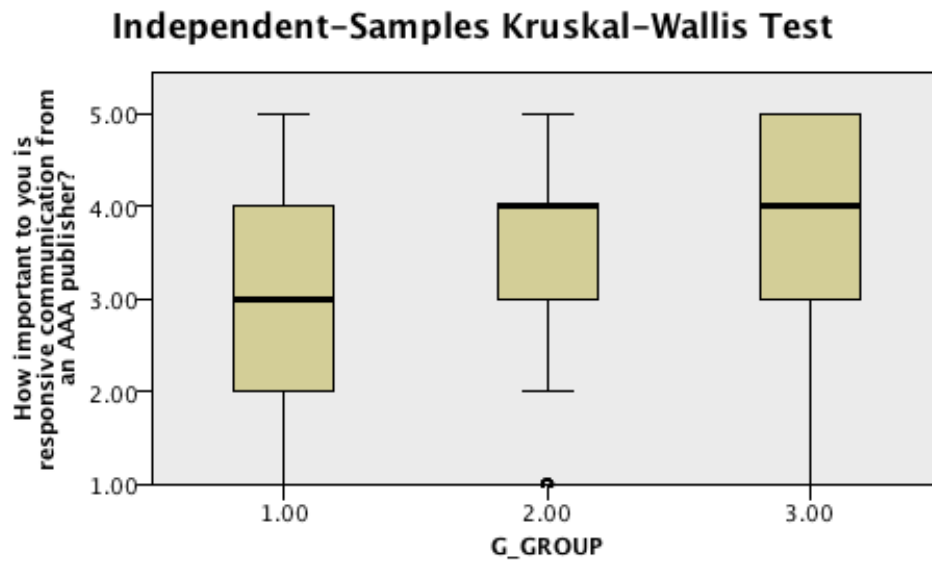
Figure 13 Kruskal-Wallis test for Transparency



Total N	213
Test Statistic	24.426
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.000

1. The test statistic is adjusted for ties.

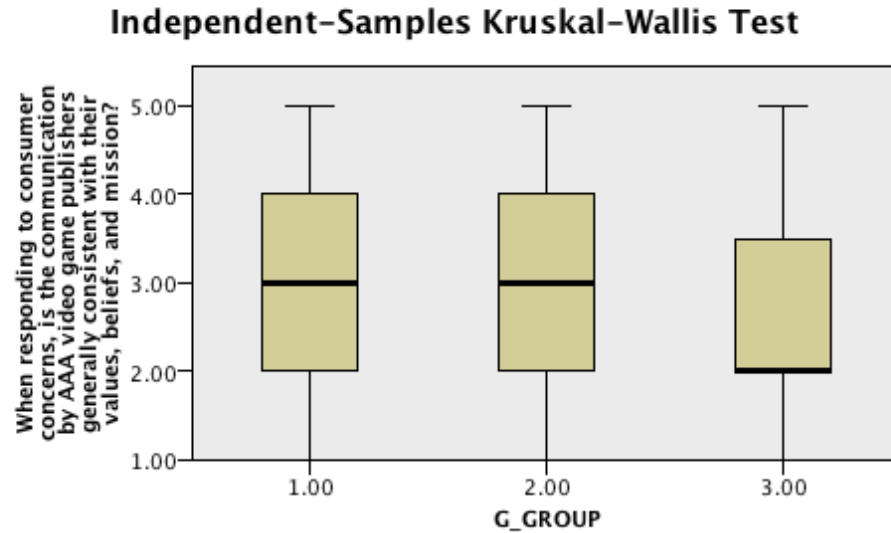
Figure 14 Kruskal-Wallis test for Legitimacy



Total N	213
Test Statistic	15.052
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.001

1. The test statistic is adjusted for ties.

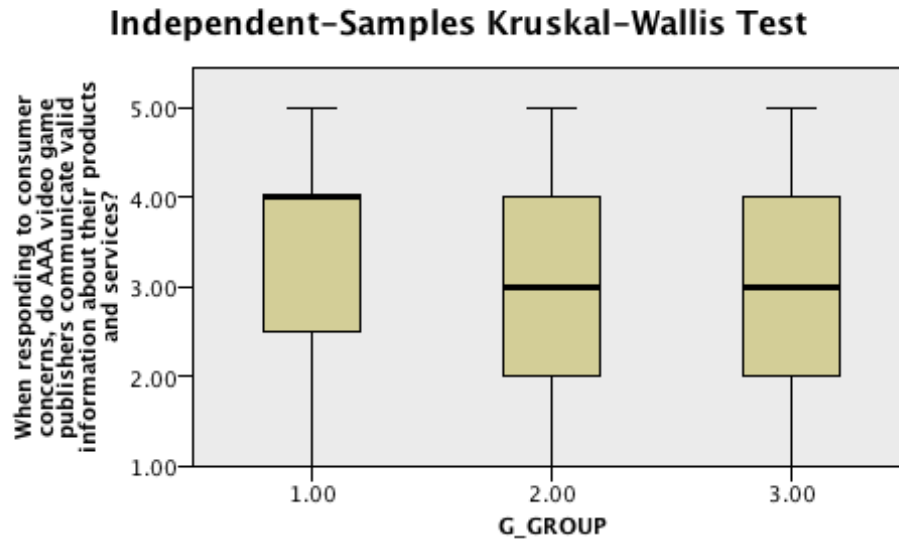
Figure 15 Kruskal-Wallis test for Responsiveness



