



Community Experiences Distilled

Game Data Analysis – Tools and Methods

A data-driven approach to video game production

Coupart Thibault

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PUBLISHING

Game Data Analysis Tools And Methods Thibault Coupert

Magy Seif El-Nasr



Game Data Analysis Tools And Methods Thibault Coupart:

Game Data Analysis - Tools and Methods Coupart Thibault, 2013 This book features an introduction to the basic theoretical tenets of data analysis from a game developer's point of view as well as a practical guide to performing gameplay analysis on a real world game This book is ideal for video game developers who want to try and experiment with the game analytics approach for their own productions It will provide a good overview of the themes you need to pay attention to and will pave the way for success Furthermore the book also provides a wide range of concrete examples that will be useful for any game data analysts or scientists who want to improve From Publisher Data Analytics Applications in Gaming and Entertainment Günter Wallner, 2019-07-11 The last decade has witnessed the rise of big data in game development as the increasing proliferation of Internet enabled gaming devices has made it easier than ever before to collect large amounts of player related data At the same time the emergence of new business models and the diversification of the player base have exposed a broader potential audience which attaches great importance to being able to tailor game experiences to a wide range of preferences and skill levels This in turn has led to a growing interest in data mining techniques as they offer new opportunities for deriving actionable insights to inform game design to ensure customer satisfaction to maximize revenues and to drive technical innovation By now data mining and analytics have become vital components of game development The amount of work being done in this area nowadays makes this an ideal time to put together a book on this subject Data Analytics Applications in Gaming and Entertainment seeks to provide a cross section of current data analytics applications in game production It is intended as a companion for practitioners academic researchers and students seeking knowledge on the latest practices in game data mining The chapters have been chosen in such a way as to cover a wide range of topics and to provide readers with a glimpse at the variety of applications of data mining in gaming A total of 25 authors from industry and academia have contributed 12 chapters covering topics such as player profiling approaches for analyzing player communities and their social structures matchmaking churn prediction and customer lifetime value estimation communication of analytical results and visual approaches to game analytics This book's perspectives and concepts will spark heightened interest in game analytics and foment innovative ideas that will advance the exciting field of online gaming and entertainment Serious Games Analytics Christian Sebastian Loh, Yanyan Sheng, Dirk Ifenthaler, 2015-06-13 This volume brings together research on how gameplay data in serious games may be turned into valuable analytics or actionable intelligence for performance measurement assessment and improvement Chapter authors use empirical research methodologies including existing experimental and emerging conceptual frameworks from various fields such as computer science software engineering educational data mining statistics information visualization Serious games is an emerging field where the games are created using sound learning theories and instructional design principles to maximize learning and training success But how would stakeholders know what play learners have done in the game environment and if the actions

performance brings about learning Could they be playing the game for fun really learning with evidence of performance improvement or simply gaming the system i e finding loopholes to fake that they are making progress This volume endeavors to answer these questions Game Analytics Magy Seif El-Nasr,Anders Drachen,Alessandro Canossa,2013-03-30

Developing a successful game in today s market is a challenging endeavor Thousands of titles are published yearly all competing for players time and attention Game analytics has emerged in the past few years as one of the main resources for ensuring game quality maximizing success understanding player behavior and enhancing the quality of the player experience It has led to a paradigm shift in the development and design strategies of digital games bringing data driven intelligence practices into the fray for informing decision making at operational tactical and strategic levels Game Analytics Maximizing the Value of Player Data is the first book on the topic of game analytics the process of discovering and communicating patterns in data towards evaluating and driving action improving performance and solving problems in game development and game research Written by over 50 international experts from industry and research it covers a comprehensive range of topics across more than 30 chapters providing an in depth discussion of game analytics and its practical applications Topics covered include monetization strategies design of telemetry systems analytics for iterative production game data mining and big data in game development spatial analytics visualization and reporting of analysis player behavior analysis quantitative user testing and game user research This state of the art volume is an essential source of reference for game developers and researchers Key takeaways include Thorough introduction to game analytics covering analytics applied to data on players processes and performance throughout the game lifecycle In depth coverage and advice on setting up analytics systems and developing good practices for integrating analytics in game development and management Contributions by leading researchers and experienced professionals from the industry including Ubisoft Sony EA Bioware Square Enix THQ Volition and PlayableGames Interviews with experienced industry professionals on how they use analytics to create hit games

