Homework 2

The Social Implications of Gaming

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Of course, there are both positive side and negative side of video games for society; I believe video games have contributed to the development of computer science and business.

With the development of the game industry, technology of both computer hardware and software aspects to support it have evolved. Along with the prevalence of PC games, the desire of PC game players on higher resolution images with a higher imaging speed was increasing. That pursuit of high performance of gaming environments led to improve the performance of GPUs such as NVIDIA GeForce and ATI Radeon, acquired by AMD in 2006. After useful graphic libraries such as OpenGL and Direct X were easily available, game development created by computer graphics became a mainstream. Actually, modeling 3-D objects and creating animations are needed highly advanced knowledge of physics and mathematics such as mechanics, geometry, matrix, and quaternion. Recently, with the advent of online games and social games, administrators of game system have to design scalable databases and infrastructures to handle amount of user access.

In aspect of business, as one of the biggest entertainment industries, the video game industry has been successful over the several decades. Especially in Japan, many game makers including Nintendo, Sony, Square Enix, Namco Bandai, Konami, Capcom, and so on became global companies. Recently, following social game makers' successful cases, new concept of Gamification was generated, and it is tried to apply to many problem domains. According to Gamification.org, "Gamification is the concept of applying game-design thinking to non-game applications to make them more fun and engaging" (What is Gamification, 2013). In Japan, AKB48's general elections were definitely applied Gamification. AKB48 is the most popular idol group currently in Japan, and the general elections are to be ranked them. The elections are determined by their fans who vote for their favorite members and they are certified to vote by

purchasing the group's latest single CD. Eventually, the number of votes resulted in over 1.38 million in the 2012 election.

On the other hand, some people might say video games are wasting time and money because games have a strong potential for addiction; however, as well as other entertainments such as movies, shows, and sports, it is very natural that game providers earn profit instead of entertaining people. Sometimes video games are regarded as evil through controversy on video game violence but are necessarily not. Actually, some games such as Nintendo's Brain Age for DS and Wii Fit are based on the concepts of having a positive effect on your brain and body.

In conclusion, video games have positive effects on development of computer software, hardware, networking, and business field directly or indirectly. Especially the concept of Gamification will be applied to marketing of various businesses. Because the concept is still new, beyond business field, it may contribute to solve other social problems in such as the energy, the environment, healthcare, education in the future.

·   Gamification.org. (2013). Gamification Wiki: What is Gamification? Retrieved from

http://gamification.org/wiki/Gamification

·   Hideki Sukenari (2012, July). AKB48's race for rankings appeals to viewers. *Yomiuri Shimbun.* Retrieved from

http://www.yomiuri.co.jp/dy/columns/commentary/T120703001945.htm