The effect of social media on the decision-making process

A qualitative study in the confinements of the mobile game industry

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Abstract

The focus of the study is the effect that social media has on the decision-making process of individual in the confinement of the mobile game industry. Several research questions were developed in order to gain a deeper understanding if social media platforms have a distinct way of impacting the adoption of mobile games and if so, how this is reflected in the choices of users. Answers to these question were provided with the help of a interpretivist approach and an experimental method that was made out of practically acquainting participants with the game in question, a semi-structured qualitative interview and their observation by the researcher. The study found that social media can be a persuasive factor in the decision-making process, even trumping all other factors for some participants. In addition, social media trends have a great impact on the image of a mobile game, both positive and negative in nature, yet, the influence is the same regardless of the game in question due to its link to the social desirability bias. Information pertaining to discontinuation were also gauged on and it was concluded that social media as a whole has a great impact on individuals' decisions when it comes to mobile gaming.
Summary

**Purpose** - This study has as its main focus the effect of social media on the mobile gaming choices of consumers. The individuals’ reasoning and other factors that could take part of the decision process are probed and measured. Understanding if social media platforms have a distinct way of impacting consumers’ adoption choices in terms of mobile games and if so, how this is reflected in the choices by the individual is the scope of this investigation.

From this purpose the following research questions were determined:

1. Can social media be a more persuasive factor for the decision-making process then game design factors such as ease of use, enjoyment, usefulness and accessibility?
2. To what extent can social media trends affect the social image of a mobile game? How does it link to the influence of the social desirability bias?
3. What are the factors that lead to the discontinuation of a game, in the absence of social influence?

**Method** - All these questions are answered with the help of an interpretivist approach and an experimental research design. The practical method is experimental and contains practically acquainting participants with the game in question, a semi-structured qualitative interview and their observation by the researcher. The study has been conducted on 32 university students from which 10 were men and 22 were women. All the participants are undergraduates at Jonkoping University, from all years of study and multiple programs, that fell into the targeted age group of 20 to 30 years of age. The research study lasted over a period of 2 weeks, with a variable number of participants per day.

**Findings** - The study found that social media can be a persuasive factor in individual's decision-making, trumping all other factors in the case of some participants. Social media trends affected the social image of a mobile game greatly in both positive and negative ways due to the individual’s wish to belong to a certain user group (adopters or non-adopters) and had little to do with the game itself. Many factors were identified that led to discontinuation including “taking too much time”, novelty issues, mandatory in-app purchases, level of difficulty and ease of use of the game.

**Conclusions** - Social media and social media trends greatly impact the decision-making process of individuals. Social media trends in particular have a distinctive effect despite any advantages or disadvantages that the game in question has, highlighting the influence of the social desirability bias on human behaviour.

**Keywords**

mobile games decision-making process social media trends influence
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Introduction

“Until you make the unconscious conscious, it will direct your life and you will call it fate.”  - Carl Jung (1875-1961)

With this quote, Carl Jung has put into words what many can relate with. Sometimes decisions that are made and the reasons behind them in hindsight make little or no sense at all. One example of such mysterious yet common behaviour is the impulse buying during a weekly shopping spree. It is not that those products were actually needed, but the decision to purchase was made anyhow, due to motives that are only rarely uncovered and reflected upon in everyday life. On an individual level, many take what at first seem to be trivial actions without focusing on the reasons why they were doing that particular thing and it is possible that they have nothing to do with internal drivers within themselves, but are a result of outside interference.

With the rise in accessibility and reach of the Internet, online resources have become one of the most common ways through which people get influenced, especially due to the amount of time individuals spend online. It is estimated that more people have a phone than a toothbrush, and that most people access the Internet using their mobile device. Moreover as of 2017 social media platforms have been determined to consume over 30% of Internet users’ time spend online, and they have become the primary attraction online, overtaking the industry of pornography that has previously been the leader. In addition to that, the influence of TV has been overtaken by the Internet as a main source of information and opinion maker for the younger generation. Therefore, it can be agreed upon that social media represent one of the most attention grabbing part of the Internet. Yet, despite social platform becoming such a big part of people’s lives, it is a relatively new form of media and little research has been done to see how it affects people and how aware are people of its influence on an industry specific level.

Despite the large number of industries and sectors that utilize social media to influence individuals and the many ways their messages can be transmitted through, most studies that have been conducted at a general level, disregarding industry specific factors. This study aims to focus on one industry in particular, that of mobile gaming which according to latest figures is earning over 40.6 billion US dollars worldwide even though the majority of mobile games are available to download free of charge. So while it takes very little time and effort from the individual to gain access to a particular game, the combined demand and impact of all users has resulted in the creation a sizeable and profitable market. One such game is Candy Crush Saga, the current most downloaded mobile game worldwide, which this study will utilize as an example to investigate the reasons why people decide to download or purchase mobile games.

With this broader purpose in mind, three distinct research questions were developed in order to gain a deeper understanding of the way social media and trends within it affect the individual’s decision-making process and action taken in the context of mobile gaming. This study strives to answer the research questions with the help of an experimental approach in order to limit bias and to be able to gather valuable qualitative data. The insights gained through this process will then be paired with existing research from across fields of study to produce applicable conclusions and outline implications for consumers and producers alike.
1.1 Background

The Internet has been around since 1983 [10], but the technology underwent a major change once modern smartphones became popular, starting with the launch of the first iPhone in 2007 [11]. Through this innovation the Internet became mobile and new software was invented as well as different types of websites were designed with the feature of mobility in mind. One type of website that has had a major impact on our society is the social media platform. Social media, in the modern meaning of the word, has been fundamentally changed with the appearance of the social network known as Facebook [12]. Facebook was the first platform to offer social services in a way that completely changed the landscape of social media, making it simple for people to connect and it coined a whole set of terms and actions that have become a part of our lives such as "like", "share", "follow" and "poke". Moreover, it has now over 2.23 billion users worldwide [13], and on an even larger scale from the almost 4 billion users with internet access only a few do not have at least one social media account [14].

With the popularity and reach of these platforms came the opportunity of benefiting from this large user group through advertising in some shape or form. It is estimated that over 226 billion dollars have been spent on digital ads in 2017 [15] and one standard user gets bombarded by more than dozens, even hundreds of ads per day [16]. With such a large scope and audience, many industries have tried to capitalize on this development and use social media to their advantage. One industry that benefited quite early on was the gaming industry. What used to be an industry dominated by gaming consoles and specialized software branched out to the online world and the most popular way old and new games stayed relevant was through having mobile gaming applications. These pieces of software have become small in size and downloadable on users phone through an application store with the majority of them being free of charge to download. Although there is no sticker price to download most application, there are different ways through which these games generate money and they do this quite successfully. It is estimated that only from 2013 to 2017, the mobile game industry has gone from a 17.6 billion industry to a 40.6 billion industry [8]. On the other hand, there are over 315,418 game applications in the Google App Store as of the end of 2018 [17], making it difficult for a single application or game to stand out from the crowd. Yet, some games have broken of the pack becoming leaders in their genres and some even becoming a global phenomenon with the help of social media [18].

One of these games was Candy Crush Saga. The game appeared in 2012 [19] and became extremely popular as one of the many Facebook games available[20]. In 2013 it became a global phenomenon and in essence one of the first gaming trends [21][22] setting a precedent for other games to follow in the future. As of the latest numbers, Candy Crush is still the most downloaded mobile game globally[9] and has over 262 million active players[23]. Although the game's popularity can also be attributed to the relative addictive nature of the game[24], it cannot be considered the main factor in the decision of adopting the game since it only affects users after they started playing. Instead social media could be credited with the high level of initial adoption and could be one of the main factors why Candy Crush has achieved the level of success that it has, due to the ease through which information can be propagated from one user to the other[25].
1.2 Gap

Although this new technology of social media platforms transforming the world into a "global village"[26], its effects on society and on individuals leave room for further study in terms of decision-making and product adoption. Even if social media as a whole has been featured more prominently in recent research, the intersection of social media and mobile games has been largely omitted despite the highlighted significance of this area as a lucrative market. Social media has a great power of influence on the individual's choices, a fact that came into the spotlight after the 2016 EU United Kingdom European Union membership referendum [27], where the final result has been heavily impacted through the help of social media targeting people at an individual level. Occurrence such as this demonstrate the power of social media to shape and trigger the behaviour of large amounts of people, while decisions on how to act are still at the level of the individual person.

Current theory on social media states that major companies have overtaken the "attention economy" of social media[28], by heavily investing in advertisements and social media content creators. This "signals a potentially radical shift of who is in control of information, experience and resources"[29]. In addition, social media is governed by algorithms that prioritize content based on particular values such as relevance, popularity or freshness [30]. By filtering the information based on these constants, the individual has little power over the content that they come in contact with, making it easy for large influencers such as companies to steer the perception of social groups all the way to an individuals' personal influencers (friends, family, peers).

Yet, despite the initial preference of an individual playing a huge role in determining what information they come in touch with, within these concepts there is little obvious inclusion of the individual's decision-making process and criteria as a critical factor in the model. This element is instead covered by the innovation theory and highlight specifically in the model such as the "innovation decision-making process" framework by Evereth M. Rogers[31]. While the different stages of this model are generally applicable to social media and the initial adoption of mobile games within this setting, the model does not account for the unique features of this online environment. The above mentioned algorithm power and corporate engrossment present a distinct case that innovation models might not fully account for.

Furthermore, when discussing the forces involved in personal decision-making, there is an element of psychology that impacts adoption by consumers, which needs to be considered when dealing with both social media and diffusion of innovation, and therefore plays an important role when synthesizing those two areas of study. A potentially appropriate concept is the “social desirability bias” [32] which could aid the uncovering of underlying forces in decision-making in this context. Similar to the above mentioned areas, this and other concepts are stand-alone models with little crossovers between disciplines. This study intends to fill this gap and create bridges between theories of thought that together can produce a new understanding of decision-making and early adoption, particularly within social media.
1.3 Problematization

The size of the mobile gaming industry and the amount of time that individuals spent online, particularly on social media platforms, are indicators of the importance of this topic as an area for deeper research. Users of these types of entertainment can potentially gain from understanding how they are making decisions that affect their interaction with this technology. If some parts of the decision-making process have been delegated to factors the consumer is not always aware of, this research could help users reflect on their choices and usage of the technology. Similarly, producers of applications that operate within this virtual space could learn how to facilitate and maintain a high level of success for their own product.

While previous research has been conclusive within their fields, combining frameworks and models across disciplines is in this case a rather novel approach and could present both useful conclusions but also highlight the need for further study that is transdisciplinary in nature. The models currently in use within each area are only partially applicable in other fields and therefore this research could spark the development of new or redesigned models that are more accommodating to the distinct individual features of other areas.
1.4 Purpose and research questions

This study will have as its main focus area the effect of social media on the mobile gaming choices of consumers. The individuals' reasoning and other factors that may come into play when choosing to play a game or not will be taken into consideration, such as usefulness, ease of use, accessibility, enjoyment and social appeal. Understanding if social media platforms have a distinct way of impacting consumers' adoption choices in terms of online applications and mobile games and if so, how this is reflected in the choices by the individual is the scope of this investigation. Answers to these questions will then be transformed into more hands-on practical implications for the different parties involved in the adoption process.

The research will make use of an experimental method with a qualitative approach [33] in which the participants of the study are asked to play a mobile game and then answer several questions about the game in particular, but also about games in general and social media in connection with them. The reasons behind the experimental method are threefold. One motive is to minimize memory bias by making the participants actually play the game during the study and therefore making sure that all the participants have the same frame of reference. Another reason is that this approach enables a development of a deeper, qualitative, understanding of the motivations of users behind their interaction with the game. This is further aided by the element of direct interaction with the participants and hence an element of individuality in terms of answers and insights provided. Lastly this method allows an observation of the contrast between what the users' perception of their own actions is and the actual behaviour shown. Attention is not only paid to the answers they give to the questions itself, but also to their attitude shown and other information that does not fall directly under the scope of the particular question (or the reason behind it), which might reveal insights into the participants decision system.

Moreover, there are three main arguments for how the game for the experiment, Candy Crush Saga, was selected. One key reason why it was chosen is that it is a game that became popular largely with the help of social media, so it has successfully utilized the new technology. By adopting a design and marketing strategy that was fully targeted to the new online environment, it has become a global hit and therefore is a viable candidate for this research. Another reason is that it has a short learning curve and does not require a long period of game play in order to assess the games appeal or potential. This is useful during the experiment, as the participants are expected to quickly grasp the concept of the game as a whole and are able to give answers that are representative for the entire game, not just the very beginning. Furthermore, the application used to be a part of an early social media trend, making it a suitable candidate to research the participants’ views on the social trend surrounding the game. While its success and prominence is still known, it has not recently been a part of a trend. The participants would hence give answers and reasoning in the absence of an active trend influence, making it easier to research the game itself and its elements such as design, game play, and reward system.

