

# Impact of Mobile games- A Case study on PUBG

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## ABSTRACT

*We are living in an era of rapid transformation in technology due to continuous progress of computer and internet technology. Today, new technology is emerging in a new way, where artificial intelligence and motion graphics is upgrading every day. One such example is PUBG, a mobile game also known as player unknown's battleground where hundreds of players play together. PUBG is a multiplayer shooter game where up to one hundred players fight in a 'battle royal' and the last person or team alive wins.*

*This paper focuses on the impact of PUBG game among teenagers. The study aims to find out the addiction among teenagers with the help of an online questionnaire. The questionnaire is prepared in two sets, one is being circulated to the people who play PUBG and another questionnaire is circulated to their parents to find out their opinion on PUBG.*

**Keywords:** Technology, Teenagers, PUBG

## 1. INTRODUCTION

A video game is an electronic game that involves human interaction with a user interface to generate visual feedback on a video device which is any type of display device that can produce two or three dimensional images. In the early 2000s, mobile games gained popularity in Japan's mobile phone culture, years before the United States or Europe. By 2003, a wide variety of mobile games were available on Japanese phones, ranging from puzzle games and virtual pet titles that utilized camera phone and fingerprint scanner technologies to 3D games with exceptionally high quality graphics.

The launch of Apple's App Store in 2008 radically changed the market. First of all, it widened consumers' opportunities to choose where to download apps; the application store on the device, operator's store or third party stores via the open internet, such as GetJar and Handan go. The Apple users, however, can only use the Apple App Store, since Apple forbids the distribution of apps via any other distribution channel. Secondly, mobile developers can upload applications directly to the App Store without the typically lengthy negotiations with publishers and operators, which increased their revenue share and made mobile game development more profitable. Thirdly, the tight integration of the App Store with the device itself led many consumers to try out apps, and the games market received a considerable boost.

In 2013, Japan was the world's largest market by revenue for mobile games. The Japanese gaming market today is becoming increasingly dominated by mobile games, which generated \$5.1 billion in 2013, more than traditional console games in the country. China is the largest market for mobile gaming, by both revenue and number of players. Until July 2015, video game consoles were banned in the country. While personal computers were still used for gaming, the ban led to a large growth in the use of mobile phones for gaming that has persisted even after the ban was lifted. Tencent Games is the largest publisher of mobile games in the country, and due to the size of its player base within China, is known as the largest video game company in the world, measured by revenue. Tencent published King of Glory (known in Western markets as *Arena of Valor*), a multiplayer online battle arena that had a 200 million user base from China alone before expanding the game out into other markets. Market analysis firms identified that mobile gaming global gross revenues exceeded that of either personal computer or console games in 2016, earning around US\$38 billion, and remained one of the fastest growing sectors of the video game market.

## PUBG

*Player Unknown's Battlegrounds (PUBG)* is an online multiplayer battle royale game developed and published by PUBG Corporation, a subsidiary of South Korean video game company Blue hole. The game is based on previous mods that were created by Brendan "Player Unknown" Greene for other games, inspired by the 2000 Japanese film *Battle Royale*, and expanded into a standalone game under Greene's creative direction. A battle royale genre of game is the type of video game that mixes survival, exploration and scavenging items for survival in the game with the "Last man standing" game play. In the game, up to 100 players parachute onto an island and scavenge for weapons and equipment to kill others while avoiding getting killed. The available safe area of the game's playable area decreases in size over time, displacing the surviving players into tighter areas to force encounters against each other. The last player or team which eliminates the others get a chance to win the round, for which they are rewarded with experience and bonus points which includes points for the number of people killed in each round. It was officially launched in December 2017 and can be played on both gaming consoles and smart phones. The game has been downloaded over 100 million times on Google.

Online video gaming has become one of the world's most popular leisure time activities among youth. Research has consistently shown that gaming can bring many positive benefits including therapeutic, medical, health, cognitive, and educational benefits. However for a small minority, gaming can be problematic and potentially addictive.

## Objectives of the study

The following are the objectives of the study:

1. To find the level of awareness of PUBG-mobile game.

2. To study the impact of PUBG-mobile game on teenagers.
3. To analyze the parents point of view on PUBG-mobile game.

### Research Methodology

The Primary data was collected using Questionnaire. Two sets of questionnaires were made in which one was given to the teenagers and the other questionnaire to the parents. The questionnaires consists of a number of questions involves both specific and general question related to influence of PUBG-mobile game. The secondary data was collected from journals and websites for the study.

### Sample Design

Sample Element	:	Teenagers and parents.
Sample Size	:	130 samples
Sample Media	:	Questionnaire
Sample Analysis	:	Excel.

### Literature Review

- Anand (2007) suggests that video game usage is related to a decrease in SAT scores as well as GPA. In his study, a survey was distributed to college-age students that survey addressed which types of games players preferred as well as time management questions designed to assess how the participants allocated their time between school, work, video games, and other recreational activities. This data was then related to reported GPA and SAT scores. The results indicate that video games may have an adverse effect on GPA and SAT scores.
- Mary Kekatos (2019) states in his article paper that Nearly ALL parents think their teenagers are gaming too much and worry the habit disrupts sleep and schoolwork - but three-fourth of parents still think there's a 'positive impact' on their children's lifestyles..
- Jeremy Spirogis In his study, it was stated that 71 per cent moms and dads think that video gaming is not beneficial to kids and while 44 per cent admitted they had attempted to ban video games as once children get accustomed to playing it is hard to eliminate all of them.

### Findings

- From the research, it has been found that 70% of the people know about PUBG and its features.
- 83% teenagers who play PUBG are above the age of 12 years play PUBG.
- 86% of the teenagers plays PUBG for less than 1 hour and 1-2 hours.
- 48% of the parents are satisfied by the time spent by their children on PUBG where as 42% of the parents are not satisfied and the rest do not know whether they are satisfied or not.

- Most of the parents do not have to stop their child from playing PUBG.
- 66% of the parents don't think that PUBG has any effects on the health of their children.
- 27% of the teenagers play PUBG for fun, followed by 21% play to relax their mind and 20% of them play to make new friends.
- 32% of the teenagers feel playing PUBG has made them lazier where as 48% of them feel it has not made them lazier.

### **Conclusion**

From this research we can conclude that, the effect of PUBG depends on the use of PUBG. When the game is played in limit it is not harmful in any way. It can increase the reactive skills of the teenagers. Most of the parents also do not consider PUBG as an issue if played in limit. Hence, the game should have certain time restrictions which will help the teenagers to play in a controlled time limit. The teenagers like the game because of the features of making new friends around the world and interacting with them. In this way, it helps in improving the social skills of the teenagers.

### ***Bibliography***

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