

# What's the Score: Assessing Gaming Habits & Preferences UNC Greensboro Students

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## INTRODUCTION

Academic institutions continue to face increasing pressure to prove their value in the face of government spending cuts and unfavorable narratives about higher education; the academic library, by extension, is directly affected. However, libraries face the additional challenge of fighting against the perception among some that we are no longer relevant in the digital media age. As the popularity of digital media continues to contribute to reduced circulation of the library's physical media collections, its popularity may also provide us with untapped opportunities for potential research, engagement, and outreach. The purpose of this survey is to ascertain where those opportunities may be as it relates to gaming and the Digital Media Commons.

The **Digital Media Commons**, located on the lower level of Jackson Library, houses reservable spaces such as a gaming lab, VR lab, visual image audio room, collaboratories, and a makerspace with 3D printers. DMC staff provide one-on-one consultations and instructional workshops to UNC Greensboro communities, as well as others, on the use of Adobe Creative Cloud applications, Audacity, and much more.

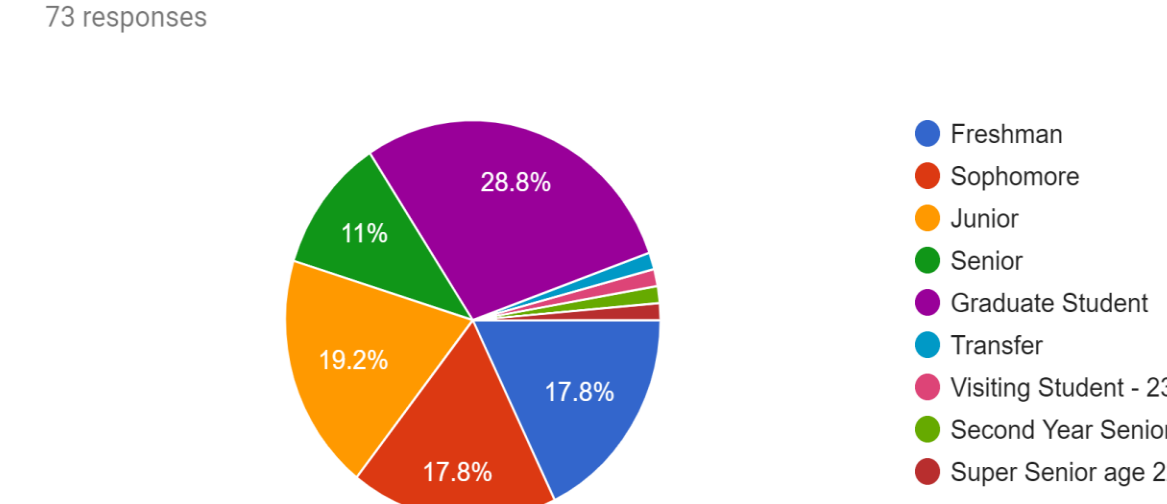
## OBJECTIVES

- Assess UNC Greensboro students' knowledge of the gaming systems and video game collection housed within the Digital Media Commons of Jackson Library
- Determine the ways in which the student population interacts with DMC spaces and services
- Identify student gaming habits and preferences
- Solicit student feedback regarding actions that the library could undertake to improve gaming services and programming to foster greater outreach and engagement

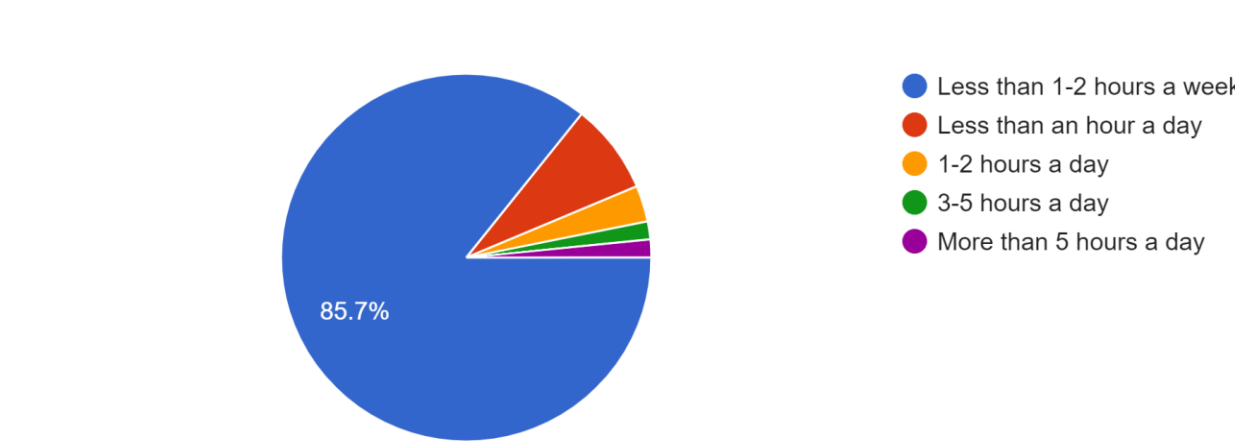
## METHOD

- Questionnaire designed as a means of assessing student engagement and preferences using Google Forms
- Distributed via email to various campus departments to gain the widest variety of responses possible
- Featured quantitative, qualitative and student demographic questions using appropriate response options to obtain specific information
- Incentivized student participation by promoting drawing for five \$10 gift cards for completed questionnaires

What is your UNCG student classification? (freshman, sophomore, graduate student, etc.)

