

DIGITAL | PLAY

The Interaction of Technology,
Culture, and Marketing

STEPHEN KLINE
NICK DYER-WITHEFORD
GREIG DE PEUTER

Digital Play The Interaction Of Technology Culture And Marketing

Christine Stephen, Susan Edwards



Digital Play The Interaction Of Technology Culture And Marketing:

Digital Play Stephen Kline, Nick Dyer-Witheford, Greig De Peuter, 2003 In a marketplace that demands perpetual upgrades the survival of interactive play ultimately depends on the adroit management of negotiations between game producers and youthful consumers of this new medium The authors suggest a model of expansion that encompasses technological innovation game design and marketing practices Their case study of video gaming exposes fundamental tensions between the opposing forces of continuity and change in the information economy between the play culture of gaming and the spectator culture of television the dynamism of interactive media and the increasingly homogeneous mass mediated cultural marketplace and emerging flexible post Fordist management strategies and the surviving techniques of mass mediated marketing Digital Play suggests a future not of democratizing wired capitalism but instead of continuing tensions between access to and enclosure in technological innovation between inertia and diversity in popular culture markets and between commodification and free play in the cultural industries publisher description

Digital Play Nick Dyer-Witheford, Stephen Kline, 2013-10-02 In a marketplace that demands perpetual upgrades the survival of interactive play ultimately depends on the adroit management of negotiations between game producers and youthful consumers of this new medium The authors suggest a model of expansion that encompasses technological innovation game design and marketing practices Their case study of video gaming exposes fundamental tensions between the opposing forces of continuity and change in the information economy between the play culture of gaming and the spectator culture of television the dynamism of interactive media and the increasingly homogeneous mass mediated cultural marketplace and emerging flexible post Fordist management strategies and the surviving techniques of mass mediated marketing Digital Play suggests a future not of democratizing wired capitalism but instead of continuing tensions between access to and enclosure in technological innovation between inertia and diversity in popular culture markets and between commodification and free play in the cultural industries

Digital Play Stephen Kline, 2005

Exploring Key Issues in Early Childhood and Technology Chip Donohue, 2019-07-04 Exploring Key Issues in Early Childhood and Technology offers early childhood allies both in the classroom and out a cutting edge overview of the most important topics related to technology and media use in the early years In this powerful resource international experts share their wealth of experience and unpack complex issues into a collection of accessibly written essays This text is specifically geared towards practitioners looking for actionable information on screen time cybersafety makerspaces coding computational thinking STEM AI and other core issues related to technology and young children in educational settings Influential thought leaders draw on their own experiences and perspectives addressing the big ideas opportunities and challenges around the use of technology and digital media in early childhood Each chapter provides applications and inspiration concluding with essential lessons learned actionable next steps and a helpful list of recommended further reading and resources This book is a must read for anyone looking to explore what we know and

what we still need to know about the intersection between young children technology and media in the digital age

Toward the Visualization of History Mark Howard Moss,2008-01-01 This book discusses the impact of visuals on the study of history by examining visual culture and the future of print providing an analysis of photography film television and computer culture The author shows how the visualization of history can become a driving social and cultural force for change

Video Games and Gender Assemblages Sian Tomkinson,2025-04-17 In this book Sian Tomkinson examines why despite around half of gamers being female highly gendered stereotypical assumptions pervade the video game industry and communities of play leading to toxic attitudes and events such as Gamergate and beyond Tomkinson utilizes a Deleuzoguattarian lens through critique of categories to encourage a shift away from the binary oppositions that often lie at the root of this tension Through the use of concepts including the assemblage faciality and the refrain the book argues that the increased diversity of games producers and players have challenged traditional gamer identities Gamers faced with this challenge Tomkinson posits can either embrace new experiences and affects deterritorialising this identity or become destructively reactionary by reterritorializing and refusing to meaningfully engage with difference Ultimately this book demonstrates how video game cultures and communities have a unique assemblage of influences while also functioning as a microcosm of broader social cultural and political tensions Scholars of media studies video game studies women s and gender studies philosophy and sociology will find this book of particular interest

