

Abstract

Compared with the past, computer game industry in recent years are evolved as one of the most popular entertainment. Therefore, it is important to design, develop and promote computer game in more effective ways. We believe that the relationship between player's personality traits and their game-related preferences follows some regularities. In this research, we comb and summarise relevant theories as well as data from some quantitative surveys so as to identify this personality traits-game preference relationship. A theory model is proposed according to the corresponding relationship for evaluating computer games from three dimensions: Game Type, Game Enjoyment and Game Risk. As a result, by analysing the three aspects of computer game, target customers of the game could be targeted more accurately.

The player-centred idea of evaluating computer games might lead to a new direction of game design and promotion. Currently through case study in the present research, we can see the theory model has been working well on this evaluation. More correlative research is required to be done so as to improve this theory model and to evaluate games through more relevant elements and from more dimensions.

