Postgraduate Certificate
Gamer Psychology

tech *technological university*

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Postgraduate Certificate
Gamer Psychology

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/videogames-design/postgraduate-certificate/gamer-psychology**

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01
Introduction

Understanding the behavior of video game players or *gamers*, is fundamental when developing a successful video game. Knowing exactly what are the motivations, tastes, desires and trends in user behavior involves a deep study and can lead to mistakes if you do not handle the basics and the right knowledge. With this program the professionals related to this sector will be able to fully understand the concepts and theories of the Psychology of the Gamer, with a content selected exhaustively by experts that will allow them to qualify in a few weeks and in a 100% online modality.

By knowing the gamer's entertainment needs, you will execute the right strategies to develop successful video games"

Psychology is the profession, academic discipline or science that studies the behavior and mental processes of individuals and human groups in different situations, analyzing the human experience in its fullness for research, teaching and work purposes, among others. In the case of this program, the aim is to precisely study the behavior of the video game player to provide the necessary value to the development and strategies to be implemented within the project so that it meets the desired objectives.

This Postgraduate Certificate has subdivided the general topic into more specific ones to know in detail from sociology, the psychology of video games as such, the needs in entertainment and feelings. In addition, theories such as Maslow's Pyramid, reinforcement calendar, reward mapping and other fundamental aspects to understand the Psychology of the Gamer will be taken into account.

It is understood that nowadays video games are not only for children, according to official statistics, among those over 16 years old, people between 35 and 44 years old are the ones who consume more video games. When it comes to gender, it stands out that women make up 41% of the total number of players, which means that there is a lot to analyze and consider when designing a video game to make it really successful.

The students of this Postgraduate Certificate will be able to differentiate themselves from other professionals due to their knowledge of the gamer and his behavior within a controlled environment. Knowing how to identify emotions or needs at each point of product design. For your convenience, the entire program is designed to be studied completely online and you will be able to qualify in 6 weeks.

TECH Technological University's methodology allows the students to organize their schedule and share professional and personal activities. Training is the best option for anyone who wants to open up new opportunities and achieve success. For this reason, the best content has been selected by experts with experience in interactive product development and *Game Design*, who will be present through the study platform.

This **Postgraduate Certificate in Gamer Psychology** contains the most complete and up to date educational program on the market. Its most notable features are:

- The development of case studies presented by experts in video game development
- The graphic, schematic, and eminently practical contents with which they are created, provide practical information on the disciplines that are essential for professional practice
- Practical exercises where self assessment can be used to improve learning
- Its special emphasis on the importance of visuals in videogames
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

You will learn about the typology of the gamer according to the theories of Bartle, Ami Jo Kim or Marczewski"

"

Walking on the road to professionalization is much easier with TECH's methodology. Study 100% online and with content in various formats selected by experts"

Differentiate yourself from other professionals by knowing how to identify the emotions or needs of the gamer at every point of product design.

Learn in detail how the player interacts with the game to get the most out of the experience and product.

The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide immersive training programmed to train in real situations.

