# THE PREFERENCES OF PLAYERS IN GAME LOCALIZATION: *LEAGUE OF LEGENDS*

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## INTRODUCTION

Localization is an adaptation process of a product to meet the demands of a target culture and viewers. This study focuses on game localization by evaluating the translation activities in a game called *League of Legends* which is a multiplayer online battle arena game, developed and published by Riot Games, and released on October 27, 2009. Our aim is to discover the preferences of gamers in Turkey via online questionnaire conducted with 72 participants further to reveal reasons underlying gamers' choices.

## LITERATURE REVIEW

Previous studies focus on understanding the game localization, mostly the content and cultural issues regarding the localization. In these studies, linguistic and technical issues are addressed and discussed in game development research (Toftedahl, 2020). Mostly these studies have been conducted through textual analysis (Yılmaz, Canbaz, 2019), but also the studies that has been conducted via surveys exist (Bartın University Institutional Academic Archive, 2017).

## METHODOLOGY

•An online questionnaire including in-game images and names of champions, items and jungle creatures was conducted in order to uncover and analyze the Turkish players' degree of satisfaction on the localization of the game.
•The questionnaire included quantitative questions aimed at identifying the age of players, their familiarity with the game and their language preference and qualitative questions aimed at uncovering the player satisfaction.
•The questionnaire consisted of 12 multiple-choice questions and 1 open ended question and participant's names or any personal information were not asked except for their ages.
•The definition of localization was added at the start of the questionnaire.

## DATA ANALYSIS

72 gamers within the 16-46 age range participated in our questionnaire. The mean age of the gamers is 22-23. Those who are new to the game or not very familiar make up 30,6% of participants, while those who are very familiar make up 43,1% of participants. Those who prefer the game in English make up 27,8%, in Turkish makes up 43,1%, those who say "it changes" make up 29,2%.
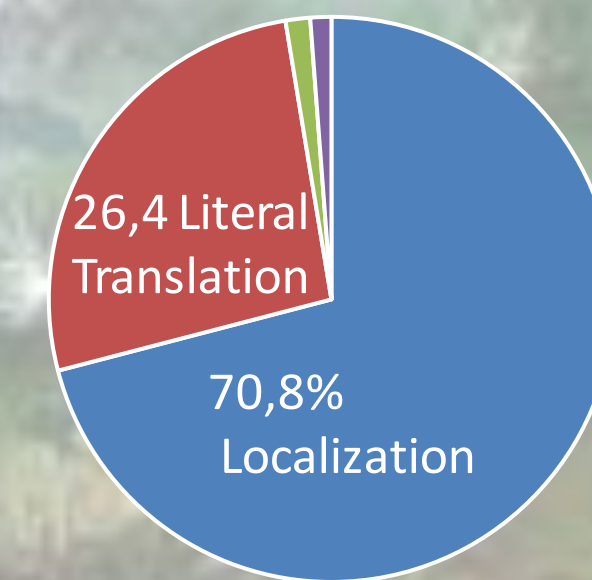
**A line of a champion called Annie: Come out, come out, wherever you are!**
•Önüm, arkam, sağım, solum sobee! (Localization)
•Her neredeysen çık gel! (Literal Translation)
•Suggestions (Çık gel, çık gel neredeysen çık gel / Her neredeysen çık, dışarı çık)

26,4 Literal Translation
70,8% Localization

**Name of Scryer's Bloom (Jungle plant)**
•Kahin Çiçeği (Localization )
•Keşif Çiçeği (Literal Translation )

50% Localization
50% Literal Translation

14,4% Others
26,4% Literal Tr.
58,3% Localization
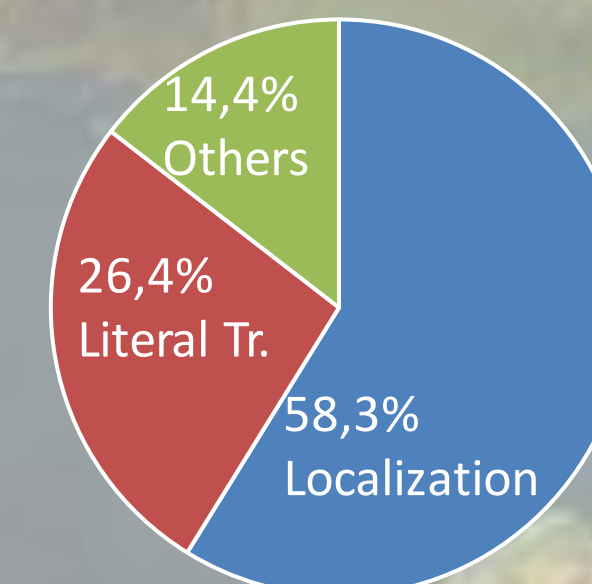
As a result of the localization and literal translation examples we have given, localization has been chosen with a rate of 58,3%. Those who choose literal translation make up 26,4%.
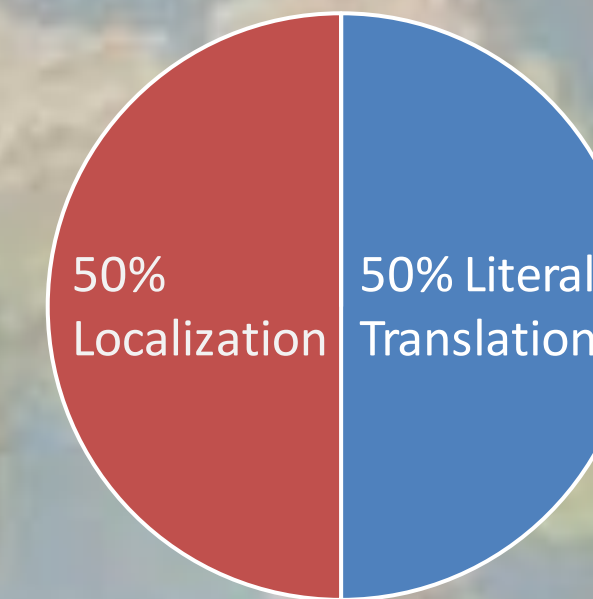
The main reason for those who chose literal translation is that many gamers think localization is exaggerated. This reason already provides a rate of 47,4%. The second reason is that some gamers think localization differentiates the game world from the original. That makes up 28,9%. Those who like to get to know about the game's original country make up 5,3% and there are 13.2% of those who agree with all of them.

## CONCLUSION

As a result of our study, it is seen that most players (58,3%) prefer localization, only few players (26,4%) prefer literal translation and the rest (14,4%) prefers other methods of translation in League of Legends

According to the answers of participants who preferred localization, it is seen that some players want to see in-game elements that are taken from their own culture and they state that having cultural elements in the game such as a line of a champion, a name of a jungle creature or a name of an item makes the game more interesting and fun.

Another statement is that when players from the same culture play the game together, localization creates an environment where everyone can understand the game and each other, as a result taking the game experience to a whole new level.

It can also be stated that Yhat localization makes the game easier to comprehend and to play for some players.

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