



The Chinese Video Game Industry /

Chen, Feng,
editor
McAllister, Ken S.,
editor
Ruggill, Judd Ethan,
editor

Monografía

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzU0Nzg0MTM>

Título: The Chinese Video Game Industry edited by Feng Chen, Ken S. McAllister, and Judd Ethan Ruggill

Edición: 1st ed

Editorial: Cham, Switzerland Palgrave Macmillan [2024] 2024

Descripción física: 1 online resource (296 pages)

Mención de serie: Palgrave Games in Context Series

Bibliografía: Includes bibliographical references and index

Contenido: Intro -- Foreword: From What Position Do We Approach the Study of Digital Games? -- Acknowledgements -- Contents -- Notes on Contributors -- List of Figures -- List of Tables -- Chapter 1: Introduction -- State Power -- The Development Model -- Overall Size -- Mobile Gaming -- Exports -- Traditional Cultural Resources -- The Chinese Esports Market -- The Structure of This Book -- History -- Economics, Industrial Organization, and Policy -- Player Studies -- Culture -- References -- Part I: History -- Chapter 2: The History of the Twentieth-Century Chinese Game Industry: The Practice of Domestic Games as Evidence -- Introduction -- The Game Console -- The Learning Computer -- The Game Software Industry -- The China Image Game -- The Close of the Twentieth Century -- References -- Chapter 3: From Game Addiction to Game Culture: The Panorama of Chinese Video Game Research -- Introduction -- Start: Video Games as Original Sin? -- Reflection: Video Games as Works of Art -- New Wave: Video Games as Cultural Media -- Conclusion: Game Research for the Future -- References -- Chapter 4: Internationalization and Post-Orientalism: The Evolution of the Guochao of Contemporary Chinese Video Games -- Introduction -- 1980s: Localized "Reskins" Shaped China's Early Gamers -- 1990s: The Wuxia Genre and Japanese Role-Playing Games -- 2000s: Xianxia Marks the Rise of Chinese Fantasy -- 2010s: All China's Gamers Want an AAA Game to Call Their Own -- Conclusion -- References -- Part II: Economics, Industrial Organization, and Policy -- Chapter 5: Exploring Cultural Policy and Gaming Entrepreneurship in Shanghai: An Entrepreneurial Ecosystem Perspective -- Introduction -- Cultural Policy and the Game Industry in Shanghai -- Entrepreneurship: A Cultural Policy Weak Spot? -- Inside the Entrepreneurial Ecosystem -- Does Government Financial Support Make a Difference? Support Services: The Questionable Significance of Incubators

