

WHY MICROTRANSACTIONS ARE GOOD

WHY MICROTRANSACTIONS ARE GOOD, A CONCEPT OFTEN DEBATED WITHIN THE GAMING AND DIGITAL CONTENT LANDSCAPE, OFFERS A NUANCED PERSPECTIVE THAT BENEFITS BOTH CREATORS AND CONSUMERS. FAR FROM BEING MERELY PROFIT-DRIVEN MECHANISMS, THESE SMALL, OPTIONAL PURCHASES CAN ENHANCE USER EXPERIENCE, PROVIDE DEVELOPERS WITH SUSTAINABLE FUNDING, AND FOSTER VIBRANT DIGITAL COMMUNITIES. THIS ARTICLE DELVES INTO THE MULTIFACETED ADVANTAGES OF MICROTRANSACTIONS, EXPLORING HOW THEY EMPOWER PLAYERS WITH CHOICE, SUPPORT ONGOING GAME DEVELOPMENT AND CONTENT CREATION, AND CONTRIBUTE TO THE ACCESSIBILITY OF DIGITAL ENTERTAINMENT. WE WILL EXAMINE THEIR ROLE IN FINANCING FREE-TO-PLAY MODELS, ENABLING COSMETIC CUSTOMIZATION, AND FUNDING LIVE SERVICE UPDATES, ULTIMATELY DEMONSTRATING THEIR POSITIVE IMPACT ON THE DIGITAL ECOSYSTEM.

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THE ADVANTAGES FOR PLAYERS: CHOICE, CUSTOMIZATION, AND ACCESSIBILITY

ONE OF THE PRIMARY REASONS WHY MICROTRANSACTIONS ARE GOOD LIES IN THE UNPARALLELED FREEDOM AND CHOICE THEY OFFER TO PLAYERS. UNLIKE TRADITIONAL ONE-TIME PURCHASE MODELS, MICROTRANSACTIONS ALLOW INDIVIDUALS TO TAILOR THEIR EXPERIENCE TO THEIR OWN PREFERENCES AND BUDGET. THIS MEANS PLAYERS ARE NOT FORCED TO PAY FOR CONTENT OR FEATURES THEY DO NOT DESIRE, FOSTERING A MORE PERSONALIZED AND SATISFYING ENGAGEMENT WITH GAMES AND DIGITAL SERVICES.

EMPOWERING PLAYER CHOICE AND CUSTOMIZATION

MICROTRANSACTIONS OFTEN MANIFEST AS OPTIONS FOR COSMETIC ITEMS, SUCH AS CHARACTER SKINS, WEAPON APPEARANCES, OR IN-GAME DECORATIONS. THESE PURCHASES DO NOT TYPICALLY AFFECT GAMEPLAY BALANCE BUT ALLOW PLAYERS TO EXPRESS THEIR INDIVIDUALITY AND DIFFERENTIATE THEMSELVES WITHIN THE DIGITAL WORLD. THIS LEVEL OF PERSONALIZATION CAN SIGNIFICANTLY DEEPEN A PLAYER'S EMOTIONAL INVESTMENT IN A GAME, MAKING THEIR EXPERIENCE FEEL MORE UNIQUE AND MEANINGFUL. THE ABILITY TO ACQUIRE DESIRABLE AESTHETICS THROUGH OPTIONAL SMALL PURCHASES MAKES THE OVERALL EXPERIENCE MORE ENGAGING FOR THOSE WHO VALUE SELF-EXPRESSION.