By investigating the forces at work in the adoption process of mobile games when intersecting with social media platforms, novel and relevant insights can be produced that will help better understand phenomena similar to that of Candy Crush Saga’s success. In the industry there have been many similar trends in recent years that saw a rapid increase in the popularity of a particular game followed by a significant drop in the buzz surrounding the application [34]. The latest of such trends include the games of Flappy Bird [35], Pokemon Go [36], and Fortnite[37], all of which reached a global following and fame. Yet, there is a possibility that once a game is considered
"played-out", an anti-trend be created for these games, making it less likely for people to play these games due to social desirability bias [32]. This study aims to contribute to the research concerning this industry by providing conclusions that are useful when addressing and dealing with these trends in the future, both from a consumer and producer perspective. For example, this could aid with a more sensible adoption by individuals or prolonging the lifespan of a game by producers. Furthermore, this study shall be seen as an incentive to deepen research in industry-specific areas when discussing social media and its sphere of influence.

In order to fulfil this objective and generate valuable insights for the field of study, three research questions have been developed using the purpose of this investigation that was outlined above.

1. Can social media be a more persuasive factor for the decision-making process then game design factors such as ease of use, enjoyment, usefulness and accessibility?

2. To what extent can social media trends affect the social image of a mobile game? How does it link to the influence of the social desirability bias?

3. What are the factors that lead to the discontinuation of a game, in the absence of social influence?
1.5 Delimitations

Due to the vast scope of decision-making, the study will be confined to the decision-making process of individuals when it comes to mobile games. This area was further narrowed by focusing on a viable representative of the mobile game industry, despite the existence of numerous genres of gaming as well as multiple games in each genre. The gaming application chosen, Candy Crush Saga, has not only risen to global fame due its success early on, but it has remained the most downloaded game to the date of this study. The investigation will not include testing of any other mobile game except the aforementioned representative, in order for the data gathered to be as consistent as possible.

The Swedish market is an adequate population for this study due to the prevalence of technological innovations in Swedish people's lives[38] and the impact that the Swedish tech market has on a global scale[39], especially in regard to smart phones. The latest data indicate that over 80% of people in Sweden own a smart phone[40] and over 70% have at least one social media account[41]. Due to the fact that the many of the social media users have a high level of education [42], individuals pursuing a university degree were identified as a suitable target group for this study, which resulted in a relatively young participants. In order to avoid age-related outliers, the adults participating were all aged between twenty and thirty years. Due to time and geographical constraints, the participants were sampled from the student body of the Jönköping University, but no further selection was made based on the original cultural background of the student.

1.6 Outline

In the following chapters the theoretical background of the study is outlined, alongside the methodology used when performing the research. These concepts will be followed by the analysis and discussion of the data gathered as well as the conclusions drawn as a result of this study.
2 Theoretical background

The theoretical framework of this study encompassed several disciplines and hence can be approached from a multitude of angles. This chapter will highlight the evolution of the social media, as well as social media trends, mobile gaming and the decision-making process of innovations.

The theory as a whole will establish the form in which social media, social media trends and decision-making is defined and measured in the context of this study, in contrast to other existing theories and interpretations of the terms. In addition, factors such as psychology, addiction and game theory connect with the aforementioned concepts and are included in the outlined theoretical framework.

2.1 Social media

Over the last couple of decades, the term social media has taken multiple meanings depending on how wide or narrow the terms of social and media were defined.

Media is a term often used to describe any type of channel through which information can be passes from one person to the other [43]. While in the past what constituted media were newspapers, letters and telegrams, the norm has shifted towards radio, TV broadcasting and later to the Internet and its online versions of offline media (online newspapers, email, online messaging, podcasts and streaming)[44][45]. Therefore, within this study media will be used to describe the online channels through which knowledge can be spread from one individual to the next.

The term social on the other hand, if it is to be seen from a standard communication point of view, can be used to describe any communication that takes place between two parties [28], regardless of its content or importance. In addition, social can be seen as any type of media because they contain and transmit information that have originally come from the human social relations in society [44]. Therefore, for this study the term social will be utilized as a term describing the communication between at least two people and the interaction between a form of media and an individual.

Hence, by combining these two terms in the aforementioned descriptions and synthesizing them into one, social media can be defined as a category of media channels that is used to transmit information that was born out of human communication as well as a channel that people can utilize to communicate with one another.

Although that is a definition that fully encompasses social media as a whole, social media can be divided further into narrower concepts.

One example of that can be the definition given by boyd [46] that states "I use the term social media to refer to the sites and services that emerged during the early 2000s, including social network sites, video-sharing sites, blogging and microblogging platforms, and related tools that allow participants to create and share their own content". By this definition, depending on the media channels, different types of social media can be derived, such as social networks (Facebook), wikis (Wikipedia) or micro blogs (Twitter)[46], etc. In regard to the previously stated concept, the focus of this study is on social networks, since they represent the online environment where the majority of users in Sweden spend their time[47] and is the most popular form of social media, encompassing text, video and audio content[44].
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boyd and Ellison[48] define social network sites as "web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system." According to this classification of social networks, platforms such as Facebook[49], Instagram[50], Snapchat[51] fall into that category. Since Facebook is the social media with the most users worldwide [13], the research study uses a mobile game that has utilized this social network in particular to achieve global success[20]. Hence, the study is focused on the particular elements of social media that are present predominantly in this social network and not on distinctive features that other social networks may have.

Social media can also be broken down even further to represent "the technologies and applications that people use in developing and maintaining their social networking sites. This involves the posting of multimedia information (e.g., text, images, audio, video), location-based services (e.g., Foursquare), gaming (e.g. FarmVille, Mafia Wars)"[52]. With this perspective, the game analysed in the study, Candy Crush Saga, can be considered in itself a form of social media. Although this definition would categorize Candy Crush Saga as a social network of its own, the study focuses on the effects of other social networks on the games' adoption process and classifies Candy Crush Saga purely as a game that utilizes a social network as a communication channel. This distinction was made so that the study be able to assess Candy Crush Saga from a game design perspective, giving the researcher the opportunity to analyse if the reasons behind the game becoming a social trend [22] were only social and had little to do with its design, or they were a major contributing factor to its success.

As a whole the study will focus on the "convergence between personal communication (to be shared one-to-one) and public media (to be shared with nobody in particular)"[53] that can be considered the symbiosis between the Candy Crush Saga mobile game and Facebook.

2.2 Mobile gaming

Games have been part of our lives for many thousands of years [54] and have undergone several changes across history [55]. Yet, games have maintained the core properties that make them one of the oldest types of social human interaction [54], including their position as markers of social status [56].

Some even argue that games were the precursor of human activities such as language or art and are older than culture itself since it is an activity that animals also partake in [57].

Hence, games might be considered as a very important part of an individuals' life, yet since their inception, games have seen radical change with the invention of the computer and the smartphone[58]. The transition was made from physical and mental games to game consoles to online gaming and lastly mobile gaming [58].

Since mobile gaming is the latest form of gaming evolution and one of the most successful category of the gaming industry[8], the study focuses predominantly on the mobile games, utilizing Candy Crush Saga as a representative of the industry. This particular mobile game, has gained popularity by being a social networking site game [44]. Social networking site games or SNS games for short, are a division of digital games that are "platform based, multiplayer and reveal the real identity of the
player "[59]. Therefore, according to this definition, Candy Crush Saga can be considered a SNS game since the majority of these games are hosted on social platform, in this case Facebook[20].

Yet, compared to other platforms, Facebook has a dual functionality for SNS games since it is not only a host for the game, but also the place where users can be targeted on an individual level with advertisements and other marketing material that can influence an individuals’ decision[60]. Due to that particular property, it needs to be mentioned that inside this study when the term mobile gaming is used, it will not refer to other video games that are played on a mobile device through a browser application.

Previous research into mobile games has been concentrated in large part on mobile phone usage and country-specific [61] adoption of smartphones, hence, less of a focus has been put on mobile gameplay [62] or mobile game adoption by themselves. This study aims to rectify that by focusing on mobile game adoption, in the detriment of mobile phone usage or smartphone adoption. In addition, due to the majority of the gaming participants being represented by "casual" gamers [63], a mainstream game[24] was chosen for the study.

Still, it is arguable whether there is something special about Candy Crush Saga that explains its popularity independent of its use of social media as a launch ramp and marketing channel.

Some argue that the thing that makes Candy Crush Saga different from other match-three games is the design of the in-game goals combined with the elaborate way in which the game board is built and the level map that the user needs to go through [64] Others say that the game owes its popularity to psychological factors such as nostalgia and frustration-relief cycle that give the game an addictive property [65][66].

Yet, since Candy Crush Saga has come on the market, many other games have copied the design formula in hopes that it would lead to success [67] even to the length that they are obvious rip-offs [68]. This has not led to any breakthrough successful mobile games, despite having many of the design elements in common with Candy Crush Saga. Therefore, Candy Crush Saga's marketing strategy and their use of social media is a likely candidate to be a major factor in the decisions of users when it comes to mobile gaming and maybe even a big part of why the game became a social media trend[21][22].

2.3. Social media trends

While trends have been a part of our society for a long time [69], social trends have undergone a change with the appearance of certain social media such as Facebook and Twitter [69]. By introducing this new form of communication that can connect people regardless of their geographical location, social trends have become more widespread. What in the past would have been a local seasonal social trend can now become a global phenomenon that can leave a lasting mark in society as a whole[70].

In its most basic form, a social trend is a certain activity that society participates in and can be characterized as long-lasting or short-lasting depending on its duration [69]. The crucial element of trends is that they are not necessarily created by a majority, but starts from a couple of users and then gains momentum as it gets spread through a social network. After achieving a certain status of popularity and
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awareness, the majority joins in, spreading the trend even further, until the trend reaches its peak [31][71]. Once the social attention is oversaturated with the trend, it falls in popularity as a new trend rises to take its place or it subsides for a certain period of time [72]. This type of behaviour is consistent with the diffusion curve of innovations [31], especially at an individual level.

There are several types of trends (general, seasonal, cyclical, irregular)[73] with trends within social media tending to be cyclical in nature[74]. The majority of trends resurface through reinvention or repackaging the old concept and become popular again [75][76]. Moreover, there are some facts that support the existence of a post-trend phenomenon. These facts point that after the trends becomes played out, the perception about the elements involved in the trend becomes "uncool"[74][77], making it hard for new adopters to emerge[78]. At the basis of that is the social desirability bias [32], that states that people will gravitate to share the preferences of the majority in detriment to their own. This can be linked to the basic psychological human need to belong to a social group or the herd mentality [79] [80] that can be traced back to our cave-dwelling days. Therefore, the decision process of individuals could be affected by social media trends through these basic psychological forces.

This study researches the individual’s stand on social media trends as well as how it may influence their internal mechanism when it comes to decision-making.

2.4 Diffusion of innovation and the decision-making process

As mentioned previously, social media trends follow a popularity curve similar to the diffusion of innovation curve[31]. Diffusion of innovation is a theory developed by Evereth M. Rogers in the late 20th century that strives to explain the way through which new discoveries or technologies spread and become known or used by people[31]. In the creator's own words, it is “the process by which an innovation is communicated through certain channels over time among the members of a social system"[31].

In the confinements of this theory through the term diffusion, it is to be understood as spreading or divergence from one common origin, while the term innovation is to be understood as any "idea, practice or object that is perceived as new by an individual"[31]. Since this term is rather broad, it can be applied to a certain media, a certain game or a certain service. In this study innovation will be used to characterize individual mobile games.

A big part of diffusion is how people come in contact with innovations and how they arrive to the decision to adopt them or not[31]. In the context of this study, this particular element will be focused on since it is at the basis of the thesis’s purpose, but also something that marketers have in sight when creating messages to influence people [81].

In his book on the topic, Rogers outlines a model, going under the official name of 'Innovation-Decision Process'. This model is made out of five main stages that are visualized in Figure 1 and will be shortly summarized in the following lines.
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The knowledge stage begins when a person is exposed for the first time to the existence of the innovation and discovers how the innovation works.

The persuasion stage begins when a person establishes a general attitude towards the innovation, be it positive or negative in nature.

The decision stage begins when a person participates in actions that have as a result the choice to reject or adopt the innovation.

The implementation stage begins when a person starts to utilize the innovation.

The confirmation stage starts when a person begins to look for validation of their decision and the person may change their decision if they come in contact with contradictory information about the innovation.

Once the decision to adopt or reject has been made in the third stage of the process, the person can always choose in this last stage to continue their adoption/rejection, discontinue it if they have previously adopted it or adopt it at a later date if they have previously rejected it.

It needs to be noted that this process takes place inside a persons' mind and can take a variable amount of time, from a couple of hours to years at a time [31]. Rogers himself stated that the internet has as a result the speeding up of the innovation-decision process, making it possible for individuals to pass through all the stages in the span of days[31]. Due to this element, the participant in this current study will be in different stages of the process, thus the active adoption process for Candy Crush Saga is not the one researched, but the general mechanisms and factors that go into an individuals' decision process when faced with any mobile game in general.

