**Field Work**

**On**

**Garena Free Fire**

**Submitted to**

## **KCES’s Institute of Management and Research, Jalgaon**



**Submitted by**

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## **DECLARATION**

We hereby declare that the project work entitled **“Garena Free Fire – A Study on Its Social and User Impact”** has been carried out by us under the guidance of **Miss Ashwani Patil**. We further declare that this work has not been submitted in part or full to any other university or institute for the award of any other degree. All materials obtained from other sources have been duly acknowledged.

This project is the result of our genuine effort and dedication towards understanding the topic in depth. Throughout the study, we have collected information from various primary and secondary sources, such as research articles, online reports, interviews, and user feedback, to ensure that the findings presented here are accurate and authentic. We have also taken great care to analyze the social, psychological, and cultural aspects of the game **Garena Free Fire**, which has become a global phenomenon among youth.

We sincerely affirm that every part of this report represents our own understanding, interpretation, and presentation of the data collected. The project reflects our honest attempt to study both the positive and negative impacts of the game on users and society. Any opinions or conclusions expressed in this project are purely based on our personal study and the information gathered during our fieldwork.

We also wish to state that proper references and acknowledgements have been provided wherever necessary. We have ensured that this project maintains academic integrity and follows the ethical standards expected from students of this institution.

We would like to express our deep gratitude to **Miss Ashwani Patil** for her valuable guidance, continuous encouragement, and support throughout the preparation of this report. Her suggestions and insights have been instrumental in shaping this study and helping us complete it successfully.

Finally, we take full responsibility for the content of this report and humbly submit it for evaluation as part of our academic requirement.

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**1.Abstract**

Garena Free Fire is a world-famous battle royale game that allows 50 players to compete on an island until only one survives. The game’s success lies in its accessibility, fast-paced gameplay, and interactive design that appeals to both casual and professional players. Free Fire has become not just a game but a digital community, connecting millions of players through online teamwork and social interaction. It offers players a chance to improve their decision-making, coordination, and reflexes, which are essential skills both in and outside gaming. The study focuses on how Free Fire influences the lives of young players—how it encourages communication, teamwork, and entertainment, but also how it sometimes leads to addiction, distraction, and social isolation. Additionally, the report examines how gaming has evolved into a form of digital culture and how Free Fire has built a sense of community among users.

Over the years, Free Fire has grown into a global platform that not only entertains but also inspires creativity through character customization, strategic gameplay, and social connection. The game provides a space for players to express themselves and collaborate with others from different parts of the world. With the rise of mobile technology, Free Fire has also contributed to the growth of e-sports and online streaming, giving rise to new career opportunities for gamers, influencers, and digital creators. However, despite its positive effects, excessive gaming can result in reduced academic performance, health issues such as eye strain and lack of physical activity, and sometimes a decline in real-world social interactions.

This study aims to analyze both sides of this phenomenon by exploring how Free Fire acts as a source of learning, entertainment, and connection, while also understanding the challenges it creates in balancing virtual and real-life responsibilities. By observing user behavior, communication patterns, and time engagement, the project provides insights into how modern gaming shapes the lifestyle and mindset of today’s youth. Overall, the research highlights the growing importance of responsible gaming and how digital entertainment like Garena Free Fire continues to influence the social fabric of the younger generation.

**2. Introduction**

Garena Free Fire was launched in 2017 by 111 Dots Studio and published by Garena. Within a short period, it became one of the most downloaded mobile games worldwide, especially in countries like India and Brazil. The main attraction of Free Fire is its easy-to-learn mechanics, engaging graphics, and short, action-filled matches. The game provides opportunities for social interaction, teamwork, and communication through squad modes and voice chats. Many young people use it as a way to make friends and connect virtually. However, the rising trend of mobile gaming also brings challenges such as addiction, reduced study time, and health concerns due to prolonged screen exposure. This project aims to understand both sides — the benefits of entertainment, learning, and teamwork, as well as the drawbacks such as addiction and distraction. Free Fire has also become a career option for many through live streaming, YouTube gaming channels, and e-sports tournaments, proving that digital gaming has both cultural and economic importance.

The game includes various characters, each with unique abilities that enhance gameplay strategy. Players can customize weapons, outfits, and pets, which adds a personal touch and excitement to the experience. Frequent updates bring new maps, modes, and events that keep the community active and engaged. The introduction of ranked matches and seasonal rewards motivates players to improve their skills and achieve higher rankings. These features make Free Fire not only a source of entertainment but also a competitive and skill-based platform that continues to attract millions of players globally. In addition to the core battle royale mode, the game offers several exciting limited-time modes such as Clash Squad, Lone Wolf, and Zombie Invasion, each providing a different style of challenge and fun.

Another reason behind Free Fire’s massive popularity is its accessibility. The game is optimized to run smoothly even on low-end mobile devices, which makes it available to a wide audience, including those without high-end smartphones. The developers have also localized the game by introducing regional events, language options, and collaborations with popular celebrities, music artists, and franchises. Such partnerships, like those with Cristiano Ronaldo, BTS, and Money Heist, have helped Free Fire reach a global audience and maintain cultural relevance.

Free Fire has also played a significant role in the growth of the e-sports industry. Garena regularly organizes international tournaments such as the Free Fire World Series and regional championships that attract millions of viewers online. These tournaments offer huge prize pools and have given rise to professional gaming teams and individual stars who earn recognition and income from their gaming skills. For many players, this has opened doors to new career paths in streaming, content creation, and competitive gaming.