SUPPORTING FREE-TO-PLAY ACCESSIBILITY

A SIGNIFICANT BENEFIT OF MICROTRANSACTIONS IS THEIR ROLE IN MAKING HIGH-QUALITY DIGITAL CONTENT ACCESSIBLE TO A BROADER AUDIENCE THROUGH THE FREE-TO-PLAY (F2P) MODEL. MANY POPULAR GAMES AND APPLICATIONS ARE ENTIRELY FREE TO DOWNLOAD AND PLAY, WITH REVENUE GENERATED SOLELY FROM OPTIONAL IN-GAME PURCHASES. THIS REMOVES THE INITIAL FINANCIAL BARRIER, ALLOWING ANYONE WITH AN INTERNET CONNECTION TO ENJOY A RICH GAMING EXPERIENCE. WITHOUT MICROTRANSACTIONS, MANY OF THESE TITLES WOULD SIMPLY NOT EXIST IN THEIR CURRENT, WIDELY ACCESSIBLE FORM.

FUNDING ONGOING CONTENT AND LIVE SERVICES

FOR GAMES AND SERVICES THAT OPERATE ON A LIVE-SERVICE MODEL, MICROTRANSACTIONS ARE CRUCIAL FOR SUSTAINED DEVELOPMENT AND THE CONTINUOUS DELIVERY OF NEW CONTENT. THIS FUNDING ALLOWS DEVELOPERS TO REGULARLY UPDATE GAMES WITH NEW LEVELS, CHARACTERS, EVENTS, AND FEATURES, KEEPING THE EXPERIENCE FRESH AND ENGAGING FOR THE PLAYER BASE. THIS ITERATIVE DEVELOPMENT CYCLE, FUELED BY MICROTRANSACTION REVENUE, ENSURES THAT GAMES EVOLVE AND IMPROVE OVER TIME, PROVIDING LONG-TERM VALUE TO PLAYERS WHO CHOOSE TO PARTICIPATE.

THE ADVANTAGES FOR DEVELOPERS AND CREATORS: SUSTAINABLE FUNDING AND COMMUNITY GROWTH

FOR GAME DEVELOPERS AND DIGITAL CONTENT CREATORS, MICROTRANSACTIONS REPRESENT A VITAL REVENUE STREAM THAT SUPPORTS THEIR CREATIVE ENDEAVORS AND FOSTERS LONG-TERM SUSTAINABILITY. THIS MODEL ALLOWS FOR CONTINUOUS INVESTMENT IN PRODUCT IMPROVEMENT AND THE EXPANSION OF CONTENT, WHICH IN TURN BENEFITS THE END-USER. UNDERSTANDING THE ECONOMIC REALITIES OF DIGITAL CREATION HIGHLIGHTS WHY MICROTRANSACTIONS ARE GOOD FOR THE INDUSTRY'S HEALTH.

ENABLING SUSTAINABLE BUSINESS MODELS

DEVELOPING AND MAINTAINING COMPLEX DIGITAL PRODUCTS, ESPECIALLY GAMES, IS AN EXPENSIVE AND TIME-CONSUMING PROCESS. MICROTRANSACTIONS PROVIDE A FLEXIBLE AND ONGOING REVENUE STREAM THAT CAN SUPPLEMENT INITIAL SALES OR ENTIRELY FUND THE DEVELOPMENT OF FREE-TO-PLAY TITLES. THIS ALLOWS STUDIOS TO INVEST IN INNOVATION, HIRE TALENTED INDIVIDUALS, AND DEDICATE RESOURCES TO POLISHING AND EXPANDING THEIR OFFERINGS WITHOUT RELYING SOLELY ON UPFRONT PURCHASES THAT MAY NOT COVER LONG-TERM COSTS. THIS FINANCIAL STABILITY IS CRUCIAL FOR THE CONTINUED EXISTENCE OF MANY BELOVED DIGITAL EXPERIENCES.

