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GLOBALIZATION IN THE WORLD OF VIDEO GAMES

Thays Zigante Furlan Ribeiro

Universidade do Estado de Mato Grosso -
UNEMAT

Sinop – Mato Grosso

<http://lattes.cnpq.br/3026139229772036>

Lucas Scopel

High School at: ``Escola Militar Tiradentes``

Sinop – Mato Grosso

<https://lattes.cnpq.br/2907997500629726>

Renan Lisboa Campos

High School at: ``Escola Militar Tiradentes``

Sinop – Mato Grosso

<https://lattes.cnpq.br/4661414903088691>

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Abstract: This article presents a brief discussion about the context of video games in contemporary society. This scenario takes place in an increasingly globalized and modern world of technology, as not only physical products began to be sold through all materialized networks, but also digital products. It is worth noting that video games are an important factor in the world economy, while more than half of all profits in the entertainment industry today come from the video games sector. Furthermore, from a phenomenological perspective, video games can represent the culture of both the place of origin in which the game was developed, and the place where it was set, functioning as vehicles of social particularities. In general, the player can “virtually” experience different geographic spaces without knowing them physically. To prepare this article, a methodology based on bibliographical research was used, which made use of several scientific articles and reports. The article ends by highlighting the idea that due to the strong influence of electronic games on society and the economy, it is necessary to carry out studies like these to better understand the new generations and dynamics of a globalized world. It also considers that the concentration of income presented by each country in the world economic system is directly linked to its profit role in this economic sector.

Keywords: video games; globalization; economy; geographic space; culture.

INTRODUCTION

Globalization can be understood as a process of international political, social and economic integration marked by developments in transport and technological means. According to Campos and Canavezes (2007), this phenomenon has as its striking characteristic the process of deterritorialization, that is, the relationships between men and between

institutions, whether of an economic, political or cultural nature, tending to disconnect from contingencies of space. When it comes to video games, they also integrate stories, cultures, audiovisual arts, as well as experiences that generate entertainment and emotions. Viera and Gomes (2021) point out that video games can function as a teaching and learning tool, as they offer the player a scenario for solving problems or overcoming challenges presented throughout each game. Although accessibility to digital games is not for everyone, we cannot highlight their impact on a global economic level, and how this scenario is becoming stronger with each generation. In this sense, this article intends to establish a relationship between this global phenomenon and the popularization of one of the greatest means of entertainment in contemporary times based on an analysis, above all, geographical.

MATERIAL AND METHODS

This is a scientific research work with an informative nature. The method used was bibliographical research and the material was based on scientific articles and websites extracted from the internet.

RESULTS AND DISCUSSIONS

Globalization and technology offer a strong relationship in social dynamics, whether cultural, political or economic. To this end, section 3.1 aims to introduce the evolution of electronic games.

EVOLUTION OF ELECTRONIC GAMES

SpaceWar, developed by Slug Russel, Wayne Witanen and Martin Graetz, students at the Massachusetts Institute of Technology (MIT), in 1962, and run on a DEC PDP-1, is considered the first video game in history. In 1958, Willy Higinbotham created the game “Tennis for Two”, and in 1968, Ralph Baer created the Brown Box, considered the first

console in history (BATISTA et al., 2018; ARANHA, 2004).

After the creation of the Brown Box, the popularization of video games took place in the 1970s with Arcades, machines designed for commercial spaces. Odyssey was the first console to be actually sold, manufactured by the companies Philco and Ford and designed by Megnavox, the device came to the public in 1972. Still in that decade, in 1978 the famous Atari 2600 was launched (BATISTA et al., 2018).

In the 1980s, two big names emerged in the field, the Japanese company Nintendo with its Famicom launched in 1983 and SEGA with the Master System from 1985. In the 90s, companies competed for the market through new consoles, the Nintendo 64 and the SEGA Saturn, the emergence of Sony's Playstation 1 in 1994 stands out, which broke records with 100 million sales. It was during this period that 3D graphics began to be introduced, which became a milestone in the history of games (BATISTA et al., 2018).