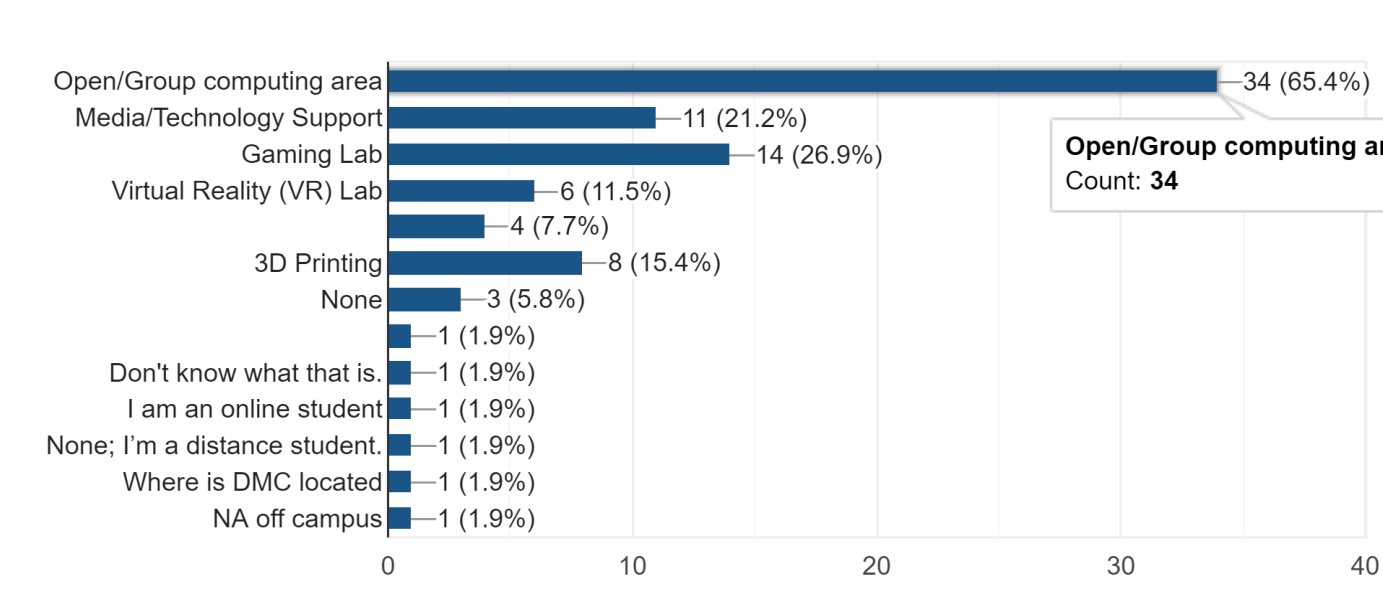


How often do you visit the DMC?