Total N	213
Test Statistic	6.453
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.040

1. The test statistic is adjusted for ties.

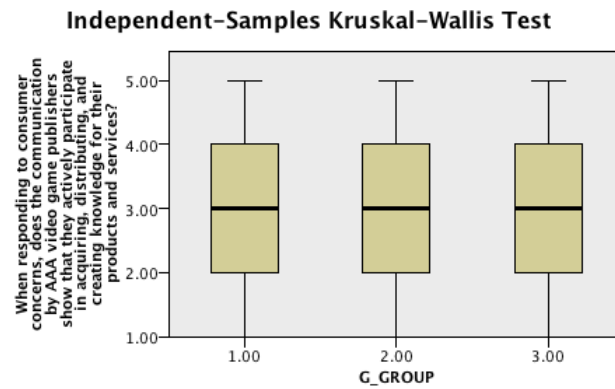
Figure 16 Kruskal-Wallis test for “consistent with their values, beliefs, and mission”



Total N	213
Test Statistic	6.880
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.032

1. The test statistic is adjusted for ties.

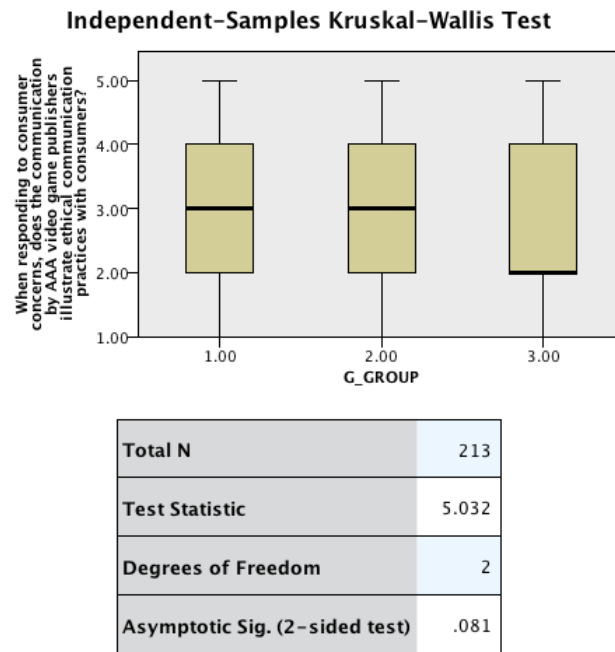
Figure 17 Kruskal-Wallis test for “communicate valid information about their products and services”



Total N	213
Test Statistic	2.309
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.315

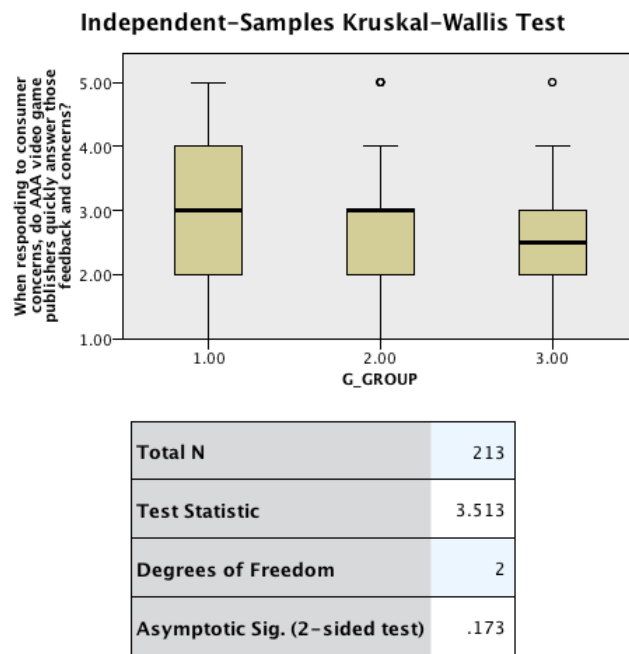
1. The test statistic is adjusted for ties.
2. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

Figure 18 Kruskal-Wallis test for “actively participate in acquiring, distributing, and creating knowledge for their products and services”