In his book Rogers highlights the general characteristics of different types of adopters, mentioning that early adopters tend to have a higher socioeconomic status than any other types of adopters. In addition, early adopters tend to be more opened, informed and unbias towards innovations as a whole. Since they are the most important factor in mainstream adoption [31], the study focuses on them in the confinements of the geographical location of Sweden. Although the study focuses on
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only one country in particular, Sweden is the leading country when it comes to shaping global attitudes towards technology, making the participants not only early adopters in gaming innovations, but also in the worldwide scope of adopting technology overall[38][39].

The argument can be made that social media is no longer an innovation because it has become such a big part of people's lives, morphing into the place for getting in touch with friends and family. Although it may not be considered an innovation by some, social media is a good candidate for a 21st century interpersonal channel, an important factor in the persuasion stage of the decision process [31] [82].
3 Method and implementation

3.1. Research Philosophy
In a social science study there are many approaches that can be taken, all with their perks and demerits. For this particular study, a interpretivist approach was selected since it is the best approach to utilize when researching social media in the aforementioned context [83].

Interpretivism is a research approach that has at its core the "the belief that the concepts and language that researchers use in their researches shape their perceptions of the social world they are investigating, studying, and defining"[84]. Moreover, interpretivism is an inductive practice that aims to acquire in-depth insights into the motivation of people and their meaning[85].

Therefore, interpretivism naturally blends with the purpose of this study, to dig deeper into the internal individual’s decision process through the means of a qualitative study.

Qualitative research has as its primary objective to gather insight into the reason behind individual’s thoughts, feelings and behaviour[33]. Due to the complex intricacies of human motivation, this type of research was the most appropriate for the topic chosen as well as be the most feasible from the perspective of resources, time and expertise. Moreover, human motivation cannot be boiled down to numbers because adoption of an innovation is not a "yes" or "no" question, it is a complex construct that as previously states has a multitude on stages and determining factors[31].

When it come to the research design, this study falls into the category of an experimental research design, since it focuses on the effect of social media on the individual when it comes to mobile game adoption[86]. Due to this design, an experimental method was used by combining three main elements, practically acquainting participants with the game in question, a semi-structured qualitative interview and their observation by the researcher. Although researching individuals utilizing only one of the previously mentioned elements was considered, the choice was made to combine the three due to the following three reasons.

The main reason was due to the fact that by making the individuals play the mobile game as a part of the study, bias such as the memory bias was reduced and all the participants had undergone the same process, limiting the inconsistencies that may arise from them not having the same frame of reference.

Another motive is that by utilizing a qualitative interview, it gives the researcher the opportunity to gain a deeper understanding of the motivations of participants in relation to their game adoption behaviour. Due to their nature, interview are a better tool than surveys when it comes to gathering data regarding opinions, impressions or reasoning [87]. By having the added advantage of being able to interact with the participant, further questions can be asked to get a better understanding of the individual's motivation and way of thinking. Also, surveys tend to get a lot of erroneous data from wrongly filled in questions due to misinterpretations [88], something that could be easier to minimize in an interview form.

Lastly the addition of observation method enables the researcher to maximize the validity of the study by discerning between the participants shown behaviour and the participants’ perception of their behaviour. By requiring participants to play the
particular game during the study, relevant data about the participants' attitude towards the game as well as extra data that indirectly affects the participants' motivation could be gathered.

The choice was made to utilizing this complex methodology to ensure rich primary data was gathered, but also to eliminate inconsistencies that secondary data brings into a study.

In regard to the role of the researcher in this study, they will be an active observer of the experiment and ask additional questions to gauge on the participants' motivations. Through this type of position, the researcher is able to investigate discrepancies that may arise between the words spoken by the participants and their actions in an effective way. Moreover, the researcher has a background that includes a prolonged knowledge of the game included in the study as well as social media theory and mechanics, which limits any misunderstandings when it comes to information relating to older versions of the game. During the study, the researcher strives to not impart their biases about either technologies on the participants, digging deeper only when substantial differences arise in the participant's discourse.

3.2. Data collection and the sample
The sample population has been determined by taking into consideration the number of gamers in Sweden, as well as the principle of saturation[89] determined in previous research on sample size for qualitative studies. According to this aforementioned paper, an ideal sample size for a comprehensive study on average should be 30.

Therefore, the study has been conducted on 32 university students from which 10 were men and 22 were women. All the participants are undergraduates at Jonkoping University, from all years of study and multiple programs, that fell into the targeted age group of 20 to 30 years of age.

The research study lasted over a period of 2 weeks, with a variable number of participants per day.

In order to limit the memory bias of the participants, the subjects were asked to play a mobile game for a couple of minutes before undergoing the interview. The mobile game in question was Candy Crush Saga and the participants played five levels of the game.

The levels were level 1, 11, 18, 23, 25 and they were chose due to the fact that they contained a comprehensive selection of different main game elements while not being too complex and therefore easy to grasp. This facilitated the process for participants to make a representative assessment of the game.

During the gameplay, a number of participants made game-related comments that were later picked up upon during the interview.

At the end of the game play, the participants answered a series of questions concerning their online habits, the assessment of the game they just played, their stance on games in general as well as social media, social media trends and other personal influencers (family, friends, peer pressure).

The questions were constructed and split into categories in order to gather relevant data in the aforementioned purpose of the study.
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There are four major categories, each with a specific goal in mind and encompassing several questions. Despite the categorization, the order of the questions in the actual interviews was not the same as the one shown below.

3.2.1. Demographic user data
These questions were used to obtain basic user data (age, gender) in order to get a sense of the participant group as a whole and verify that they are a part of the target group. In addition, a general self-assessment of their online and gaming habits was included, in order for the additional data to be put in context (if a participant does not have any social media, it makes sense that they say they are not affected by it).

- Age
- Gender
- Level of social media use
- How often do you play games?

3.2.2. Mobile games design
With this set of questions the goal was to gather information related to Candy Crush Saga as a game, as well as general preferences that the individuals had. Game elements such as accessibility, usefulness, ease of use, enjoyment and in-game play and design are investigated in order to research the game in the absence on other social factors.

- Have you played Candy Crush before? If yes, are you currently playing Candy Crush?
- Have you heard of this game before? If yes, where did you hear about the game?
- How difficult is it to play Candy Crush?
- Was there something that was hard to understand?
- Are the goals of the game clear?
- What was hard to understand about the goals of the game?
- Do you see any technological barriers for you to play this game?
- What benefits would playing this game have? Do you see anything useful that came from playing this game?
- What disadvantages would playing this game have? Do you see anything bad that came from playing this game?
- Is playing Candy Crush enjoyable? In what way?
- Say something you like/dislike about Candy Crush.
- Say something you like/dislike about games in general.
- Would you start/restart playing Candy Crush on your own? Why?
- What would make you continue playing Candy Crush?
3.2.3. Social media and social media trends
This array of questions was utilized to gauge the individuals’ relationship to social media and social media trends, as well as the importance of their personal sphere of influence (friends and family).

- How important of a factor is social media in your decision to play a game?
- Is the ability to play together or share to experience with your friends something that is important to you?
- Would your friends playing it make you play it? Why?
- How important are social media trends in your decision to play a game?
- Would you play this game if it was part of a social media trend? Why?
- What are your views on social media trends in general?

3.2.4. Personal decision-making factors
These questions aimed to unveil the participants’ inner mechanism and value system when it comes to games in general, in order to scope if despite their perception, Candy Crush Saga does fulfil their criteria and their attitude towards the game is influenced by something else other than the genuine qualities of the game.

- What personal goal do you have when playing a mobile game?
- What are the reasons why you will stop to play a game?
- Who do you look at when it comes to mobile games?
- What would a perfect game look like? What are the attributes that you want in a game?
- Is there anything you would like to add about Candy Crush or mobile games in general?

The whole process took under 20 minutes for each participant and a copy of the interview questions in the order they were asked as well as the data utilized from the transcribed interviews can be found in the Appendix.

All the interviews were audio recorded using an in-built recording tool of a HP laptop computer and the participants played the game on a Samsung J3 2016, with no connection to the internet.

3.3. Data processing
The data gathered in this study were processed in a number of ways. The initial processing took place when transcribing the interviews. Due to the qualitative nature of the interview, the participants did not always immediately answer the question and sometimes had difficulties in expressing their feelings and way of thinking, which would have made a literal transcription inefficient and confusing. Hence, the relevant sentences were transcribed and introduced into a Google form in order to have a better overview of the study as a whole and the individual answers provided by the participants. With the help of this online tool, all of the individuals’ responses were split up and the answers by all participants to each specific question were compiled in...
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one place, allowing the researcher to gain a quick overview on the general trends in the responses for each question. This means that instead of displaying answers by participants, the responses were shown per question. Then, the questions were organized according to the aforementioned four general categories which served as distinct themes during analysis, although they interlink with each other at times, a phenomenon that was accounted for in the analysis.

Within these categories, the answers to each individual question were segregated to determine similarities among answers to a specific question and detect trends according to the frequency of occurrence of certain elements among the responses for that single question. There were no overarching theme that were linked neither within nor across categories of questions. Instead, each question was treated as a micro-exploration in itself. The prominent and unique answers were therefore established on a question-to-question basis without creating general category labels, i.e. codes, that span the entire interview. A table displaying the result of this process can be found in Appendix 3, excluding the questions whose answers could be compiled into percentages, average numbers (e.g. How difficult is it to play Candy Crush? (on a scale from 1-10)) or only contained unique answers.

After the aforementioned stage, the stand-out responses were related to the theory presented and also put into context with each other to create a bigger picture of what the answers provided by the participants mean in the context of current theory across disciplines. Additionally, unique answers were extracted to highlight distinct details or outliers given by one or few respondents.
4 Discussion of findings and analysis

As stated previously, the main purpose of the study is to research the effect of social media on the mobile gaming choices of consumers. The factors that arise during the process that are particular to the individual as well as game related factors such as usefulness, ease of use, accessibility, enjoyment and social appeal are included. After undergoing the data gathering process of the study, it was understood that social media platforms have a distinct way of impacting consumers’ adoption choices in terms of online applications and mobile games and how this is reflected in the choices by the individual.

In the following paragraphs the findings of the study will be highlighted and analysed as well as discussed in relation to past research, theoretical background and research questions. The choice was made to combine the two section in order to present the data gathered in the most efficient manner. In addition, in contrast to quantitative research, qualitative research’ straight lies in the unique differences that arise from one individual to the other. Separating the two chapters would have made difficult to highlight these unique differences properly when compared to the majority.

4.1. Demographic user data findings

In this section, it was ensured that the participants in the study fit the proposed target group of 20 to 30 years of age, with a majority of the individuals being in their early 20s. Although the study included a majority of female participants, there were no major differences discerned based on gender when it comes to the findings.

From the point of view of social media usage, the majority of participants characterized themselves on an average of 7 in a 1 to 10 scale, with only a few of them being positioned at the extremes. While this is an important distinction between the participants, the values are the reflection of the individuals’ perception and may not reflect the true extent of their social media usage. According to previous research, users tend to underestimate the time they spend on social media[90], therefore, the true value may be higher than the one reflected by the study.

The participants on average said that they played games sometimes, although the majority were rare gamers followed by those who play often. Although this question also is a result of self-assessment, there are no studies that clearly state that games have an effect over time perception[91] the same way social media has.

4.2. Mobile games design

In this next step, the impact of the game's overall design on the decision-making process was evaluated. In regard to Candy Crush Saga, over two thirds of the participants had played the game before the study, but less than 10% still played it at the time of the study. In addition, although nearly one third of the individuals did not play Candy Crush Saga before, almost all of them had heard of the game either from online sources such as Facebook, offline sources such as TV or other people playing it on their phones while on the bus.

According to these findings, all of the participants studied could be placed at one of the stages of the Innovation- Decision process model, with the majority having discontinued the game as a result of their confirmation stage [31]. These results are consistent with the Rogers’ theoretical model, therefore, allowing the researcher to investigate the general mechanisms and factors that go into an individuals’ decision process at every stage. However, some of the data pertaining to the game itself may
be affected by the users bias towards Candy Crush Saga since the majority have chosen to discontinue it.

In Table 1, the distribution of the respondents on the Innovation-Decision process model is presented in more detail, highlighting that the participants are in majority early adopters due to their positioning on the final stage of the process. In addition, the majority of the participants that were on the confirmation stage mentioned that they have played the game closer to its release and later chose to discontinue it, with only a minority of them still playing the game.

<table>
<thead>
<tr>
<th>Process Stage</th>
<th>Number of members per stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge</td>
<td>1</td>
</tr>
<tr>
<td>Persuasion</td>
<td>8</td>
</tr>
<tr>
<td>Decision</td>
<td>1</td>
</tr>
<tr>
<td>Implementation</td>
<td>0</td>
</tr>
<tr>
<td>Confirmation</td>
<td>22</td>
</tr>
</tbody>
</table>

Table 2. Distribution of participants on the Innovation - Decision process model

The participants have been split in stages with the help of information pertained from the first two questions in this category and the researchers' observations. The majority of 22 have played the game before, making them part of the confirmation stage, regardless of them still playing the game or not. The majority that had not played the game, had previously known about the game making them prime candidates for the persuasion stage, with only one stating that they will try out the game when they have time, making him the sole respondent in the decision stage. Only one respondent did not have prior knowledge of the game, making him the only participant in the knowledge stage.

