THE IMPACT OF AGE ON GAMEPLAY

Presented by Data Bruin Group

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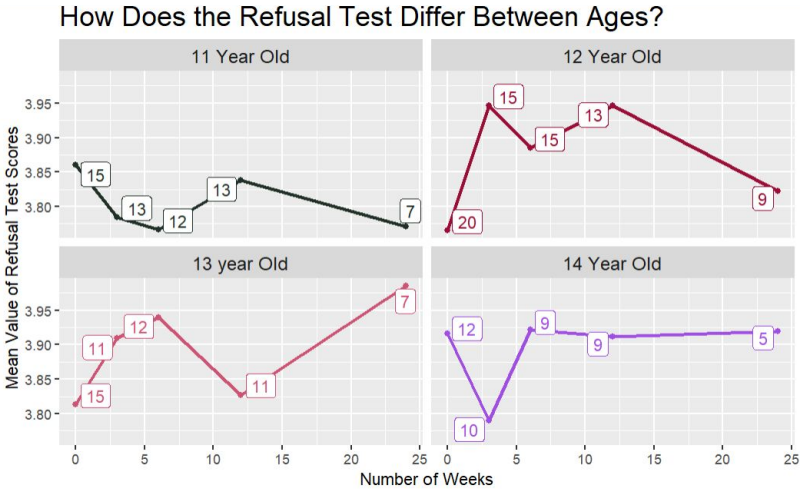
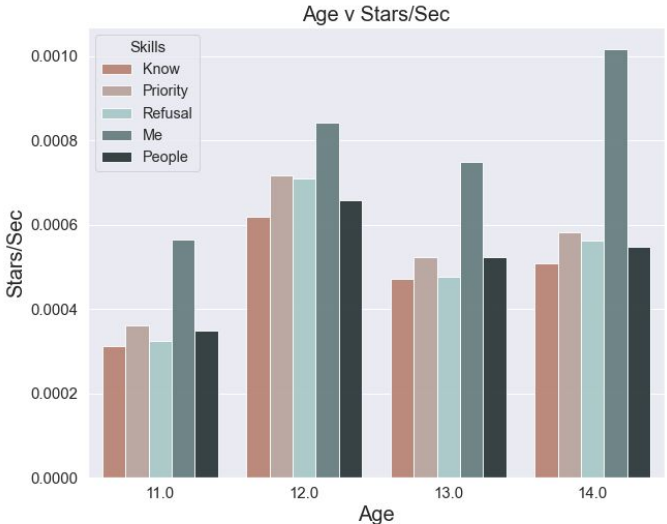
01. RESEARCH OBJECTIVE

Determine how **age** influences game engagement and gameplay patterns.

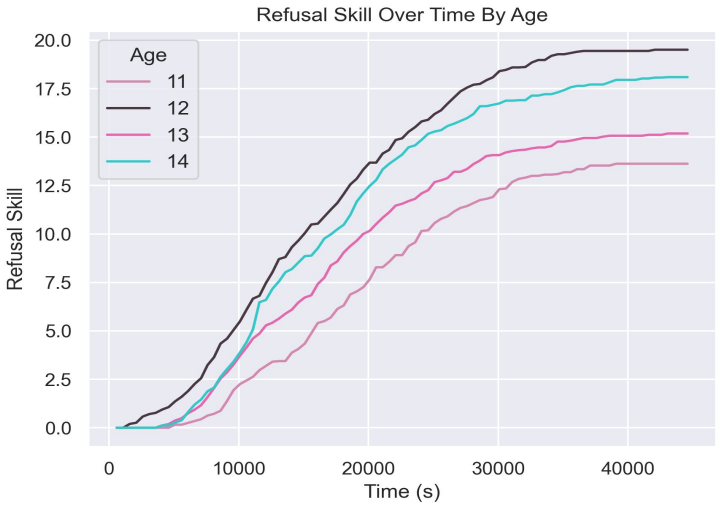




02. EXPLORATORY ANALYSIS

- 11-year-olds were the only group with a decrease in average Drug Use Resistance scores.
- 11-year-olds earn consistently fewer stars compared to older students.

RESEARCH



EXTRA ANALYSIS

Table 1: Event Interaction at $t = 4500$s

	Age 11	Age 12	Age 13	Age 14
Stack 0	87%	56.5%	58.6%	52.6%
Stack 1	9.8%	28.3%	25.3%	42.1%
Stack 2	0	6.5%	16.1%	5.3%
Stack 3	0	0	0	0
Stack 4	3.2%	2.2%	0	0
Stack 5	0	4.3%	0	0
Stack 6	0	2.2%	0	0

FINDINGS

03. CONCLUDING THOUGHTS

- Market towards younger ages
- Create a walkthrough level
- Next steps: Detailed investigation into difficulty of stacks, further research on external factors