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MKT 350

Let's Play

In this paper, I will examine the issue with collaboration online, specifically the positive and negative social behavioral outcomes within the video game community. I will start by describing what the issue is, and why it is a relevant problem to discuss. I will then analyze some of the factors that may cause this issue to occur, using course readings. Finally, I discuss ways I believe this problem can be overcome, based on my analysis. I will also make recommendations for other consumers in our world today can do a better job at protecting their information and interests online.

Part A : Description of algorithm - Main Findings

Through the increase of digital platforms, individuals have become more inclined to participate online with folks they may not have any connection with otherwise. Individuals in today's society can now be globally linked across the nation through the accessibility of technological advancements. As stated by Don Tapscott in the video, "Four principles for the open world," technology has redefined communication, creating a more open space (Tapscott 2012). With the growth of technology, the video game industry is not only releasing higher quality games, but also better, more collaborative experiences. Though there are various video game genres that create different kinds of game play, there are three primary types of tools that foster collaboration within the gaming community: 1) streaming platforms such as Youtube and Twitch, 2) online forums like Reddit and Discord, and 3) in-game features that offer cooperative

game play. In general, these collaborative features provide positive outcomes to to community. It requires the sharing of skills and information towards a common goal that elicits both teamwork and emotion. However, the globally accessibility of online gaming lacks control. It opens doors to negative behavior, such as angry lashouts and online shaming.

YouTube is a popular video sharing platform that allows people to upload content or consume it. Similar to YouTube, Twitch is also a video streaming platform that caters to gamers and the gaming community. These platforms allow content creators to share video content on video games including topics such as, “Let’s plays,” game reviews, tutorials, etc. This allows audiences to engage with “influencer” type players and consume their content. It demonstrates how games are played, how to defeat sections of games, and breaks down the plot and functionality of a video game. In general, this type of content consumption between a creator and viewer can be one sided and does not focus on collaboration. However, the specific type of content that will be discussed are live streams. Through this type of content, viewers can watch “Let’s players” play through a video game in real time. Live streams have a chat function where viewers can guide the content creators to the right path in the game. This allows these content creators to pull real time information from audiences globally to guide them when playing games.

Online forums are an easily accessible source for discussions through blog-like posts and chat-like functionality. Reddit is a popular discussion platform. Discord is a similar platform to Reddit, but is centered on gamers. On these platforms, users can ask for help about a game, discuss plot and/or design of games, and seek reviews and feedback on recently released games. These platforms give focus to a sense of community, explaining primary usage as “ 1. Playing

games with your friends, 2. Hanging out in communities of peoples, 3. Making connections and having fun” (Discord). It is meant to be a kind of playing ground for those with similar interests. Users join a discord community and can also be band for any misconduct. This type of shared information and online collaboration creates strong relationships within communities.

The last tool the allows collaboration are the in-game features that offer cooperative game play. These can be video games where the entire directive of the game play is based on working as a team. Out of the three tools that were discussed, this feature cultivates the most direct forms of collaboration within the gaming community. While streaming platforms are mostly one sided conversations and discussion forums are primarily text based conversations on specific topics, in-game cooperative multiplayer games require real time teamwork for gamers. Recent popular battle royale type games, such as Overwatch and Fortnite, function as online multiplayers. The typical game mode is team based. Players log into a server and is placed into a team before the battle begins. The goal is to be the last team standing. The success of a team is dependant on if the roles players fulfill are adequately played. Each role is different and requires different skills and knowledge. The success of teams is also related to the fact that everyone on the team has a common goal that cannot be done alone (Hubbard 2013). As the tool that fosters the best form of collaboration, cooperative multiplayers also bring out the worst problems. Common issues include rage quitting as well online shaming and discrimination towards minority communities within the gaming community. Rage quitting is a term that refers to a player intentionally leaving a battle in progress because they are losing. Doing this essentially abandons the team and prevents progress. In terms of online harassment and discrimination, this is specifically seen with female gamers. Most battle royale type games come with an audio

feature so players can verbally communicate with their teammates. Most female gamers remain silent because when male gamers discover this detail of their identity, female gamers are greeted with comments like, "Go back to the kitchen" and "We're going to lose. We have a girl on our team" (Chan 2017). This shows that online collaboration allows for both positive and negative social outcomes.

