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THE INFLUENCE AND IMPACT OF THE ONLINE GAMES AMONG TEENAGERS WITH SPECIAL REFERENCE TO COIMBATORECITY

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ABSTRACT:

This online gaming in India is on its peak. Traditional games are gradually being replaced by videogames, which has a direct effect on how internet users spend their free time. The availability of sites and game distribution systems is a key factor in the explosion in online gaming interest. The rising popularity of online games has given hype to a new field. In recent times, online games, which includes creative professionals, has risen to prominence. Games are expanding as per capita income grows, interest rises, and the number of double-income household rises, all of which are contributing to the market's satisfaction. In future the market is expected to expand enormously because of increased use of smartphones and consoles, as well as cloud penetration. Also, because of the recent COVID-19 outbreak, this sector is seeing rapid growth in terms of users and games downloaded. This research paper focuses on the subject of the evolution and growth of the online gaming sites in India by identifying, characterizing and addressing the changes that have led to the development of online Games in India.

Keywords: Gaming, Addiction, ROI, Entertainment Screens, Health

INTRODUCTION:

We all like to play games, as it is considered to be one of the most interesting activities for entertainment and leisure. It can be Candy crush or PUB-G the interest for games in India has been on top always. It is often said to make you happy fun activity helps a lot as it increases your brain productivity, releases serotonin a chemical that makes us feel delightful. Well, the increase of playing games is not new, be it board games or virtual games, the excitement of it has increased in India. After the technological advancement and the history of gaming has completely changed and transformed. The one prominent area which did not get relatively affected by the Covid-19 pandemic was gaming all over the world. In fact, the pandemic lockdown gave a boost to this sector since people were forced to sit idle at their homes and explore some leisure activities. According to a survey, there was a 30% increase in traffic in online mobile gaming in India during this period. Also, Paytm First Games reported that they saw an increase of 200% in the users of this online gaming platform.

Let's now know the impacts of gaming on the students physical and mental health in this survey.

OBJECTIVES OF THE STUDY

1. To know the addiction rate over teenagers and their health issues.
2. To clear the misconceptions and to provide awareness towards gaming.

SCOPE OF THE STUDY:

1. high number of fans does not equal success
2. The popularity of a platform may matter more than which platform is a suitable medium for your campaign
3. Remedy for the addiction.

LIMITATIONS OF THE STUDY:

1. This study has been confined to students in Coimbatore only.
2. It takes the sample size of 50 respondents from Coimbatore in Tamil Nadu.

STATEMENT OF THE PROBLEM:

Video game culture is a worldwide new media subculture in entertainment domain Formed by video games and it has exponentially increased in popularity over time, whilehaving a significant influence on popular culture. Increasing internet culture and mobile Games have also helped video games evolve. As the gaming sector becomes more & More social with multiplayer and online capability, gamers find themselves in growing Social networks. Playing video games can both be entertainment as well as competition, As the trend known as electronic sports has become more widely accepted. Video games Based on movies or comics are widely popular as well, as the players can visualize Themselves in the scenario and control them.

REVIEW OF THE LITERATURE:

According to Greg Costikya 1994, "A game is a form of art in which participants, termed players, make decisions in order to manage resources through game tokens in the pursuitof a goal."

According to Roger Caillou's, in his book **Les jeux et les hommes "Games and Men" 1961**, defineda game as "an activity that must have Fun, separate, uncertain, non-productive, governed by rules, fictitious".

According to Clark C. Abt, 1987, "A game is an activity among two or more independent decision-makers seeking to achieve their objectives in some limiting context."

According to Katie Salen and Eric Zimmerman 2003, "A game is a system in which players engage in an artificial conflict, defined by rules, that results in a quantifiable outcome."

According to Jane McGonigal 2011, "When you strip away the genre differences and the technological complexities, all games share four defining traits: a goal, rules, a feedback system, and voluntary participation."

RESEARCH METHODOLOGY:

For the purpose of study Stratified sampling method is used to randomly finalize from the selectedsamples. The sample size is limited to 25 respondents. Correlation, Chi-Square, descriptive analysis is used to analyze the influence of social media among teenagers.