The majority of respondents found Candy Crush Saga easy to play, easy to understand and clear when it comes to the games' goals. The participants that felt that the goals were not clear pointed out that it was not immediately apparent what they had to do in order to pass the level or why they lost. These findings highlight that the game is designed in a way that limits the confusion of the players. However, as the interviews progress there is data that highlights that while these factors have a big impact when they are absent, they contribute little to the decision of maintaining playing the game and are irrelevant for the initial adoption stage. This point is strengthened by data further on in this section, when participants are asked why they discontinue games and how to they find and adopt new games.

When it comes to the game's general advantages, although a few respondents did not see any benefits, the majority stated that it could be useful to relieve stress, pass the time, entertain themselves or help with increasing strategic thinking or other mental abilities. On a short-term level, the game was seen as useful because it was a way for them to relax, take their minds of things or exercise their brain.

Data gathered by this question highlights that games are seen as an activity used to fill out time that the individuals' feel they want to or need to waste. One participant put it as "... you can burn time when you have a little of free time and you can't go somewhere, you just have to sit"(Participant 14). This may explain why some have
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previously stated that they had observed other people playing it on the bus and it also illustrates one of the needs that mobile games seem to cater towards for individuals.

The participants also identified several general disadvantages associated with the game, including it being addictive, a "waste of time" (Participant 1) and a source of distraction from other important tasks, making them more likely to procrastinate. For more than 80% of them, the game was not seen as a bad activity in the short run, with only a few stating that it was a waste of their time or made them want to play some more. In contrast, the fact that Candy Crush Saga is seen as a good way to pass the time is perceived to be both an advantage and yet also a main disadvantage, the latter only when seen from a long-term point of view. This is one of the few reasons why the majority of the participants that have played the game in the past chose to discontinue it, a fact explored more in detail also later in this chapter. On a short term basis, these drawbacks are not apparent to the user though, making them rather trivial factors in the initial stages of the decision process. Some participants, though, mentioned a more business-driven reason why they disliked the game, a motive that actually is an important factor in the decision process. One response revealed that they disliked "the way that it uses the reward system to manipulate people to spend money. It also has a very uneven difficulty curve, some levels are very easy and some are very difficult, making you to want to spend money on something you don't really need" (Participant 6). Another participant linked this aspect to the design of the game saying "It is a lot of things in one place. So many links, 'Buy this', 'Download this', 'Play this other game that is related to Candy Crush" (Participant 15). As the interviews went on, multiple individuals mentioned that having to pay for the game itself or for progress in the game is something that they take into account when choosing to adopt the game or not.

From an enjoyability point of view, over 80% of the participants stated Candy Crush Saga is enjoyable to play due to its animation style, game structure and feeling of satisfaction it gave the players. When asked about what in particular they enjoyed about the game, the majority stated that they liked its colorful design, overall game design and animations.

One participant highlighted a minor likable aspects of the game saying "If I am playing with someone else you can compare on which level you are or how far that person has gone or how they beat a certain level. It is like you have camaraderie with the other people that have played the game " (Participant 9). From this response in particular it can be deduced that having someone to share the game with is one of the main advantages which enforces the concept of games as a social activity, illustrating another need that mobile games serve for users.

On the other hand, then it comes to what in particular they did not enjoy about the game, while some did not like its design, the reasons were less focused on aesthetics and more on the mechanics of the game. The leading aspect was the in-game hints that appeared too quickly in the participants view, followed by the audio effects, getting stuck at a level for too long or being influenced to make in-app purchases. Data gathered in this section, highlighted that aesthetics are an important factor in the decision-making process, although it might not be the most prominent, it could be one of the aspects that made Candy Crush Saga a popular game.

On a general level, concerning all mobile games, individuals liked that games gave them the opportunity to be a part of the story or world the game existed in, that they challenge their mental capabilities, are something that they can enjoy with other
people as well as an enjoyable way to spend some time. On the other hand, participants disliked that games can be time-consuming, addictive or designed to push people towards in-app purchases, with a minority stating that they did not like that some of them are too confusing. The business-side of gaming is something that a small majority of participants stated as a main factor when it comes to them disliking games in general, with one saying that "there are a lot of things to pay for. I don't think that is something that should be implemented in games, especially the ones targeted towards young audiences" (Participant 12). This particular aspect was mentioned several times, signaling the importance of financial gain of the games from its users. Although Candy Crush Saga utilizes some of these tactics as well, downloading the game can be done for free and despite being able to pay for "boosts" or lives in the game, the can easily be played without investing money. In fact, 7 out of 10 people who have reached the last level on the game have not spent any money on in-app purchases [92]. So although this factor is a seemingly important part of the decision-making process, it appears to not be one of the key reasons why users choose to discontinue this game.

When being inquired about the possibility of them starting or restarting playing Candy Crush Saga on their own, the majority answered that they would not consider doing so, stating that the game is not appealing to their gaming taste, they had got bored or felt that it was not a good use of their time.

At this question a behaviour was highlighted by one of the participants that said "I don't know why, but sometimes with games, it is just that you play it for X number of weeks, I can get bored with it for a while, then I start doing it again for a while and then I stop" (Participant 3). This shows a type of cyclical engagement with mobile games that can be attributed to a state of boredom that appears when games do not evolve at a speed that allows for a constant feel of novelty [93].

Another topic that appeared in multiple interviews that could be linked to this particular inquiry was that Candy Crush Saga is a game that their parents or older relatives play, therefore, from their perspective it is not something that they would consider doing because of that knowledge. This is a similar result as with other technologies, that younger people tend to discontinue or not adopt the technology if it has now been associated with the older generations [77], which could indicate why such a large percentage of the participants are not currently playing the game and are not willing to start again.

While some respondents said that it is unlikely that they would change their mind and resume playing the game, others noted that if the game was more challenging, they could advance faster or had nothing else they could do instead they would consider continuing playing Candy Crush Saga. One participant in particular said that "...if my husband was playing [...] or if someone I lived with was playing it then I would play it because it makes them happy" (Participant 9). This shows that despite all the negatives that the game may have, this social influence would trump all of them for this individual participant.

Overall it appears that in terms of mobile game design, particularly in the case of Candy Crush Saga, standard elements such as easy to understand goals, ease of use and usefulness have little impact on the decision process, while aesthetics, having the ability to buy in-game merchandise and the social status or social link the game offers are important factors in the individuals' decisions, a fact that will become more apparent in lower in the study.
4.3. Social media and social media trends

In the study, a sizeable amount of participants responded that social media is not an important factor in their decision-making process regarding whether to play a game or not. Moreover, trends within social media were also not considered an important factor, with responses in the latter case being in even greater agreement regarding the irrelevance of these trends to their decisions. However, this measurement is the result of self-assessment that is prone to errors[90]. In addition, although the majority did not see social media or social media trends as important factors, others attributed it with a very high score in terms of perceived influence, giving it a value of 9 or 10 on the scale.

In spite of their self-assessment, the majority of the participants behaved very differently in action. In fact, the participants that stated low importance actually mentioned that researching the games on YouTube or getting recommendations or seeing advertisements on social media were the way through which they ended up playing new mobile games. This inconsistency between what the participants say and what they do is very important since their actions seem to not be fully internalized by the respondents. In addition, social media influence and usage seems to not be that apparent to consumers due to certain platforms not being characterized as social networks by individuals. In fact, most people don't consider YouTube to be a social network[94], although it has all the elements highlighted in the previously stated definition of a social network.

When it comes to the impact of Candy Crush Saga being part of a social media trend on their decision-making, on their decision to play Candy Crush Saga, the majority of participants stated it would not make a difference to their choice. On a further exploration into their rationale, respondents said that the reasons why it would not affect their decision is due to them not following trends or them needing to like the game regardless of it being a trend or not. On the other hand, the individuals' whose decision would change if the game would be a part of a social trend said that it was because they follow trends and trust the general consensus about games that are part of a trend. One person in particular said " If other people say a game is good, I would trust them"(Participant 30), suggesting that the public opinion is somewhat that they would base their decision on. In addition, one of the participants named social trends as the main reason why they adopted the game saying "I believe that it is the reason why I played it in the first place"(Participant 24). However, the majority of the participants mentioned that they tend to gravitate towards not adopting a game if it is a part of the trend because they do not want to be a part of it and not because of the game itself. A responded said " I feel like I need to be against trends 50 percent of the time"(Participant 14), showcasing that the label of "social trend" associated with a game can lead to people not adopting the game. In addition, once a trend stops being popular, the image of the game is affected in a negative way. This is highlighted by one participant who said " People are laughing at Candy Crush nowadays, it is not trendy anymore"(Participant 16)

When asked about the importance of playing together or sharing their gaming experience with their friends, the participants were split, half saying that it was important while the other half saying the exact opposite. Despite the even split, when questioned about how they would act if their friends would play Candy Crush Saga, the majority said it would not make them play the game themselves due to the game design disadvantages, as reported earlier, as well as the inability to play the game in groups. On the other hand, the participants that said it would make them play the
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One participant went as far to say that "because they are my friends [...] I want to defeat them"(Participant 22). Another answered "I am a competitive person so I would like to measure myself against them"(Participant 18), highlighting that these respondents valued a high score and progressing to a level higher than their friends. This element did not seem to be enough for the other half of the respondents that would have liked more direct interaction between them and their friends when it comes to in-game play.

4.4. Personal decision-making factors

When inquiring about personal goals that participants have when playing a game, the majority said they want to relax, "waste some time"(Participant 18) or entertain themselves, while a few stated training their brain, getting a high score or leveling up fast was their individual aim.

On a general mobile gaming level, some participants answered that they stop playing a game when they feel that they have spent too much time on it or the game becomes too difficult for them. One participant highlighted the need for novelty stating "if it becomes repetitive and it does not present any new challenge or if there is a new game to switch it with"(Participant 7), which is the predominant reason why participants stopped playing games.

During this part of the study, time is seen as a very important factor in maintaining the game, as any game that has taken "too much time"(Participant 111) is seen as something that needs to be discontinued. This is due to individuals' wish of being productive[95][96] and wish to doing "better things with [...]free time"(Participant 27) as one respondent put it. Yet, this seems to go against one of the main needs that game fulfill, that of filling time that the individual wishes to or needs to waste. This contradiction seems to be at the root of the discontinuance process that takes place with games in particular.

As a source for finding new mobile games, the most mentioned source were the app stores, followed by recommendations from friends, family and online advertisements. When it comes to using the app store in particular, the majority mentioned that they look in the top lists of popular games to find their next game. One respondent explained that they looked "at the most popular games on the app store. I would download them and check it out"(Participant 17). This comes back to the human behaviour of trusting the general consensus[79][80]. On the other hand, some listed social media as their primary source, with one participant stating that they look at "Commercials on websites like Instagram. I almost never go on the app store and search"(Participant 13). Others stated sources such as YouTube, online forums and opinions of gamers that they follow online.

When asked about the elements that would make a perfect game, the majority of participants mentioned good game design, adequate amount of levels and a medium difficulty level, as well as an interesting story, easiness to understand, entertaining game play and game objectives. In this section the dichotomy of human behaviour came into focus. While some participants complained about Candy Crush Saga's inability to challenge their mental capabilities or provide a captivating world story, the same participants stated that they want to play games that are easy and not overly
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demanding when it comes to attention or physical engagement. In the same way, the people that liked Candy Crush Saga due to the way through which they do not have to put a lot of effort into playing it, mentioned that their perfect game would have to be quite engaging and require one to use their brain a lot.

When asked to speak freely about the topic of games and Candy Crush Saga, many did not have additional comments, but the handful that did have thoughts that ranged widely in terms of content. One respondent said "I don't like games that you spend a lot of time and money, but don't give you anything else other than entertainment. That type of game is pretty boring and the lifetime of the game is pretty short" (Participant 10) stating that for them a game needs to provide more than entertainment, despite it being the main use of a game. Some mentioned that they do not approve of Candy Crush Saga when it comes to some of their advertising because in their view it is directed at children who are easily manipulated into making in-app purchases. That is not the case though as 42% of Candy Crush Saga players are between the age of 21-35 and almost 40% above 35 [97], which may indicate to the perception that due to its design, the game is understood to be for children and not something that they themselves should be playing[98]. Lastly, one of the respondents mentioned that they had been playing this game for a long time due to a social media saying "I played it when it came out and it was this one thing I could constantly do on Facebook. I have fallen out of it several times when I got stuck and too frustrated to go on, but I always seem to come back to it" (Participant 2). This particular comment ties to Candy Crush Saga being an SNS game that although it is not as relevant nowadays where the link is not as strong, it can be attributed to its earlier success[99], as mentioned by the respondent.
5 Discussion of Research Questions

Having looked at the different responses and evaluated them under the scope of each of the four outlined areas of interest, the findings will now be synthesized together to produce answers to the defined research questions of this study.