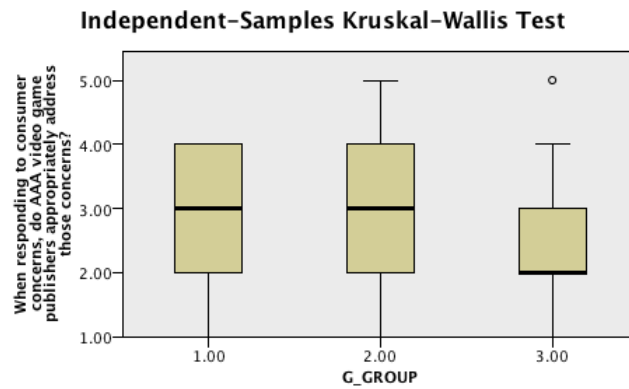
1. The test statistic is adjusted for ties.
2. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

Figure 19 Kruskal-Wallis test for “illustrate ethical communication practices with consumers”



1. The test statistic is adjusted for ties.
2. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

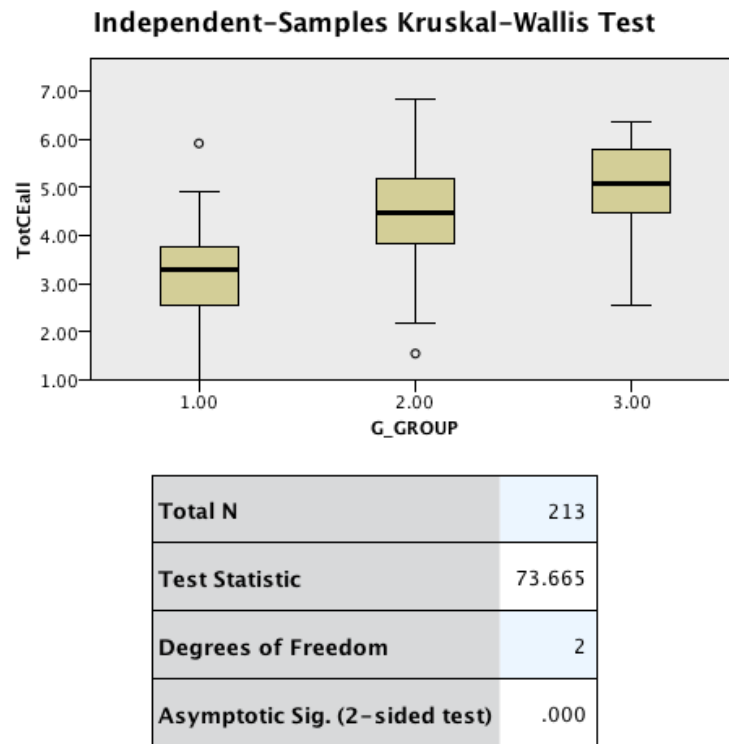
Figure 20 Kruskal-Wallis test for “quickly answer those feedback and concerns”



Total N	213
Test Statistic	4.683
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.096

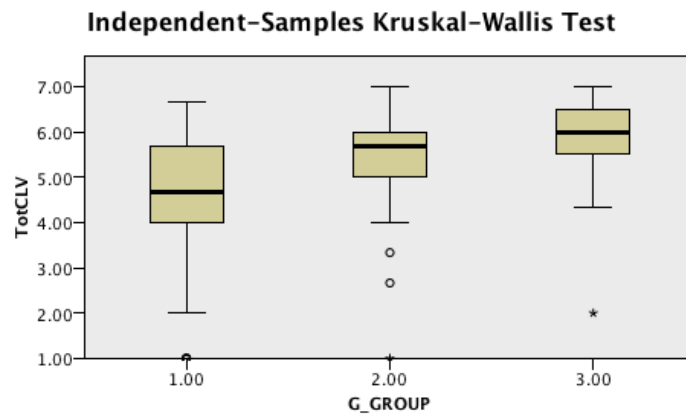
1. The test statistic is adjusted for ties.
2. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

Figure 21 Kruskal-Wallis test for “quickly answer those feedback and concerns”



1. The test statistic is adjusted for ties.

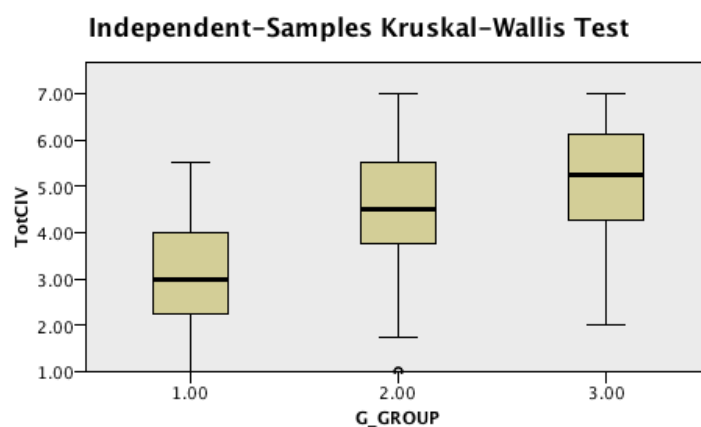
Figure 22 Kruskal-Wallis test for Consumer Engagement



