

# “Entertainment for Retirement?”:

## The Silvergamers - Elderly video gaming in the Internet

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# Structure

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# 1. Relevance

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# Relevance

- Popularity of computer and video games
- Growth of elderly (50+) gamers (ESA, 2010)
- Economic potential (Micheaud & van Soest, 2008; Carroll, 1998)

# Research Questions

1. *How do elderly (50+) people use Internet-based games?*
2. *Which differences exist in usage behaviors between elderly and younger gamers?*
3. *Are there differences in usage behavior between the retired people and the ones still working?*

# 2. Object of Investigation

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# Browser-based games

- No download needed
- Persistent and complex game world
- Multiplayer mode
- e.g., Travian

# Clientgames

- Download necessary
- Persistent and complex game world
- Multiplayer mode
- e.g., Shot Online



# Casual games

- No download needed (when browser-based)
- No persistent game world
- Singleplayer mode
- e.g., Bejeweled

# 3. Method

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# Overall sample

- Self-selective online survey
- N=10.659
- Origin: mostly EU and North America
- $\bar{X}$  age: 25,39 years (SD=10, min. 13, max. 87)
- Gender: 18% female, 82% male
- 38% employed, 50% scholars
- 43% married / in partnership, 54% singles

# Sub samples

- $N_{\text{elderly}}=460$
- $\bar{\text{age}}$ : 56,91 years (SD=7, min. 50, max. 87)
- Gender: 62% female, 37% male
  
- $N_{\text{younger}}=417$  (random sample out of 10.000)
- $\bar{\text{age}}$ : 24,27 years (SD=8, min. 13, max. 49)
- Gender: 17% female, 83% male

# 4. Results

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# Game types (elderly)

		Browser-based games (persistent)	Client games (persistent)	Casual games (browser-based, single player)
Frequency (at least once a week)	Elderly	<b>55 %</b>	19 %	<b>57 %</b>
Usage time (per day during week)	Elderly	3,1 h	2,4 h	2,9 h
Usage time (per day weekends)	Elderly	3,5 h	3,6 h	3,3 h
Money paid	Elderly	4,9 USD	<b>12 USD</b>	1,8 USD
Willingness to pay	Elderly	7,9 USD	<b>19,5 USD</b>	3,4 USD

# Game types (elderly vs. younger)

		Browser-based games (persistent)	Client games (persistent)	Casual games (browser-based, single player)
Frequency (at least once a week)	Elderly	55 %	19 %	57 %
	Younger	79 %	28 %	20 %
Usage time (per day during week)	Elderly	3,1 h	2,4 h	<b>2,9 h*</b>
	Younger	2,7 h	2,8 h	<b>1,2 h*</b>
Usage time (per day weekends)	Elderly	3,5 h	3,6 h	3,3 h
	Younger	3,4 h	4,4 h	1,7 h
Money paid	Elderly	<b>4,9 USD*</b>	12 USD	<b>1,8 USD*</b>
	Younger	<b>2,5 USD*</b>	5,2 USD	<b>0,4 USD*</b>
Willingness to pay	Elderly	7,9 USD	19,5 USD	3,4 USD
	Younger	5,9 USD	13,2 USD	1,2 USD

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# Game types (employed vs. retired)

		Browser-based games (persistent)	Client games (persistent)	Casual games (browser-based, single player)
Frequency (at least once a week)	Employed	54 %	20 %	52 %
	Retired	50 %	15 %	63 %
Usage time (per day during week)	Employed	2,8 h	2 h	<b>2 h*</b>
	Retired	3,1 h	2,5 h	<b>3,7 h*</b>
Usage time (per day weekends)	Employed	3,5 h	3,7 h	<b>2,8 h*</b>
	Retired	3,2 h	3,2 h	<b>3,8 h*</b>
Money paid	Employed	4 USD	8,3 USD	0,9 USD
	Retired	5,9 USD	4,7 USD	1,7 USD
Willingness to pay	Employed	6,7 USD	11,4 USD	3,9 USD
	Retired	9,2 USD	7,5 USD	2,8 USD

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# 5. Discussion & Outlook

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# Discussion & Outlook

- Casual and persistent BBGs are preferred by elderly gamers
- Economic potential of elderly gamers (client-based games)
- Retirees still spend high amount of time
- Better sample quality needed (significance)
- Heterogeneous group of elderly gamers (subgroups, e.g. 50-65, 65-80, 80+, income, etc.)

# 6. Implications for Content Creation

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# Implications

„Don't forget the elderly gamers!“

- Easy accessibility & usage (free of barriers)
- Content & background themes for elderly gamers
- Easier games (casual) are preferred but money is paid for the more complex games (client-based) -> instruction manuals

Thank you very much!

Any Questions?

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# Contact

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