

Big text book

P108- 110 half way down

1 In what form are most video games now distributed?	
2 What effect does this have on the power of distributors?	
3 Give an example of a service that has transformed the way games are distributed	
4 In what ways does the video games industry reduce financial risk? Whose theory is this? (not in text)	
5 Who is producing low budget games & why is it easier to release them	
6 What gives Minecraft its Low-budget feel?	
7 How does Minecraft involve UGC (user-generated content)	
8 (not in text) Which commentator talks about the importance of user participation and creativity	
9 Name the in game UGC 'mods' catalogue	
10 What type of game/genre is Minecraft?	
11 Note down some key stats about user figures	
12 In what ways has Minecraft become more mainstream.	
13 What event do you think led to the game becoming more mainstream?	
14 How does the video game industry differ from the film industry?	
15 What is the nationality of EA (Electronic Arts)	
16 Name a Chinese video games producer	
17 Who produces Playstation games?	
18 Which countries are dominant?	
19 What is China's digital censorship policy nicknamed? Who has this helped	
20 The world wide nature of the video games industry is an example of	
21 not in book: A 'hippy' commentator in the 1960s and 70s Marshall McLuhan came up with a phrase to describe how technology was making the world smaller. What was the phrase?	

Big text book  
P108- 110 half way down

1 In what form are most video games now distributed?	Digital as opposed to physical
2 What effect does this have on the power of distributors?	weakened
3 Give an example of a service that has transformed the way games are distributed	Apple App Store
4 In what ways does the video games industry reduce financial risk? Whose theory is this? (not in text)	Format, sequels genres franchises David Hesmondhalgh
5 Who is producing low budget games & why is it easier to release them	Smaller independent producers e.g. Mojang technology; ease of design
6 What gives Minecraft its Low-budget feel?	Blocky, simple visuals
7 How does Minecraft involve UGC (user-generated content)	The Minecraft marketplace makes 'mods' (modifications) available for download. These are designed by ordinary users. Uses open-source software – code that is published and can be changed by ordinary users with some coding experience. Promotes free exchange and participation
8 (not in text) Which commentator talks about the importance of user participation and creativity	Clay Shirky
9 Name the in game UGC 'mods' catalogue	Marketplace
10 What type of game/genre is Minecraft?	Sandbox – open world game allowing players to create and roam rather than following a set narrative
11 Note down some key stats about user figures	
12 In what ways has Minecraft become more mainstream.	'Story Mode' – narrative tutorials on how to play
13 What event do you think led to the game becoming more mainstream?	Microsoft takeover of Mojang in 2014
14 How does the video game industry differ from the film industry?	Not as concentrated, fewer conglomerates more producers
15 What is the nationality of EA (Electronic Arts)	US
16 Name a Chinese video games producer	Tencent
17 Who produces Playstation games?	Sony (US/Japan)
18 Which countries are dominant?	China US Japan
19 What is China's digital censorship policy nicknamed? Who has this helped	Great Firewall Has helped Tencent
20 The world wide nature of the video games industry is an example of	Globalisation
21 not in book: A 'hippy' commentator in the 1960s and 70s Marshall McLuhan came up with a phrase to describe how technology was making the world smaller. What was the phrase?	The global village

## Part 2 p110-111 Economic & Social contexts

- 1) How do mainstream video games producers make money? List 5 ways
  
- 2) How does Minecraft make money? List 3
  
- 3) How does the government encourage the UK video games industry?
  
- 4) Do users mind paying for extra content?
  
- 5) How is marketing a high-budget video game similar to the film industry ?  
Give examples from your own experience
  
- 6) How is marketing a video game different from the film industry – what other strategies are used?
  
- 7) How did Minecraft marketing work at the start?
  
- 8) What helps to give gamers a sense of community? (not in book: what big media theory does this illustrate). What are your own views about gaming communities?  
Can they be compared to music fans?

**Part 3 P112-119**

<p>1) 112 What is digital convergence and how does it benefit games sales? Clue: multi-platform or cross-platform playability</p>	
<p>2) List 3 more ways that have helped Minecraft to develop an online community</p>	
<p>3) Define PEGI and the VSC and its role in under 20 words</p>	
<p>4) Not in book – what is the film equivalent of PEGI &amp; the VSC?</p>	
<p>5) Minecraft's PEGI rating &amp; why?</p>	
<p>6) Why is regulation for video games stricter than for other forms of media</p>	

<p>7) Explain why Minecraft is not a 'top-down' game (2/3<sup>rd</sup>s down p113)</p>	
<p>8) What is the link between Minecraft and 'prosumers'?</p>	
<p>9) What audience group has traditionally dominated video games? How is this changing</p>	
<p>10) P114 List the 'gamer motivations' that apply to Minecraft and to other games you are familiar with. Can you make links to any theories?</p>	
<p>11) What is 'covert promotion' ? – give examples. Why is it increasingly used</p>	
<p>12) P115 What aspects of Minecraft help to give it a broader gender appeal. Try to summarize in under 20 words</p>	