Total N	213
Test Statistic	37.580
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.000

1. The test statistic is adjusted for ties.

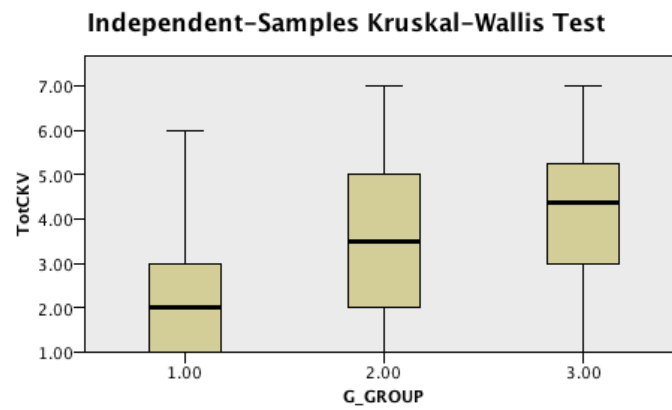
Figure 23 Kruskal-Wallis test for Consumer Lifetime Value (CLV)



Total N	213
Test Statistic	66.783
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.000

1. The test statistic is adjusted for ties.

Figure 24 Kruskal-Wallis test for Consumer Influence Value (CIV)

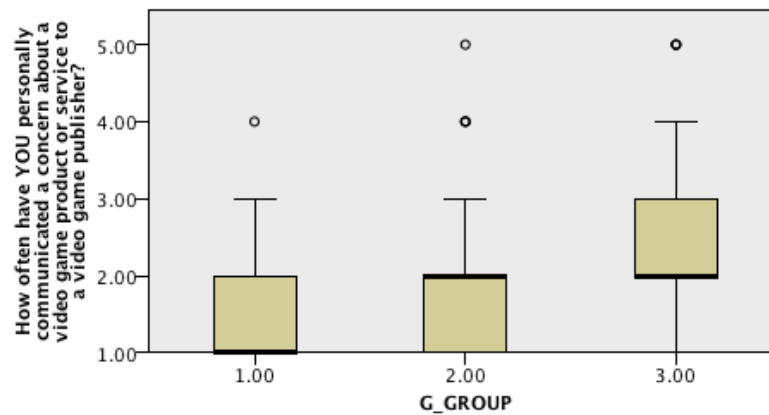


Total N	213
Test Statistic	38.220
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.000

1. The test statistic is adjusted for ties.

Figure 25 Kruskal-Wallis test for Consumer Knowledge Value (CKV)

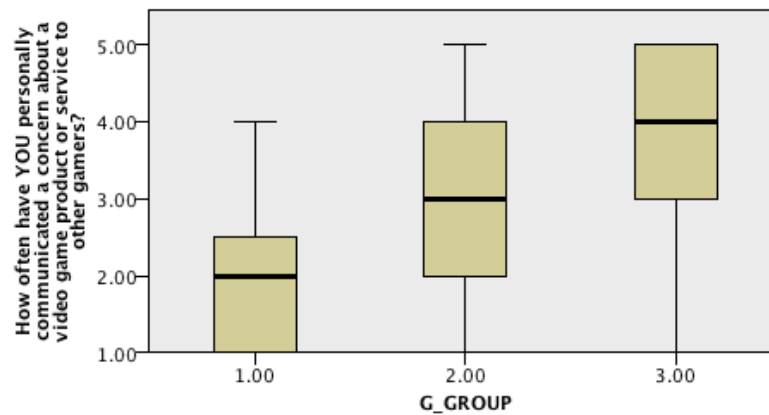
Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives



Total N	213
Test Statistic	9,841.000
Standard Error	445.288
Standardized Test Statistic	5.599
Asymptotic Sig. (2-sided test)	.000

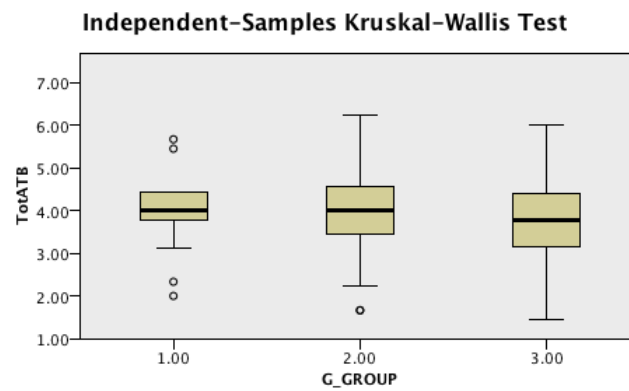
Figure 26 Jonckheere-Terpstra test for Communicating a Concern to Publishers