TOOLS USED FOR THE STUDY:

The showing statistical tools were applied to analyze the data collected through questionnaire:

- Percentage analysis
- Chi-Square analysis
- Coefficient Correlation

DATA ANALYSIS & INTERPRETATIONS

The term analysis refers to the computation of certain, measures along with searching for patterns or relationships that exist among data groups. After collection of data, the data has to be processed and analyzed in accordance with the outline laid down for the purpose at the same time of developing the research plans.

DATA ANALYSIS**1. FROM WHICH AGE YOU HAVE BEEN PLAYING ONLINE GAMES? Percentage Analysis:**

ASPECTS	RESULTS
From 15	70
After 18	20
From 20	10
TOTAL	100%

INTERPRETATION:

From the above table it is clearly states that people have started playing games from a particular age. From 15 are 70%, after 18 are 20%, from 20 are 10%. And it is shown that teenagers have started playing games from their school periods.

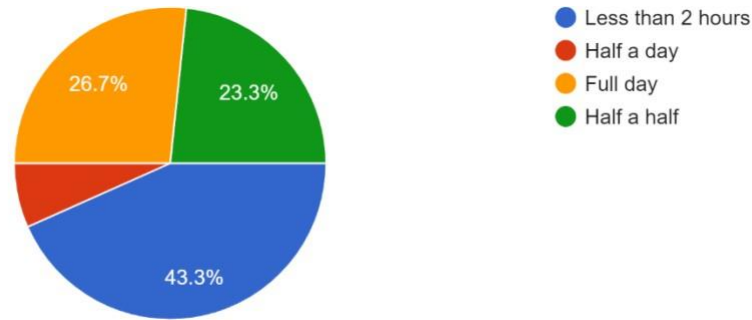
Chi-square analysis:

From 15	After 18	<i>Marginal rowtotals</i>	
Players	30 (25)[1]	20 (25)[1]	50
Non players	20 (25)[1]	30 (25)[1]	50
<i>Marginal totals</i>	50	50	100 (grand total)

The chi-square statistic is 4. The p -value is .0455. Significant at $p < .05$.

2. HOW MANY HOURS DO YOU SPEND ON PHONE FOR GAMES APPROXIMATELY?**Percentage analysis:**

ASPECTS	RESULTS
Less than 2 hours	43.3
Half a day	6.7
Full day	26.7
Half and half	23.3
TOTAL	100%



INTERPRETATION:

From the above table, it is clearly shown that students play less than 2 hours are 43.3%, half a day are 23.3%, full day are 26.7. so from this survey it is clearly shown that people most likely to play games in their free time according to the age group.

Coefficient - Correlation:

Coefficient of Variation Calculation: N: 17

M: 2.47

SS: 20.24

$$s^2 = SS / (N - 1) = 20.24 / (17 - 1) = 1.26 \quad S = \sqrt{s^2} = \sqrt{1.26} = 1.12$$

$$CV = (S/M) * 100 = (1.12/2.47) * 100 = 45.52$$

Coefficient of Variation = 45.51918%

FINDINGS:

- Majority of the respondent use online gaming platforms.
- Gaming has been the addiction to everyone and there is a lack of awareness among users.
- It is found that people start getting into addiction from the age of 18.
- Being self-conscious is the only way to redeem from addiction.

SUGGESSTIONS:

To manage the effects on society, this study identifies a number of recommendations in the regard:

- Gaming sites and applications should be culture-oriented both in content and features.
- People should stop making abusive comments, sending unethical videos on gaming sites and should not get addicted to gaming and must also have others activities handy to do in their free -time.
- Parental control can be featured in every platform that provides chances for games.

CONCLUSION:

It is estimated mobile games will bring in more revenue this year that console games will. Big publishers will continue to try to capitalize on this by buying talent and intellectual property rights from smaller studios and developers. There is also the danger for saturation in this area however. In the beginning, gaming occurred on non-internet connected devices such as Pong on the Atari and a variety of games for the original Nintendo console. Game creation targeted a small niche market, often designed for those close to the developers' physical location.

Back then, game producers would have to create distinct, separate versions of their games for every country where they wanted to sell them. This process was costly and time-consuming, often leading to delays in production.

Today, however, everything has changed. Game creation today takes a global launch approach, with producers

releasing games in different languages to audiences all over the world at the sametime.

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