and Co-working Spaces -- The Real Costs of Doing Business -- Conclusion -- References -- Chapter 6: Online Streaming and Digital Distribution Platforms: The Introduction of Western Games to Chinese Markets -- Introduction -- Overview -- Digital Distribution Platforms and Cultural Appropriation -- Cultural Appropriation and Economic Multiplayerization -- Translation and Control -- Aesthetics and Microtransactions -- The Reverse ShanZhai -- Path of Exile and Diablo Franchises on the Chinese Market -- Conclusion -- References -- Chapter 7: Japanese Game Company Strategies for Entering China: Comparative Case Studies from 1989 to 2019 -- Introduction -- Phase One: China as a Site for Outsourcing -- Phase Two: China as an Emerging Market -- Phase Three: China as a Mature Market -- Selecting the Case Studies -- Sony Interactive Entertainment: Compliance and Long-Term Collaboration -- Koei Tecmo: Transitioning from Development Arms to Regional Branches in Mainland China -- Square Enix: Gaining Market Share Through Rapid Decision-Making -- Conclusions -- Phase One: Offshore Development Kicked Off Japan's Entry in China -- Phase Two: Emerging Market Leads to a Series of Trials and Errors -- Phase Three: China as a Mature Market -- References -- Part III: Player Studies -- Chapter 8: Competition, Emotion, and Socialization: A Study on the In-Game Purchase Mechanism and Player Motivation in Onmyoji -- Introduction -- A Mixed-Method Case Study of Onmyoji -- Onmyoji's Game Mechanisms: Turn-Based Role-Playing Card Battle -- In-Game Purchase Mechanism: A Probabilistic Consumption -- Shikigami: Card-Drawing -- Soul-Gambling -- Pleasure -- Competitive Motivation: Paying to Win the Battle -- Emotional Motivation: Paying for Love and Identification -- Social Motivation: Paying to Share and Show Off -- Three-Dimensional In-Game Purchasing Motivation Model -- Mystery Saves No Bad Luck, Money Changes No Fate: Consumerism, Superstition, and Playbor -- References -- Chapter 9: Real Emotions in Virtual Play: The Impact of Honor of Kings on Players' Attitudes Toward and Cognition of Historical Figures -- Introduction -- Functionalism -- A Brief Word on Cultivation Theory -- The Specificity of Games' Impact on Cognition -- HoK -- Research Design and Implementation -- Findings -- Basic Information -- Players Generally Think Heroes in the Game Are Inconsistent with Historical Figures -- Skilled Players Prefer Corresponding Historical Figures -- Game Behaviors Have an Insignificant Impact on Willingness to Learn -- There Is No Significant Relationship between Game Behavior and Historical Cognition -- Conclusion and Interpretation -- Gaming Affects the Attitude and Cognition of Players -- Player-Avatar Identification and Real Emotions in Virtual Play -- References -- Chapter 10: Domesticating Gaming: An Intergenerational Study of Online Gaming Behaviors Among Older Gamers -- Introduction -- Review of the Literature -- Aging and Digital Practices -- Domestication Theory -- Research Methodology -- Research Findings -- Appropriation: Coping with Aging and Companionship Compensation -- Incorporation as an Alternative Action -- Objectification: Children's Influence and Screen Autonomy -- Conversion: Avoidance of Self-Disclosure -- Re-domestication: Readmission in the Aging Process -- Conclusion -- References -- Part IV: Culture -- Chapter 11: Fan Empowerment and the Voice of the Production Sectors: A Discourse Analysis of the Contemporary Gaming Culture in China -- Introduction -- Culture as the Absent Factor in Chinese Game Industry Analysis -- The Empowerment of Game Fans and Fandom in the GRC -- The Apologies Constructing the Inferior, Hard-Working, and Passionate Self -- The Discourse Type of Settlement with Emotional Sentiment -- Emotional Sentiment and the Chinese Use of Mianzi (Face) and Guanxi (Relationship) in the Empowerment of Fans -- Consumerist Societies with Emotional and Cultural Sentiment in Trans-Border Consumption -- Conclusion and Further Investigation -- Appendix -- Excerpt 1 (Full Text) -- Excerpt 2 (Full Text) -- References -- Chapter 12: Women's Esports in Hong Kong -- Introduction -- The Hong Kong Esports Scene -- Esports Idols -- Marketing Eye Candy -- Intimacy and Poor Performance -- Conclusion -- References -- Chapter 13: Media Representations of Older Digital Game Players in China: A Text-Mining Analysis -- Introduction -- Media Representations and Framing of Older Digital Game Players in China -- Text Mining as an Emerging Research Technique -- Sampling Method and Sample Description -- Findings from Keyword, Keyphrases, and Topic Modeling Analyses -- Results from the Analysis of Keyphrases -- Findings from Topic Modeling -- Findings from Keyword Concurrence Analysis -- Findings from Proximity Plot Analysis -- Conclusion -- References -- Index

ISBN: 3-031-41504-3

Materia: Video games industry

Autores: Chen, Feng, editor McAllister, Ken S., editor Ruggill, Judd Ethan, editor

Enlace a formato físico adicional: 9783031415036

Punto acceso adicional serie-Título: Palgrave games in context

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es