FUNDING CONTINUOUS IMPROVEMENT AND UPDATES

THE SUCCESS OF MANY MODERN DIGITAL EXPERIENCES HINGES ON THEIR ABILITY TO ADAPT AND GROW. MICROTRANSACTION REVENUE DIRECTLY SUPPORTS THE ONGOING DEVELOPMENT PIPELINE. THIS INCLUDES FIXING BUGS, BALANCING GAMEPLAY, ADDING NEW STORY CONTENT, INTRODUCING NEW PLAYABLE CHARACTERS OR MECHANICS, AND RUNNING LIVE EVENTS. THIS CONTINUOUS IMPROVEMENT CYCLE KEEPS PLAYERS ENGAGED AND INVESTED, CREATING A POSITIVE FEEDBACK LOOP THAT BENEFITS BOTH THE PLAYERS AND THE DEVELOPERS. IT ENSURES THAT THE PRODUCT REMAINS RELEVANT AND ENJOYABLE FOR YEARS AFTER ITS INITIAL RELEASE.

SUPPORTING A DIVERSE CREATOR ECOSYSTEM

BEYOND MAJOR GAME STUDIOS, MICROTRANSACTIONS ALSO EMPOWER INDEPENDENT DEVELOPERS AND SMALLER TEAMS. THE ABILITY TO MONETIZE A GAME THROUGH OPTIONAL PURCHASES CAN MAKE INDEPENDENT GAME DEVELOPMENT A MORE VIABLE CAREER PATH. THIS FOSTERS A MORE DIVERSE AND INNOVATIVE ECOSYSTEM OF CREATORS, LEADING TO A WIDER RANGE OF UNIQUE AND EXPERIMENTAL GAMES THAT MIGHT NOT HAVE BEEN FEASIBLE UNDER TRADITIONAL SALES MODELS. THIS DEMOCRATIZATION OF GAME CREATION IS A SIGNIFICANT POSITIVE OUTCOME.

ECONOMIC MODELS ENABLED BY MICROTRANSACTIONS

MICROTRANSACTIONS ARE THE CORNERSTONE OF SEVERAL POPULAR AND SUCCESSFUL ECONOMIC MODELS WITHIN THE DIGITAL REALM. THEIR FLEXIBILITY ALLOWS FOR DIVERSE APPROACHES TO MONETIZATION, CATERING TO DIFFERENT PLAYER BEHAVIORS

AND GAME DESIGNS. EXAMINING THESE MODELS FURTHER ILLUSTRATES WHY MICROTRANSACTIONS ARE GOOD FOR FOSTERING A DYNAMIC DIGITAL ECONOMY.

THE FREE-TO-PLAY (F2P) REVOLUTION

THE F2P MODEL, HEAVILY RELIANT ON MICROTRANSACTIONS, HAS REVOLUTIONIZED THE ACCESSIBILITY OF GAMING. PLAYERS CAN DOWNLOAD AND EXPERIENCE MANY AAA TITLES WITHOUT ANY UPFRONT COST, WITH MONETIZATION OCCURRING THROUGH OPTIONAL PURCHASES OF IN-GAME ITEMS, CURRENCY, OR TIME-SAVING BOOSTS. THIS HAS BROADENED THE GAMING AUDIENCE SIGNIFICANTLY, BRINGING ENTERTAINMENT TO MILLIONS WHO MIGHT NOT HAVE BEEN ABLE TO AFFORD TRADITIONAL GAME PRICES. THE SUCCESS OF F2P GAMES DEMONSTRATES THE VIABILITY AND APPEAL OF THIS MODEL.

COSMETIC-FIRST MONETIZATION

A WIDELY ACCEPTED AND PLAYER-FRIENDLY APPLICATION OF MICROTRANSACTIONS IS IN THE REALM OF COSMETIC ITEMS. THESE PURCHASES ALLOW PLAYERS TO PERSONALIZE THEIR AVATARS, GEAR, OR ENVIRONMENTS WITHOUT IMPACTING THE CORE GAMEPLAY MECHANICS OR PROVIDING ANY COMPETITIVE ADVANTAGE. THIS "COSMETIC-FIRST" APPROACH IS HIGHLY VALUED BECAUSE IT RESPECTS GAMEPLAY INTEGRITY WHILE OFFERING PLAYERS AVENUES FOR SELF-EXPRESSION AND SUPPORTING THE GAME'S ONGOING DEVELOPMENT.

