

Philippine Educational Measurement and Evaluation Association Inc.

NATIONAL CONFERENCE ON EDUCATIONAL MEASUREMENT AND EVALUATION 2024

What Keeps Me Gaming: A Narrative Exploration on
Online Gaming Motivators Among Filipino Millennials
Research Title

Georgia Mae C. Raquel
Research Presenter

August 2024



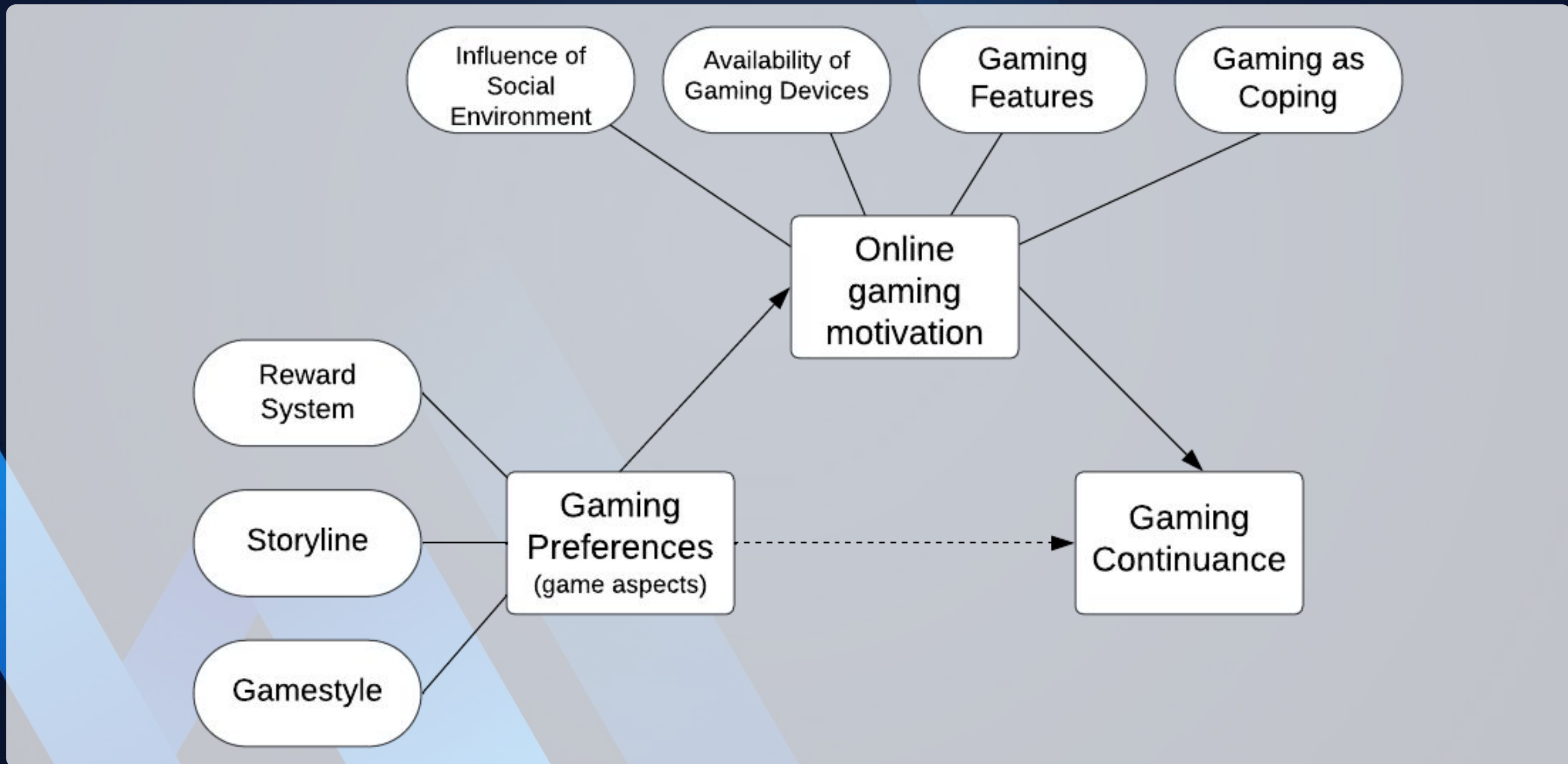


INTRODUCTION

- Online gaming is now found to be a daily part of life, offering job prospects in game-related roles like development, testing, and support (Guevara, 2023).
- With its increasing popularity, most studies seek to determine its benefits and risks yet little is known about why individuals immerse themselves in playing online games .
- The study may add to the dearth of literature in the field of online gaming in the Philippines. It also provides valuable insights into online

gaming in relation to counseling, career development, and education.