5.1 Question 1

Can social media be a more persuasive factor for the decision-making process than game design factors such as ease of use, enjoyment, usefulness and accessibility?

While game design factors are something that could deter people from maintaining the game to some degree, the majority of the respondents never mentioned most of the factors directly or indirectly as a determining factor in their decision process. Enjoyment is seen as important, but that is something that affects the decision process once the initial adoption has taken place. Furthermore, enjoyment is a multilayered concept that can vary with time even for the same person[100].

Another important factor is the relevance of in-app purchases. The majority of participants highlighted that they do not like mobile games that take advantage of their players through their design, especially when constructed in such a way that they could not advance without paying money. In spite of this drawback, the only way that it affected the initial adoption process was if the game was not available for free from the start and only influenced the confirmation stage, where the majority of the time it would lead to discontinuation.

The last game design factor that is important for the participants is aesthetics, with the majority pointing it out as the main source of their enjoyment of the game and as the main determinant when establishing their initial perception of the game in the knowledge stage. Despite the importance of these aforementioned factors, other aspects trump such as the amount of time the game takes, how much added benefit it can bring to their lives, as well as the social status the game has or the social benefit it would bring (sharing it with family members or friends).

Although the majority considered social media as a low factor of influence when it comes to the decision process, when digging deeper into their adoption process many have stated that they utilize information or opinions from platforms that are considered to be social media such as YouTube and Reddit, with some even stating that it is one of their main sources of informing themselves. In addition, they utilized these type of platforms to get in contact with friends and other people whose opinions they regard as important.

Additionally, many respondents noted that they base their decisions on reviews of the game inside the app store or on the recommendations that they receive from the app store based on past games that they have played. Although these sources of influence do not seem to be perceived as directly linked to social media, but to the base herd instinct of humans [79][80] and social desirability bias [32], they are not separated from social media. Behind the scenes of these app stores are algorithms that utilize information that they get from the users' social media accounts in order to make recommendations that would best fit to the users' taste. [101][102]. Therefore, indirectly, social media influences people even when people are not aware of it.

There seems to be a pull from people to favour family and friends recommendations, but it is not the predominant factor for the majority of the participants with one stating that "I don't think they are a good source of getting recommendations for games because tastes differ" (Participant 3). This signals a shift in the importance of recommendations of the inner social circle, with some considering the most
Findings and analysis

important source, while a more increasing number consider it less important[103][104]. With so many people trusting online opinions and reviews, that can easily be manipulated and influenced by social media, these social networks have become a persuasive factor in the decision process for a majority of people.

In conclusion, social media can be a very persuasive factor in the decision process of people, even more persuasive than game design factors. While just a few of the participants considered that it is the most important factor, a sizeable amount of respondents did not, despite social media sources being one of the main channels they used in their decision process, highlighting that the influence of this channel has not been fully internalized by the individuals’. Yet, a small group still exists that are not influenced by social media, but the majority of respondents that fall into this category did not spend much or any time on social media.

5.2. Question 2

To what extent can social media trends affect the social image of a mobile game? How does it link to the influence of the social desirability bias?

The results have shown that trends within social media can have a great direct impact to how a mobile game is perceived and adopted by users. However the effect of the trend can be both positive and negative in nature. When initially coming into contact with the game, the wide spread popularity of a game through a social trend can influence the individual to consider adopting the game. The use of the game by many, including those of the social circle of the prospective user, can be seen as a stamp of approval and the person might be inclined to test the game simply due to the idea of "if many play it, it must be good". The evaluation of the actual use to the individual in the early adoption phase might become less important temporarily in favour of following the herd[79][80] or succumbing to the social desirability bias[32]. Despite this positive effect, the time the individual will spend playing the game is usually short-lived, since after the initial adoption, the game design factors come into play as well as the element of novelty that the game has, leading to the discontinuation of the game.

At the same time, the label of being a social trend might reflect negatively on a game, as users might not adopt or stop using the game with the aim of distancing themselves from both the trend and the label attached to it. This behaviour has little to do with the game itself and more with the effect it would have on their social image if they keep playing the game. Some people want to go against the trend to differentiate themselves from the majority, resulting in the rejection of the game.

In addition, once the trend subsides in popularity, the image of the game is affected in a negative way when it comes to new adopters. The game gets labeled as "played out" or "not trendy anymore" and people gravitate towards not adopting or discontinuing the game. This behaviour still reflects the aforementioned herd mentality[79][80] and social desirability bias[32], with only a few deciding to go against the majority due to personal reasons such as their immediate social circle still engaging in the game, their affinity for the game itself or lack of knowledge about the status social media trend the game had.

In regard to the social desirability bias in particular, during the study, some of the respondents considered adopting the game researched if their friends or family were also playing it, regardless of it being part of a social trend or not. Yet, the reasons for that decision are still connected to the herd mentality only that it is straightened by the social proximity that family and friends have.
Findings and analysis

On the other hand, some respondents were very particular about how they choose their games and only trusted their own perception of the game, despite the game being adopted by their immediate social circle, or being part of a trend. However, even this group of people would turn to videos of the game being played and other people's reviews of the game before deciding whether to adopt the game. In this case it can be argued that online influencers and reviews from another social circle the individual forms a part of, only that it is made up by people who are not in direct social contact with the person, as is the case with family and friends. Yet, regardless of the social circle a person reports to, they will be following one of the majority groups, thus being affected to some degree by the social desirability bias when it comes to adopting games.

In conclusion, social trends affect the social image of games to a large extent and directly influencing the decision process of users, with the help of the herd mentality and social desirability bias.

5.3. Question 3

What are the factors that lead to the discontinuation of a game, in the absence of social influence?

During the research many factors were highlighted in regard to the discontinuation of Candy Crush Saga and the discontinuation of mobile games in general.

The primary factor that leads to discontinuation is the game taking "too much time" (Participant 15) out of people's lives that can be utilized towards other more productive actions or other activities that give them more than just enjoyment. As identified earlier though, games fulfill the need to fill time that the individual wishes to or needs to waste which showcases a contradiction in human behaviour that leads most often to discontinuance. Since games are made to fulfill the aforementioned need, their own purpose acts as the main foe towards their continuous maintenance.

Another main factor, is the lack of novelty that the user feels when they play the game. This indicates that in order for a game to not be discontinued, it needs to be constantly changing and adding new goals or challenges that keep the player entertained. These changes need to take place at a relative fast pace, to avoid the users "getting bored" with the game, something that can be quite costly and hard to maintain over a long period of time.

Tied to this aspect, is the factor of requiring in-app purchases in order for an user to advance in the game. Although this business-driven factor is seen as negative by the majority of gamers even when it is optional, it becomes the main reason for discontinuing the game when it appears to be mandatory or there are too many messages inviting the user to purchase. This tends to trump any advantages that the game has for some users and leads to discontinuation.

Other participants mentioned that they discontinue games when they get too hard, too confusing or too frustrating for them. One of these aspects was brought up as a main reason why Candy Crush Saga was discontinued, the respondents stating that they stopped playing the game after getting "stuck" (Participant 31) on one level and not being able to pass for a considerable amount of time.

In addition, a few of the respondents declared that they discontinue a game when they have found another one to replace it with. This aspect can be tied both to the amount of time a user allocates to playing and to the need for novelty of users.
Findings and analysis

In conclusion, a lot of factors influence the discontinuation of games, the majority pertaining to human behaviour and not directly linked to the design of the game, but game elements such as in-app purchases, level of difficulty or ease of use can also majorly impact the users' decision to stop playing the game.
6 Discussion of method

The method chosen had several strengths and weaknesses throughout the study process. The main strength of the method resided in its multi-component nature, allowing for data to be gathered from multiple perspectives and important insights were not disregarded as it would have happened with other methods. Moreover, there was never the case in which the researcher had stumbled across an interesting sub-topic that they could not further probe in the interview, making the individual experiments more rich and insightful.

On the other hand, the main weakness of the method is the increased effort on the researcher by being in charge of discerning between relevant and irrelevant sub-topics as well as having to minimize their subjectivity and biases towards any new sub-topics that appeared that were not taken into consideration before the start of the experiments. Other weaknesses include the inability to take notes as the interviews were conducted, since it would have taken away attention from the interview at hand and resulted in half completed notes and a constant feel of haste. This weakness though could be easily fixed in similar studies by having multiple researchers conducting the experiments, each with their individual role.

In regard to achieving the set objective and answering the research questions, the method was more than appropriate in collecting the necessary data, fact that could not have been achieved with just one component of the method or an entirely different method altogether. The only aspect that could be changed to make the chosen method even more effective would be the amount of time that the researcher spends with each participant. A longer time span would have allowed for deeper data to be collected, fact that could not be accomplished due to the low incentive of the participants to take part in the study (the participants were not rewarded in any way for participating in the study and could have walked out at any moment).

The studies' reliability lies in its ability to be repeated by other researchers in other areas around the world by utilizing the methodology and experiment procedures described in the study. Moreover, due to the steps through which the researcher takes throughout the experiment, the same data can be analysed by multiple people. If the interviews would have also been captured visually another third party could have examined the process and given their insights.

Due to the theoretical frameworks presented in the study, any other researcher should be able to arrive to similar interpretations by utilizing the procedures outlined in the methodology section of this study.

In addition, the number of participants is an adequate sample size used as a representation of the chosen population and despite any inconveniences or inconsistencies that arose from the recordings' quality, the transcribing process took place very close to the actual experiment, the researcher being able to fill any gaps that appeared.

Concerning the validity of the study, the study has managed to measure and scope the proposed topic in an adequate manner. Moreover, the abstract constructs and generated and tested by the scientific research is applicable across other external groups.
7 Conclusions

In conclusion, social media as a whole has a great impact on individuals' decisions when it comes to mobile gaming. It is a factor that is gaining traction and has even come to trump all other decision factors for some people. In addition, social media trends have a powerful positive and negative impact of the social image of a game, despite any unique properties that the game may have, highlighting the influence of the social desirability bias on human behaviour.

In regard to further research, the study could be conducted on the secondary target group, people of 40 years of age or older, seeing how a large amount of respondents mentioned that their parents play Candy Crush Saga. In addition, the study could be conducted with a quantitative approach and measure what trends appear over a larger user base, but also across multiple cultural groups (different countries). Moreover, the study could be conducted over a longer period of time with each participant and another mobile game could be selected to be studied.
8 References


Barbee, B. (2018). From foolish to possibly fatal, these are 10 internet trends we’d rather forget. [online] Digital Trends. Available at:


9 Appendixes

Appendix 1  Interview Questions
Appendix 2  Interview Answers
Appendix 3  Data Processing Table
1. Age * 
   *Required
   Mark only one oval.
   - 20
   - 21
   - 22
   - 23
   - 24
   - 25
   - 26
   - 27
   - 28
   - 29
   - 30

2. Gender 
   *Required
   Mark only one oval.
   - Female
   - Masculine

3. Level of activity on social media 
   *Required
   Mark only one oval.

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4. How often do you play games? 
   *Required
   Mark only one oval.
   - Never
   - Rarely
   - Sometimes
   - Often
   - Always

5. Have you played Candy Crush before? 
   *Required
   Mark only one oval.
   - Yes
   - No
6. Are you currently playing Candy Crush?  
   *Mark only one oval.*
   - [ ] Yes
   - [ ] No
   - [ ] Other: 

7. Have you heard of this game before?  
   *Mark only one oval.*
   - [ ] Yes
   - [ ] No

8. Where did you hear about the game?  
   *Mark only one oval.*
   - [ ] Online
   - [ ] Family
   - [ ] Friends
   - [ ] Other: 

9. How difficult is it to play Candy Crush?  
   *Mark only one oval.*
   - 1
   - 2
   - 3
   - 4
   - 5
   - 6
   - 7
   - 8
   - 9
   - 10

10. Was there something that was hard to understand?  

11. Are the goals of the game clear?  
    *Mark only one oval.*
    - [ ] Yes
    - [ ] No

12. What was hard to understand about the goals of the game?  

13. Do you see any technological barriers for you to play this game?  

   __________________________________________
   __________________________________________
   __________________________________________
   __________________________________________
   __________________________________________
14. What benefits would playing this game have?

15. Do you see anything useful that came from playing this game?

16. What disadvantages would playing this game have?

17. Do you see anything bad that came from playing this game?

18. Do you think any mobile game can be useful?

19. In what way?

20. What personal goal do you have when playing a mobile game?
21. Is playing Candy Crush enjoyable?
   *Mark only one oval.*
   - Yes
   - No

22. In what way is it enjoyable?

23. Say something you like about Candy Crush.

24. Say something you dislike about Candy Crush.

25. Say something you like about games in general.

26. Say something you dislike about games in general.
27. What is the main reason why you choose to play a game or not?

28. Who do you look at when it comes to mobile games? Do you just search in the app store or do you get recommendations from other people?

29. How important of a factor is social media in your decision to play a game?
   Mark only one oval.
   
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30. Is the ability to play together or share to experience with your friends something that is important to you?

