A COMPUTER IMPLEMENTED METHOD OF DETERMINING GAME PLAYER PREDILECTION

ABSTRACT

According to one aspect of the invention there is a computer implemented method of collecting and processing electronic information concerning a human game player, comprising. The method comprising (a) electronically monitoring a human game player's activity in the course of computerised gameplay to determine game preferences of the player. It also comprises (b) generating electronic data indicative of the game preferences (game data), and further comprises (c) computer processing the game data to determine what messages to target at the player (targeted messages) in gameplay and/or in real life commensurate with their game preferences (and preferably sending such messages to the player).

[Figure 3]