# What Are Video-Game Baddies?

## Observing and Evaluating Player Perception on Video-Game Villain Designs

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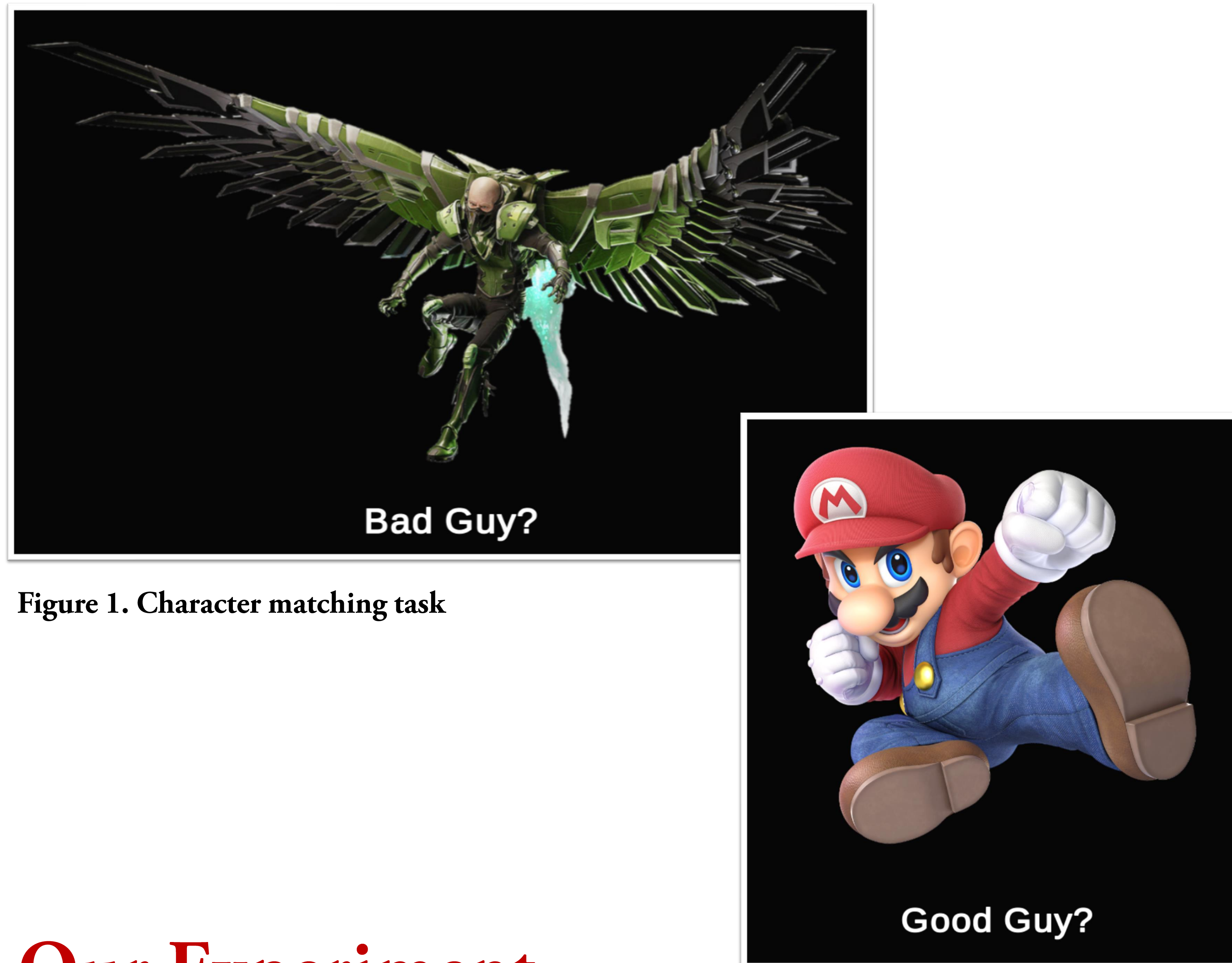1. HCI Lab, Faculty of Computer Science

Figure 1. Character matching task



Figure 2. Start screen

## Our Experiment

We narrow down on physical attributes of a set of characters to get a general idea of what is perceived as a protagonist or antagonist disregarding the characters' mechanics or role in the game. The experiment consists of:

1. Participants take part in a matching task of randomized video-game characters rapidly shown on screen with labels either stating "Good Guy" or "Bad Guy".

