

# **The Emergence Of Online Social Gamers**

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## **Abstract**

At present online social gaming is the fastest growing sector of the gaming market. It seems to have carved out an entirely new niche of first time gamers. This paper intends to understand user motivation and adoption with respect to Online Social Games, specifically FarmVille. The research also aims to explore the effects these games may have on their players.

A multi method approach was adopted for this study. 55 FarmVille players were surveyed to assess user demographics and trends in gameplay. The survey also investigated the possible effects of continued user engagement with the game. In conjunction with the survey 2 interviews were conducted with the heads of industry to ascertain the contributing factors in the emergence of Online Social Gamers.

The research revealed a large diversity in player demographics. Motivations in gameplay were primarily focused on achievement and progression within the game. The use of Facebook friends as a game resource is a principal factor in the explosive growth of FarmVille. The research proposes that continual progress in FarmVille is unsustainable in the long- term and is a large factor is the migration of users from FarmVille to the more recent Zynga online social game CityVille.