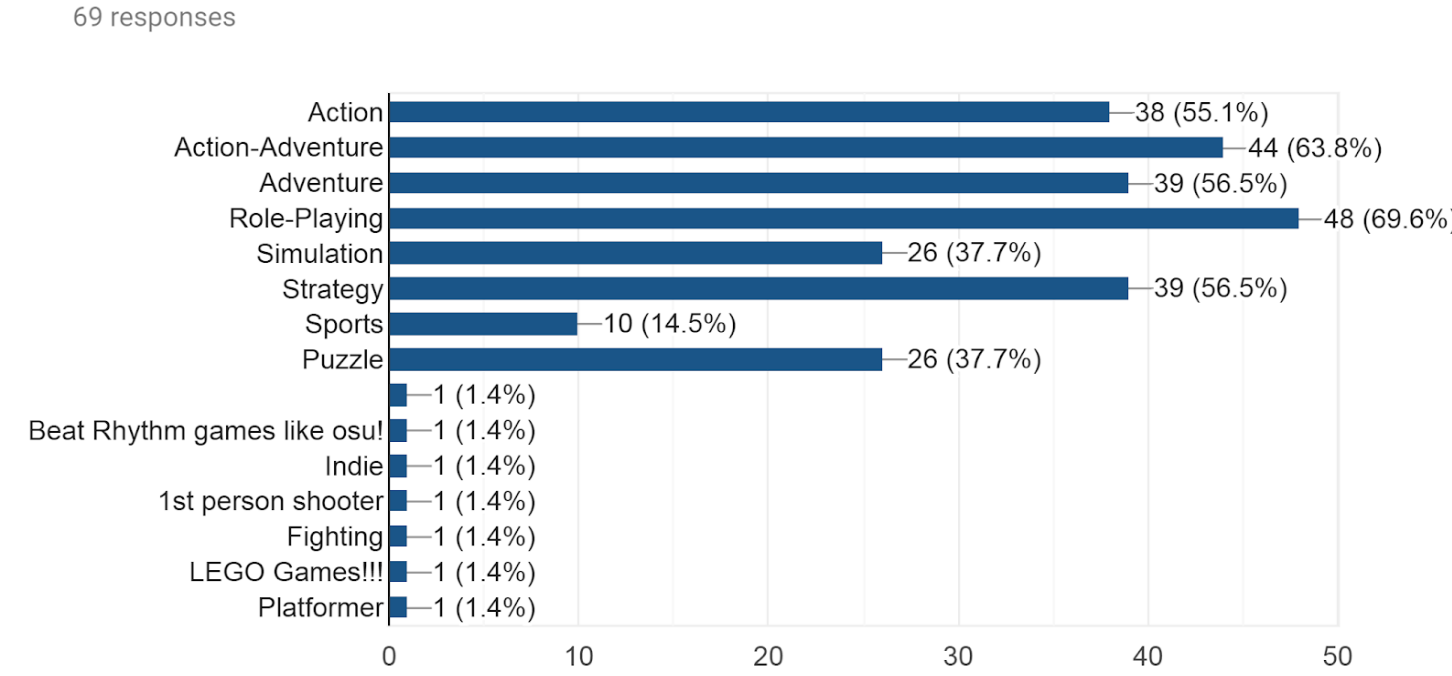


## RESULTS

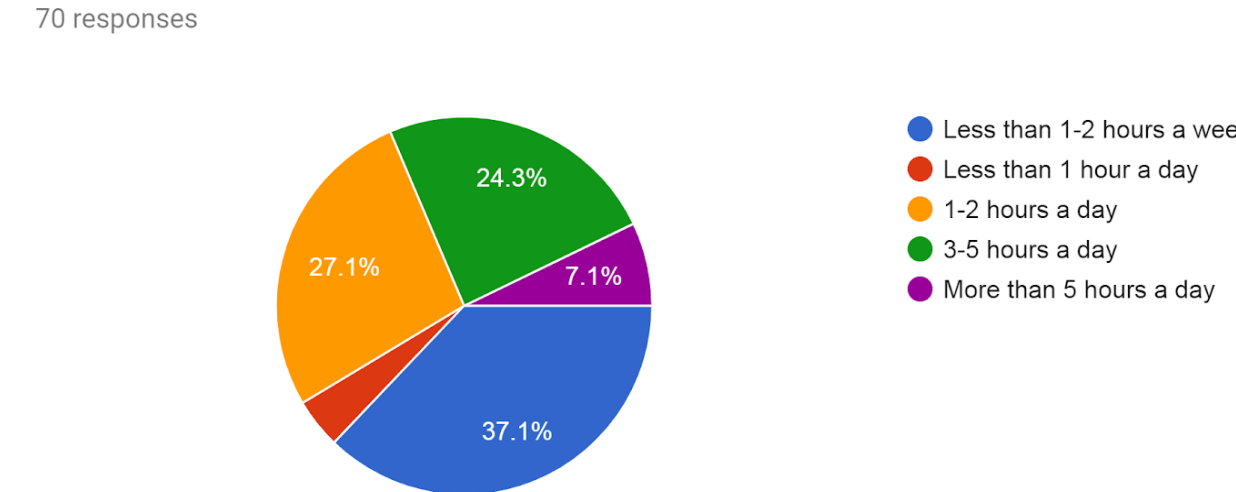
What spaces/services do you use in the DMC? (Check all that apply)