The Computer Culture Reader Joseph R. Chaney,Ken S. McAllister,Judd Ethan Ruggill,2009-03-26 The Computer Culture Reader brings together a multi disciplinary group of scholars to probe the underlying structures and overarching implications of the ways in which people and computers collaborate in the production of meaning The contributors navigate the heady and sometimes terrifying atmosphere surrounding the digital revolution in an attempt to take its measure through examinations of community and modes of communication representation information production learning work and play The authors address questions of art reality literacy history heroism commerce crime and death as well as specific technologies ranging from corporate web portals and computer games to social networking applications and virtual museums In all the essayists work around and through the notion that the desire to communicate is at the heart of the digital age and that the opportunity for private and public expression has taken a commanding hold on the modern imagination The contributors argue ultimately that the reference eld for the technological and cultural changes at the root of the digital revolution extends well beyond any specific locality nationality discourse or discipline Consequently this volume advocates for an adaptable perspective that delivers new insights about the robust and fragile relationships between computers and people

Governance of Digital Game Environments and Cultural Diversity Christoph Beat Graber,2010-01-01 This collection of legal philosophical economic and cultural perspectives ultimately makes a strong case for the potential value of game environments for addressing diversity issues but also raises important concerns regarding implementation of corporate and government policies in this

sector highly recommended for anyone exploring this emerging field Benjamin T Duranske Pillsbury Winthrop Shaw Pittman LLP US Videogaming is serious business But the legal and theoretical implications of online and virtual environments are little understood Professor Graber and Ms Burri Nenova have done a masterful job of bringing together several insightful articles that inform us about the business legal and sociological implications of digital gaming Innovative fast paced and engaging as games themselves these scholarly works provide invaluable insight for academics policy makers and perhaps even participants themselves about the reality behind virtual worlds Shubha Ghosh University of Wisconsin Law School US This is an excellent and path breaking collection of sharp and carefully researched essays It provides wonderful insights on numerous important aspects of the complex relationship between play cultural diversity communications policy and the governance of virtual societies The phenomenal growth of these new digital realms has raised important questions across the academic disciplines making this book s interdisciplinary focus extremely helpful to potential regulators and university scholars alike Greg Lastowka Rutgers School of law Camden US This innovative book provides transdisciplinary analyses of the nature and dynamics of digital game environments whilst tackling the existing fragmentation of academic research Digital game environments are of increasing economic social and cultural value As their influence on diverse facets of life grows states have felt compelled to intervene and secure some public interests Yet the contours of a comprehensive governance model are far from recognisable and governments are grappling with the complexity and fluidity of online games and virtual worlds as private spaces and as experimentation fields for creativity and innovation This book contributes to a more comprehensive and fine grained understanding of digital game environments which is a precondition for addressing any of the pressing governance questions posed Particular attention is given to the concept and policy objective of cultural diversity which also offers a unique entry point into the discussion of the appropriate legal regulation of digital games Governance of Digital Game Environments and Cultural Diversity will be of interest to researchers of media law internet law and governance cultural studies anthropology and sociology As the book addresses a highly topical theme it will attract the attention of policymakers at national regional and international levels and will also serve as a great resource tool for scholars in new media and in particular digital games and virtual worlds

The Business and Culture of Digital Games Aphra Kerr, 2006-03-18 This book explores the lifecycle of digital games Drawing upon a broad range of media studies perspectives with aspects of sociology social theory and economics Aphra Kerr explores this all pervasive but under theorised aspect of our media environment Written as an introductory text for media and game students this book aims present an overview of industry and scholarly work on who makes games where they get made what kind of media and cultural form they are and who plays them and where The Business and Culture of Digital Games looks at games as a new media form the design development and marketing of games the use of games in public and private spaces Combining a theoretical and empirical analysis of the production content and consumption of computer games this book will be of interest to many students of

media culture and communication **Digital Game Culture in Korea** Florence M. Chee, 2023-04-24 Digital Game Culture in Korea The Social at Play is a critical ethnographic investigation of media discourses surrounding online game addiction and the sociocultural roles fulfilled by games in everyday life Florence M Chee argues that the casting of online games as singularly problematic or addictive largely ignores the socially generative and at times pivotally important means of connection among games players and the communities they foster Through focusing on Korea s sociohistorical and technocultural context this work celebrates and recognizes the foundational role of Korean game culture in shaping global games and play Scholars of game studies communication and technoculture will find this book of particular interest