<p>13) P116 list 3 factors that help collaboration in playing Minecraft</p>	
<p>14) What is MineCon and how has it been extended beyond a live physical event.</p>	
<p>15) P117 list 3 ways that Minecraft encourages interactivity. Is this true of high-budget ('high-concept') games?</p>	
<p>16) P117 &amp; 8 How would audiences 'read' a game differently and interact with it in different ways?</p>	
<p>17) P119 who do high-budget games appeal to and how could this relate to genre theory.</p>	
<p>18) Summarize the conclusion about Minecraft in under 30 words.</p>	

**Part 3 P112-119 ANSWERS**

<p>19) 112 What is digital convergence and how does it benefit games sales? Clue: multi-platform or cross-platform playability</p>	<p>The ability to play on multiple devices: 'cross play' ; players can be playing together on different devices; cross-platform accessibility Flexible and versatile</p>
<p>20) List 3 more ways that have helped Minecraft to develop an online community</p>	<p>User-generated Mods available via Marketplace, beta versions available for players to test and feedback, Minecraft wiki – online community, digital online version is dominant MineCon now live-streamed</p>
<p>21) Define PEGI and the VSC and its role in under 20 words</p>	<p>Video standards Council has to implement the PEGI rating to ensure content is age-appropriate and users are well-informed.</p>
<p>22) Not in book – what is the film equivalent of PEGI &amp; the VSC?</p>	<p>BBFC British Board of Film Classification. Films are submitted by producers with an age-rating already fixed. BBFC normally approves the submission but sometimes suggests minor changes.</p>
<p>23) Minecraft's PEGI rating &amp; why?</p>	<p>7 – fantasy violence</p>
<p>24) Why is regulation for video games stricter than for other forms of media</p>	<p>Video games can be accessed more easily – often as free downloads. Social attitudes to gaming are harsher than for other forms of media (moral panics and ethical concerns eg around GTA). Younger people are regarded as more vulnerable</p>

<p>25) Explain why Minecraft is not a 'top-down' game (2/3<sup>rd</sup>s down p113)</p>	<p>Audiences can create their own content and narratives. Producers are less powerful. Players become producers.</p>
<p>26) What is the link between Minecraft and 'prosumers'?</p>	<p>players can become active producers of content not just passive consumers.</p>
<p>27) What audience group has traditionally dominated video games? How is this changing</p>	<p>Young males Women are becoming a more important market, especially in mobile gaming. Candy Crush</p>
<p>28) P114 List the 'gamer motivations' that apply to Minecraft and to other games you are familiar with. Can you make links to any theories?</p>	<p>Creativity Social Achievement Immersion Links to UGT &amp; Dyer's Utopian Pleasures model 'escape'</p>
<p>29) What is 'covert promotion' ? – give examples. Why is it increasingly used</p>	<p>Promoting a game through methods other than obvious direct advertising – product placement, sponsorship, spin-offs, merchandizing etc Used more because audiences are more resistant to advertising.</p>
<p>30) P115 What aspects of Minecraft help to give it a broader gender appeal. Try to summarize in under 20 words</p>	<p><i>the social, collaborative and non-competitive nature of the game tends to appeal to females. It does not contain sexist representations.</i></p>

<p>31) P116 list 3 factors that help collaboration in playing Minecraft</p>	<p>Multiplayer cross-play mode  Online presence: social media fansites and web forums lead to development of fan communities  Genre: open world, sandbox - free structure, no fixed rules or narratives  Mods: open source software allows users to alter and modify elements of the game</p>
<p>32) What is MineCon and how has it been extended beyond a live physical event.</p>	<p>Physical convention (a meeting/exhibition event) now livestreamed online to a global audience</p>
<p>33) P117 list 3 ways that Minecraft encourages interactivity. Is this true of high-budget ('high-concept') games?</p>	<p>No rules  Creative freedom  Open source software allows UGC</p>
<p>34) P117 &amp; 8 How would audiences 'read' a game differently and interact with it in different ways?</p>	<p>Older audiences may be more at home with more traditional narrative RPG and FPS games.</p>
<p>35) P119 who do high-budget games appeal to and how could this relate to genre theory.</p>	<p>They offer gratifications aimed at a mainstream audience. It supports Neale's view that genre is a set of repetitions and variations. Also Hesmondhalgh's idea about mainstream media playing safe with existing formats, narratives and genres.</p>
<p>36) Summarize the conclusion about Minecraft in under 30 words.</p>	<p>Minecraft combines simplicity with a strong emphasis on users' creativity. This is unusual as it is owned by a media giant and has become a mass market product.</p>