Independent-Samples Jonckheere-Terpstra Test for Ordered Alternatives



Total N	213
Test Statistic	10,720.000
Standard Error	470.715
Standardized Test Statistic	7.164
Asymptotic Sig. (2-sided test)	.000

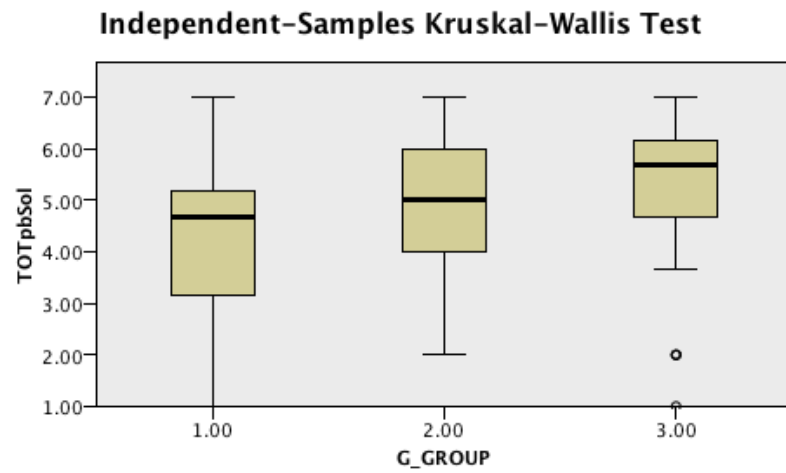
Figure 27 Jonckheere-Terpstra test for Communicating a Concern to Gamers



Total N	213
Test Statistic	5.339
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.069

1. The test statistic is adjusted for ties.
2. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

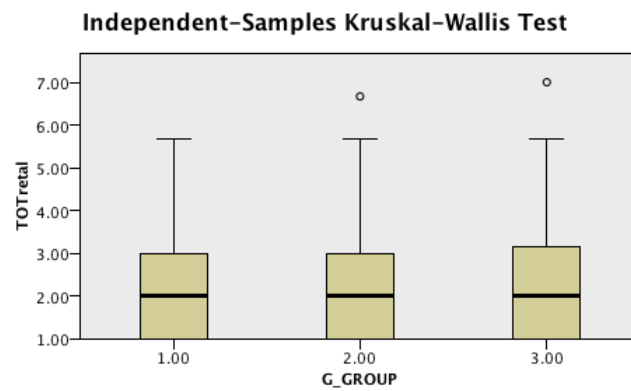
Figure 28 Kruskal-Wallis test for Attitudes Toward Businesses



Total N	213
Test Statistic	17.595
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.000

1. The test statistic is adjusted for ties.

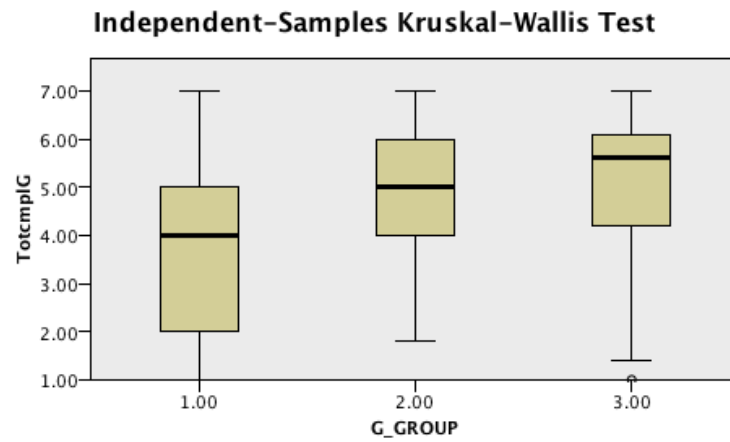
Figure 29 Kruskal-Wallis test for Problem-Solving Complaining



Total N	213
Test Statistic	.811
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.667

