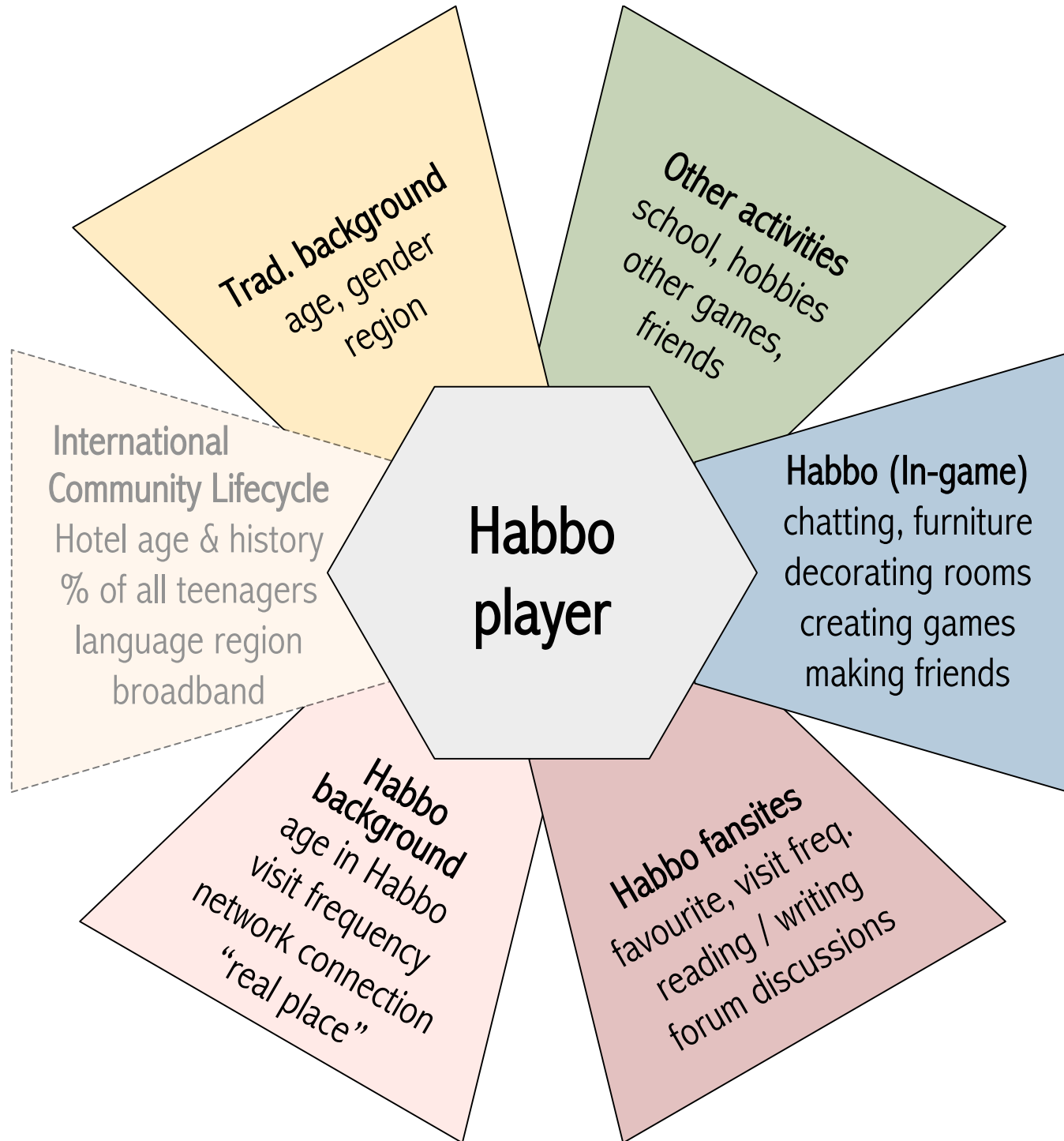


WHY

- to get a Habbo user profile
 - the "why do you play" question was analysed with other data
- no previous data available
- to explore which player dimensions make a difference

