

Effect of Online Gaming on Early Generation: A Review Analysis

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Abstract

Developed countries have already adapted the changes that comes with it. India society is new to this market and still constructing news schemas and relating previously learnt concept with it simultaneously. Indian society previous schemas are negative toward gaming. Old generation thinks it is a time wasteful activity. It will take time for new schemas to replace old schemas and it will happen from positive experience. As online gaming is new to young Indians as well. At present there are many platforms (i.e YouTube, twitch, Facebook, online competition and many more) that is helping gamers to show their skills and earn money.

There are two types of gamer (i) streamer, (ii) competitive gamers. Usually it has been seen in India, competitive player spends more time in gaming and deals with more stress because of no support from parents and low income. Meanwhile, in other hand streamers enjoy their time streaming, are more social, earn enough money and get support from their parents. Streamers are directly influencing behavior of young Indians. In this research I'm going to discuss about conflicts that can arise between parent and child because of online by gaming and how Streamers influence viewer's behavior positively and negatively. The impact can be long term or short term according to viewer's beliefs and learning. Observations learning and reinforcement learning play a vital role in influencing the young audience. The Indian gaming community also know as IGC have to work on there image, need to find appropriate communication to communicate with viewers. Platform should form strong guidelines so streamer cannot use abusive language. Parents should motivate their children that will boost their self-esteem and monitor the activities of their children in and out the gaming. This will help in preventing confliction between parent and child.

Keywords: Online Gaming, Streamers, Competitive Gamers, Social Media, Early Generation

Introduction

Internet is a worldwide network that connects millions of computers. More than 100 countries are linked in data, news, and opinion exchanges. The spread of internet across the India and rise of digital market have given opportunity to different aspect of business. One of the major beneficiary of this revolution is gaming industry.

India is already the leading nation in the world in terms of monthly expansion of telecom subscribers and the second biggest country in terms of subscriber base after China. A series of ambitious economic reforms aimed at deregulating the economy and attracting foreign investment have unleashed India's latent strength and elevated it to the forefront of the rapidly expanding Asia-Pacific region. India is now one of the world's most exciting emerging markets. Skilled managerial and technical manpower on par with the best in the world, as well as a middle class larger than the populations of the United States or the European Union, give India a distinct advantage in global competition.

As the fastest growing economy today, India is home to fifth of the world's youth. Half of its population is below the age of 25, and quarter is below the age of 14. India young population is its most valuable asset and most pressing challenge. As India undergoes rapid and concurrent social and technological shift, it must ensure that its growth is inclusive and is shared by all sections of the society. The results indicate that young Indians are ambitious and show greater autonomy in their career decision. Young Indians are intrigued by the opportunities in online gaming and spending more time in building their career out of it. 85% of online gaming takes places in mobile in India. Everyone can afford a smartphone is the reason it is widely spreading across the Nation. Now the problem they facing is from their parents and society.

In India most parent is not approving their child to play online gaming. Somewhere parents' perception about online gaming is fair, young Indians are new to this platform and parents have no idea about online gaming. Children are not getting proper guidance to know how to use the opportunity effectively and efficiently and this is causing conflicts within relationship between parent and child. The conflicts between parents and child causes lower self esteem in children (Nazir, et al, 2012). In research of co-director Gary Freed from University of Michigan found out parents believe video games can be good for their children. Gary Freed also suggested parents should regularly monitor their child activities and behavior and set appropriate rules to reduce harmful effects of gaming on their relationship. Previous studies state that online gaming influences violent behaviour and antisocial behavior (Lam, Cheng, & Liu, 2013). Apparently, every coin has two side, online gaming has some benefits as well.

There are numerous definitions for games and gamers. According to (Soubeyrand, 2000), a game is structured play that is usually done for fun but can also be used as an educational tool. Games differ from work, which is typically done for monetary compensation, and art, which really is typically an expression of aesthetic or intellectual elements.

Online Games typically involve either mental or physical stimulation, and frequently both. Many games aid in the development of practical skills, serve as a form of exercise, or serve another educational, simulational, or psychological function. Games have been documented as early as 2600 BC and are a universal part of human experience, present in all cultures. Some of the oldest known games are the Royal Game of Ur, Senet, and Mancala."

Digital games were first introduced in 1958, and development accelerated over the next few decades, with an estimated 80 percent of children aged 5 to 18 playing video games in their spare time. Researches have been conducted on this matter, 40% of research sample was convenience that online gaming improves emotional well-being and in forming strong friendship. According to Qutee, 93% of gamers thinks society stereotype related to online gaming influence violent behavior is imprecise and incorrect. The problem is gamers don't come in front and talk about online gaming and prospective of online gaming. It is a society perception about online gaming and parents concern about child future that set online gaming in negative side. It is a profound time for gamers to come out of shadow and share their experience.