1. The test statistic is adjusted for ties.
2. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

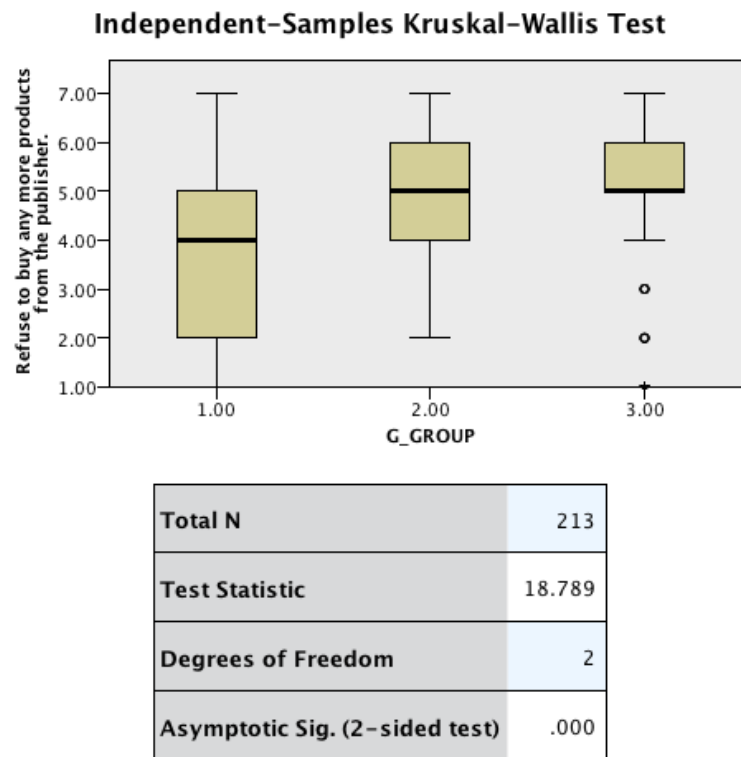
Figure 30 Kruskal-Wallis test for Vindictive Complaining



Total N	213
Test Statistic	25.030
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.000

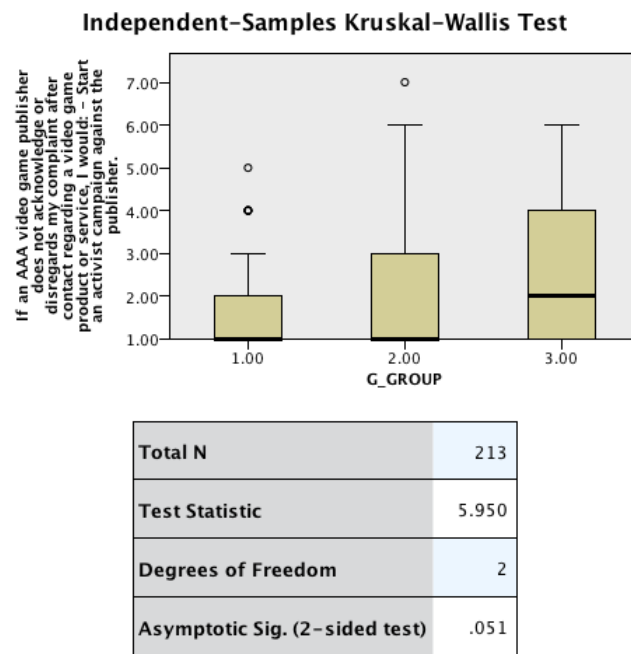
1. The test statistic is adjusted for ties.

Figure 31 Kruskal-Wallis test for Complaining to Gamers



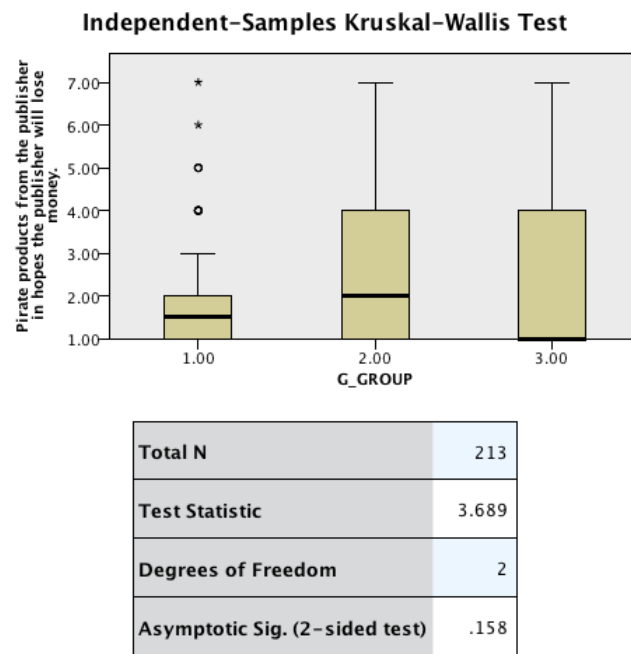
1. The test statistic is adjusted for ties.