Young Children Playing and Learning in a Digital Age Christine Stephen, Susan Edwards, 2017-11-27 Young Children Playing and Learning in a Digital Age explores the emergence of the digital age and young children s experiences with digital technologies at home and in educational environments Drawing on theory and research based evidence this book makes an important contribution to understanding the contemporary experiences of young children in the digital age It argues that a cultural and critically informed perspective allows educators policy makers and parents to make sense of children s digital experiences as they play and learn enabling informed decision making about future early years curriculum and practices at home and in early learning and care settings An essential read for researchers students policy makers and professionals working with children today this book draws attention to the evolution of digital developments and the relationship between contemporary technologies play and learning in the early years **Masculinities in Play** Nicholas Taylor, Gerald Voorhees, 2018-10-06 This volume addresses the persistent and frequently toxic associations between masculinity and games It explores many of the critical issues in contemporary studies of masculinity including issues of fatherhood homoeroticism eSports fan cultures and militarism and their intersections with digital games the contexts of their play and the social futures associated with sustained involvement in gaming cultures Unlike much of the research and public discourse that put the onus of fixing games and gaming cultures on those at its margins women LGBTQ and people of color this volume turns attention to men and masculinities offering vital and productive avenues for both practical and theoretical intervention

Postsecondary Play William G. Tierney, Zoë B. Corwin, Tracy Fullerton, Gisele Ragusa, 2014-06-01 Games and social media can improve college access attract and support students and boost rates of completion The college application process which entails multiple forms essays test scores and deadlines can be intimidating For students without substantial school and family support the complexity of this process can become a barrier to access William G Tierney Tracy Fullerton and their teams at the University of Southern California approach this challenge innovatively Using the tools of online games and social media they have developed ways to make applying for college much less intimidating While the vast majority of college students use social media and gaming in their everyday lives colleges and universities have been slow to recognize and harness the power of either Postsecondary Play explores the significance of games and social media in higher education and

particularly how they can be used to attract retain educate and socialize students Tierney a past president of the American Educational Research Association has gathered some of the best research on the emerging role of games and social media in the classroom and how these tools can boost student confidence and increase college access Scholars writing from a wide variety of disciplines college access social media game studies and learning sciences provide concrete examples to illustrate the new and complex ways in which students learn in response to social media and games Tierney and the contributors find that although games can be powerful tools for encouraging underserved students quality game design and mastering the concept of play the ability to develop skills while engaging in the game are essential in the effective use of serious games in teaching and learning Summarizing a decade of research in game design and learning Postsecondary Play will appeal to higher education scholars and students of learning online gaming education and the media *The Playful Citizen* René Glas, Sybille Lammes, Michiel Lange, Joost Raessens, Imar Vries, 2025-10-01 In the last decade digital media technologies and developments have given rise to exciting new forms of ludic or playful engagements of citizens in cultural and societal issues From the Occupy movement to playful city making to the gameful designs of the Obama 2008 and Trump 2016 presidential campaigns and the rise of citizen science and ecological games this book shows how play is a key theoretical methodological and practical principle for comprehending such new forms of civic engagement in a mediatized culture The Playful Citizen explores how and through what media we are becoming more playful as citizens and how this manifests itself in our ways of doing living and thinking We offer a pluralistic answer to such questions by bringing together scholars from different fields such as game and play studies social sciences and media and culture studies **Fluid Screens, Expanded Cinema** Janine Marchessault, Susan Lord, 2008-06-20 As a medium film is constantly evolving both in form and in content Fluid Screens Expanded Cinema considers the shift from traditional cinema to new frontiers of interactive performative and networked media Using the theories of Marshall McLuhan and Gilles Deleuze as a starting point renowned scholars from the fields of film theory communication studies cultural studies and new media theory explore the ways in which digital technology is transforming contemporary visual culture The essays consider a series of questions What constitutes the new in new media How are digital aesthetics different from film aesthetics What new forms of spectatorship and storytelling political community and commodity production are being enabled through the digital media Using Gene Youngblood's 1970 book Expanded Cinema as an anchor for the volume Fluid Screens Expanded Cinema understands the digital not simply as a technological form but also as an experience of space and time that is tied to capitalism This important collection is unique in framing a range of social justice issues with aesthetic theories of new digital screen culture that will appeal to scholars and multimedia artists prepared to break new ground *Contemporary Culture* Robert Zwijnenberg, Kitty Zijlmans, 2025-10-01 Are the humanities still relevant in the twenty first century In the context of pervasive economic liberalism and shrinking budgets due to a deep and prolonged recession the exigency of humanities research for society is increasingly put into