BATTLE PASSES AND SEASONAL CONTENT

THE BATTLE PASS SYSTEM HAS BECOME A POPULAR MONETIZATION STRATEGY, OFFERING PLAYERS A TIERED PROGRESSION SYSTEM WITH REWARDS UNLOCKED THROUGH GAMEPLAY AND SOMETIMES DIRECT PURCHASE. THESE PASSES OFTEN INCLUDE A MIX OF COSMETIC ITEMS, IN-GAME CURRENCY, AND OTHER BENEFITS THAT ENCOURAGE CONTINUED ENGAGEMENT OVER A DEFINED PERIOD. THIS MODEL PROVIDES PREDICTABLE REVENUE FOR DEVELOPERS AND A CLEAR REWARD STRUCTURE FOR DEDICATED PLAYERS, FOSTERING A SENSE OF ACCOMPLISHMENT AND INVESTMENT.

ADDRESSING COMMON CRITICISMS OF MICROTRANSACTIONS

WHILE THE BENEFITS OF MICROTRANSACTIONS ARE SUBSTANTIAL, IT IS IMPORTANT TO ACKNOWLEDGE AND ADDRESS COMMON CRITICISMS. RESPONSIBLE IMPLEMENTATION IS KEY TO ENSURING THAT THESE SYSTEMS ARE PERCEIVED POSITIVELY AND CONTRIBUTE TO A HEALTHY GAMING ENVIRONMENT. UNDERSTANDING THESE CRITICISMS HELPS REFINE THE ARGUMENT FOR WHY MICROTRANSACTIONS ARE GOOD WHEN EXECUTED ETHICALLY.

THE DIFFERENCE BETWEEN OPTIONAL PURCHASES AND PREDATORY PRACTICES

A COMMON CONCERN REVOLVES AROUND THE POTENTIAL FOR MICROTRANSACTIONS TO BECOME PREDATORY, ENCOURAGING EXCESSIVE SPENDING, PARTICULARLY AMONG VULNERABLE POPULATIONS. IT IS CRUCIAL TO DISTINGUISH BETWEEN WELL-DESIGNED OPTIONAL PURCHASES AND EXPLOITATIVE SYSTEMS THAT PREY ON ADDICTION OR COMPULSION. ETHICAL MICROTRANSACTION DESIGN PRIORITIZES PLAYER CHOICE, TRANSPARENCY, AND AVOIDS MECHANICS THAT FORCE SPENDING OR CREATE UNFAIR ADVANTAGES. WHEN IMPLEMENTED RESPONSIBLY, MICROTRANSACTIONS ENHANCE, RATHER THAN EXPLOIT, THE PLAYER EXPERIENCE.

MAINTAINING GAMEPLAY BALANCE

ANOTHER CONCERN IS THAT MICROTRANSACTIONS CAN LEAD TO “PAY-TO-WIN” SCENARIOS, WHERE PLAYERS WHO SPEND MORE MONEY GAIN A SIGNIFICANT GAMEPLAY ADVANTAGE OVER THOSE WHO DO NOT. THIS CAN UNDERMINE THE FAIRNESS AND ENJOYMENT OF A GAME. THE MOST SUCCESSFUL AND WELL-REGARDED MICROTRANSACTION SYSTEMS FOCUS ON MONETIZATION OF COSMETIC ITEMS OR CONVENIENCES THAT DO NOT DISRUPT THE FUNDAMENTAL BALANCE OF GAMEPLAY. DEVELOPERS WHO PRIORITIZE FAIR PLAY AND FOCUS ON PLAYER SKILL AS THE PRIMARY DETERMINANT OF SUCCESS WILL FIND THAT THEIR MICROTRANSACTION MODELS ARE MORE SUSTAINABLE AND BETTER RECEIVED.

