# POKEMON GO: WHY DO PLAYERS STAY: WHY DO PLAYERS QUIT

## TEXT ANALYTICS USED TO SEE IF "POKEMON GO" WILL KEEP GOING

Pokemon Go captivated a lot of users when launched in 2016.  Pokemon Go is a notable game in technology because it was the first popular *augmented reality* app game. Using text analytics to analyze thousands of tweets about Pokemon Go, Dr. Jie Zhang and co-authors Dr. Han Li, Dr. Ashish Gupta, and Dr. Nick Flor looked for patterns of positive and negative reactions to the popular phone game. Text analytics gives businesses a new way to learn customers' thoughts and feelings by converting text, such as social media posts, emails, or reviews, into meaningful data.  More than ever before, companies can now gain deeper insight into their customers' positive and negative thoughts and feelings.

The authors started with 243,190 raw tweets about Pokemon Go, gathered over one month.  Using the keywords complain, disappointment, unable, play, and hate, the authors could infer that players were dissatisfied with Pokemon Go because Pokestops were removed or the game would not load. (Pokestops are essential because that is where players get free devices needed to catch the Pokemon.) They also discovered negative feelings related to login problems, night-time play, and difficulty playing in rural areas.  However, surprisingly, they found that safety risks did not play a critical role in determining a person's decision to continue playing the game.

Using the words love, walk, team, and friend, the authors found that players were satisfied with Pokemon Go because it was enjoyable, and its technological capabilities met their expectations.  Users noted benefits such as walking, making friends, fun playing the game, and relationship building.  Dr. Zhang and colleagues also used a detailed survey of 378 Pokemon Go players to verify that the game's technical features remain extremely important.  Also, their findings support the well-known marketing theory that customer satisfaction is strongly tied to whether or not the product met the customer's expectations.

Their results indicated that players were pleased with the game and would continue to use it.  In actuality, Pokemon Go has remained phenomenally successful, and it has led the way in the realm of augmented reality games. Several others now available, such as a Harry Potter game and Walking Dead App Game.

The entire research article by Dr. Jie Zhang and her co-authors is available to read at the below link.

Li, H., Gupta, A., Zhang, J., & Flor, N. (2020).  Who will use Augmented Reality? An Integrated Approach Based on Text Analytics and Field Survey.  *European Journal of Operational Research, 281 (3)*, 502-516, DOI: https://doi.org/10.1016/j.ejor.2018.10.019.