31. Would your friends playing it make you play it?
   Mark only one oval.
   
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32. Why?

33. How important are social media trends in your decision to play a game?
   Mark only one oval.
   
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34. Would you play this game if it was part of a social media trend?
   Mark only one oval.
   
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<tr>
<td>Yes</td>
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<td>No</td>
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</table>
35. Why?

36. Would you start/restart playing Candy Crush on your own?  
   Mark only one oval.
   - [ ] Yes
   - [ ] No

37. Why?

38. What would make you continue playing Candy Crush?

39. What are the reasons why you will stop to play a game?

40. What would a perfect game look like? What are the attributes that you want in a game?
41. Is there anything you would like to add about Candy Crush or mobile games in general?
Timestamp:Age", "Gender", "Level of activity on social media", "How often do you play games?", "Have you played Candy Crush before?", "Are you currently playing Candy Crush?", "Have you heard of this game before?", "Where did you hear about the game?", "How difficult is it to play Candy Crush?", "Was there something that was hard to understand?", "Are the goals of the game clear?", "What was hard to understand about the goals of the game?", "Do you see any technological barriers for you to play this game?", "What benefits would playing this game have?", "Do you see anything useful that came from playing this game?", "What disadvantages of playing this game have?", "Do you see anything bad that came from playing this game?", "Do you think any mobile game can be useful?", "In what way?", "What personal goal do you have when playing a mobile game?", "Is playing Candy Crush enjoyable?", "In what way is it enjoyable?", "Say something you like about Candy Crush.", "Say something you dislike about Candy Crush.", "Say something you like about games in general.", "Say something you dislike about games in general.", "What is the main reason why you choose to play a game or not?", "Who do you look at when it comes to mobile games? Do you just search in the app store or do you look for recommendations from others or random chance? What influences your decision to play a game?", "Is the ability to play together or share experience with your friends something that is important to you?", "Would your friends playing it make you play it?", "Why?", "How important are social media trends in your decision to play a game?", "Would you play this game if it was part of a social media trend?", "Why?", "Would you start/restart playing Candy Crush on your own?", "Why?", "What would make you continue playing Candy Crush?", "What are the reasons why you will stop to play a game?", "What would a perfect game look like? What are the attributes that you want in a game?", "Is there anything you would like to add about Candy Crush or mobile games in general?"

2018/12/02 12:37:36 pm CET; 23; "Masculine", "7/10"; "Often", "Yes", "No", "Yes", "School", "3", "No", "Yes", "No"). Challenges your brain and keeps you busy. It helps you pass time."; "If you are left with nothing to do, it will also have a monetary disadvantage."

Wasted my time and the fact that it makes you get hooked on dopamine,"; "Yes, especially if you are used to teach something,"; "By improving your cognitive abilities and help you pass time,"; "My personal goal is to get as close as possible to the finish and do it in an efficient way."; "Yes, it gives you a nice feeling when you finally pass that level that you were stuck on for so long and it is a nice feeling when you keep passing levels quickly,"; "I like the basic premise behind the game, you had to solve a puzzle."

"Sometimes it has errors and those errors make it that even if you are doing the correct things, you are made to lose and restart the level."

"I don't like the quality of the graphics, especially when you need to spend money on power-ups."

"If it's fun enough. I can determine fast enough if it is a game I would have fun playing;"; "If I want to play a new game, I search in the app store."

"I look for recommendation given by the app store based on the games that I have already played. Sometimes I would try out the games that my family are currently playing;"; "No", "I don't think they are a good source of getting recommendations for games because tastes differ,"; "No", "Because I would question the reasons behind why the game is part of the trend. If it is a really good game, if its addictive or if it just really good marketing, "; "If I don't get enjoyment out of it. If the creators change the game so much it does not resemble what it used to be and if I have to pay to continue to play the game,"; "It would have levels. It would have to have standard graphics, so my phone would not get overtaxed by it."

"Not too much. Not too hard;"; "I played it when it came out and it was this one thing I could constantly do on Facebook. I have fallen out of it several times when I got stuck and too frustrated to go on, but I always seem to come back to it"

2018/12/02 1:37:13 pm CET; 21; "Female", "5;"; "Rarely", "Yes", "No", "4", "2", "No", "Yes", "No").

I expected the requirements for each level to be the initial message of each level;"; "Yes", "No,"; "I think that for a lot of people it is stress reliever;"; "It was a bit of a mind practice, like it is strategic. Where do I get the most out of shifting which stones or candies;"; "It can be addictive, so you do it even if you know you are supposed to do something else;"; "No", "I think any game overall have their advantages and disadvantages;"; "It can sometimes like math practice, some are like strategy games, like Hearthstone, for example. You collect these cards and you play against these random players, but it is all strategy, which card should you play;"; "Distraction;"; "No";

"I like that it is colorful;"; "I don't like that the advertisement or branding for it goes towards younger kids;"; "Something I like about games is that the ones where you can be multiple players together, because that is what the biggest reason when I am playing games is to play together with someone else. A thing to do together;"; "Those games that are directed towards solo players;"; "If I have some friends that are already playing or something like that, I will try that although I am not good since I don't really play on my own, but it is fun to try out;"; "I would both check the app store first and then, or like the latest of most popular games and if it is free I might try it out. Other wise if my friends would tell me sometimes like "; "Oh, this game is really fun to play,"; "I might try it and play it until I get bored;"; "Yes", "Yes;"; "It gives us something more, one extra thing in common to talk about;"; "No", "If my friends are playing a game, sometimes they would try it out and play for a while, because they are doing it, but I would not do it because of a trend;"; "No", "I don't know why, with some games, it is just that you play it for X number of weeks, I can get bored with it for a while, then I start it again for a while and then I stop;"; "Make it more challenging. It is so repetitive, it's always the same things, so I think that is why I get so easily bored with it;"; "It being repetitive;"; "Every now and then, I play these story based games, so there is a line up and you have your choices. So it is more like you read and then you decide what to do next. So, it would have to be based on a story;"; they should not direct their advertisement to small children

2018/12/2 2:01:06 pm CET; 29; "Female", "7;"; "Never", "No", "Yes;"; "Saw other people playing it on the bus;"; "1", "I did not understand what they wanted me to move and I guess they had like different values for candies or something;"; "Yes", "No", "I guess that for some people is stress relief, like Sudoku;"; "Maybe if you get too involved, you lose time because I guess you are so stuck in the game that you forget about real life;"; "No", "Yes;"; "If you see it from a stress relief point of view, then yes, all mobile games could be useful;"; "Entertain myself, "Yes;" sort of feel relaxed;"; "I like the design, like the cute characters;"; "Nothing in particular,"; "People can enjoy them and also making your mind work a bit, not just starring at them and doing nothing. Actually a lot of the things that could be done, I think you would probably get bored, maybe, it would be nice to play a game;"; "I probably ask my friends first, but then also go into an app store and see what is the most played game;"; "Yes", "It would make it more fun;"; "No;" I feel like I don't have the time to do it;"; "No", "I am just not that into games;"; "Yes;"; "If I am bored;" "I don't think anything would make me;"; "Time,"; "I want it to look pretty, also to be not too difficult, I guess, when I don't focus on school, I don't want to think too much. Also not too easy, cause then it would be too boring;"; "No";

2018/12/9 12:16:11 pm CET; 25; "Female", "8;"; "Sometimes", "Yes", "No", "2", "The goal of the game, "No;" "Everything happens so fast, I don't know what I should do to finish faster;"; "No", "I don't see any," "Relieving stress," "Making you stressed. A clue was always blinking and I wanted to figure it out myself," "Yes;"; "Some games might be stressful, so they help you handle stress, but I think you would also be fine without playing games at all. I don't think they are anything;"; "Making time fly," "No", "I like the idea and it easy to understand because there is the same principle in all the levels;"; "Don't like that it shows me how to do it too fast and I feel like I need to compete to see the answer. Also, I don't like that I don't know how to do this in the best way, I just know how to do it;"; "I like playing games with other people as a way of interacting with each other. I also like it because I think it is good for some purposes, like solving problems, or making you think a bit;"; "Some people get really into games, so I think it can take a way a lot of a person's spare time;"; "The main reason is if it fun, enjoyable;"; "I would look in the app store at the top rated games;"; "Yes", "No;" I don't think the game is too much fun, but if it was another game I would probably play it because of my friends;"; "1", "No;" I feel like when something is overly hyped to try to steer away;"; "It is not fun for me;"; "Being stranded to a lonely island and not having anything
I think that is what makes it nice, you don't have to be an expert to play and it does not have a high learning curve

10:8:30 pm CET
Female;5;Rarely;"No";"";"On TV";"Yes";"No";"It is relaxing";“it helped me look at patterns, so pattern recognition;”if you were color blind, you would not be able to see the colors. also, if you would not have hints, you would have to look at the pattern and figure it out on your own;”can it get addictive if you play it too much;”Yes;”Candy Crush is useful for pattern recognition. Other games, like Sonic the Hedgehog, teach you about obstacles and you get rewarded for doing certain things so i think it teaches you to keep going, to keep trying, “Getting more experience in the game and learning about the different characters in the game;”Yes;”i think the colors are enjoyable and if you want something to do, it is easy, it is on your phone, it is accessible. It also makes you feel like you are going somewhere, so if you are in a waiting room you can play it because it feels like you are going somewhere;”i like the accessibility of it, you can play it whenever you want to. If I am playing with someone else you can compare on which level you are or how far that person has gone or how they beat a certain level. It is like you have camaraderie with the other people that have played the game;”i don’t like the sound effects. Also if I tried to make my own strategy, that is when I failed, but i followed the hints i would win. If you don’t follow what it tells you to do, it punishes you, so i feel like it is unfair if you are trying to be strategic. “You feel like you are part of the world, part of the story line;”i think that some games have a lot of gruesomeness violence;”if it seems fun i will play it;”i would go in the app store;”Yes;”because i trust their opinion;”3;"No;”Candy Crush does not seem like a big deal to me;”No;”i don’t feel i am missing out on anything;”if my husband was playing, if someone i lived with was playing it then I would play it because it makes them happy,”if it becomes too predictable after a while or if i don’t feel challenged;”you would be able to play as different character and be able to play with your friends;”one thing about mobile games is how addictive they are and that you have to pay for things if you don’t want to wait. If i were a 10 i would get so frustrated because nobody has that type of patience.

When it comes to Candy Crush, I feel like it is a game that anyone could play. I think that is what makes it nice, you don’t have to be an expert to play and it does not have a high learning curve

10:8:25 pm CET
Female;5; Rarely;"Yes;";"No;";"";"Some candies are special, so you can crush other candies, but i did not realize that in the beginning;”Yes;";”Spend time;”No;”Waste of time;"No;";"Some games offer a good exercise for your brain;”Chill and work with it;”because i do not have that much;”It is a good way to chill and do something with no sense;”it did not give me anything, no new knowledge;”i like that it can be a part of a bigger world;”That you can get addicted;”time and money;”my friends would recommend me some games and i would try them. I never search a game myself;”3;"Yes;”because of my relationship with my friends;”1;"1;"don’t look at the trends;”No;”i am not a gaming person;”if it would have a good design and a better story line. Also if I would be able to interact with my friends, like in a chat;”i got bored;”beautiful design and a
story line that makes sense,"I don't like games that you spend a lot of time and money, but don't