TRANSPARENCY AND PLAYER TRUST

BUILDING AND MAINTAINING PLAYER TRUST IS PARAMOUNT WHEN IMPLEMENTING MICROTRANSACTIONS. THIS INVOLVES CLEAR COMMUNICATION ABOUT WHAT IS BEING PURCHASED, THE ODDS OF RECEIVING CERTAIN ITEMS (IN THE CASE OF LOOT BOXES), AND HOW THE REVENUE GENERATED SUPPORTS THE GAME. TRANSPARENCY FOSTERS A POSITIVE RELATIONSHIP BETWEEN DEVELOPERS AND THEIR PLAYER BASE, ENSURING THAT PLAYERS FEEL RESPECTED AND INFORMED. THIS OPEN COMMUNICATION IS FUNDAMENTAL TO WHY MICROTRANSACTIONS ARE GOOD FOR FOSTERING A LOYAL COMMUNITY.

THE EVOLVING LANDSCAPE OF DIGITAL CONTENT

THE DIGITAL LANDSCAPE IS CONSTANTLY EVOLVING, AND SO TOO ARE THE WAYS IN WHICH CONTENT IS CREATED, DISTRIBUTED, AND FUNDED. MICROTRANSACTIONS, IN THEIR VARIOUS FORMS, ARE A TESTAMENT TO THIS EVOLUTION. THEY ALLOW FOR A MORE DYNAMIC AND RESPONSIVE RELATIONSHIP BETWEEN CREATORS AND CONSUMERS, FACILITATING ONGOING INNOVATION AND THE SUSTAINED DELIVERY OF ENGAGING DIGITAL EXPERIENCES. AS TECHNOLOGY ADVANCES AND PLAYER EXPECTATIONS SHIFT, THE ROLE AND IMPLEMENTATION OF MICROTRANSACTIONS WILL CONTINUE TO ADAPT, BUT THEIR FUNDAMENTAL ABILITY TO SUPPORT AND ENHANCE DIGITAL CONTENT REMAINS A POWERFUL ADVANTAGE.

FAQ

Q: HOW DO MICROTRANSACTIONS CONTRIBUTE TO THE ACCESSIBILITY OF VIDEO GAMES?

A: MICROTRANSACTIONS ARE FUNDAMENTAL TO THE FREE-TO-PLAY (F2P) MODEL, WHICH ALLOWS GAMES TO BE DOWNLOADED AND PLAYED WITHOUT AN INITIAL PURCHASE. THIS REMOVES A SIGNIFICANT FINANCIAL BARRIER, MAKING A VAST LIBRARY OF HIGH-QUALITY GAMES ACCESSIBLE TO A MUCH BROADER GLOBAL AUDIENCE, REGARDLESS OF THEIR ABILITY TO AFFORD UPFRONT COSTS.

Q: IN WHAT WAYS DO MICROTRANSACTIONS BENEFIT PLAYERS WHO ENJOY CUSTOMIZATION?

A: MICROTRANSACTIONS OFTEN PROVIDE PLAYERS WITH THE ABILITY TO PURCHASE COSMETIC ITEMS SUCH AS CHARACTER SKINS, WEAPON DESIGNS, EMOTES, AND DECORATIVE ELEMENTS. THESE OPTIONAL PURCHASES ALLOW PLAYERS TO PERSONALIZE THEIR IN-GAME EXPERIENCE AND EXPRESS THEIR INDIVIDUALITY WITHOUT AFFECTING GAMEPLAY MECHANICS, LEADING TO A MORE UNIQUE AND ENGAGING EXPERIENCE.

Q: HOW DO MICROTRANSACTIONS SUPPORT THE ONGOING DEVELOPMENT AND IMPROVEMENT OF LIVE-SERVICE GAMES?

A: LIVE-SERVICE GAMES REQUIRE CONTINUOUS UPDATES, BUG FIXES, NEW CONTENT ADDITIONS, AND SEASONAL EVENTS TO REMAIN ENGAGING. MICROTRANSACTION REVENUE PROVIDES DEVELOPERS WITH THE NECESSARY FUNDING TO SUSTAIN THESE ONGOING OPERATIONS, ENSURING THAT GAMES EVOLVE AND IMPROVE OVER TIME, OFFERING LONG-TERM VALUE AND FRESH EXPERIENCES FOR THE PLAYER BASE.

