

## **Abstract** Joana Leao

**Title:** Changing Perspectives of Video Games: Nunchuks, Virtual Worlds, Girls and Grandmothers

As the video games industry is constantly growing with revenues rivaling those of Hollywood blockbusters, there must be more people partaking in this activity. The purpose of this study is to assess whether there are actually more people getting involved and if so, what exactly they find appealing. With the belief that video games are a positive part of society, this study would look to see if there are many others with a similar view. Many theorists and games experts believe that these games could transform our current educational systems by providing a newer, fun way to learn. Evidence shows that games are becoming a medium for social interaction. The Nintendo Wii has proved to be popular in many households with all members of the family taking part, from young boys and girls to grandparents. In our digital world, more women are contributing to the games industry in all sectors, from marketing to actual game design. With more females reaching out for a joystick, women are speaking out that they want more games for females. This is not the case, what we really need is more women creating games, in turn creating diversity and innovation for the video gaming industry. The research approach to this study heavily relies on and uses literature to gain a qualitative analysis of the views, opinions and theories relating to games in general and more specifically video gaming. Quantitative research is carried out for the final chapter to gather empirical data on the subject of females and gaming. Overall this study sets out to examine the various game theories and using such knowledge as a perspective to analyse current trends in the gaming industry at present, for example applying the notion of the magic circle as a perspective for examining virtual worlds. This study reveals that there are indeed more gamers out there but there are still mixed opinions and faults that will be explored during the course of this analysis.