# BACKGROUND

Video games have always been overlooked and underappreciated in the Philippines. Studies suggested that video games are a main contributor to intellectual sedation, it imposes violence, and it can develop addiction, depression, and aggression. But recent studies have surfaced claiming that there are positive benefits of video games.

Isabela Granic [[1]](#footnote-2)suggests that video games benefit a person’s cognitive skills, emotional stability, social skills, and his/her motivation. As for the cognitive skills, this is true particularly to gamers who play action games. Scholars have speculated that videogames are an excellent means of developing problem-solving skills. With regards to emotional benefits, researchers say that, though it generates negative emotions such as frustration, gaming is the best way to elicit positive emotions for children and the youth because of the feeling of gratification as they get their reward in a puzzle game for example. Gamers who play online games exhibit prosocial behaviors like the encouragement of cooperativity in game play which lead them to be more sociable in game and outside of it. Games, specifically action first person shooters, are now being used for training when it comes to combat, with its real-time strategy and teamwork, it trains new recruits for battle.

The Philippine gaming community is slowly growing and the company Anino Games started it with their game released in 2001 called “Anito: Defend the Land Enraged”. A Game Developers Association of the Philippines recently just formed and it groups the game developers of today in hopes of promoting the game developers that has recently surfaced. Right now, the group is booming as different game developers try to join in, adding to the game developing society of the Philippines.

There are recently published games that have significance in the society today. One of these is the game “Assassin’s Creed III” as, although it is based on the United States of America, it shows the rich history of the revolution. Another is the game “BioShock: Infinite”, and this game allows the player to understand the possibilities of a multi-dimensional reality and there are possibilities of you making yourself a bad influence based only on your decisions.

# PROJECT OVERVIEW

The project is an informative website that will feature Philippine game developers who already made PC games and the games they have developed for marketing and distribution.

# RATIONALE

The proponent believes that the video game developers of the Philippines can create a video game that can reach a quality as same as the leading game developing companies such as Ubisoft, Rockstar, etc. with reasonable funding. Funding is not an issue anymore as there is crowdsourcing.

The proponent also believes that video games have potential not just in giving relief and entertainment but, like books, can give the audience a wide range of imagination and can influence the well-being of a gamer.

# PROJECT OBJECTIVES

The project aims to:

1. Present benefits derived from high quality video games;
2. Promote video game developers in the Philippines; and
3. Persuade gamers to patronize the games made in the Philippines.

# THEORETICAL FRAMEWORK

USES AND GRATIFICATIONS THEORY and AGENDA SETTING THEORY by Max McCombs and Donald Shaw

Uses and Gratifications theory is best suitable for this project because it uses media that audiences seek to satisfy their needs. The medium concerned in this project are video games, and as it satisfies entertainment and information. Also with promoting video game developers and patronizing Filipino made games, the Agenda Setting Theory can be used.

# PROJECT COMPONENTS

1. Website
   * JavaScript
   * Owl Carousel
   * jQuery
   * Lightbox
   * Adobe Brackets
   * Adobe Photoshop CC
   * Adobe XD CC

# TARGET AUDIENCE AND BENEFICIARY

* Target Audience: Gamers
* Age: 17 - 50
* Economic group: Upper Class and Middle Class.
* Behavioral Determinant/s: Gamer, someone who likes games
* Target Beneficiary: Large Video game developing companies.
* Target Market: Game Developers

1. “The Benefits of Playing Video Games,” Isabela Granic, PhD, Adam Lobel, PhD, and Rutger C.M.E. Engels, PhD, Radboud University Nijmegen; Nijmegen, The Netherlands; American Psychologist, 2013. <http://www.apa.org/pubs/journals/releases/amp-a0034857.pdf> [↑](#footnote-ref-2)