2018/12/11 9:56:49 pm CET:21;"Masculine;3;"Often;"No;"Yes;"I saw people playing it on the bus";1;"No;"Yes;"It is so challenging it is so good for your brain, assuming it gets harder:"No;"It feels addictive. I can see how you could spend more time on it then you need to and also I would imagine that this game has some sort of in-game purchases. I guess that young people would be hooked on it and purchase things:"No;"Yes;"It could be useful in terms of learning, if it is a game connected to learning. It could be for memory purposes. It could be for challenging yourself;"Time consumption and distracting yourself:"Yes;"I think, honestly the direct feedback you receive as things start happening is enjoyable:"I like the concept. I like puzzle games;"I dislike how they show you moves:"I like the competitive nature:"If you are not super self aware it can become addictive;"Because it seems fun and it has complex things behind it, it has to have things that you can learn, it has to be a competitive scene;"Sometimes I look in the top results in the app store, but sometimes you get recommendations from other people you trust;"1;"Yes;"No;"I saw a friend on level XXX, then it is not even worth getting there because it would take too much time;"1;"No;"If everyone says that I should play Candy Crush, then I won't play it:"No;"It does not seem like my type of game;"If there would be some serious stakes on the line, between me and someone else;"When you are losing and you feel exhausted, and when you win you don't feel anything. It stops feeling productive;"Some strategy should be involved and you should be able to crash your opponent;"No;"2018/12/11 10:14:29 pm CET:26;"Masculine;10;"Always;"No;"Yes;"I saw it on TV;"3;"It was not clear right away what I should do in order to complete the level:"Yes;"No;"It could teach you how to think more strategically:"It made me think ahead;"It can be addictive in the long term:"No;"Yes;"All games in one way or another can teach you something even if it is puzzle solving;"Pass the time:"Yes;"It was nice to try it out and see what everyone else was talking about;"The game mechanics and the objective are nice:"Not a big fan of the art style;"The wide variety of games:"There are a lot of things to pay for. I don't think that is something that should be implemented in games, especially the ones targeted towards young audiences;"If I find it intriguing or not;"I wouldn't go looking for new games, I would probably play something that I have seen others play or talk about. Also, if I find games related to the ones I already played, I would play those;"7;"Sometimes;"No;"I don't find the game appealing;"2;"No;"I don't find the game appealing:"A rebranding since I am not a fan of the art work;"I can find it a difficult concept, or it is not a game of a kind of story because of the addictive thing;I think that is something that is a problem;"2018/12/13 6:48:19 pm CET:22;"Female;8;"Rarely;"No;"Yes;"I saw it on TV;"2;" Took a while to realize how to win the game:"Yes;"Yes;"Just for fun, having a good time:"No;"If you want to play more and more, it gets to addiction and takes a lot of time from other things that are more important:"I want that to play more:"No;"Games are just for entertainment so I would not say they are useful;""Just relax and think about something else:""It's colorful and the way candy pops;"I like the graphics, that it is so colorful;"I don't know;'It takes your mind off or something. When I am bored it is something to do;"It takes time and I can do so much more important thing then playing games;"I am bored;"Commercial ads on websites like Instagram. I almost never go on the app store and search;"10;"No;"Yes;"If they talk about it as something fun, something positive, I would play it because of that;"6;"I feel like I need to be against trends 50 percent of the time, while the other 50 I would go along if I like the game;"No;"It takes too much time;"If I am really bored at work. It depends of what I do and what I feel;"If it gets boring. If I have not played it in a long time. I have game apps on my phone and a couple of months later I will see them and delete them;"A game where you get to think a little bit and it should be playful and colorful;No;"2018/12/13 7:21:39 pm CET:22;"Female;6;"Sometimes;"Yes;"No;"4;"No, I have played it before;"Yes;"No;"It is fun and you can burn time when you have a little free time and you can go somewhere. It has to be fun to do it again as I have not played it in a long time. It is also nice when you kind of solve a problem;"It could be time consuming, that you play when you are not supposed to or when you don't have time, but you kind of procrastinate. Also the attention you give to other people can lower, you focus more on your phone then talking with your friends;"Learning from one another;"I can learn from many people and if I am able to do something I like with someone the next time I do it and sometimes have some fun;"Yes;"It is very repetitive in a good way, you know what to do and you just do it;"The easiness of playing;"That it got so many levels. Even though I don't play it, having 400 levels and starting now, would take to much. So I feel like I would never be done with it;"I play the Harry Potter game and I like that I can decide what to do and in what order. Again, I think I like the problem solving thing;"When you have to wait for something that will let you continue the game;"Boredom;"I get recommendations;"2;"No;"Yes;"Because they influence me and I can see how they enjoying it;"2;"As I don't search out for games, I would see it as a recommendation. Also, it could be kind of fun if you know someone who plays and you can discuss it;"Yes;"I think it is fun and challenging, but I might not because it takes too long to finish it;"When it takes you too much time and you have to wait too much to continue playing. If you feel like there are no more challenges;"Some kind of a challenge that gets harder. Good graphics and design, so that looks fine. It is accessible and works how it is supposed to do;"No;"2018/12/13 7:34:02 pm CET:20;"Female;7;"Often;"Yes;"No;"2;"No;"Yes;"I don't see any;"No;"Wasting time;"No;"Yes;"Learn valuable information;"Relax;"No;"I like the design;"It is a lot of things in one place. So many links, "Buy this;" Download this;" "Play this other game that is related to Candy Crush;""Having lots of ads and trying to get money out of you;"If it is free and it seems fun,"I would go in the app store at the most downloaded ones and go through them;"4;"No;"I have the same games in my phone for years now. It does not matter what my friends are playing;"3;"No;"I check a trend out and see if the game is good or not but it does not influence my decision. I would not download it even though a lot of people are unless I like it myself;"No;"Then the reason why I stopped was because I just got stuck on one level and did not want to pay for any extra help. So, I would not want to play it again;"If they would give me money;"If I realize that it takes too much time or if it gets boring;"Nice graphics, nice music;"No;"2018/12/13 7:47:43 pm CET:30;"Female;10;"Rarely;"Yes;"No;"8;"It was hard to understand how I was supposed to move the candies;"Yes;"No;"Developing logical and visual abilities for kids;"No;"Taking your time and become super addicted. I remember I was when I played it;"Yes;"No;"Problem solving, meditation purposes like relaxing;"To relax or to challenge myself;"Yes;"It gives you satisfaction when you achieve many points;"I like the colors;"The sound effects;"You can play them on the toilet. It is something nice to do when you can't do anything else;"I play it in the evening and they make you concentrate and if they have a type of game that I would love to put in the app store;"10;"No;"Because it cannot be a group activity;"4;"Yes;"I follow trends;"No;"People are laughing at Candy Crush nowadays, it is not trendy anymore. Also, I do not have the time to play it anymore;"Better design;"Time and I get bored;"Good design, some kind of a realistic challenge;"Games are good, but they do not give anything back to people. I don't feel you get much in exchange for your time" 2018/12/13 7:58:50 pm CET:21;"Female;9;"Sometimes;"Yes;"No;"2;"No;"You don't know when the level is going to end;"No;"Thinking
Timestamp: 13:08:16 pm

Age: 23

Level: 9

Gender: Male

Activity on social media: "Often" or "Always"?

How long do you play online games?

Do you have a mobile phone?

Do you see any technological barriers for you to play this game?

What benefits would playing this game have?

Do you see anything else that could make playing this game more enjoyable?

Are there any disadvantages to playing Candy Crush?

Do you have any mobile phone games that you enjoy playing?

What is your favorite mobile phone game?

What is your least favorite mobile phone game?

Do you have any other mobile phone games that you enjoy playing?

What are the reasons why you choose to play a game or not?

Who do you look at when it comes to mobile games?

Do you search in the app store or do you get recommendations from other people?

Is playing Candy Crush enjoyable?

In what way is it enjoyable?

What are some reasons why you might not want to play Candy Crush?

What would you need to improve to make the game more enjoyable?

What are the reasons why you choose to play Candy Crush?

What would you do if you got stuck playing Candy Crush?

What are some of the reasons why you might stop playing Candy Crush?

What are the reasons why you choose not to play Candy Crush?

What are the attributes of the game that you enjoy?

Is there anything else that you would like to add about Candy Crush or mobile games in general?

Strategically, "If you don't make a level, you are stock playing it for ever and ever," "Yes," "Thinking and learning," "As a curse when I am bored," "Yes," "You finish level, you get a lot of extra powers and stuff and it says you are good and fabulous and delicious," "The colors and the animations," "How hard the levels get, because that is why I quit," "They are fun to relax your brain," "I am not a competitive person, so I don't always find it and use it." "Mainly being bored and having nothing to do. Maybe I want to feel good about myself," "I look at the most popular games on the app store. I would download them and check it out." "10," "Yes," "If they say it is good, I trust them," "10," "Yes," "I follow the trends," "Yes," "It was fun," "I haven't played for a while. I see it and yeah, it was fun." "Thee levels become too hard," "Easy rules, many levels," "No"

2018/12/13 13:08:17 pm CET/22,"Masculine:4," "Often," "Yes," "No," "Yes," "10," "Yes," "I can learn problem solving, see patterns. Train your brain in a way," "It is like an exercise, like Sudoku," "Waste of time and if you play it for a long time, you could get stiff!" "Yes," "You can increase your cognitive capacity, the information you take in. The strategy and muscle memory," "Waste time when I have nothing else to do," "Yes," "It is the reward of getting points, of passing checkpoints. It is funny colors, animations and exploding stuff," "It is easy to stop playing it. You decide what to do with it," "It is targeted towards children and it is very addictive. They don't understand what they are getting up by wasting their time," "That I can keep in touch with people from my last city," "They are addictive," "It has to be like, you have to be able to play for a while, you don't want to see the patterns. There are always patterns but you don't want to see them as a player," "I would just go in the app store," "11," "Yes," "I am a competitive person so I would like to measure myself against them," "11," "Yes," "I need more time then it just be an end of a trend," "Because it is a waste of time," "If my friends started playing it and talked about it a lot and I would want to challenge them," "If I feel like I am done with it, like I accomplished what I want or I spent too much time with it. You can return to it in any mood, it is dynamic," "Don't spend too much time on it"

2018/12/13 13:08:27 pm CET/22,"Masculine:4," "Rarely," "Yes," "No," "No," "Yes," "Yes," "No," "I don't see any," "No," "The challenge of finding the right combination is non-existent because of the hints," "No," "Logical thinking," "Do something when I am bored," "Yes," "The animations, how responsive it is to your actual actions. It is kind of satisfying seeing the cascade of candies fall," "The smooth transitions and animations," "It works on moves and it works on addiction, something that I do not support," "Having a world to discover," "In games like these the challenge is not there compared to older games," "Boredom," "I browse through the app store until I find interesting or familiar from an ad of Facebook or someone else," "Yes," "It is something that is important to me when deciding to play a game or not," "11," "No," "I don't follow trends," "No," "It is not satisfying for me in the long run," "It should be simplified and less limitations when it comes to moves," "I would get bored with it," "Good balance of the game play and the world building," "I see games like buying a book or watching a movie"

2018/12/13 18:45:09 pm CET/23,"Female:4," "Often," "Yes," "Yes," "Friends" "2," "No," "Yes," "It is a relaxing game. Especially when it just keeps rolling, you feel satisfied because you don't have to do anything but you can see progress being made," "No," "It is easily addictive," "Yes," "They can stimulate brain activity to make you more engaged. It can work as a good warm up before doing real mental activity," "Satisfaction, to just get the dopamine flow," "No," "It looks really pleasing," "I dislike the hints," "They are very stimulating. They work both for, if you want to relax or have any purpose with it," "It is very easy to play too much on it," "Boredom," "If I get a new game it would probably be something I have seen a friend play," "3," "Yes," "Because the game itself does not attract me," "7," "Because the game itself does not attract me," "No," "Because the game itself does not attract me," "If I had WiFi and nothing else to do then I would play it," "It takes too much time or I feel like I don't get anything more from it," "Captivating, it should be stimulating and challenging," "No"

2018/12/13 10:13:43 pm CET/30,"Masculine:7," "Always," "Yes," "No," "Yes," "No," "Enhance your visual skills and concentration," "It was relaxing," "Waste of time," "No," "Yes," "They could teach you something," "I want to be the first," "Yes," "It is relaxing," "I like that it is a calm game," "I don't dislike anything about it," "They are fun," "They can be a waste of time," "If I like the feeling it gives me, as if I was a kid again," "I would go on the app store and look at the top games. Sometimes I do get recommendations," "3," "Yes," "Candy Crush is not a game that can be played in games it is the trends I follow to see which game I am not," "I don't seem to have a trend for me," "Being able to play it with my friends," "Too many updates," "Competitor element, good scenario, good design, good in-game play," "No"

2018/12/13 10:23:11 pm CET/30,"Female:5," "Sometimes," "Yes," "No," "10," "No," "It is not clear what you have to do in each level," "No," "Nothing," "It is too easy," "Wasting my time," "Yes," "It can expand your brain activity," "To expand my brain activity and to have fun," "Yes," "Blasting stuff is fun," "It is rewarding as you blast stuff," "I can't think of anything," "They are fun," "I can't think of anything," "If I have time then I play games," "I go on the app store," "1," "Yes," "Because they are my friends and I want to defeat them," "11," "No," "I mostly think for myself, so I don't follow the trends," "Yes," "I want to play something easy then I will look for Candy Crush," "Boredom," "Something that has different challenges, clear rules," "No"

2018/12/13 10:33:35 pm CET/22,"Masculine:4," "Rarely," "Yes," "No," "Yes," "No," "Pass the time," "No," "It helps you procrastinate ..." "No," "Yes," "Having fun," "I want to win," "Yes," "Sometimes it is really difficult and then you win and you are happy," "I don't like anything in particular," "I don't like when I get stuck," "They are a fun distraction," "If I can't understand it," "If I heard it was a good game and it looks fun," "I would look in the app store," "9," "Yes," "It would be a way to compete with each other," "6," "I would only consider playing a game if I saw someone else play it," "No," "It is kind of a copy of all those old games," "Nothing," "I would not always forget about it," "I would have complete control over my character," "No"

