

## **ABSTRACT**

**THESIS:** Video Game Player Motivation Applied to Physical Spaces: Exploring Motivations in Physical and Digital Spaces.

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The purpose of this research is to explore whether people in entertaining and educational physical spaces are motivated by the same things as people in their virtual counterparts by applying a motivational framework derived from people who play video games. Additionally, this study seeks to challenge the heightened prominence of extrinsic motivation in gamification research and practice by proposing a methodology that uses intrinsic model. This is important to transmedia producers who develop experiences that span across both digital and physical spaces. This research lays the groundwork for an operational framework that can be applied across digital and physical spaces. This study will use Quantic Foundry's Gamer Motivation Model to explore how digital motivation models can be applied to and explored in physical spaces and events. Furthermore, this study applies Quantic Foundry's Gamer Motivation Model to two types of overarching physical spaces or events: educational and entertainment.