This program is designed around Problem Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the academic year. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.
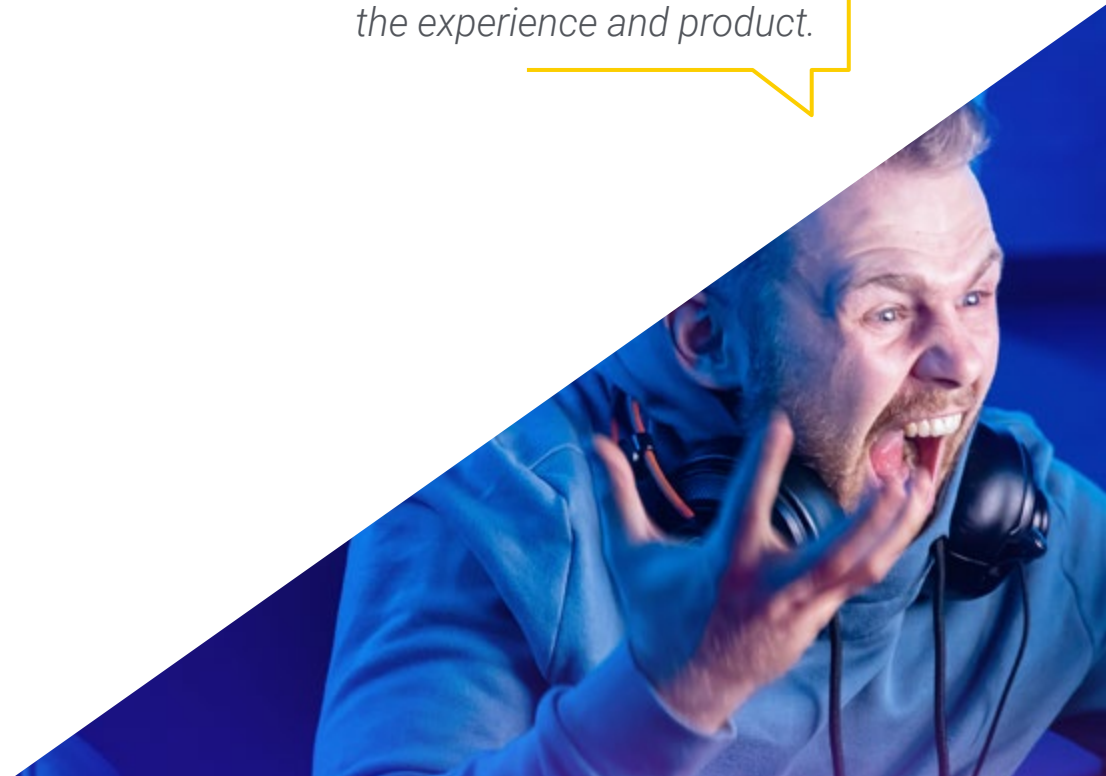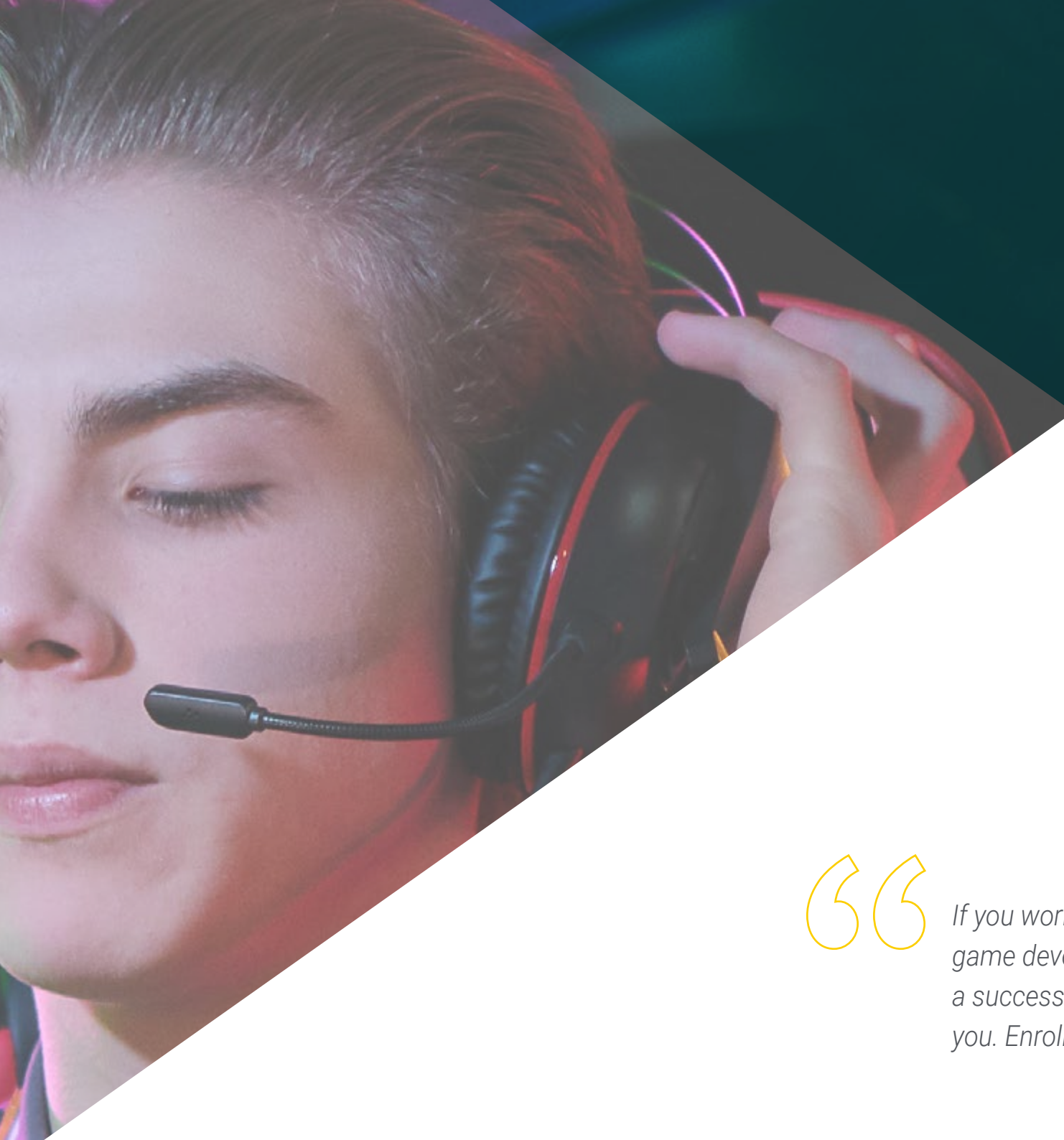
Objectives