As we know Indian is a developing society with many stereotype and prejudice because of cultural diversity present in this country. The people of India project of the Anthropological Survey of India has assigned the entire Indian population to 2753 communities (Joshi, Gadgil&Patil, 1993). It is very difficult to manage sentimental feeling of each community. Only gamers can take the responsibility to the make the non sentimental environment for each community and break their stereotype and prejudice. Social conformity plays are prominent role in forming a prejudice among people. Yielding to group pressures(Crutchfield, 1955) if three out of five members of society have a preconceive opinion about online gamer (positive or negative) other two members will get influenced and will have same point of view in order to fit in with a group. Their behavior towards gamers will be influenced accordingly. People already have negative stereotype towards gamers (Kowert, Festl&Quandt, 2014) because they think gamers waste their valuable time and have no future ahead. Many esports international organizations are setting up their offices in India and giving opportunities to skillful gamers and prodigies to make the career in esports. After this significant change in esports industry parents are feeling relieved and society are changing there thinking toward online gamers.

In present, lack of research in this field in India would be inappropriate to reach the certainty and conclusion but change is inevitable and we will see positive effects of online gaming on parents and society in future. Indian government is working to support the young Indians in the field of online gaming so as to generate employment opportunities for them. India online gaming industry has already attached \$350 million investment from venture capital firms between 2014-2020. By 2024, the gaming industry in India set to be valued at \$3750 million.

People are utilizing cutting-edge technologies for information and entertainment, which provide a wide range of benefits to the human community. In the advanced model, people rely on social media and online gaming for entertainment. Online gaming reaches new heights in this virtual world. Some people regard online gaming as a form of recreation. The development of the mobile and network industries in this generation has aided the growth of the online gaming industry. Online gaming is also used to relieve stress in everyday life. Online gaming, like everything else, has an opposite side.

The peer influence is said to be the most common reason for an individual to begin online gaming. There was a survey done by Nielsen on the online gamers the studies suggest that 47% of the individuals started online gaming under the influence of their peers.

Impact of Online Gaming : Review Analysis

In study Chai, Chen, and Khoi (2011), conducted a study to study the effect of gaming in parents-children relationship. The sample of 96 students were randomly selected. The interview method was used to collect the responses. Most of them don't feel playing games effect relationship between their parents.

In study Wen, Kow, and Chen (2011), they planned research to see impact of online games on family relationships. Findings suggest that there are several topics related to online gaming which are result of online gaming. It can be seen that the online gaming provides a virtual space to every individual in the family and because of which the awareness about each other's real life activity.

In study Brian and Wiewer-Hastings (2005), internet addiction and online gaming has shown that users can become hooked in to it. Addiction to the online and online gaming shares variety of the negative aspects of substance addiction and has been shown to steer to consequences like failing school, parent's conflicts, and relationship problems.

In study Trepte, Reinecke, Jeuchems (2011), research was conducted to understand if social activities on online social gaming increases the overall social capital. Social proximity and social proximity variables were used to calculate bridging and bonding socially. Sample of 811 were selected from eSports organizations from various countries. Survey was conducted on Electronic Sports League (ESL) online portal. As result confirms online gaming encourage social capital if gamer indulge in social activities online and offline.

In study Salceanu (2014), research was conducted to understand the change in parent's attitude while watching the influence of computer games on their children's development within the following aspects: time they spend at the pc to play, sorts of favorite games, way of kid supervision, benefits and drawbacks of computer games. the most important benefits of computer games, according to parents, are thinking development (9.60%), observation capacity (8.27%), and creativity (8.01%). the most important disadvantages of computer games are the shortage of physical movement (13.37%), sight disorders (13.15%) and agitation (8.58%). Parents belief games have immense effects on children and setting a fringe to dam potential harm would be a priority among parents. That helps in saving relationships unbalance in between children and fogeys.

In study Kang Lo, Wang, and Fang (2005), research was conducted to live relationship between social physical interpersonal relationship and social anxiety among online game players. consistent with the results, the quality of interpersonal relationships decreased and thus the quantity of social anxiety increased because the quantity of some time spent playing online games increased. As gamers are a part of society also. The impact is directly relative proportionate to every other.

In study Cole and Griffiths (2007), research was conducted to look at demographic of play. This study explored the social interaction that happens both within and out of doors of Massively Multiplayer online games. it had been concluded that virtual gaming may allow players to express themselves in ways they'll not feel comfortable doing in world thanks to their appearance, gender, sexuality, and/or age. MMORPGs also offer a neighborhood where teamwork, encouragement, and fun are often experienced. Study tells that gamer are social people, it's society perception that need to change. It can only happen if there's no barrier communication between gamers and society.

In multi-player modes, usage is approximately 35% higher than in single-user modes, a trend that has been observed elsewhere (Bora 2020). Similarly, during the pandemic, Paytm First Games, an Indian mobile-based online gaming platform, reported a nearly 200 percent increase in user base, with 75,000 new users (Ahaskar 2020).

Multiple factors, including personality traits (alvarl and Griffiths 2019), anxiety (Adams et al. 2019; Männikkö et al. 2020), entertainment achievement and escapism (Männikkö et al. 2017), game genre (Mihara and Higuchi 2017; Na et al. 2017), and sensation-seeking behaviours, have been linked to problematic gaming (Hu et al. 2017). It is also possible that during the COVID-19 pandemic, some people will develop an increased pattern of gaming to relieve psychological distress (King et al. 2020).