General survey description

- During 22.6.2004-6.7.2004 (two weeks)
- Ten thousand Habbo visitors answered (N=10 613)
- 27 questions were asked, of which 21 had structured answer alternatives and the last 6 were open.
- The survey was carried out as a web-based survey, a link to the web form was put on the Habbo frontpage, under the Habbo News section.
- ~ 300 discarded answers (doubles, empty, jokes)



Analysis 1: Cross-tabulation

- cross-tabulating all variables against each other
- selecting the dimensions that make a difference

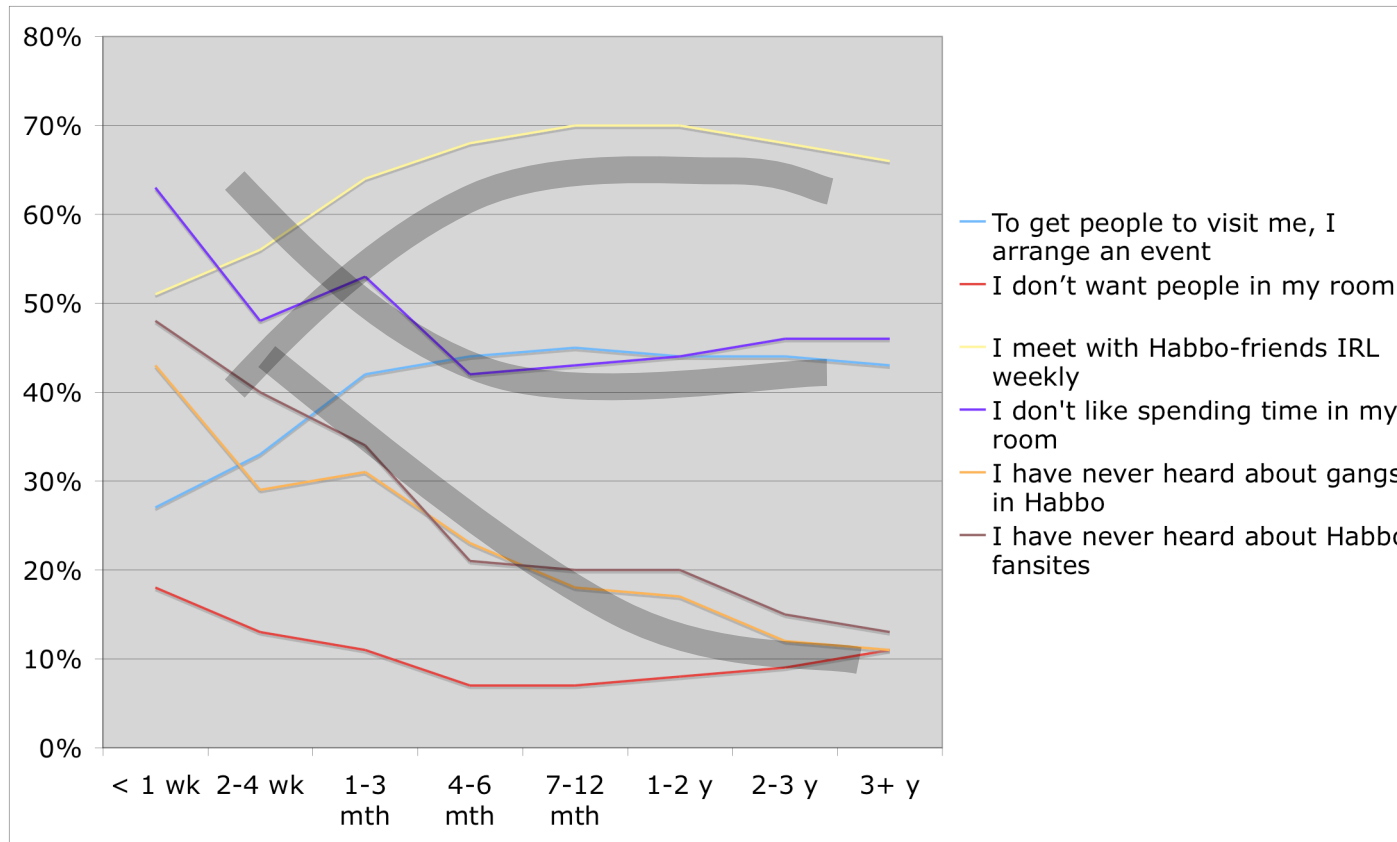
Analysis 2: Clustering responses

- aim: create a manageable number of player clusters to explain the data
- this was an explorative questionnaire
 - emerging cluster dimensions important
 - exact percentages less important
- criteria
 - understandable groups
 - no logical conflicts within groups, e.g. non-buyers and buyers probably in different groups
 - as large part of the data as possible included, e.g. anything that explains more than 50% is good...
- SPSS-statistic program provided the functionality: Two-Step Cluster