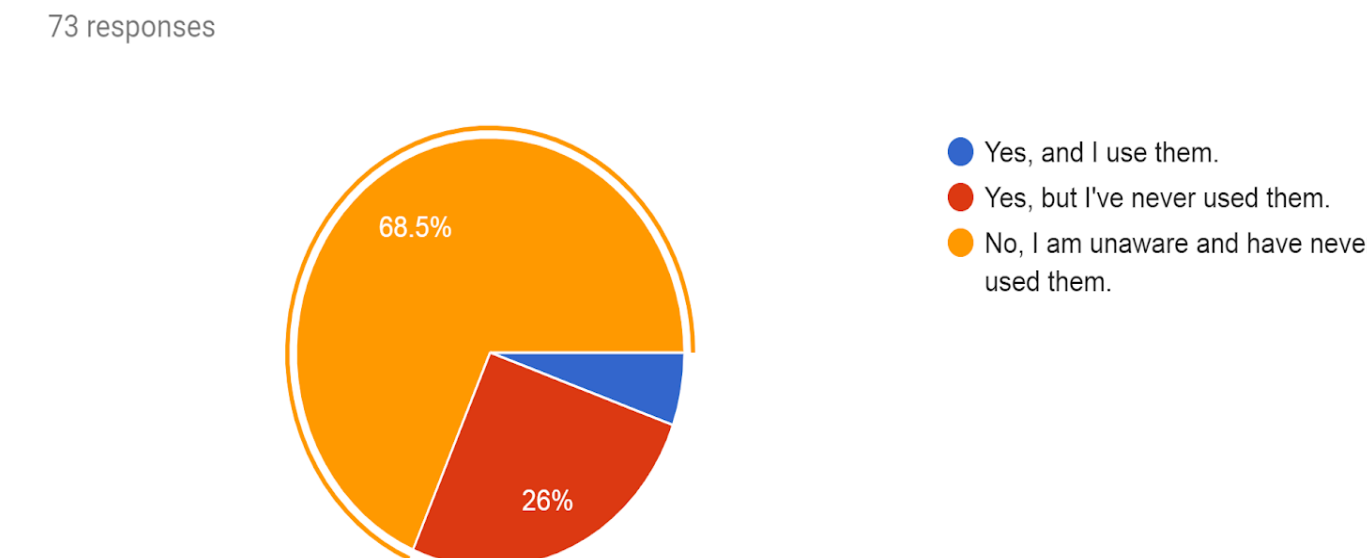
Which genre(s) of video games are you most interested in playing or play the most often? (Check all that apply)



When you play video games, how often do you play?



Are you aware of the collection of circulating video game titles and consoles located in the Digital Media Commons in Jackson Library?



## CONCLUSIONS

- A surprising **68.5%** of students are **unaware of gaming systems and video game collections** offered in the DMC; **26% know, but never use them**.
- Graduate students** had the **highest representation at 28.8%** and **seniors had the lowest at 11%**.
- We discovered that **85.7%** of students spend **less than 1-2 hours per week** in the DMC.
- Fewer responses to DMC-specific questions may indicate **lack of awareness**.
- Computing/group areas** are the most popular with students in DMC at **65.4%** followed by **gaming lab 26.9%**, **media/technology support 21.2%**, **3D printing 15.4%**, and **VR lab 11.5%**.
- Video game play frequency varied quite a bit, however **most students 37.1%** play **1-2 hours per week**, **27.1%** play **1-2 hours per day** and **24.3%** play **3-5 hours per day**.
- Role-playing games** are most popular at **69.6%**, though **action-adventure, adventure, and strategy** games enjoy much popularity, as well.
- Students had ideas to promote a wider variety of game-related events for inclusive gaming: hosting more tournaments, high and low-tech game nights, and expansion/promotion of the existing video game collection.**

## LIMITATIONS

- Roughly 70 survey respondents for most questions, small sample size given UNC Greensboro's student population of 20,000
- Deliberate omission of specific identity questions about age, family background, and major due to privacy concerns
- Inability to follow up with respondents for in-depth analysis of feedback

## CONTACT

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Walter Clinton Jackson Library  
Access Services Department

**What is something that we could do (events, exhibits, expanding the collection, etc.) here at Jackson Library that may bring in more people from the gaming community?**

"VR Application making and education of serious games. Also educating people that video games are not the root of violence in kids and adults."

"Tournaments! I think tournaments would bring a lot of gamers to the library. I also think the addition of competitions for either T-shirts or maybe gift cards would work. People who aren't much of a gamer typically like the classics like Mario Kart or Super Mario games. It may also be worth it to do a gaming throwback night with older consoles and play older games like Mortal Kombat or Crash Bandicoot. There are also other games that aren't deep in the gaming area like mobile games (geometry dash, animal crossing, pocket camp, or of course Fortnite)."

"I think the main issue would be people not knowing about it (the DMC/game collection)... but finding a way to establish it as a neutral place for people to meet up and play could be a great idea. Reach out to your audience more!"

"Expand your collection. Get games that are popular for the year."

"It would also be neat, especially for Distance Learning/Online students, if there were a UNCG Discord for students who are into gaming so that we had that avenue for meeting and networking with fellow students outside of our classes (<https://discordapp.com/>)."

"Having either a larger area or multiple areas with gaming stations be it VR or consoles or PC's with loaded games owned by the library, the more places you have the more people will come. Cramping into the small console room can be a little uncomfortable."