On basis of research done it was said that online games encourage social behaviour and can benefit players socially (Yee 2005) (Cole & Griffiths 2007). Furthermore, they contend that online video games necessitate an abnormal level of social communication and collaboration. A large number of players must work together to achieve certain goals, and it is only through collaboration that a significant number of these goals can be met.

Gentile et al. (2008) discovered that lower graders were associated with both more years of video game play and more hours played each week, with path analysis revealing a significant effect of amount of video game play on school performance.

Another study on the topic "Video games to Reading: Reaching out to Reluctant Readers" was conducted by Jolley, K. (2008). 250 eighth-grade students took part. Of these, approximately 11% were English language learners, 4% were resource students, and 12% were self-proclaimed reluctant or struggling readers, making up 27 percent of the eighth grade population at Springville Junior High School in Utah who require some sort of reading intervention. The goal of this study was to see if students' prior knowledge of video games helped them understand and enjoy game-based texts as an incentive to read and as a bridge to increasingly difficult tasks.

According to (Thomas, 2006), there are many different types of digital games that aim to entertain the user, such as action, adventure, role-playing, and so on. There are also serious games that aim to educate or train the user. These kinds of video games primarily promote education.

In "Bringing Digital Games to User Research and User Experience," Lennart Nacke University of Saskatchewan (2007) has research on the gaming industry and advanced games that have turned out to be more mind-boggling items. With this advancement comes an increased demand for formal playtesting systems from client research and exploratory routines from academia. Using client research techniques in game development, particularly combined subjective (e.g., surveys, interviews) and quantitative (e.g., EEG, EMG, game measurements), results in betterment of the intrapersonal and interpersonal relationships.

Conclusion

Today everyone has freedom to follow their dream, there are not obstacles until unless they are really willing to achieve them. Internet has given gamers major opportunity to make a career out of it. It is up to them how they are going to approach and built a community out of it. Gamers already have stigma among society that it influences violence and anti-social Behaviour but recent studies have shown totally contrasting results. Gaming help gamers emotionally, in making new friends, creativity and reasoning. We have already discussed two types of gamers: Streamers and esports gamers. A large number of audience watches steamers everyday. Young audiences are the one who gets influences easily because of lack of experience and observation learning. Observation learning is concern with the acquisition of attitude, values, and styles of thinking and behaving through observation (Bandura, 2008). They make a role model, notice everything about the role model like how he/her dress up, hair color, how he/she interact, no of subscribers he/she gaining with overt Behaviour streamer presenting. Now, they begin copying it and they notice they are getting as same attention as role model, reinforcement happens and Behaviour of that person changes. Reinforcement is a process that increases our power to predict and control Behaviour and in so doing left no doubt of their reality and importance (Skinner, 1958). It is up to the streamer what behaviour he/she presenting in front of audiences. These day being a streamer is a salient responsibility. As internet has been becoming more and more accessible, school children enjoy it by watching streams of streamers playing different games and gameplays on YouTube, Facebook, Twitch and many others platform. Streamers are social people because they do charity streams for people in need, so we can't say streamers are bad for society. It is just that some dirty fish makes whole pond filthy. Some streamers use strong language(abusive) while streaming, sometimes they become aggressive, sometimes bully their opponent by abusing. This behavior becomes new cool (trend) in mind of young Indians. This conflicts with their beliefs and who already have this negative belief start showing it in society.

Sometimes positive beliefs of viewers also change to become cool guy. They behave in same manner with their parents, peers and strangers. Same way they learnt the behaviour of streamers, their peer also learnt from them. This causes toxicity environment in society and relationship conflicts in between child and parent. I would suggest government and owner of a platform should form a strong guideline against negative Behaviour and attitudes shown by streamer. I don't think parents can help their children if their child has negative beliefs also know as cognitive distortion. Cognitive behaviour therapy(CBT) is the most effective therapy to change the negative beliefs and thoughts. Parent should take the help of counsellor to change his/her child negative beliefs.

As young people are also part of society and future of the country. This issue should be taken as a priority concern. The studies results show totally opposite for competitive players. They don't have time to interact with society because they

have to practice for more than 12 hrs. or more. In long term it may cause social anxiety at time of socializing in real world. I would suggest they should frequently meet their love ones and 1 or 2 times in a week should go visit social places like malls, parks and social gathering with friends. They should more often talk about their profession so it can fade social stigmas towards online gaming. Some of the competitive player don't focus on their studies and get failed, this can cause sadness in parents. Competitive players should at least focus enough to get pass so parents can be happy and feel confident about their children pursuit. They need to know they are explicitly or implicitly affecting the parents and society. Streamers have to feel the responsibility to create a positive environment so that positive image can be reflected before their parents and society. West countries have already accepted gamers culture and I believe same will happen in India in coming future. Gamers will take more responsibility and society will accept the change. Eventually, there will not be major impact on society. Parents have to set perimeter, so child have a balance time for studying and gaming. Parents should also monitor children's activities in and out of the game. This will help parents in ceasing the conflict in early stage.

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