



Stars from the generation games

Computer games and media culture

INFORMATION ABOUT COMPUTER GAMES
FOR PARENTS OF 12 TO 16-YEAR-OLD CHILDREN

**GAME
LIFE**
♥♥♥

A TYPICAL SITUATION IN FAMILIES

While teenagers decorated their rooms with posters of music or movie stars in the past, their walls are now full of e-sport athletes, YouTuber and characters from computer games. There are new stars and celebrities that are hardly present in “normal” media like newspapers or on the TV.

WHAT DO MANY PARENTS THINK ABOUT THIS?

The stars of the generation games are unfamiliar to most parents. They don't know their names or faces, nor what they are famous for. The parents fear, that the enthusiasm for these role models will lead to even more time spent playing games. In addition to actually playing computer games, children often sit in front of the screen to watch their idols play (Let's Play videos or e-sports). It is not always easy to understand this fasciation. A lot of parents would be happier if their children would choose different role models and wouldn't waste their precious time idolizing professional gamers.

WHAT DO MANY TEENAGERS THINK ABOUT THIS?

Apart from movie, music and sports stars, the internet stars, YouTuber and prominent gamers are very popular in this day and age. Due to the internet they are much more concrete and closer to one's own life. You can contact them via chats or the commentary function and communicate with other fans. Furthermore, the stars are often in the same age group. It feels like they could be part of one's own circle of friends. Because they give insight into their own life and talk about topics that are important for the teenagers, they offer great identification potential.



Additional information about computer games and „money“ can be found at www.games.jff.de.

WHAT IS IT ALL ABOUT?

Games are more than just games: Nowadays, computer games are not just a separate category, they are embedded in a colorful world of media and products. There are large conventions, such as the Gamescom (Europe's largest computer game convention), Cosplay-Events, where gaming enthusiasts dress up as gaming characters, or e-sports tournaments. Furthermore, a lot of things concerning gaming can be found on the internet or in the media: videos on YouTube, movies, magazines, comics or toys. Extremely successful internet celebrities even offer their own merchandise: from stuffed animals to shower gel, the product variety is enormous.

E-Sports play a special role: Nowadays, same as in soccer for example, professional leagues, teams or clubs (so-called clans) have been established. These teams compete for titles, prize money and sponsorship deals. E-sports are very popular among young gamers. The soccer stadium in Hamburg that hosted the world series finale of a very popular computer game, for example, was completely sold out. Young people perceive e-sports as part of their youth culture and identify with those stars. Especially when playing the same game as their idol, they cheer along and can learn a lot just by watching them.

Watch how others play: Anyone who really wants to master a game will not be satisfied just playing the game themselves. Profit from other players, co-development – that's the motto. That's why, among other things, the entertaining Let's Play videos are so popular. They provide a platform on YouTube for gaming enthusiasts from all over Germany and can explain the popularity of Let's Players.

WHAT CAN YOU DO?

Respect games as part of the youth culture: Most parents can remember their youth and how little their own parents could sympathize with their favorite band, television series or comic. During this age, teenagers further develop their identity. If you value your child's hobby and excitement for computer games and show interest, you gain insight into this development. Even if it is hard for you to understand why your children are so interested in the computer game heroes or like to watch other people play, try to engage in this unknown world.

Learn to understand the fascination: Why not watch Let's Play videos or e-sports live streams with your child and have him or her explain the excitement? What can this player do particularly well? Why are they so popular among teenagers? What's so entertaining about Let's Play videos? Who are the hot stars and celebrities at the moment? Of course, you don't have to find everything good. State your opinion, but don't just demonize the preferences and role models in general.

Visit game events together: As an alternative, many larger cities have educational offers that allow you to try out games with an instructor. Or visit an event together with your child and his/her friends that is appropriate for their age group, such as an e-sports tournament or a gaming convention like the Gamescom. Be curious yourself and try to understand what your child is excited about.



Additional information about computer games and „right to play“ can be found at www.games.jff.de.

LINKTIPS

SCHAU HIN

The initiative „SCHAU HIN! Was Dein Kind mit Medien macht.“ sheds light on the fascination with online idols.

www.schau-hin.info/artikel/influencer-idole-aus-dem-internet/

Act on – active and self-determined online

The research department of the JFF– Institut für

Medienpädagogik investigates Youtube-Stars, e.g. Let's Player

www.act-on.jff.de > Research results



Additional information about computer games and „media culture“ can be found at www.games.jff.de.

BROCHURES ON OTHER TOPICS

Tell me your nickname and I'll tell you who you are!

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Computer games and money

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Computer games and gender

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Computer games and contact risks

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Computer games and media culture

Let's Play!

Computer games and the right to play

Turn that thing off!

Computer games and time

free of charge at games.jff.de.

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