CONCEPTUAL FRAMEWORK



THEORETICAL BASIS

- **Self-Determination Theory**

The 3 Basic Psychological Needs of SDT

AUTONOMY

The feeling of being in charge of your goals and behavior.



COMPETENCE

The sufficient ability, judgment, strength, or intellect to accomplish a task.



RELATEDNESS OR CONNECTION

The sense of social belonging.



Image from Proaction International (de Oliveira, 2023)

STATEMENT OF THE PROBLEM

The research seeks to answer the following questions:

- What motivates Filipino millennials to play online games?
- How do these motivators relate to their gaming preferences?
- How does their identified gaming motivation influence their gaming continuance?

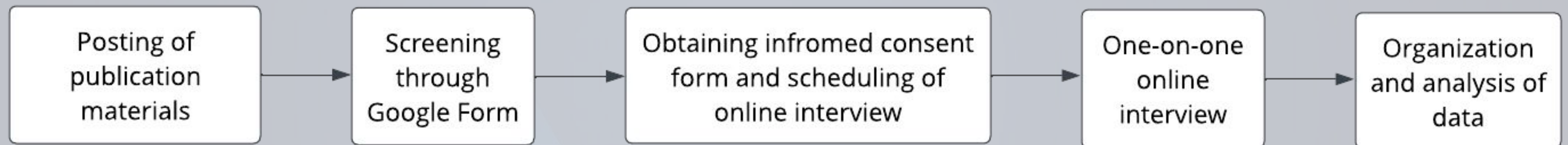
METHODS

- **Design:** Qualitative-Narrative
- **Sampling Technique:** Purposive Sampling
 - Total of 12 millennial participants: 6 males and 6 females
 - Profile: Filipino citizens living in the National Capital Region, born between 1981 to 1997 (Millennials), currently employed, and play online games.

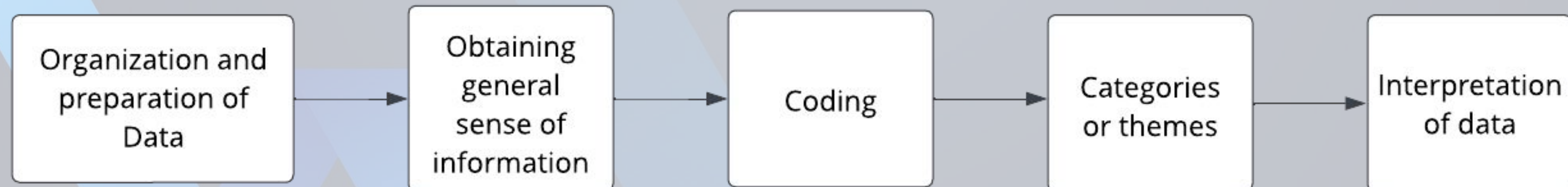
METHODS

- **Research Instrument:** Semi-structured interview questionnaire

- **Data Gathering Process**



- **Data Analysis Process–** Narrative Thematic Analysis (Butina, 2015)



FINDINGS

1. What motivates Filipino millennials to play online games?

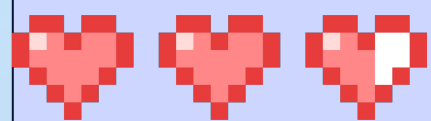
Main Theme	Subthemes
Influence of Social Environment	Gaming by recommendation Gaming interactions for enhanced enjoyment Gaming to explore social bonds
Availability of Gaming Devices	Access to device Aspiring to own personal gaming device
Gaming Features	Aesthetics Mechanics Progression
Gaming as Coping	Gaming as stress reliever Gaming as distraction and escapism

FINDINGS

2. How do these motivators relate to their gaming preferences?



Reward System



Storyline



Game Style

3. How does their identified gaming motivation influence their gaming continuance?

Initial gaming motivations as a driving force to continue gaming

Millennials allocate time to play despite work

CONCLUSION

- Online gaming is considered to be an integral part of the lives of Filipino millennial gamers.
- Their gaming motivations were found to be related to their gaming preferences and these sufficiently fuel their continuous engagement in playing.
- Playing online games keeps the child in them alive, allowing them to reduce their stress, keep their minds sharp, and strengthen their social bonds.

RECOMMENDATIONS & IMPLICATIONS



- Mixed-method investigation
- More study sample
- Use of other theoretical bases
- Exploration of nostalgic games and purchasing intent of gamers
- Focus on specific mechanics, genres, or features

- Gamification in education
- Potential of games as counseling therapy strategy
- Management strategies for problem gaming
- Career development

THANK YOU!