In the early 2000s there were Nintendo's GameCube consoles; Dreamcast, SEGA's latest console; Playstation 2, from Sony; Xbox, launched by Microsoft in 2001. Since then consoles have become increasingly modern, with realistic graphics and innovative dynamics, such as the Playstation 5, Xbox Series S and the Nintendo Switch OLED, launched from 2020 onwards (BATISTA et al., 2018).

According to the author Batista et al., (2018) and Amorim (2006), with global integration through technical advances in the communication sector, the advent of the Internet, a set of computer networks interconnected across the globe, allowed the creation of online gaming platforms through which players can interact with people from different locations around the world, either cooperating or competing simultaneously

through this connection.

Games relate to the economy in different ways, whether directly or indirectly through microtransactions, NFT games or through internal markets (GUILARDI, 2022).

Microtransactions are an alternative way of profiting and recovering the monetary investment used in the production of a game. From them, items purchasable with real money are introduced within the games, be they objects, clothes, characters or goods that enhance the player's experience (GUILARDI, 2022; CABRAL, 2019).

Games based on NFTs and cryptocurrencies provide ways to earn money with this form of entertainment. Non-fungible Tokens (NFTs) are non-exchangeable assets and in games they are unique goods that belong to a player. Thus, players can be paid based on their achievements in the game, to then obtain tokens and later exchange them for real money (GUILARDI, 2022; CABRAL, 2019).

Some games even feature their own economic systems that resemble the real economic market. The greatest examples of how this dynamic works are Massively Multiplayer Online games (MMOs), in which players interact both with other people and with characters created by artificial intelligence. These games allow the creation of internal markets, with income generated through internal missions and fully digital currencies that can even suffer from inflation (GUILARDI, 2022; CABRAL, 2019).

Tetris (1984) is the best-selling game in the world, with around 520 million copies sold, followed by Minecraft (2009) and GTA V (2013), with approximately 238 and 170 million copies, respectively. However, not all games are paid, which allows people to play them without the need to buy them, thus Fortnite takes over as the most played game in the world, with around 30 million players simultaneously, followed by Minecraft and

League of Legends, with approximately 6 and 5 million players per day, respectively (GUILARDI, 2022; CABRAL, 2019).

According to the TechNET Immersive study, with 2.5 billion players and valued at US\$163.1 billion, the gaming market earns more than half of the profit collected by the entire entertainment sector.

THE VIDEO GAMES INDUSTRY AND ITS CORRELATION WITH DEVELOPED COUNTRIES

It is clear that currently, “the games market continues to develop not only new products and services, but also new business models” (TOYAMA; FERRATTI; CÔRTEZ, 2020, p. 532).

To this end, due to the entire ordering of economic activities on a global scale of which we are part, it is necessary to consider that countries perform different productive functions in relation to all this dynamic nature of the games. The International Division of Labor – Dit, for example, explains. Countries with a high concentration of income profit from electronic games, while underdeveloped and emerging countries function as a consumer market, feeding their creators.

The electronic games industry had its origins in the United States of America, during the Cold War, which from that moment onwards already presented itself as a global power and leader in the development of new cutting-edge technologies. Today, the United States of America shares its podium with another global economic power, namely China.

According to the 2019 United Nations – UN report, wealth creation in the digital economy is highly concentrated in the United States and China. Many other countries, especially Africa and the Latin American region, are far behind. In the report, the UN Secretary-General states that this trajectory

must continue and contribute even further to the increase in inequality in the coming years.

In relation to the Latin American region, Brazil stands out as one of the countries that consume the most electronic games, followed by countries such as Mexico, Colombia, Argentina, Peru, among others, such as Thailand, Iran, Malaysia and Vietnam (NEWZOO, 2022).

CONCLUSIONS

Electronic games connect the entire planet, so that they are no longer just entertainment and start to play an important role in the global economic market. Many carry landscapes, customs, stories, clothing, languages and habits that are as diverse as possible. The need to provide the player with an identity or impress him with the game becomes fundamental so that it can be purchased and thus played.

However, it is also necessary to understand that the gaming world is resulting from the evolution of material and immaterial means of transport, and that far beyond that, the power of creation remains concentrated in the hands of the most economically developed countries.

Today, the largest technological centers, based on information from the quaternary industry, are located in places around the world, and this, when considering video games, correlates, since the largest technology centers are also holders and profits from games, feed its trade balance.

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