2018/12/14 12:38:18 pm CET/22,"Female:7," "Rarely," "Yes," "No," "Yes," "No," "I did not understand always why I would lose a level," "Quick thinking and logic, being able to find relations quickly," "Just take my mind of problems," "Addiction. I saw so many addictive people. Also, it drains your battery and you have to wait for lives, it is the reason why I stopped playing," "No," "Yes," "Learn things, improve your visual memory," "To relax," "Yes," "It is easy, fun and colorful," "Also the sound effects are pretty fun," "The sound effects," "I don't like the main character," "It can teach you something, I take some of your mind of stuff," "Most of you will try to get the shop from you," "If I feel like really, really procrastinating and there is nothing else to do," "I would go in the app store," "2," "Yes," "I have never played mobile games with my friends," "4," "Yes," "I believe that it is the reason why I played it in the first place," "No," "I would rather do something else," "If I had free time and nothing else to do," "Realizing that I spent too much time on these, or many commercial, lagg or when they try to push things up on you. Also, if I cannot complete a level, that is frustrating," "Cool sound effects, easy movements, cool characters that are not too negative, nice visuals," "My mom plays Candy Crush"

2018/12/14 1:56:00 pm CET/27,"Female:7," "Rarely," "Yes," "No," "Yes," "Yes," "Nothing," "Time consuming," "Yes," "Acquiring knowledge," "Kill time," "Yes," "When I finish a level I feel like "Yes, I did it," "The music and the colors," "I don't like that I have to wait for lives," "I like language learning games," "When its too complicated. When it costs money, I don't spend money on games," "Cute design," "I would look in the app store," "5," "No," "I see how much time you need to spend on it and I don't want to become addictive," "2," "No," "It does not matter if it is a trend or
"to mind" being store waste it","No","Yes","Kill 2018/12/14","5","Yes","Yes","It 2018/12/14","No","Nothing","No","Yes","Losing 2018/12/14
recommendations, time,"No" Getting 2018/12/14
consuming,"No" Educational 2018/12/14
social something appear","That 2018/12/14
trend?, "Why?", "Would 2018/12/14
dislike game?", "Is 2018/12/14 playing crushing?
and the game?" I 2018/12/14
don't waste of the game?" It 2018/12/14
I 2018/12/14
if you have heard about the game? How difficult is it to play Candy Crush? Was there something that was hard to understand? Are the goals of the game clear? What was hard to understand about the goals of the game? Do you see any technological barriers for you to play this game? What benefits would playing this game have? Do you see anything useful that could come from playing this game? What disadvantages would playing this game have? Do you see anything bad that came from playing this game? Do you think any mobile game can be useful? "In what way?" What personal goal do you have when playing a mobile game? Is playing Candy Crush enjoyable? "In what way is it enjoyable?" Say something you like about Candy Crush. Say something you dislike about Candy Crush. Say something you like about games in general. Say something you dislike about games in general. What is the main reason why you choose to play a game or not? Who do you look at when it comes to mobile games? Do you just search in the app store or do you get recommendations from other people? How important of a factor is social media in your decision to play a game? Is the ability to play together or share with your friends something that is important to you? Would your friends playing it make you play it? Why? How important are social media trends in your decision to play a game? Would you play this game if it was part of a social media trend? Why? Would you start/restart playing Candy Crush on your own? Why? What would make you continue playing Candy Crush? What are the reasons why you will stop to play a game? What would a perfect game look like? What are the attributes that you want in a game? Is there anything you would like to add about Candy Crush or mobile games in general?"

not, it matter if I like it or not? "No," I did play it and I don't want to anymore,"Nothing,"If I notice I played too much or I never play it so I will delete it."Look cute, nice music, be free, make you learn something,"I don't like that you can't interact with your friends when you play"

2018/12/14 2:13:31 pm CET:"20","Masculine;","2;"Often;","No;","Yes;"Online;","4;"I was not sure what each special candy did; "No;"I just ended after a while;"No;"Waste your time and practice thinking quicker, strategically; "I learned some more about Candy Crush;'Addiction;'No;"Yes;"By being enjoyable and improving your skills;'Get a high score;'Yes;'It was fun, it was a bit of a challenge;'The hints;'I don't like how fast the hints appear;'That you can play with other people;'When games are too complicated, too difficult;'The price and if you play against a computer. Also something that is not too intense,'I look in the app store,'3;"No;"I don't see how we could play together,'3;"No;'I just don't think it being a social media trend would affect the decision of me playing it;'No;'I am playing something else right now;'If there would be something that adds up over time,'If a lot of it is locked behind microtransactions. If it end up being different from what it seemed to be,'Free, a lot of content that last for a long time, a lot of variation;'No"

2018/12/14 2:23:38 pm CET:"23","Female;","7;"Never;","Yes;","No;",""3;"Yes;","No;"Improve your problem solving. Activate your brain;'No;'Time consuming;'No;"Yes;'Educational and they can activate your brain when it comes to problem solving games;'Losing time;'Yes;'Many levels and it does not take that long to finish one level;'That it has many levels and it is easy to understand;'The design;'Good for losing time;'Time consuming;'Losing time when I can't do anything else;'I get recommendations;'Yes;'Yes;'I like to play what my friends play and that you can compete;'8;"No;'I want to do better things with my free time;'Yes;'I want to do better things with my free time;'Better design and making it more dynamic;'Getting bored and doing it too much;'Good design, high scores so you could compete with others;'No"

2018/12/14 2:23:13 pm CET:"23","Female;","8;"Rarely;'Yes;","No;",""7;"Yes;","No;"It did not really say what I needed to do to win;'No;'Pass time;'No;'Getting addicted to it and wasting time;'No;'Yes;'Training your brain;'Have fun;'No;'"I like the colors;'One level took too much time;'It makes you think;'It can become addictive when you play too much;'If I see ads for it on Instagram and you see the game is played;'I get recommendations, I would not search in the app store;'8;"No;'The only person I know who plays it is my mom and I know she is very addicted. I don't want to be like that;'7;"No;'Because it is addictive;'No;'Because it is addictive;'If the levels where shorter so you could advance faster;'If it is too hard and I do not win;'A game that makes you think;'No"

2018/12/14 2:54:13 pm CET:"20","Female;","8;"Sometimes;'Yes;","No;",""3;"Yes;","No;"Making you feel satisfy";","No;'Nothing;'No;'Yes;'Losing time;'I don't have one;'Yes;'Makes you feel peaceful;'I like the style;'I don't dislike anything;'It can make people more relaxed;'That it can make people lose a lot of their time;'If I have free time and nothing to do;'I get recommendations;'Yes;'Yes;'It would be something to do together;'6;'Yes;'For the social aspect;'No;'It is too easy;'If I would be really bored;'Because I finished them;'Beautiful design, nice background music, easy to play and advance in the game;'No"

2018/12/14 3:09:24 pm CET:"23","Female;","8;"Rarely;'Yes;","No;",""2;"Yes;",""No;'Kill time and relaxing;'No;'Spending too much time on it;'Yes;'Kill time;'Kill time;'No;'That it has levels;'The design;'That they can be very fun;'They take space in your mind;'If I am really free;'Recommendations from friends or online;'4;"No;'Yes;'My stepmother played the game and I had free time, so why not?;'"Yes;'I would just play it once and see if I like it. If something is trending it means it is really good;'No;'I have played better games that are similar;'Better design and harder levels;'If I am really busy or I found a better game;'Fun, not too difficult and not too easy, good design;'If other people say a game is good, I would trust them"

2018/12/14 3:33:17 pm CET:"27","Female;","6;"Never;'Yes;'No;'",","2;"No;'"Yes;",""No;'See patterns faster;'No;'Procrastination;'No;'Yes;'They are a waste of time;'"To pass time;'"Yes;'It gives you satisfaction seeing things crush;'The design;'You could get addicted and waste time;'It can be fun to play games with other people;'You could get addicted and waste time;'If I am interested in the subject of the game;'I would go in the app store and look at the top games;'5;"Yes;'No;'Candy Crush does not have a way to play as a team;'4;"No;'In general I don't like games;'No;'I remember that I stopped playing it because I got stuck;'If I did not have anything else to do;'If I get bored with it or is too difficult;'A mission, being able to play with your friends and you should be able to learn something from them;'I would play Sudoku games because you play with your mind"

2018/12/14 4:47:35 pm CET:"21","Masculine;","8;"Always;'No;'","Yes;'Online;'5;"No;'Yes;",""No;'You enjoy the moments when the candy explodes;'No;'It is a little addictive;'"Yes;'It can teach you how about the real world works;'Keeping my brain active and it is a nice thing to do when you are stressed;'Yes;'I have heard of done games;"Candy Crush"D"Game but the game?"I think the game is addictive;'You have limited moved and that you feel pushed to make the move that is hinted by the game;'It keeps your brain active, it makes you think compared to watching a screen;'It is time consuming;'If I consider it can help me in real life or the music is really awesome;'I subscribe to YouTube channels and I also talk with my friends about it;'10;'Yes;'I would evaluate a game by myself;'1;'"No;'I don't follow trends;'No;'I don't think it is a good game for me;'Nothing;'If it takes too much of my time or I get bored by it;'Customization, open world, close to reality;'No"
<table>
<thead>
<tr>
<th>Question</th>
<th>Primary majority</th>
<th>Secondary majority</th>
<th>Minority/Unique answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>What was hard to understand about the goals of the game?</td>
<td>It is not clear what you have to do</td>
<td>I did not understand always why I would lose a level</td>
<td>-</td>
</tr>
<tr>
<td>What benefits would playing this game have?</td>
<td>Pass the time</td>
<td>Entertainment</td>
<td></td>
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<tr>
<td></td>
<td>Stress relieve</td>
<td>Train your brain</td>
<td></td>
</tr>
<tr>
<td>Do you see anything useful that came from playing this game?</td>
<td>It was relaxing</td>
<td>It makes you think</td>
<td>Take mind off problems</td>
</tr>
<tr>
<td>What disadvantages would playing this game have?</td>
<td>Addiction</td>
<td>It helps you procrastinate</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>Waste of time</td>
<td></td>
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</tr>
<tr>
<td>Do you see anything bad that came from playing this game?</td>
<td>No</td>
<td>Wasting my time</td>
<td>I want to play more</td>
</tr>
<tr>
<td>In what way is it enjoyable?</td>
<td>It is so carefully animated</td>
<td>It gives you satisfaction</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Many levels</td>
<td></td>
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</tr>
<tr>
<td>Say something you like about Candy Crush</td>
<td>I like the colors</td>
<td>The animations</td>
<td>Playing with someone</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Game design</td>
<td></td>
</tr>
<tr>
<td>Say something you dislike about Candy Crush</td>
<td>I dislike the hints</td>
<td>The sound effects</td>
<td>I don't like when I get stuck</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The design</td>
<td>Manipulate people to spend money</td>
</tr>
<tr>
<td>Say something you like about games in general</td>
<td>Having a world to discover</td>
<td>It makes you think</td>
<td>Play games with other people</td>
</tr>
<tr>
<td></td>
<td>Part of the story line</td>
<td></td>
<td>They are fun</td>
</tr>
<tr>
<td>Say something you dislike about games in general</td>
<td>Waste of time</td>
<td>Cannot advance unless</td>
<td>When it’s too</td>
</tr>
<tr>
<td></td>
<td>That you can get</td>
<td></td>
<td></td>
</tr>
<tr>
<td>general</td>
<td>addicted</td>
<td>you spend money</td>
<td>complicated</td>
</tr>
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</tr>
<tr>
<td>Would you start/restart playing Candy Crush on your own? Why?</td>
<td>It is not fun for me</td>
<td>I am bored by it</td>
<td>I want to do better things with my free time</td>
</tr>
<tr>
<td>What would make you continue playing Candy Crush?</td>
<td>Nothing</td>
<td>If it gets more challenging</td>
<td>If I had free time and nothing else to do</td>
</tr>
<tr>
<td></td>
<td></td>
<td>If it would be easier to pass levels</td>
<td></td>
</tr>
<tr>
<td>Would you play this game if it was part of a social media trend? Why?</td>
<td>I (don't) follow trends</td>
<td>I need to see value in the game itself for me to play it</td>
<td>It is not trendy anymore</td>
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<tr>
<td>Would your friends playing it make you play it? Why?</td>
<td>Game design disadvantages</td>
<td>The inability to play the game in groups</td>
<td>-</td>
</tr>
<tr>
<td>Want to compete with their friends</td>
<td>Emotional bond with friends</td>
<td></td>
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</tr>
<tr>
<td>What personal goal do you have when playing a mobile game?</td>
<td>Relaxing</td>
<td>Waste time</td>
<td>Brain your brain</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Entertainment</td>
<td>High score</td>
</tr>
<tr>
<td>What are the reasons why you will stop to play a game?</td>
<td>Boredom</td>
<td>It taking too much time</td>
<td>It becomes too difficult</td>
</tr>
<tr>
<td>Who do you look at when it comes to mobile games?</td>
<td>App stores</td>
<td>Recommendations from friends and family</td>
<td>Online advertisements</td>
</tr>
<tr>
<td>What would a perfect game look like? What are the attributes that you want in a game?</td>
<td>Good game design</td>
<td>Interesting story</td>
<td>Entertaining game play and game objectives</td>
</tr>
<tr>
<td></td>
<td>Medium amount of levels and difficulty</td>
<td>Easiness to understand</td>
<td></td>
</tr>
</tbody>
</table>