Figure 32 Kruskal-Wallis test for Refuse to Buy Products



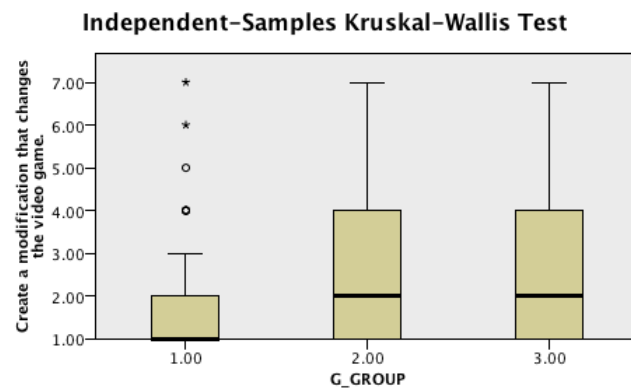
1. The test statistic is adjusted for ties.
2. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

Figure 33 Kruskal-Wallis test for Start an Activist Campaign



1. The test statistic is adjusted for ties.
2. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

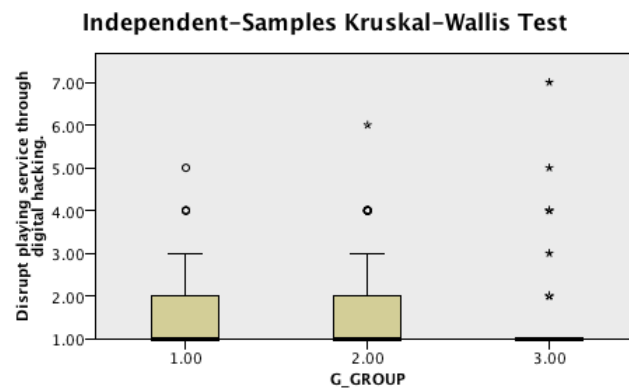
Figure 34 Kruskal-Wallis test for Pirate Products



Total N	213
Test Statistic	4.750
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.093

1. The test statistic is adjusted for ties.
2. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

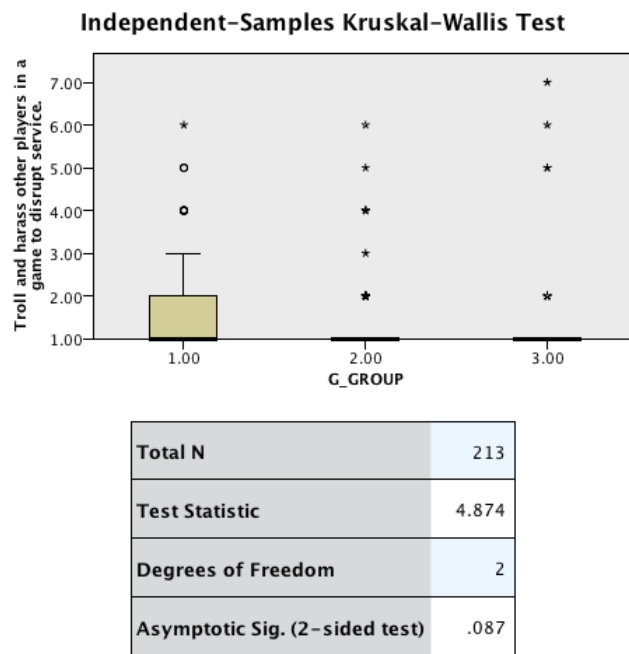
Figure 35 Kruskal-Wallis test for Create a modification



Total N	213
Test Statistic	2.868
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.238

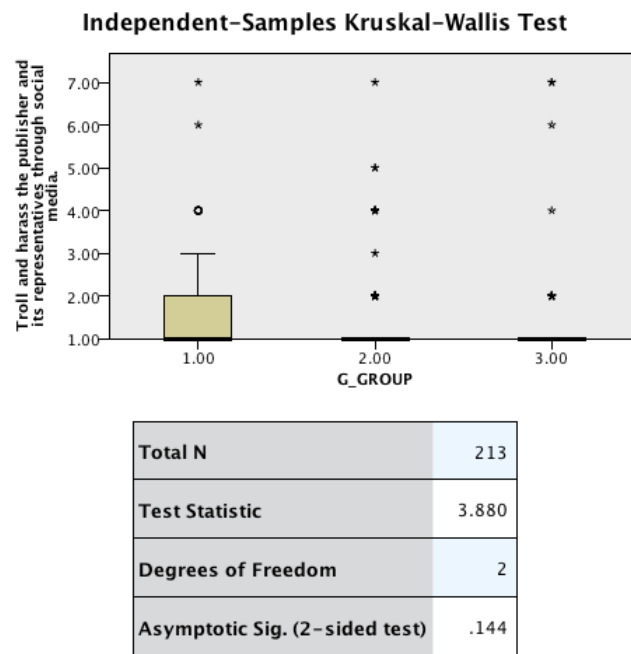
1. The test statistic is adjusted for ties.
2. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

Figure 36 Kruskal-Wallis test for Disrupt playing service through digital hacking