Q: WHAT IS THE DIFFERENCE BETWEEN ETHICALLY IMPLEMENTED MICROTRANSACTIONS AND "PAY-TO-WIN" MECHANICS?

A: ETHICALLY IMPLEMENTED MICROTRANSACTIONS TYPICALLY FOCUS ON OPTIONAL COSMETIC PURCHASES OR CONVENIENCES THAT DO NOT PROVIDE A COMPETITIVE ADVANTAGE IN GAMEPLAY. "PAY-TO-WIN" MECHANICS, ON THE OTHER HAND, ALLOW PLAYERS TO PURCHASE ITEMS OR BOOSTS THAT DIRECTLY IMPACT GAMEPLAY BALANCE, GIVING PAYING PLAYERS AN UNFAIR ADVANTAGE OVER NON-PAYING PLAYERS, WHICH IS GENERALLY SEEN AS DETRIMENTAL TO GAME INTEGRITY.

Q: CAN MICROTRANSACTIONS HELP SMALLER, INDEPENDENT GAME DEVELOPERS?

A: YES, MICROTRANSACTIONS CAN BE A VITAL REVENUE STREAM FOR INDEPENDENT DEVELOPERS. THEY PROVIDE A MORE FLEXIBLE MONETIZATION STRATEGY THAT CAN BE PARTICULARLY EFFECTIVE FOR SMALLER STUDIOS, ALLOWING THEM TO FUND DEVELOPMENT AND ONGOING SUPPORT FOR THEIR GAMES, WHICH MIGHT NOT BE FEASIBLE WITH TRADITIONAL SALES MODELS ALONE.

Q: HOW DO BATTLE PASSES LEVERAGE MICROTRANSACTIONS EFFECTIVELY?

A: BATTLE PASSES UTILIZE MICROTRANSACTIONS BY OFFERING PLAYERS A TIERED REWARD SYSTEM OVER A SET PERIOD, OFTEN A SEASON. PLAYERS CAN EARN REWARDS THROUGH GAMEPLAY, WITH THE OPTION TO PURCHASE THE PASS ITSELF OR PREMIUM TIERS TO UNLOCK EXCLUSIVE COSMETIC ITEMS, IN-GAME CURRENCY, AND OTHER BENEFITS, ENCOURAGING CONSISTENT ENGAGEMENT AND PROVIDING DEVELOPERS WITH PREDICTABLE REVENUE.

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covers a number of topics, including A) Information and Knowledge Management; B) Organizational Models and Information Systems; C) Software and Systems Modeling; D) Software Systems, Architectures, Applications and Tools; E) Multimedia Systems and Applications; F) Computer Networks, Mobility and Pervasive Systems; G) Intelligent and Decision Support Systems; H) Big Data Analytics and Applications; I) Human-Computer Interaction; J) Ethics, Computers & Security; K) Health Informatics; L) Information Technologies in Education; M) Information Technologies in Radiocommunications; and N) Technologies for Biomedical Applications.

why microtransactions are good: 100 Best Video Games (That Never Existed) Nate Crowley, 2017-09-07 THE WORLD'S FIRST POST-TRUTH GAMING BOOK After rashly tweeting he would dream up an imaginary computer game for every 'like' received, Nate Crowley found himself on an epic quest to conjure up hundreds of entirely fictional titles. From 1980s hits like BeastEnders to modern classics like 90s Goth Soccer and BinCrab Destiny, this beautiful retrospective takes the reader on a lavish tour of the most memorable and groundbreaking games never made. Brought to hilarious life by a team of genuine videogame industry concept artists and written by a professional over-imaginer, this book doesn't just throw out silly ideas - it expands on them in relentless, excruciating detail.

