

THE USER EXPERIENCE OF IN-GAME ADVERTISING IN LIGHT CASUAL GAME

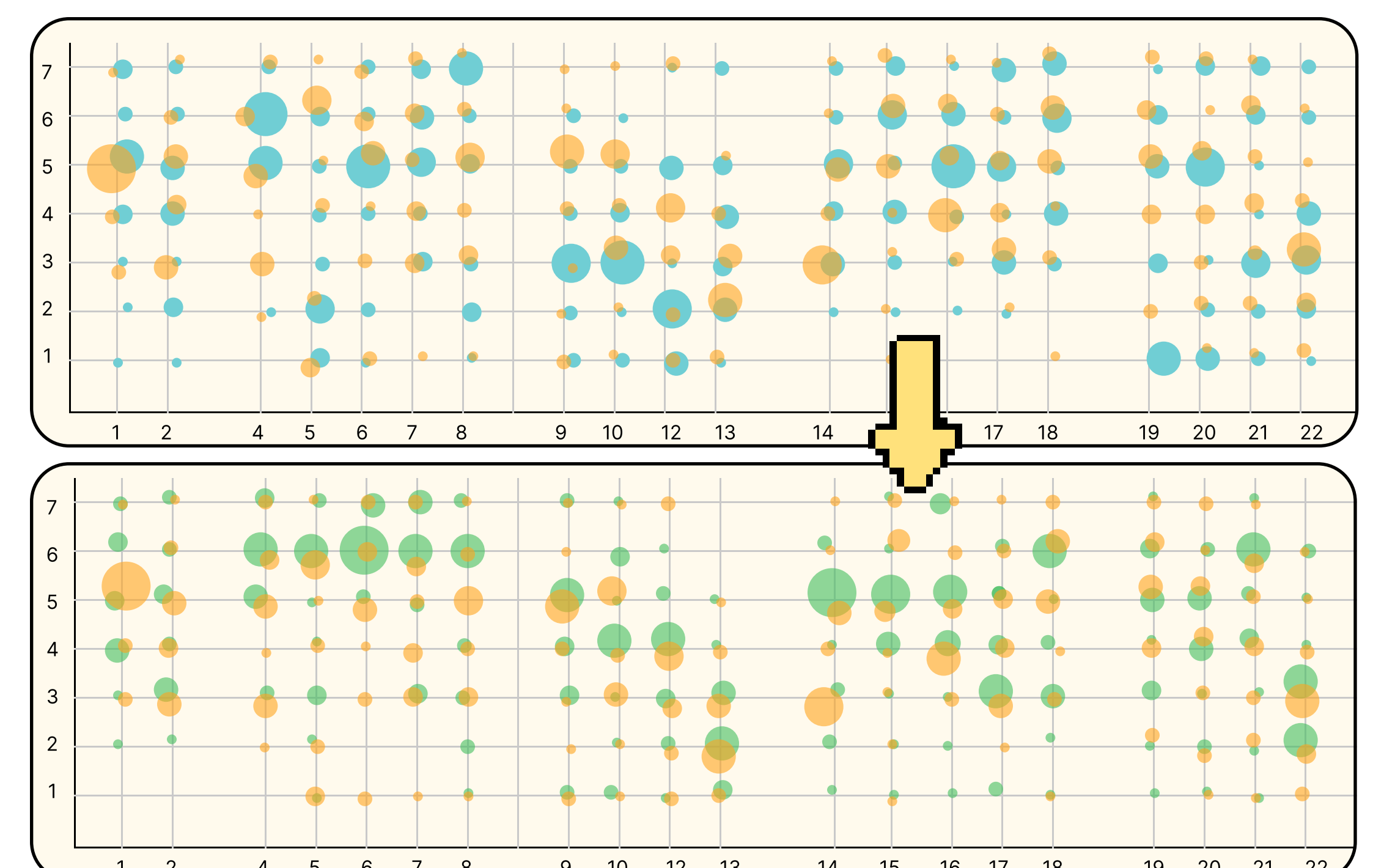
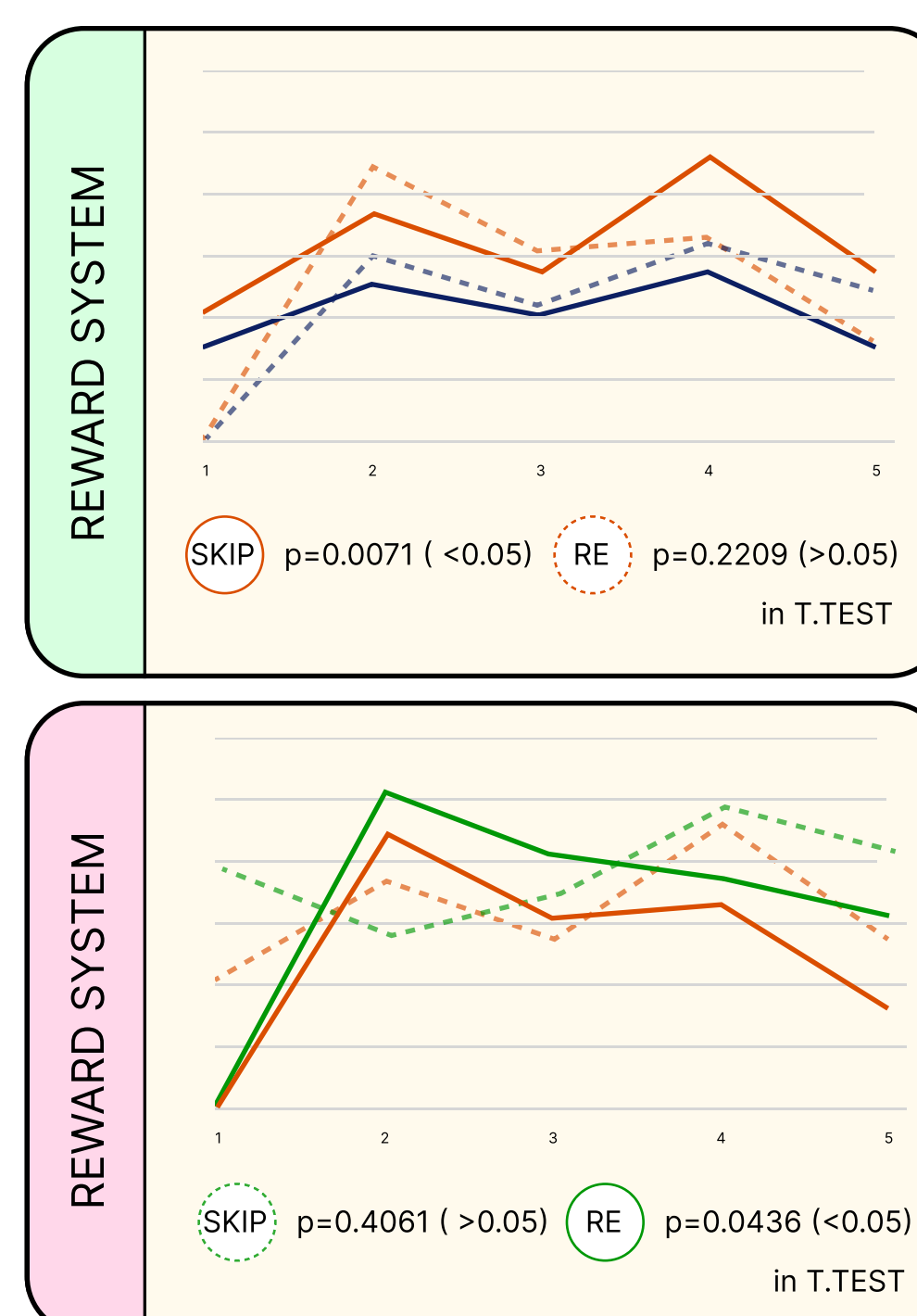
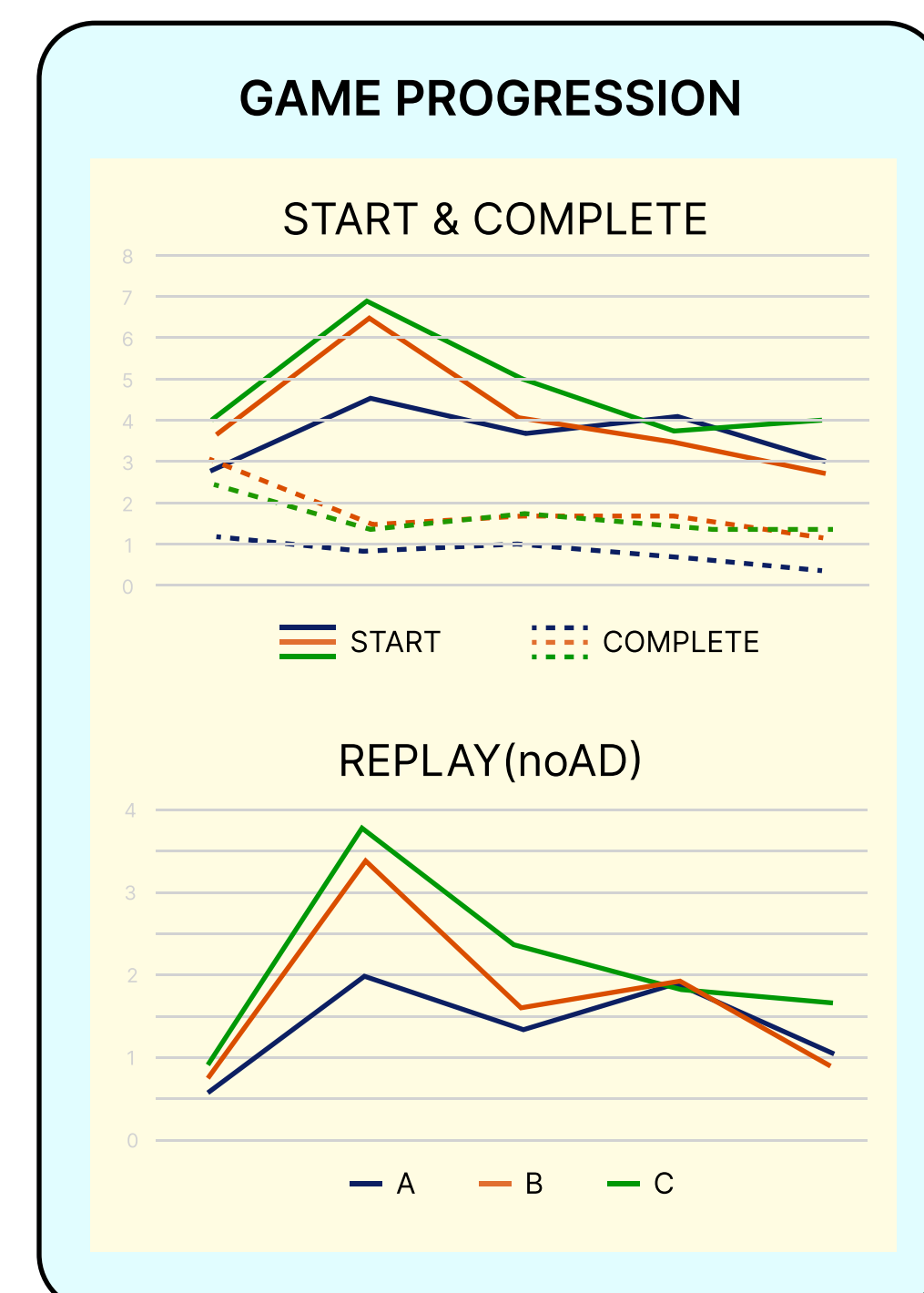
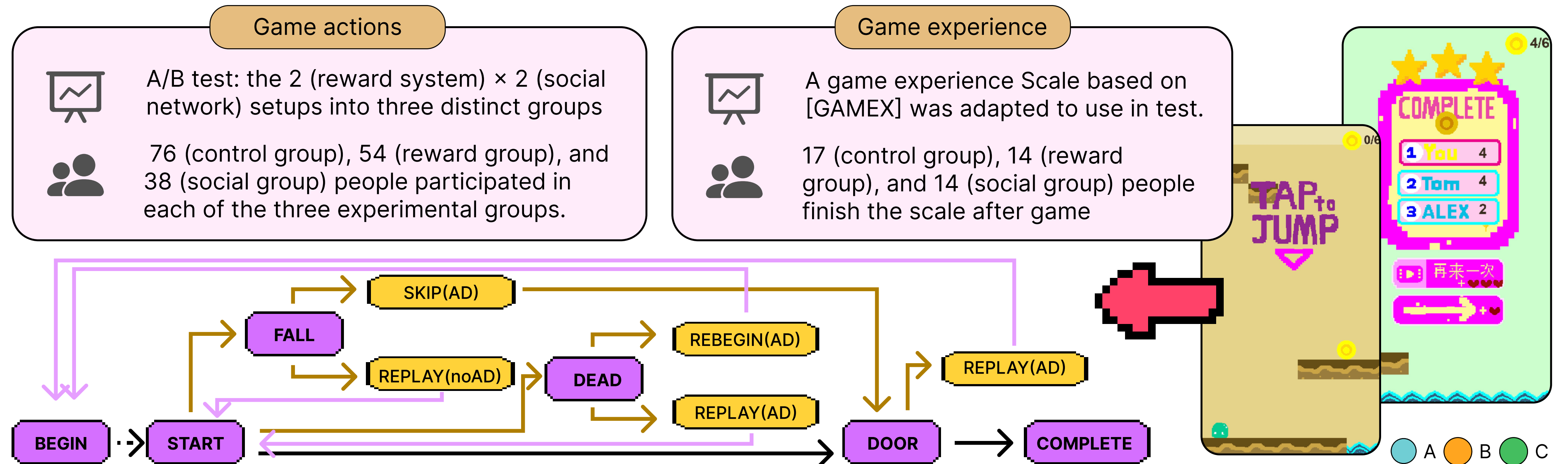
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The research aims to examine the influence of game elements, especially rewards and social networks, on user experiences with in-game advertisements (IGAs) in lightweight mobile casual games. The study investigates how these elements impact user game experience and interaction with IGAs by A/B test and game experience scale, offering insights to enhance the gaming experience while effectively interact with IGA.

ABSTRACT

INTRODUCTION

With the surge in mobile gaming's influence, advertisers are prioritizing game-related ads. In-game advertising (IGA) within simple, cost-effective mobile mini-games is a trending strategy. However, balancing user experience and ad integration poses challenges, especially since intrusive ads disrupt enjoyment. Understanding how game elements impact ad engagement is crucial. Past research often relied on informal design skills, lacking validated methods. Additionally, academic focus on how ad factors impact IGA effectiveness overlooks game experience influence. Thus, this study employs user experience testing to delve into this area, aiming to bridge the gap between theoretical knowledge and practical advergaming design.



CONCLUSION

Both reward systems and social factors enhance players' gaming experiences and increase engagement with IGA. Both reward systems and social leaderboards increase the user perceived value of IGA rewards.

FUTURE

- Further refine the dimensions and content of rewards, such as their form, scoring system, or introducing an achievement system.
- Causality between Game Elements, Emotions, and Behaviours with IGAs
- Delve into the interactions between social elements and reward systems