question This volume claims that the humanities do indeed matter by offering empirically grounded critical reflections on contemporary cultural practices thereby opening up new ways of understanding social life and new directions in humanities scholarship Are the humanities still relevant in the twenty first century Contemporary Culture New Directions in Arts and Humanities Research Handbook of Research on Teacher Education and Professional Development Martin, Christie,Polly, Drew,2016-09-23 With the ever changing climate of education around the globe it is essential that educators stay abreast of the most updated teaching methods and applications To do this fostering teacher education programs that include innovative practices and initiatives within the field is imperative The Handbook of Research on Teacher Education and Professional Development investigates current initiatives and approaches in educational programs Focusing on research studies and theoretical concepts on innovative projects related to teacher education and professional development programs this book is a pivotal reference source for academics professionals students practitioners and researchers The Play Versus Story Divide in Game Studies Matthew Wilhelm Kapell,2015-11-16 Since the emergence of digital game studies a number of debates have engaged scholars The debate between ludic play and narrative story paradigms remains the one that famously never happened This collection of new essays critically frames that debate and urges game scholars to consider it central to the field The essayists examine various digital games assessing the applicability of play versus narrative approaches or considering the failure of each The essays reflect the broader history while applying notions of play and story to recent games in an attempt to propel serious analysis The Routledge Companion to Advertising and Promotional Culture Emily West,Matthew P. McAllister,2013-02-11 The Routledge Companion to Advertising and Promotional Culture provides an essential guide to the key issues methodologies concepts debates and policies that shape our everyday relationship with advertising The book contains eight sections Historical Perspectives considers the historical roots and their relationship to recent changes of contemporary advertising and promotional practice Political Economy examines how market forces corporate ownership and government policies shape the advertising and media promotion environment Globalization presents work on advertising and marketing as a global intercultural and transnational practice Audiences as Labor Consumers Interpreters Fans introduces how people construct promotional meaning and are constructed as consumers markets and labor by advertising forces Identities analyzes the ways that advertising constructs images and definitions of groups such as gender race and the child through industry labor practices marketing as well as through representation in advertising texts Social Institutions looks at the pervasiveness of advertising strategies in different social domains including politics music housing and education Everyday Life highlights how a promotional ethos and advertising initiatives pervade self image values and relationships The Environment interrogates advertising s relationship to environmental issues the promotional efforts of corporations to construct green images and mass consumption s relationship to material waste With chapters written by leading international scholars working at the intersections of media studies and advertising studies this

book is a go to source for those looking to understand the ways advertising has shaped consumer culture in the past and present

Routledge Handbook of Science, Technology, and Society Daniel Lee Kleinman, Kelly Moore, 2014-06-05

Over the last decade or so the field of science and technology studies STS has become an intellectually dynamic interdisciplinary arena Concepts methods and theoretical perspectives are being drawn both from long established and relatively young disciplines From its origins in philosophical and political debates about the creation and use of scientific knowledge STS has become a wide and deep space for the consideration of the place of science and technology in the world past and present The Routledge Handbook of Science Technology and Society seeks to capture the dynamism and breadth of the field by presenting work that pushes the reader to think about science and technology and their intersections with social life in new ways The interdisciplinary contributions by international experts in this handbook are organized around six topic areas embodiment consuming technoscience digitization environments science as work rules and standards This volume highlights a range of theoretical and empirical approaches to some of the persistent and new questions in the field It will be useful for students and scholars throughout the social sciences and humanities including in science and technology studies history geography critical race studies sociology communications women s and gender studies anthropology and political science

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