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why microtransactions are good: Game Design Deep Dive Joshua Bycer, 2022-08-17 Game Design Deep Dive: Free-to-Play (F2P) continues the series' focus on examining genres with a look at the history and methodology behind free-to-play and mobile games. The genre is one of the most lucrative and controversial in the industry. Josh Bycer lays out not only the potential and pitfalls of this design but also explores the ethics behind good and bad monetization. This book offers: A comprehensive look at the practices behind the most popular free-to-play and mobile games A detailed talk about the ethics of F2P, and one of the few honest looks at it from both sides of the argument A perfect read for designers, students, or people wanting to educate themselves about the practices of the genre Joshua Bycer is a Game Design Critic with more than seven years of experience critically analyzing game design and the industry itself. In that time, through Game-Wisdom.com, he has interviewed hundreds of game developers and members of the industry about what it means to design video games.

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why microtransactions are good: Waste Is Information Dietmar Offenhuber, 2017-10-06 The relationship between infrastructure governance and the ways we read and represent waste systems, examined through three waste tracking and participatory sensing projects. Waste is material information. Landfills are detailed records of everyday consumption and behavior; much of what we know about the distant past we know from discarded objects unearthed by archaeologists and interpreted by historians. And yet the systems and infrastructures that process our waste often

remain opaque. In this book, Dietmar Offenhuber examines waste from the perspective of information, considering emerging practices and technologies for making waste systems legible and how the resulting datasets and visualizations shape infrastructure governance. He does so by looking at three waste tracking and participatory sensing projects in Seattle, São Paulo, and Boston. Offenhuber expands the notion of urban legibility—the idea that the city can be read like a text—to introduce the concept of infrastructure legibility. He argues that infrastructure governance is enacted through representations of the infrastructural system, and that these representations stem from the different stakeholders' interests, which drive their efforts to make the system legible. The Trash Track project in Seattle used sensor technology to map discarded items through the waste and recycling systems; the Forager project looked at the informal organization processes of waste pickers working for Brazilian recycling cooperatives; and mobile systems designed by the city of Boston allowed residents to report such infrastructure failures as potholes and garbage spills. Through these case studies, Offenhuber outlines an emerging paradigm of infrastructure governance based on a complex negotiation among users, technology, and the city.

