Reseacrh paper on e-gaming essay

A study on Youths' Attitude towards " e-gaming INTRODUCTION ? Technology now days have brought man to an era of digital and advanced world of computers. ? Not only are computers used in studies, research and work, it is now being used as part of leisure and entertainment. ? Most of the youth today know how computers work and even an 8 year old child who is still yet to learn how to read and write knows how to operate a simple computer. This is because the interactive element of a lot of software that computers use excites and attract children and this makes them learn to use and play with the computers.

OBJECTIVES ? The aim of this study is to shed light on the Youths' Attitude towards " E-Gaming" ? More specifically, the objectives of the study are: ? To understand the reasons that influence a person for indulging into e-gaming ? To find the genres/categories of e-games those attract contemporary e-gamers. ? To study the impact of e-gaming over e-gamers. SAMPLING DESIGN ? A sample design is a definite plan for obtaining a sample from given population. ? Universe: Ambernath City ? Sampling method: Purposive quota ? Sampling Size: 100 ? Sampling unit: Youth Age bracket (18 – 25 yrs) (gamers & non-gamers) Sampling Frame: Youth Of Ambernath City. SOURCE & METHOD OF DATA COLLECTION Primary Data: ? Data collected from questionnaires distributed to respondents Secondary Data: ? All relevant secondary data is collected from various sources like – Internet, National and International referred Journals and Websites. DATA ANALYSIS Crucial Findings •Sample Size: 100 respondents •E – gamers : 63 •Non e-gamers : 27. •Balance 10 samples were not considered, as they didn't fill the form

adequately. Sources for Knowledge of e-gaming Percentage Knowledge source for e-gaming (Numbers)

Age at which people get into e-gaming Age at which people get into gaming (Numbers) Preferred genre/category of games Preferred genres/category of games. (Numbers) The frequency of device used Platform preference for " e-gaming" Preferred platform for e-gaming (Numbers) Motive for indulging into e-gaming Motive for indulging into e-gaming (Numbers) Conditions mostly experienced due to e-gaming Conditions experienced due to e-gaming (Numbers) Most played games 1)COUNTER STRIKE SERIES 2)TEMPLE RUN 3)ANGRY BIRDS 4)WWE SERIES 5)CALL OF DUTY 6)BATTLEFIELD 3 7)FARCRY 3 CRYSIS Most favourite e-gaming companies •EA Games •THQ Games Crytek •Ubisoft Rovio Reasons for not playing e-games Findings: Based on the data collected ? Most people, who indulge into e-gaming, prefer the genre of " Action" games ? Major motive for e-gamers for gaming is deriving " Pleasure" ? Majority of Non e-gamers don't indulge into gaming, as they don't find it worth. ? Majority of the gamers begin gaming between the age group of 13-18 years. ? The most favorite game among gamers is COUNTER STRIKE SERIES The most favorite game developing company is EA Games SUGGESTIONS ? As a marketer of e-games, my triumph would lie in the conversion of non-gamers into gamers. Non gamers should still be viewed among potential gamers. This thought would keep up the competency level. ? Now that the most favorite genre of e-game is known, developers should strive harder to come up with a variety of such games with top edged technology. ? Technology is as dynamic as time, hence game developers should be in sync with it, and inculcate the latest technological

advancements for retaining customers and attracting more of them. LIMITATIONS ? As the survey was limited to Ambernath City only, analysis would have differed due to coverage of other areas. The Analysis was for limited period only. ? The target audience mostly being youth, results could have differed if other age groups were taken into consideration. ? Even though utmost care has been taken in conducting the survey, the findings may sometimes differ from the population. CONCLUSION ? Based on the findings, we would like to conclude that: 1)E-games are a great way to derive pleasure 2)Game developers should strive for higher heights in the genre on action games 3)Marketers should try to convert the non-gamers into gamers, by developing new genres of games.)There should be some rational rationing of time towards gaming as an excess of it caused health issues such a headache and need for specs. BIBLIOGRAPHY •Reference: Following websites. ? http://epicgames. com/games ? http://www. ea. com/pc/shooting ? http://www. crytek. com/games ? http://www. rovio. com/ ? http://www. wikipedia. org/ ? http://www. youtube. com/ ? Research Paper by: John Kirriemuir & Ceangal Angela McFarlane, Graduate School of Education, University of Bristol A glimpse of the world of gaming..!!! Thank you..!!!