

Based on Keith Stuart's Guardian 'Meet the Blockheads' Article about Minecraft – 'Meet the Blockheads' <https://www.theguardian.com/technology/2017/feb/08/meet-the-blockheads-a-rare-glimpse-inside-minecrafts-hq>

**WRITE YOUR ANSWERS BELOW in full sentences**

1) Minecraft is compared to which traditional construction game?
2) Production company's name?
3) Minecraft appeals to children with what type of disorder?
4) Give at least 4 reasons for the game's general appeal. (These are linked to its genre as a 'sandbox game' )
5) What is said about the game's educational aspects? Is the game purely fantasy or is there a logic to its gameplay?
6) How commercialised has the game become? Merchandising, film, spin-offs and tie-ins? Research this aspect a bit more.
7) How does Minecraft differ from Lego in terms of commercialisation?
8) What other game is Minecraft compared to as a 'universal gaming experience'. Explain this phrase.
9) What does the article say about the gender balance of fans? How is this reflected in the Mojang company?
10) What events make the online community become a real physical community?

## ANSWERS

1) Minecraft is compared to which traditional construction game?	'digital' Lego
2) Production company	Mojang
3) Minecraft appeals to children with what type of disorder?	autism
4) Give at least 4 reasons for the game's general appeal. These are linked to its genre as a 'sandbox game'	Non-threatening Non-competitive Simple Creative Allows imagination No narrative, no mission
5) What is said about the game's educational aspects? Is the game purely fantasy or is there a logic to its gameplay?	Teaches about geog, architecture, agriculture, physics. The game obeys physical rules
6) How commercialised has the game become? Merchandising, film, spin-offs and tie-ins? Research this aspect a bit more.	Some toys Warner Bros film due to come out 2018/2019
7) How does Minecraft differ from Lego in terms of commercialisation?	Lego tends to go for brand-related products
8) What other game is Minecraft compared to as a 'universal gaming experience'. Explain this phrase.	Pokemon It's a global game with a wide number of users
9) What does the article say about the gender balance of fans? How is this reflected in the Mojang company?	Women & girls play too. Women well-represented in the company Minecon events attended by as many girls as boys
10) What events make the online community become a real physical community?	Minecon (conference)