why microtransactions are good: Encyclopedia of Computer Graphics and Games

Newton Lee, 2024-01-10 Encyclopedia of Computer Graphics and Games (ECGG) is a unique reference resource tailored to meet the needs of research and applications for industry professionals and academic communities worldwide. The ECGG covers the history, technologies, and trends of computer graphics and games. Editor Newton Lee, Institute for Education, Research, and Scholarships, Los Angeles, CA, USA Academic Co-Chairs Shlomo Dubnov, Department of Music and Computer Science and Engineering, University of California San Diego, San Diego, CA, USA Patrick C. K. Hung, University of Ontario Institute of Technology, Oshawa, ON, Canada Jaci Lee Lederman, Vincennes University, Vincennes, IN, USA Industry Co-Chairs Shuichi Kurabayashi, Cygames, Inc. & Keio University, Kanagawa, Japan Xiaomao Wu, Gritworld GmbH, Frankfurt am Main, Hessen, Germany Editorial Board Members Leigh Achterbosch, School of Science, Engineering, IT and Physical Sciences, Federation University Australia Mt Helen, Ballarat, VIC, Australia Ramazan S. Aygun, Department of Computer Science, Kennesaw State University, Marietta, GA, USA Barbaros Bostan, BUG Game Lab, Bahçeşehir University (BAU), Istanbul, Turkey Anthony L. Brooks, Aalborg University, Aalborg, Denmark Guven Catak, BUG Game Lab, Bahçeşehir University (BAU), Istanbul, Turkey Alvin Kok Chuen Chan, Cambridge Corporate University, Lucerne, Switzerland Anirban Chowdhury, Department of User Experience and Interaction Design, School of Design (SoD), University of Petroleum and Energy Studies (UPES), Dehradun, Uttarakhand, India Saverio Debernardis, Dipartimento di Meccanica, Matematica e Management, Politecnico di Bari, Bari, Italy Abdenmour El Rhalibi, Liverpool John Moores University, Liverpool, UK Stefano Ferretti, Department of Computer Science and Engineering, University of Bologna, Bologna, Italy Han Hu, School of Information and Electronics, Beijing Institute of Technology, Beijing, China Ms. Susan Johnston, Select Services Films Inc., Los Angeles, CA, USA Chris Joslin, Carleton University, Ottawa, Canada Sicilia Ferreira Judice, Department of Computer Science, University of Calgary, Calgary, Canada Hoshang Kolivand, Department Computer Science, Faculty of Engineering and Technology, Liverpool John Moores University, Liverpool, UK Dario Maggiorini, Department of Computer Science, University of Milan, Milan, Italy Tim McGraw, Purdue University, West Lafayette, IN, USA George Papagiannakis, ORamaVR S.A., Heraklion, Greece; FORTH-ICS, Heraklion Greece University of Crete, Heraklion, Greece Florian Richoux, Nantes Atlantic Computer Science Laboratory (LINA), Université de Nantes, Nantes, France Andrea Sanna, Dipartimento di Automatica e Informatica, Politecnico di Torino, Turin, Italy Yann Savoye, Institut für Informatik, Innsbruck University, Innsbruck, Austria Sercan Şengün, Wonsook Kim School of Art, Illinois State University, Normal, IL, USA Ruck Thawonmas, Ritsumeikan University, Shiga, Japan Vinesh Thiruchelvam, Asia Pacific University of Technology & Innovation, Kuala Lumpur, Malaysia Rojin Vishkaie, Amazon, Seattle, WA, USA Duncan A. H. Williams, Digital Creativity Labs, Department of Computer Science, University of York, York, UK Sai-Keung Wong, National Chiao Tung University, Hsinchu, Taiwan Editorial Board Intern Sam Romershausen, Vincennes University, Vincennes, IN, USA

why microtransactions are good: *The Corruption of Play* Christopher McMahon, 2022-10-13

The Corruption of Play explores how neoliberal ideology corrupts play in AAA videogames by creating conditions in which play becomes unbound from leisure, allowing play to be understood, undertaken, and assessed in economic terms, and fundamentally undermining the nature of play.

why microtransactions are good: Media Management and Artificial Intelligence Alex Connock, 2022-11-18 This cutting-edge textbook examines contemporary media business models in the context of Artificial Intelligence (AI) and digital transformation. AI has dramatically impacted media production and distribution, from recommendation engines to synthetic humans, from video-to-text tools to natural language models. AI is really the change agent of the media industry, answered a natural language generation model when AI was 'asked' about the subject of this book. It will open incredible opportunities. This book seeks to explore them. The media is examined through four sections. 'Principles' maps business models and the key tools of AI. 'Platforms' covers distribution channels in Games, Streamers, Social Networks, Broadcast and Digital Publishing. 'Producers' covers the engines of content-making, including Scripted, Entertainment, Factual, Content Marketing, Creators and Music. Finally, 'Pioneers' covers emerging sectors of Podcasting, Esports, the Metaverse and other AI-driven developments. Then in each chapter, a standard value creation model is applied, mapping a single sector through development, production, distribution and monetisation. Diverse case studies are analysed from India, Nigeria, South Korea, South Africa, France, the Netherlands, the US, the UK, Denmark and China - around creative entrepreneurship, revenue models, profit drivers, rights and emerging AI tools. Questions are provided for each case, whilst chapter summaries cement learning. Applied and technology-focused, this text offers core reading for advanced undergraduate and postgraduates studying Media Management - or the relationship between Entertainment, Media and Technology. Online resources include chapter-by-chapter PowerPoint slides and an Instructor's Manual with further exercises and case studies.

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