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# The Influence of User Experience Playerunknown's Battlegrounds Game Toward Adaptive Learning

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the development of games that are increasingly rapid by itself has produced a variety of works that are in great demand by game players. PlayerUnknown's Battleground (PUBG) is one of the best-selling examples of games downloaded in early 2018. This study seeks to see how user experience and adaptive learning are obtained from this game. The research method uses neuroresearch. The results of the study show that the user experience is determined by the interest in the game. While the interest in being a pro player is a determining factor for players experiencing adaptive learning. © 2019 IEEE.

## Author keywords

adaptive learning; game; user experience

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