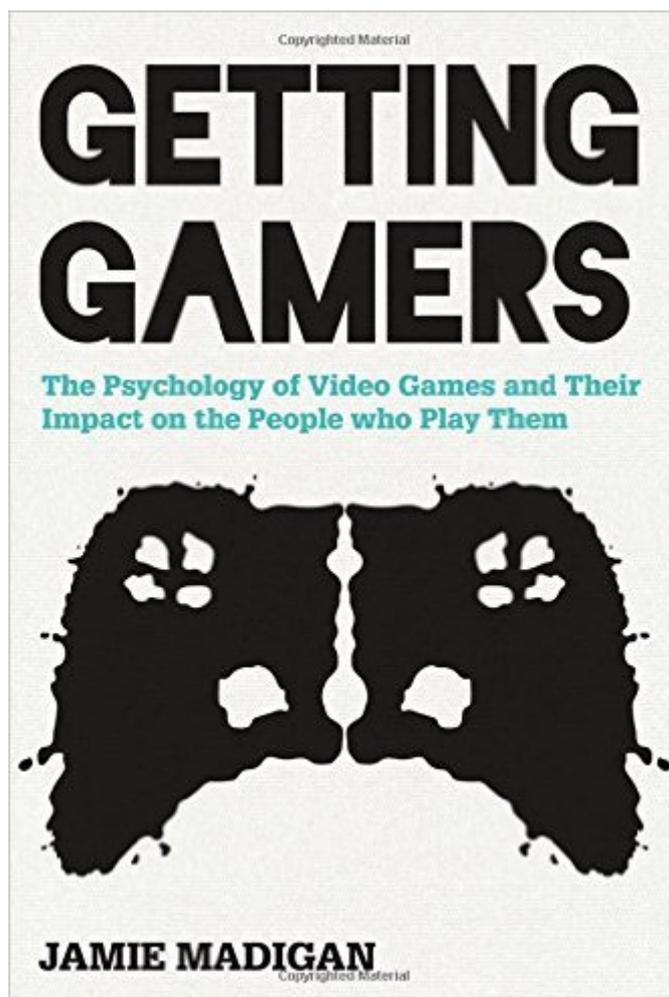


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# Getting Gamers: The Psychology Of Video Games And Their Impact On The People Who Play Them



## Synopsis

Video games are big business. They can be addicting. They are available almost anywhere you go and are appealing to people of all ages. They can eat up our time, cost us money, even kill our relationships. But it's not all bad! This book will show that rather than being a waste of time, video games can help us develop skills, make friends, succeed at work, form good habits, and be happy. Taking the time to learn what's happening in our heads as we play and shop allows us to approach games and gaming communities on our own terms and get more out of them. With sales in the tens of billions of dollars each year, just about everybody is playing some kind of video game whether it's on a console, a computer, a web browser, or a phone. Much of the medium's success is built on careful (though sometimes unwitting) adherence to basic principles of psychology. This is something that's becoming even more important as games become more social, interactive, and sophisticated. This book offers something unique to the millions of people who play or design games: how to use an understanding of psychology to be a better part of their gaming communities, to avoid being manipulated when they shop and play, and to get the most enjoyment out of playing games. With examples from the games themselves, Jamie Madigan offers a fuller understanding of the impact of games on our psychology and the influence of psychology on our games.

## Book Information

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## Customer Reviews

Full disclosure: I've known Jamie Madigan for fifteen years, and built and launched GameSpy.com,

the website on which he got his start as a freelance games journalist. He eventually joined GameSpy Industries full-time and even became my project manager for a time. So maybe I'm biased. Jamie would probably be better-equipped to tell you whether I am or not. I really enjoyed *Getting Gamers*. As a small confession, I must admit that I don't actually read much non-fiction about gaming these days, so much of the material here was new to me, even if it's been covered in his (or others') blog posts or other articles in the past. That means that even though I know the author, I'm probably pretty close to the book's target audience: someone who is a life-long gamer, who has spent time thinking critically about video games, and who's interested in learning more about the way they interact with the human mind, but who's not looking for a dense tome of analytical research. The book is a fast, easy read, which might not be what you'd expect from something with the word "psychology" in its subtitle. Madigan's a funny writer with a personable style, though, and he employs a deft hand here, combining hard data with casual observation and amusing personal anecdotes. It's the same style which has made him a popular writer and speaker, and if you're already a fan, you won't be let down here. *Getting Gamers* proved to me two things. The first is that psychology plays a part in every aspect of gaming, and we have only likely scratched the surface of this fact.

Without exaggeration, this is an incredible book. Thoroughly researched. Artfully written. Fun as heck. On one level, it's an entertaining and light read that illuminates how games work at a psychological level; on another level, it's a deep read with a wealth of information that provides insight into how our brains work and what drives our behaviors. It's rare to find a book that can appeal to such a wide variety of audiences without losing anything. Without dumbing down the material. Even if you know nothing about psychology, you'll be able to understand all the topics the author talks about because he put them into simple descriptions using fun and easy to read examples. This book drops a lot of knowledge on you, but it's so enjoyable you might not realize how much you've learned. Even if you've got a degree in psychology, or you're deeply interested, in the subject, this book provides more engaging overviews of psychological research (with references to whitepapers, if you prefer the dryer versions), and gives you a framework for going deeper. The more you want to put in, the more you can get out. It gives you enough knowledge to what questions to ask if you want to learn more about any subject the author discusses. Footnotes are abundant, and at the end of each chapter there's an overview of the main topics covered. If you're a gamer, get this book. Do you want to understand why you've spent \$300 on League of Legends? Not that this book will necessarily stop you from spending more, but at least you'll understand

what's motivation you to do it. This book is a must have for any game designer, but also for any web or product designers. The same ideas drive these other domains.

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