



Análisis del uso del advergaming y metaverso en España y México [

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text (article)

Analítica

Introduction: Youngsters are the segment that dedicates the most time to the online entertainment and thus, brands that realize this behavior, use the videogames like Roblox to impact and contact with them. Objective: approximate to the Metaverse concept and its relationship with the advergaming, through the comparison between two population segments: 18-28-year-old university students from Spain and Mexico. Methodology: mixed qualitative-quantitative based on the content analysis -study of 4 brands in Roblox- and an exploratory survey (n=300). Results: The surveyed people do not generally know what the advergaming is and do not remember the advertisements they watched while playing videogames, but they mention spontaneously some brands used inside the videogame, mainly related to the fashion, technology and food industries and did not realize them being advertised. Conclusions: The results show that there are no significant differences between neither between sex, nor country of origin of the surveyed people. The videogames are the most extended and adopted way of metaverse currently. Facebook is the most known company as an example of metaverse related enterprise and the 30% of the survey believe that metaverse was created by Facebook. There is a lack of awareness about the terms related to the advertisement inside the videogames, nevertheless the players accept widely them while playing their favorite titles, even they qualify them as innovative.

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