**3. Project Field Work Topic / Literature Review**

Studies show that online games like **Garena Free Fire** influence both psychological behavior and social interaction among youth. The popularity of such games has made them a significant part of modern entertainment culture, attracting millions of active users daily. Several researchers have examined how gaming affects mental stimulation, social communication, and lifestyle habits among students and young adults.

**Positive Effects:**  
Research indicates that gaming improves **decision-making skills, reaction time, and problem-solving abilities**. The challenging environment of Free Fire trains players to think quickly, adapt to unexpected situations, and plan strategically to achieve victory. Multiplayer games also enhance teamwork, leadership, and cooperation, as players must coordinate with their squads to win. Many educational psychologists agree that controlled gaming can help develop focus, goal-setting habits, and stress relief when played responsibly.

**Social Interaction:**  
Free Fire helps players build **friendships and a sense of belonging** through virtual collaboration. It encourages communication between players from different regions, languages, and cultures, thus promoting diversity and mutual understanding. The in-game chat and voice communication systems create a social space where players learn cooperation, empathy, and emotional connection. For many young people, Free Fire serves as a social outlet where they can connect with others and form meaningful online communities.

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## **4.Objectives**

To study the popularity and user engagement level of Garena Free Fire among youth.

* To examine the social and psychological impact of gaming on users.
* To understand the role of teamwork and communication within the game.
* To analyze positive outcomes such as stress relief and coordination skills.
* To identify the challenges and negative effects of excessive gaming.
* To provide recommendations for balanced and responsible gaming habits
* To study the growing popularity of Garena Free Fire among college students and youth.
* To identify how gaming influences communication, teamwork, and leadership.
* To explore how online games contribute to stress relief and social bonding.
* To examine challenges such as addiction, reduced productivity, and time misuse.
* To understand the perception of gaming as a form of digital entertainment and career.
* To provide suggestions for responsible gaming habits among students.

## **5. Methodology**

The research followed a descriptive survey method to understand players’ behavior and gaming patterns.

1. Data Collection:
   * Primary data was collected using questionnaires and interviews from 80 respondents who play Free Fire regularly. o Secondary data came from articles, online reports, and academic studies related to gaming psychology.
2. Sampling Technique:
   * Random sampling was used to ensure that respondents represented different genders, age groups, and education levels.
3. Tools Used:
   * Data was analyzed using simple graphs and percentages to interpret how gaming affects users socially and mentally.
4. Procedure:
   * Respondents were asked questions about their gaming frequency, motivations, emotional changes, and time spent playing.
5. Limitations:
   * Some responses may be biased.
   * Limited to Free Fire players in a specific region.

This methodology helps present a balanced overview of gaming habits and their social influence.

## **6. Results and Discussion**

The survey revealed the following observations:

* Most respondents play Free Fire for fun and stress relief rather than competition.
* About 70% of players said the game helps them make friends and communicate better.
* 25% admitted to spending more than three hours daily, affecting their studies or sleep.
* Players said teamwork and strategy in squad matches improved their coordination and leadership skills.
* Some players experienced mild irritation or frustration after losing matches, showing emotional impact.

Discussion:

Free Fire promotes entertainment, social bonding, and quick thinking. However, excessive playtime can lead to reduced attention span and poor academic focus.

The study also found that players often feel motivated and happy while playing, showing the positive emotional benefits of gaming.

Thus, while Free Fire provides valuable learning experiences in teamwork and planning, it must be played in moderation.

## 7. **Recommendations and Future Work**

* Introduce awareness programs promoting healthy gaming habits.
* Parents and educators should monitor gaming duration and behavior.
* Developers should include in-game reminders for breaks and screen time limits.
* Future studies could explore Free Fire’s role in e-sports career development and digital literacy.
* Explore mental health impacts of gaming in a post-pandemic digital environment
* Conduct awareness sessions in colleges about healthy gaming habits.
* Parents and teachers should encourage students to balance gaming and studies.
* Developers should include auto-reminders for playtime limits.
* Future research can explore the role of gaming in skill development and career building in e-sports.
* Organize school and college tournaments under supervision to promote responsible play.
* Explore the impact of Free Fire on emotional intelligence and decision-making in youth...

**8.Suggetions**

Play responsibly by limiting screen time.

* Balance gaming with academic and physical activities.
* Avoid in-game purchases and addiction to rewards.
* Encourage multiplayer games for team building rather than solo play.
* Use gaming as a medium for communication, not isolation
* Limit gaming time to less than 2 hours daily.
* Use Free Fire as a tool for socializing and teamwork, not escapism.
* Avoid excessive spending on in-game items.
* Encourage parents to understand gaming culture rather than banning it.
* Use gaming breaks for learning stress control and quick decision-making.

## **9. Conclusion**

Garena Free Fire has become more than just a mobile game—it is a global digital community influencing millions of users. It enhances teamwork, focus, and social interaction but also brings challenges like addiction and distraction if not regulated. With balanced playtime, awareness, and parental guidance, Free Fire can continue to be a source of learning, recreation, and connection in the digital age.

Garena Free Fire has created a massive global impact by merging entertainment, technology, and social connection. It helps develop teamwork, coordination, and stress management but also poses risks when played without balance.

The study concludes that gaming is not harmful by itself — rather, its effects depend on how players manage their time and emotions.

With balanced use and awareness, Free Fire can be seen as a modern form of recreation and communication, connecting millions across the world while teaching valuable life skills.

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## Github link:-

<https://github.com/pp3850397-del/Garena-Free-Fire>

World File :-

11. Ques onnaires