Result 1: “not buying” ≠ ”not interested in furniture”

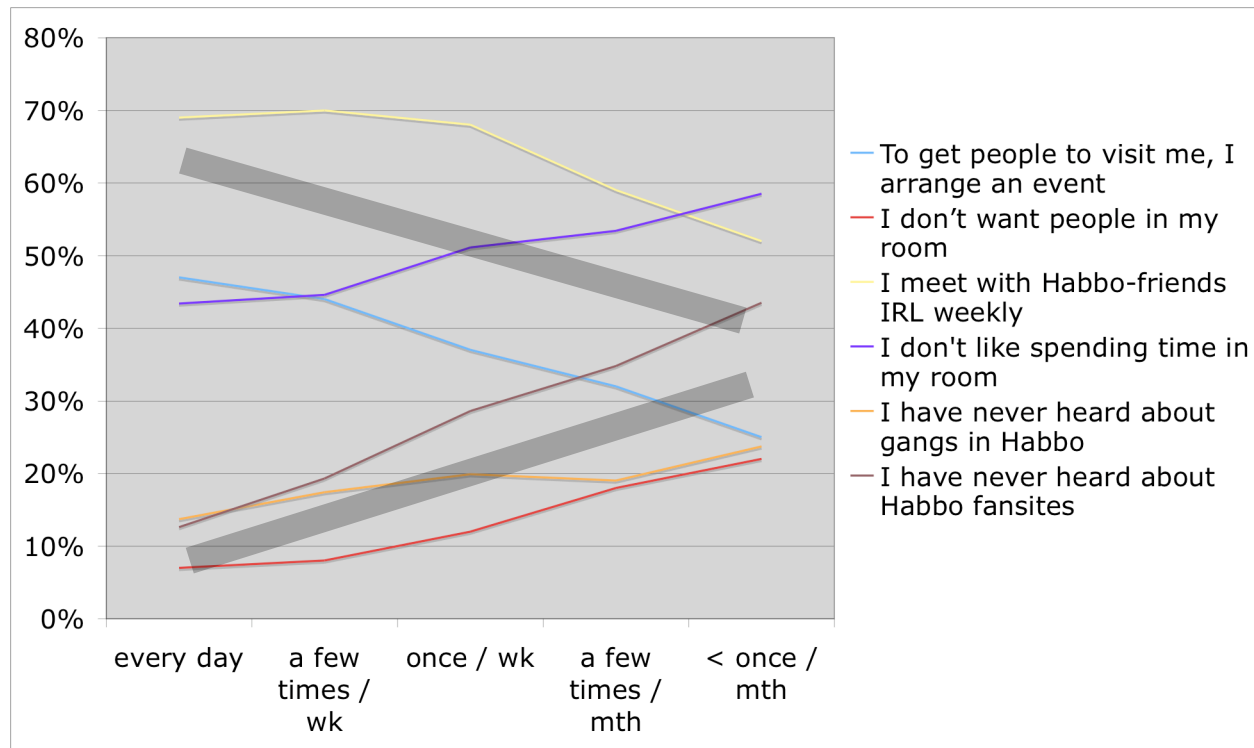
- Of the 26% (2557) who said that they don't buy anything
 - 57% (1451) still receives furniture donations
 - 48% (1229) trades furniture
 - 31% (782) gets furniture items as pay for “work” in Habbo
- Disclaimer: The percentages should be read as percentages of the answers to the survey, which is biased towards active Habbo visitors. The number of all Habbo users who don't buy anything is much larger than 26%.

