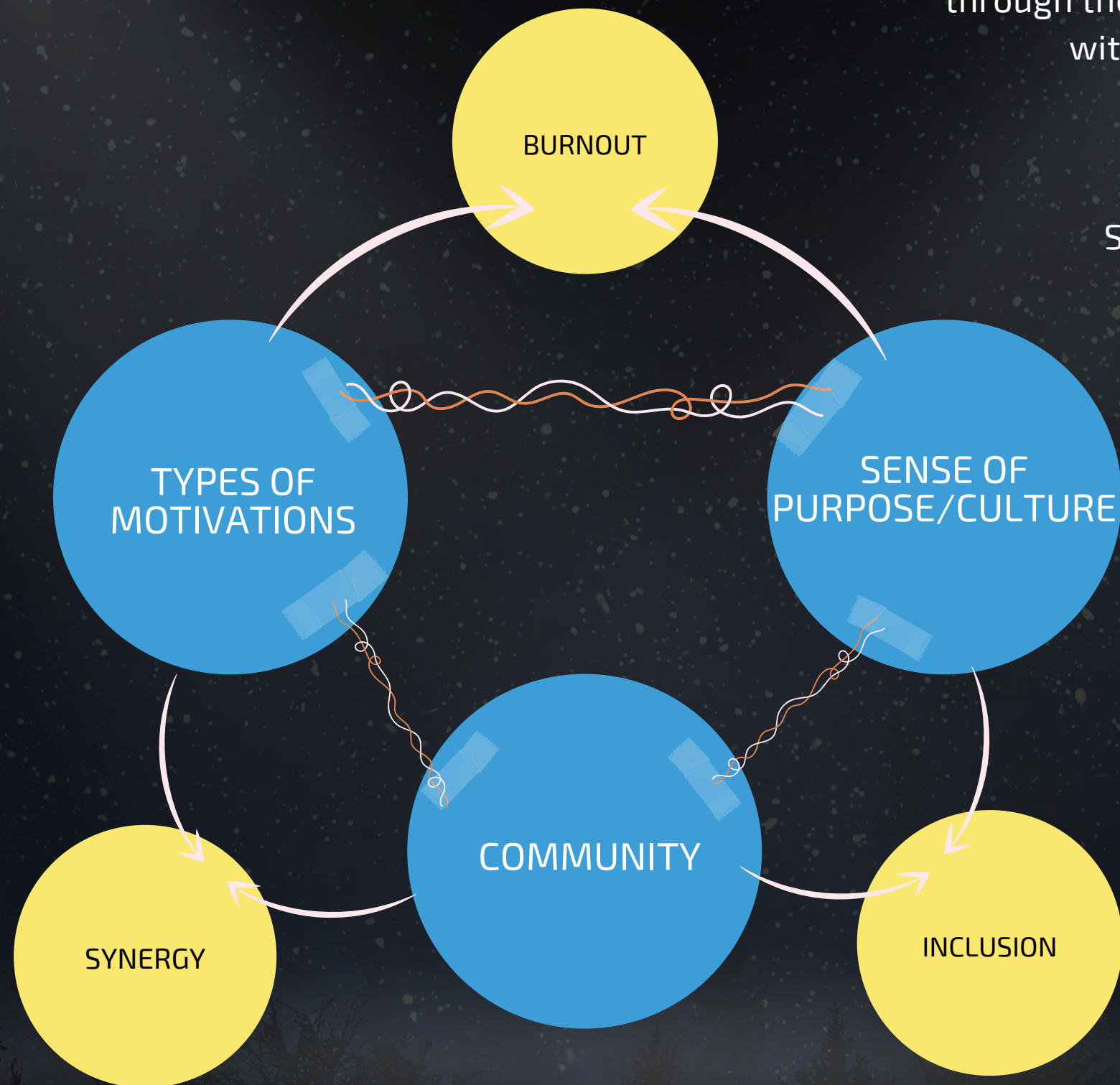


WHY DOES MOTIVATION MATTER?

By looking at types of motivations, we can develop a sense on what drives player behavior and ambition, which relates to a player's openness to their community. A community in esports is formed through the culture and nature of members within, which gives rise to the Sense of Purpose and Culture within the individual. This is almost fully formed through the gamer's motivation profile.



Types of Motivations + Community = Synergy
 Community + Sense of Purpose/Culture = Inclusion
 Sense of Purpose/Culture + Types of Motivations = Burnout (Reduction/Prevention)