Data Analytics Applications in Gaming and Entertainment Günter Wallner,2019 **Game Data Science** Magy Seif El-Nasr,2021 Games Data Science delivers an excellent introduction to this new domain and provides the definitive guide to methods and practices of computer science analytics and data science as applied to video games **Game Research Methods: An Overview** Patri Lankoski,Staffan Björk,et al.,2015 Games are increasingly becoming the focus for research due to their cultural and economic impact on modern society However there are many different types of approaches and methods than can be applied to understanding games or those that play games This book provides an introduction to various game research methods that are useful to students in all levels of higher education covering both quantitative qualitative and mixed methods In addition approaches using game development for research is described Each method is described in its own chapter by a researcher with practical experience of applying the method to topic of games Through this the book provides an overview of research methods that enable us to better our understanding on games Provided by

publisher **Introduction to Game Analysis** Clara Fernández-Vara, 2024 This accessible third edition textbook gives students the tools they need to analyze games using strategies borrowed from textual analysis As game studies has become an established academic field writing about games needs the language and methods that allow authors to reflect the complexity of a game and how it is played in a cultural context This volume provides readers with an overview of the basic building blocks of game analysis examination of context content and distinctive features and formal qualities as well as the vocabulary necessary to talk about the distinguishing characteristics of a game Examples are drawn from a range of games non digital and digital and across history from Pong to Fortnite and the book includes a variety of examples and sample analysis as well as a wealth of additional sources to continue exploring the field of game studies This third edition revision brings the book firmly up to date pulling in new examples and sources and incorporating current key topics in this dynamic field such as artificial intelligence and game streaming Introduction to Game Analysis remains an essential practical tool for students who want to become fluent writers and informed critics of games as well as digital media in general **Play with**

Data - an Exploration of Play Analytics and Its Effect on Player Experiences Ben Medler, 2012 In a time of Big Data Personal Informatics and Infographics the definitions of data visualization and data analytics are splintering rapidly When one compares how Fortune 500 companies are using analytics to optimize their supply chains and lone individuals are visualizing their Twitter messages we can see how multipurpose these areas are becoming Visualization and analytics are frequently exhibited as tools for increasing efficiency and informing future decisions At the same time they are used to produce artworks that alter our perspectives of how data is represented and analyzed During this time of turbulent reflection within the fields of data visualization and analytics digital games have been going through a similar period of data metamorphosis as players are increasingly being connected and tracked through various platform systems and social networks The amount of game related data collected and shared today greatly exceeds that of previous gaming eras and by utilizing the domains of data visualization and analytics this increased access to data is poised to reshape and continue to reshape how players experience games This dissertation examines how visualization analytics and games intersect into a domain with a fluctuating identity but has the overall goal to analyze game related data At this intersection exists play analytics a blend of digital systems and data analysis methods connecting players games and their data Play analytic systems surround the experience of playing a game visualizing data collected from players and act as external online hubs where players congregate As part of this dissertation s examination of play analytics over eighty systems are analyzed and discussed Additionally a user study was conducted to test the effects play analytic systems have on a player s gameplay behavior Both studies are used to highlight how play analytic systems function and are experienced by players With millions of players already using play analytics systems this dissertation provides a chronicle of the current state of play analytics how the design of play analytics systems may shift in the future and what it means to play with data

Enjoying the Track of Phrase: An Psychological Symphony within **Game Data Analysis Tools And Methods Thibault Coupart**

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