Result 2: Habbo-age has strong influence



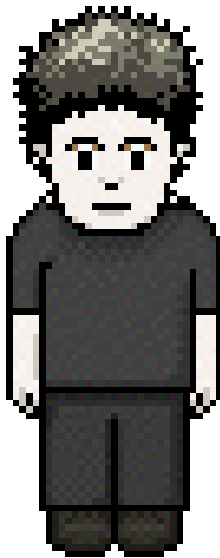
First 3 months = Learning to play?

Result 3: Visit frequency has strong influence



Oldtimers (15%)

"We can log on when we want to, and have been in Habbo forever"



Age (median)	13
Gender	87% boys
Computer in my room	70%
No login restrictions	74%
Network connection	73% ADSL
Visit frequency	
- everyday	54%
- a few times per week	29%
Habbo-age (years)	
- 0-1 1-2 2-3 3+	14 - 18 - 12 - 34 %
Paying	most
Not interested in furni	11%
Own room activity	
- organise events	27%
- invite friends	52%
- don't feel comfortable	54%
Wants	
- friends	57%
- fame	42%
Regular gang	28%
Need moderators	36% never
Fansite visits	51% more than once a week

Playmakers (14%)

"We like to visit often and arrange events for others."



Age (median)	12
Gender	65% girls
Computer in my room	25%
No login restrictions	27%
Network connection	45% ADSL
Visit frequency	
- everyday	78%
- a few times per week	19%
Habbo-age (years)	
- 0-1 1-2 2-3 3+	36 - 21 - 25 - 18 %
Paying	most
Not interested in furni	2%
Own room activity	
- organise events	68%
- invite friends	83%
- don't feel comfortable	27%
Wants	
- friends	74%
- fame	47%
Regular gang	35%
Need moderators	24% never
Fansite visits	47% more than once a week

Gang-members (11%)

"I like to spend time in Habbo with my regular gang"



Age (median)	12
Gender	73% boys
Computer in my room	30%
No login restrictions	22%
Network connection	47% ADSL
Visit frequency	
- everyday	44%
- a few times per week	50%
Habbo-age (years)	
- 0-1 1-2 2-3 3+	28 - 33 - 28 - 10 %
Pays	most
Not interested in furni	2%
Own room activity	
- organise events	50%
- invite friends	65%
- don't feel comfortable	36%
Wants	
- friends	72%
- fame	51%
Regular gang	61%
Need moderators	14% never
Fansite visits	44% more than once a week

Silent majority (15%)

"We don't want to be disturbing or in anyone's way"



Age (median)	13
Gender	75% girls
Computer in my room	18%
No login restrictions	33%
Network connection	41% I don't know
Visit frequency	
- everyday	22%
- a few times per week	60%
Habbo-age (years)	
- 0-1 1-2 2-3 3+	26 - 36 - 29 - 10 %
Pays	most
Not interested in furni	11%
Own room activity	
- organise events	38%
- invite friends	65%
- don't feel comfortable	44%
Wants	
- friends	62%
- fame	24%
Regular gang	15%
Need moderators	69% never
Fansite visits	9% more than once a week

I don't pay (16%)

"I don't pay for anything in Habbo"



Age (median)	12
Gender	62% girls
Computer in my room	22%
No login restrictions	32%
Network connection	45% ADSL
Visit frequency	
- everyday	35%
- a few times per week	41%
Habbo-age (years)	
- 0-1 1-2 2-3 3+	36 - 26 - 28 - 17 %
Paying	no
Not interested in furni	28%
Own room activity	
- organise events	39%
- invite friends	56%
- don't feel comfortable	59%
Wants	
- friends	63%
- fame	26%
Regular gang	30%
Need moderators	48% never
Fansite visits	18% more than once a week

Older people (1%)

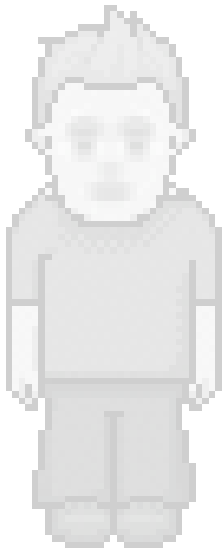
"We just want to help keeping this place nice"