Part B: Analyses and Critique using course material

As mentioned previously, live stream gaming content on streaming platforms allow for audiences around the world to contribute to an influencer's game play. Similar to what happens in the article, "It Takes a Village to Find a Phone." describes a situation that follows the story of the stolen sidekick, where Evan was given resources and access to information from strangers he has never met creating feelings of support and alignment to Evan's cause. It allowed easy collaboration with little restriction. Live chats and even comments that are not posted in real time, provide quick access to information and changes the experience on the viewer. On the other hand, this method provides very limited control. Everything is happening in real time. There is no way to efficiently monitor the chat for any online shaming and angry comments. There is also no editing or post production involved so anything can happen without control of the creator. There is a possibility for a breach in privacy for the creators and streamers. For example, private account information can pop up on screen without control or private information like current location can slip in conversation without realizing it and without being able to edit these mistakes out. With just a second of exposing this information, anyone can hack into their accounts, find where they live, or something similar in nature. This is also seen in the

"It Takes a Village to Find a Phone" article, where without any control from Evan, viewers were able to discover details of Sasha's life and brought it to the public.

In terms of online forums, these platforms create a space for people to talk about similar interested topics. However, as discussed in the Wael Ghonim video, it's easier to spark arguments online and get attached to misinformation. It's more difficult to settle arguments online because it's easy to forget about what the other person on the other side of the screen is thinking and it becomes more difficult to communicate. Though forums are meant to foster excitement, it can also start fires.

As mentioned in Part A, cooperative multiplayer games is the strongest form of collaboration in the gaming community. The Quirky video is an example of positive collaboration when pulling different skills and working towards the same goal. Ideas are shared on a platform and interested parties can work together on the same goal, which is to produce it as a product. It allows everyone's strengths and weaknesses to cover each other. On the other hand, as mentioned there is an issue with rage and harassment. A similar case of online harassment is seen in the article, "Poop Goes Primetime," where a girl is publicly shamed for not picking up after her dog. It doesn't reach the same extremes as the "dog poop girl;" however, it reflects a similar level of wrongful behavior.

Part C: Conclusion

Technology is a good thing. With every update and advancement, information becomes easily accessible to the public. Any issues that arise from online collaboration within the gaming community is based on problematic behavior within society. Consumers should be more mindful of what they should be sharing and how they interact with others.

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Sharing Analysis Outline:

I. Introduction: page 1

A. In this paper, I will examine the issue with collaboration online, specifically the positive and negative social behavioral outcomes within the video game community. I will start by describing what the issue is, and why it is a relevant problem to discuss. I will then analyze some of the factors that may cause this issue to occur, using course readings. Finally, I discuss ways I believe this problem can be overcome, based on my analysis. I will also make recommendations for other consumers in our world today can do a better job at protecting their information and interests online.

B.

II. PART A Description of algorithms: main findings (2 pages)

A. In games co op

1. overwatch/fortnight
2. Online optional: dark souls/pokemon
3. Harassment and anger

B. Online forums

1. reddit/discord
2. Arguments
3. sonic

C. youtube/twitch streams

1. Reputation and anger
2. Takes a village

III. PART B Analyses and Critique using course material: pages 3-4 of paper (at least 3-4 paragraphs)

A. Takes a village

B. Harassment and anger

C. Quirky

IV. PART C Conclusion: page 5 of paper (AT LEAST 2-3 paragraphs)

A. Technology is a good thing. With every update and advancement, information becomes easily accessible to the public. Any issues that arise from online collaboration within the gaming community is based on problematic behavior within society. Consumers should be more mindful of what they should be sharing and how they interact with others.