Thanks to this Postgraduate Certificate in Gamer Psychology, the professionals will be able to highlight their profile within the digital entertainment industry, since they will master all the concepts and theories necessary to develop successful video games according to the typology, behaviors, motivations, emotions, environments or needs of the individuals. This is the main objective of this program.

"If you work in or are passionate about video game development and dream of making a successful prototype, this program is for you. Enroll now and qualify in 6 weeks"

General Objectives

- Master in depth the field of gamification, its development and expansion
- Study players' behavior and their level of satisfaction within a designed product
- Implement the knowledge of Gamer Psychology to make video games attractive and easy to use
- Analyze all the variables in Gamer Psychology within the video game industry
- Achieve autonomy in the development of videogames and their specializations
- Enhance knowledge to make attractive and easy to use video games

Specific Objectives

- Analyze player behavior for product optimization
- Discover the drivers of user behavior within the interactive environment
- Understand the needs and motivations of a player's psychology in order to reshapethem within the gamified game design
- Deepen in the different types of players according to experts

"
You will learn all the motivations and needs of a Gamer's Psychology in order to reform them within the gamified game design"

03
Structure and Content

For this program the content has been developed so that the student understands from the theories and practices everything related to the Psychology of the Gamer. Understanding behaviors, motivations, needs and tendencies. Learning in detail how the player interacts with the game to get the most out of the experience and product. Therefore, the design of the Postgraduate Certificate allows progress towards this objective, with the support of expert teachers who designed content in different formats, adjusted to the *Relearning* methodology implemented by TECH.
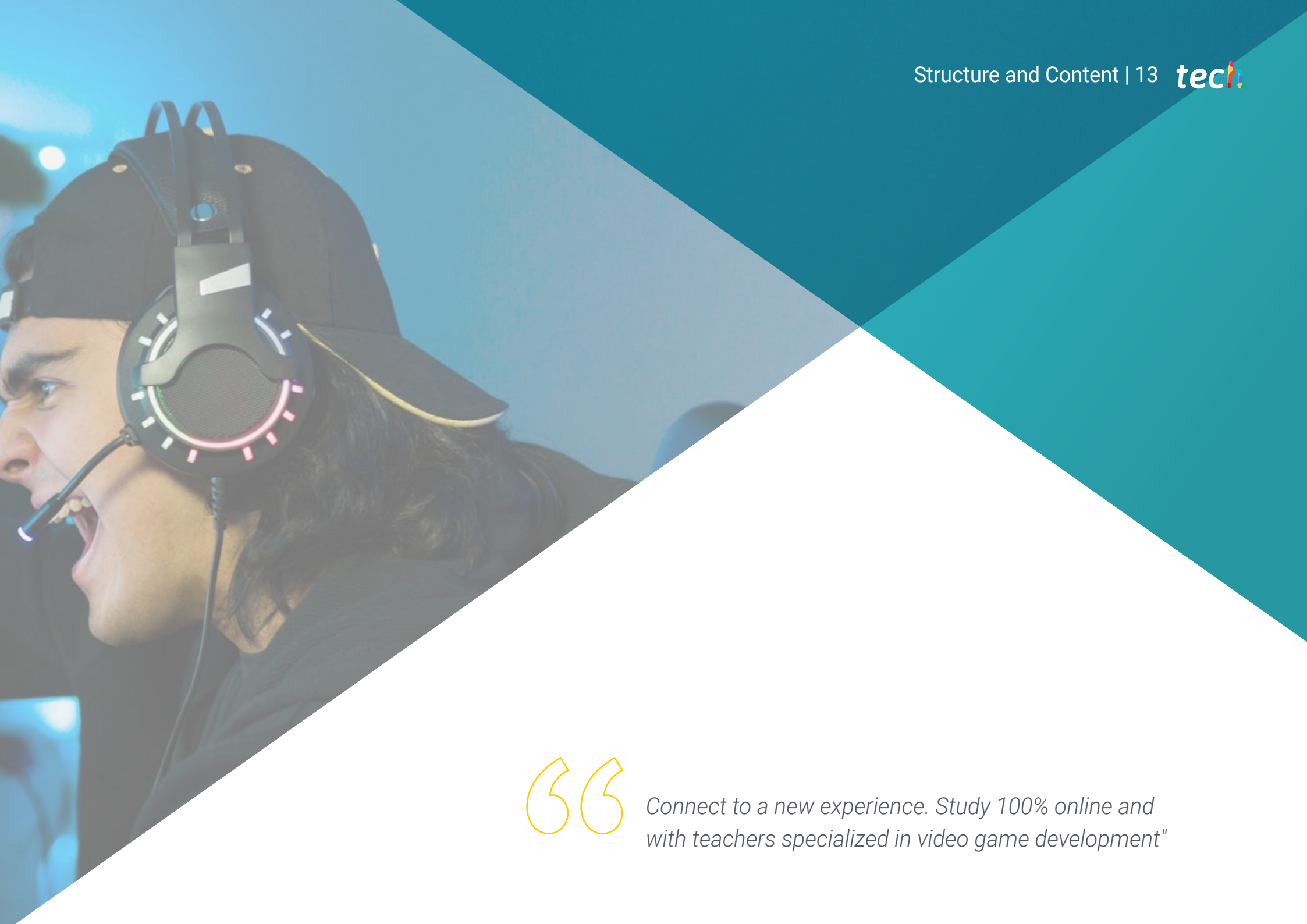
"
Connect to a new experience. Study 100% online and with teachers specialized in video game development"

Module 1 Gamer Psychology

1.1. Sociology in Video Games
- 1.1.1. Individual
- 1.1.2. Community
- 1.1.3. Society