Age (median)	19
Gender	51% girls/women
Computer in my room	22%
No login restrictions	48%
Network connection	30% ADSL
Visit frequency	
- everyday	31%
- a few times per week	31%
Habbo-age (years)	
- 0-1 1-2 2-3 3+	36 - 18 - 12 - 34 %
Paying	some
Not interested in furni	27%
Own room activity	
- organise events	30%
- invite friends	34%
- don't feel comfortable	61%
Wants	
- friends	48%
- fame	27%
Regular gang	39%
Need moderators	58% never
Fansite visits	23% more than once a week

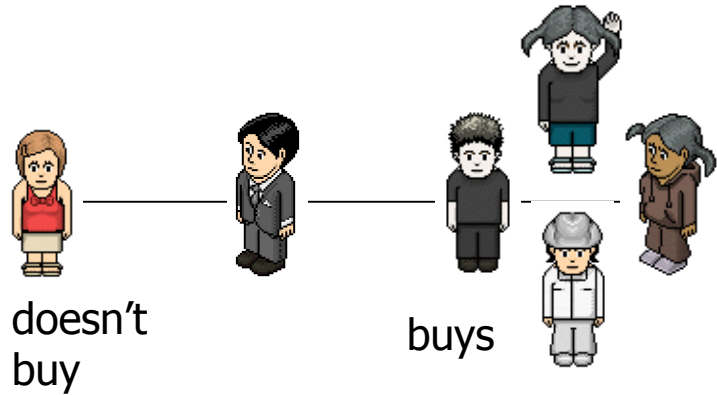
Excluded (28%)

*"We don't fit in
this classification"*



Clustering in-game activity

	buying?		wants with room		arranges events		%
	yes	no	friends & publicity	just friends	yes	no	
1	X			X		X	9%
2	X			X	X		11%
3	X		X			X	11%
4	X		X		X		15%
5		X	X		N/A	N/A	8%
6		X		X	N/A	N/A	9%
							64%
7	furniture is not interesting (anymore)						10%
8	don't want (or do anything to get) people in their room						13%
9	wants only furniture						5%
	the rest						9%
							100%



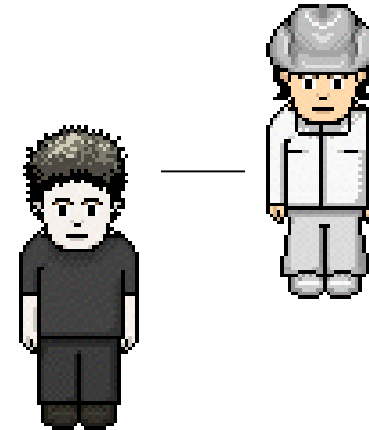
arranges **events**
in one's room



wants **privacy**
for themselves
and/or friends

*g
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wants **publicity**,
to become
famous



older people

doesn't like
spending time
in one's own room

Trad. background: Gender

similarities

- age
- Habbo-age
- log on from home
- enjoying own room / public rooms
- calling moderators for help
- knowing/meeting IRL friends
- going to organised Habbo meetings
- buying furniture

differences

- access
 - computer in their own room
43% boys - 25% girls
 - visit Habbo when they want
43% boys - 33% girls
 - computer occupied
33% boys - 43% girls
- gangs - boys
- fansites
 - boys visit more frequently
- arranging events
 - 49% girls - 38% boys
- wants with the room
 - boys - publicity
 - girls - privacy

Bias towards active players?

VISIT FREQUENCY

every day	0	1	2	4	8	11	12	8
a few times a week	0	0	2	3	6	12	11	5
once a week	0	0	0	0	1	1	1	1
a few times a month	0	0	0	0	1	2	2	1
less than once a month	0	0	0	0	0	1	1	1
	< 1 week	2-4 weeks	1-3 months	4-6 months	7-12 months	1-2 years	2-3 years	3+ years

the numbers represent % of respondents

HABBO AGE

Future work

- less focus on the individual user, more focus on the groups and the group activities/events
 - hierarchic - democratic
 - large - small
 - long-term - temporary
 - visible - underground
 - open - closed (new members how easy?)
- characterising group activities/events
 - i.e. the purpose of buying furniture / decorating room!
 - just fun - getting more furniture items
 - publicity - privacy
 - competing - uniqueness