# Course Reading Schedule

## January 28: Welcome Day

## February 4: Labor, Creation, and Simulation in Pre-Commercial Game History

* Patrick Crogan. (2011) *Gameplay Mode: War, Simulation and Technoculture.* Minneapolis, MN: University of Minnesota Press. Chapter 1, “From the Military-Industrial to the Military-Entertainment Complex,” pp. 1-18.
* Stewart Brand. (1972) “Spacewar: Fanatic Life and Symbolic Death Among the Computer Bums.” *Rolling Stone* 7: 50-57.
* Claire Evans. (2018) *Broadband: The Untold Store of the Women who Made the Internet*. New York: Penguin. Chapter 6, “The Longest Cave,” pp. 83-94.

## February 11: Regulation and Competition in 20th Century Arcade Economies

* Daniel Reynolds. (2010) “The Pinball Problem.” *Refractory: A Journal of Entertainment Media.*
* Carly Kocurek. (2015) *Coin-Operated Americans: Rebooting Boyhood at the Video Game Arcade.* Minneapolis, MN: University of Minnesota Press. Chapter 2, “Gaming’s Gold Medalists: Twin Galaxies and the Rush to Competitive Gaming,” pp 37-65.

## February 18: Presidents Day

## February 25: Brick & Mortar Economics and the “Core” US Gaming Market

* Dmitri Williams. (2002) “Structure and Competition in the US Home Video Game Industry.” *International Journal on Media Management* 4.1: 41-54.
* Stephen Kline, Nick Dyer-Witheford, and Greig de Peuter. (2003) *Digital Play: The Interaction of Technology, Culture, and Marketing*. Montreal: MQUP. Chapter 6, “Mortal Kombats: Console Wars and Computer Revolutions, 1990-1995,” pp. 128-150.
* Entertainment Software Association. (2018) *2018 Essential Facts about the Computer and Video Game Industry*.

## March 4: Historical Industry Dynamics in Japan and China

* Lin Zhang. (2013) “Productive vs. Pathological: The Contested Space of Video Games in Post-Reform China (1980s-2012).” *International Journal of Communication*. Vol. 7: 2391-4211.
* Martin Picard. (2013) “The Foundation of Geemu: A Brief History of Early Japanese Video Games.” *Game Studies.* Vol. 13.2. <http://gamestudies.org/1302/articles/picard>

## March 11: Global-Local Tensions in the Game Industry

* Mia Consalvo. (2006) “Console Video Games and Global Corporations: Creating a Hybrid Culture.” *New Media & Society*. Vol 8.1: 117-137.
* Judd Ruggill and Ken S. McAllister. (2015) “E(SRB) is for Everyone: Game Ratings and the Process of Content Evaluation.” *Video Game Policy: Production, Distribution, Consumption*.

## March 18: Spring Break!

## March 25: Midterm Exam

* Midterm Exam
* Game Industry Encyclopedia Entry Assigned

## April 1: Power to the Platform (Digital Distribution)

* Alphra Kerr. (2017) *Global Games: Production, Circulation and Policy in the Networked Era.* New York: Routledge. Chapter 2, “Going Global?: The Value, Structure and Geography of the Digital Games Industry.” pp 27-63.
* Chris Anderson, *The Long Tail: Why the Future of Business is Selling Less of More*. Chapter 1: “The Long Tail: How Technology is Turning Mass Markets into Millions of Niches.” pp 15-26.
* Tim Colwill. “Valve is not your friend, and Steam is not healthy for gaming.” *Polygon.* May 16, 2017. <https://www.polygon.com/2017/5/16/15622366/valve-gabe-newell-sales-origin-destructive>

## April 8: Mobile Gaming

* David Nieborg. “From Premium to Freemium. The Political Economy of the App.” *Social, Casual and Mobile Games: The Changing Gaming Landscape.* Bloomsbury, 2016. pp 225-240.
* Michael Borowy. (2017) “The Asian Mobile Gaming Marketplace: Context, Opportunities and Barriers.” *Mobile Gaming in Asia*. Springer. Pp. 35-52.
* Luzhou Nina Li. (2018) “Tencent MyApp (*Yingyong Bao*).” *Appified: Culture in the Ages of Apps.* Jeremy Wade Morris and Sarah Murray, Editors. Ann Arbor, MI: University of Michigan. pp 42-51.
* Newzoo, *2018 Global Games Market Report.* [PDF]

## April 15: The Price of Play

* Natasha Dow Schull. *Addiction by Design: Machine Gambling in Las Vegas.* Princeton UP, 2012. Chapter 3, “Programming Chance,” and Chapter 4, “Matching the Market.” pp 76-136.

## April 22: Game Development Grind

* Nick Dyer-Witheford and Greig de Peuter. (2009) *Games of Empire: Global Capitalism and Video Games.* Minneapolis, MN: University of Minnesota Press. Chapter 2, “Cognitive Capitalism,” pp. 35-67.
* Ea\_spouse. “EA: The Human Story.” *Livejournal* post. November 10, 2004.

## April 29: F2P, Microtransactions and Designing for Monetization

* Jan Svelch. (2017) “Playing With and Against Microtransactions.” *The Evolution and Social Impact of Video Game Economics*. Casey B. Hart, ed. Lanham, MD: Lexington Books, 2017.
* Jared Newman. “How Loot Boxes Led to Never-Ending Games (And Always-Paying Players): A history of loot boxes and their impact on video games.” *Rolling Stone.* November 24, 2017. <https://www.rollingstone.com/glixel/features/loot-boxes-never-ending-games-and-always-paying-players-w511655>
* Torulf Jernström. (2016) “Let’s Go Whaling: Tricks for Monetising Mobile Game Players with Free-to-Play.” PocketGamerbiz. [YouTube Video: 19:48] <https://www.youtube.com/watch?v=xNjI03CGkb4>

## May 6: Twitch, Streaming, and Esports

* TL Taylor. *Watch Me Play: Twitch and the Rise of Game Live Streaming*. Princeton: Princeton University Press, 2018. Chapter 2, “Networked Broadcasting.” pp 23-65.
* Game Industry Encyclopedia Entry Due