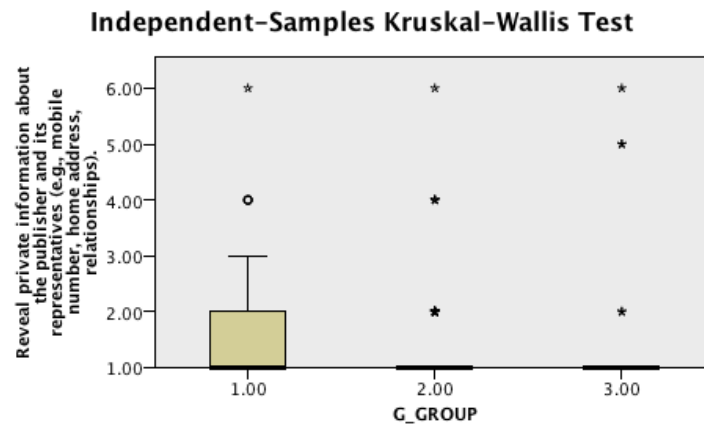
1. The test statistic is adjusted for ties.
2. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

Figure 37 Kruskal-Wallis test for Troll and harass other players



1. The test statistic is adjusted for ties.
2. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

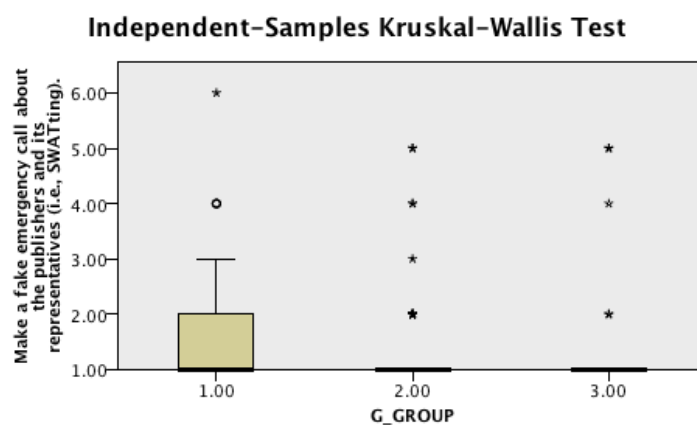
Figure 38 Kruskal-Wallis test for Troll and harass the publisher



Total N	213
Test Statistic	8.789
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.012

1. The test statistic is adjusted for ties.

Figure 39 Kruskal-Wallis test for Reveal private information about the publisher and its representatives



Total N	213
Test Statistic	9.122
Degrees of Freedom	2
Asymptotic Sig. (2-sided test)	.010

1. The test statistic is adjusted for ties.

Figure 40 Kruskal-Wallis test for Make a fake emergency call about the publishers and its representatives

APPENDIX D

Nodes	MEA Promotional Material	SWB2 Promotional Material	NMS Promotional Material	Total
Company & Industry	3.7%	3.33%	42.25%	25%
Consumers & Actions	3.7%	13.33%	18.31%	14.06%
Expectations	0%	0%	4.23%	2.34%
Honesty & Deception	0%	0%	1.41%	0.78%
Information Collection	25.93%	30%	7.04%	16.41%
Microtransactions & Loot Boxes	0%	0%	0%	0%
Monetary	0%	0%	4.23%	2.34%
Public Relations & Marketing	44.44%	20%	18.31%	24.22%
Technical Features	22.22%	33.33%	4.23%	14.84%
Total	100%	100%	100%	100%

Figure 41 Promotional Material Crosstab Query

Nodes	MEA Critiques	SWB2 Critiques	NMS Critiques	Total
Company & Industry	16.95%	0%	27.89%	19.45%
Consumers & Actions	8.47%	19.51%	10.2%	10.41%
Expectations	2.82%	0%	3.4%	2.74%
Honesty & Deception	0%	0%	9.52%	3.84%
Information Collection	1.69%	4.88%	2.72%	2.47%
Microtransactions & Loot Boxes	0%	29.27%	0%	3.29%
Monetary	1.69%	12.2%	6.12%	4.66%
Public Relations & Marketing	4.52%	26.83%	30.61%	17.53%
Technical Features	63.84%	7.32%	9.52%	35.62%
Total	100%	100%	100%	100%

Figure 42 Critiques Crosstab Query

APPENDIX E










Nodes	Mass Effect Andromeda	No Man's Sky	Star Wars Battlefront 2	Total
 Company & Industry	7.3%	29.26%	5.61%	19.92%
 Consumers & Actions	30.66%	13.85%	22.98%	18.34%
 Expectations	12.41%	7.12%	4.57%	6.92%
 Honesty & Deception	2.19%	6.02%	1.7%	4.33%
 Information Collection	4.38%	2.78%	3.79%	3.25%
 Microtransactions & Loot Boxes	0%	0.06%	12.4%	3.71%
 Monetary	7.3%	10.36%	19.45%	12.73%
 Public Relations & Marketing	16.06%	20.84%	14.36%	18.41%
 Technical Features	19.71%	9.71%	15.14%	12.38%
Total	100%	100%	100%	100%

Figure 43 Reddit Crosstab Query