2. Demographic questionnaires and subjective feedback correlating physical design and character roles in a video-game.
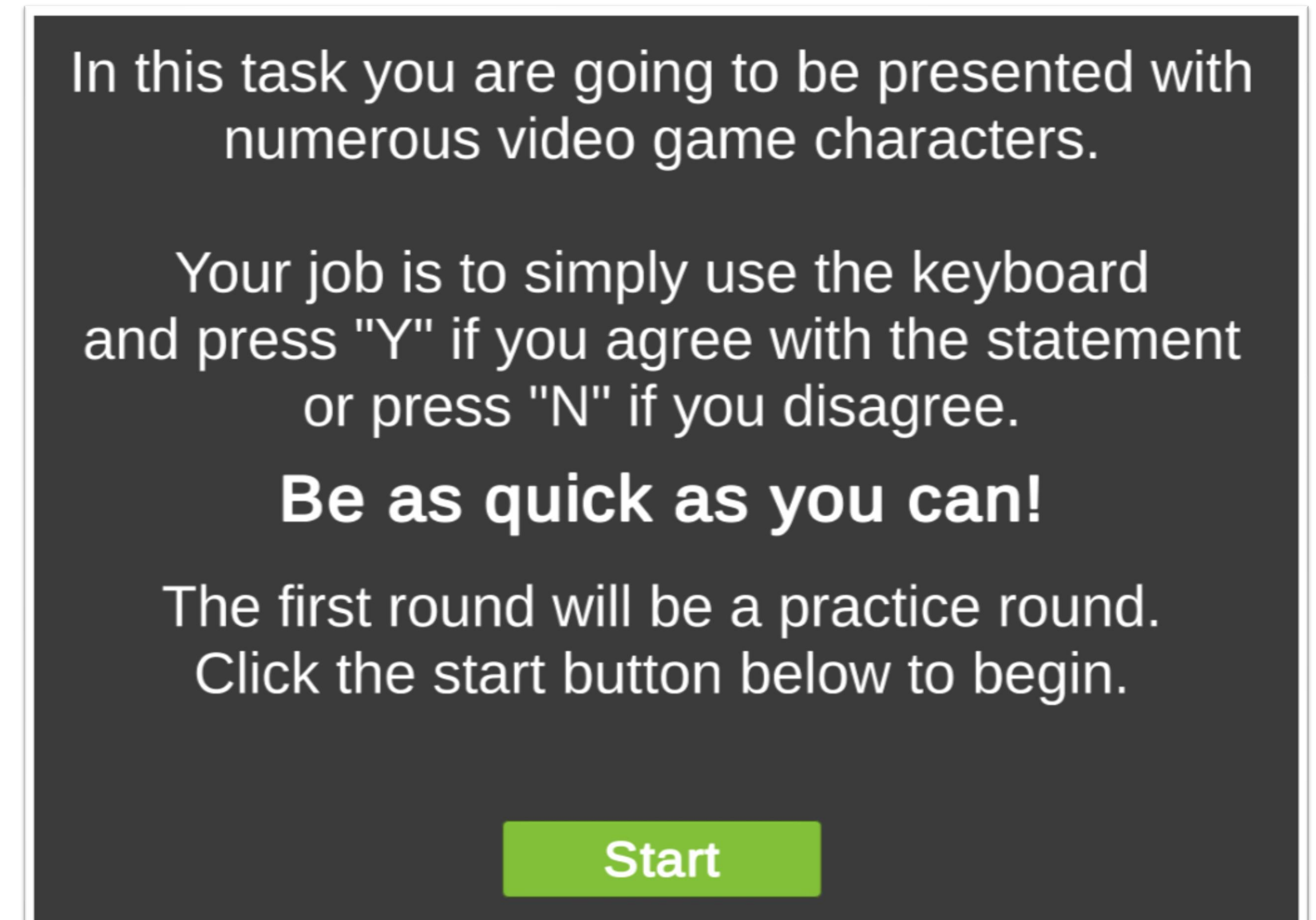
## Background

Physical designs address characters' roles in a video-game. For example, in a bank heisting game, mall cops may tend to look less intimidating or even innocent compared to heavily armored soldiers. We set out to evaluate different players' perception on video-game characters as either good guys or bad guys.

## Contributions

The results and evaluation of this experiment will hopefully be an aid for video-game designers when designing the physical appearances of their characters.

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