1.2. Psychology in Video Games
- 1.2.1. Cognitive
- 1.2.2. Emotional
- 1.2.3. Behaviour

1.3. Entertainment Needs
- 1.3.1. Entertainment
- 1.3.2. Fun
- 1.3.3. Motivation

1.4. Feelings
- 1.4.1. Desire
- 1.4.2. Power
- 1.4.3. Need

1.5. Maslow's Pyramid
- 1.5.1. Survival
- 1.5.2. Existence
- 1.5.3. Assessment

1.6. Behavioral Design
- 1.6.1. Behavioral Psychology
- 1.6.2. Classical Conditioning
- 1.6.3. Operant Conditioning

With this Postgraduate Certificate in Gamer Psychology you will take a leap to the next level in your professional career"

04
Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

" *Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn to solve complex situations in real business environments through collaborative activities and real cases.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

" *Our program prepares you to face new challenges in uncertain environments and achieve success in your career"*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question that you are presented with in the case method, an action-oriented learning method. Over the course of 4 years, you will be presented with multiple practical case studies. You will have to combine all your knowledge, and research, argue, and defend your ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization we live in.

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

tech

20%

25%

4%

3%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

05

Certificate

The Postgraduate Certificate in Gamer Psychology guarantees students, in addition to the most rigorous and up to date education, access to a Postgraduate Certificate issued by TECH Technological University.

Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"

This **Postgraduate Certificate in Gamer Psychology** contains the most complete and up to date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the **Postgraduate Certificate,** and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Gamer Psychology**
Official Nº of hours: **150 h.**

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Awards the following
DIPLOMA
to
Mr./Ms. _____ with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

Gamer Psychology

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country. Unique TECH Code: AFWOR023S techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.

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