

58. ゲーム化する日常生活(1)：構造理解

In 2020, it was reported that the video game industry had grown bigger than both the music and movie industries combined.

In the 1980s and 1990s, video games were typically considered a minor pastime, enjoyed mostly by children, teenagers, and a small group of dedicated fans.

Back then, the idea that games might one day exceed movies or music in popularity was unthinkable.

But now, video games form a central part of mainstream entertainment and culture.

As video games have risen in popularity over the past few decades, certain aspects of games have begun to be applied to other areas of society. One might even say that our lives have become “gamified” to some extent. What this means is that features we associate with gaming — challenges, reaching goals, competition, rewards — have been introduced and applied to various areas of work and our personal lives.
