

Executive Summary

Moving Away from Differences Between Genders in the Using and Consuming of Mobile Video Games

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One of the largest markets in existence today is the one for video games. The entertainment sector typically conjures up images of music or movies, yet video games have overtaken these as the dominant forms of entertainment.

The number of video game players in Spain is increasing. In 2017, there were 15.9 million players; in 2021, there were 19.9 million, a rise of four million. The study's objective was to assess young people's usage and consumption patterns as well as the driving forces behind Spanish video gamers between the ages of 18 and 30. Additionally, we looked for potential distinctions and correlations among the research variables.

The technological advancement that video games have undergone, from pixels a few years ago to present virtual reality, is one of many areas in the study of video games. It is significant to remember the research that served as the foundation for the development of the video game industry. Early on, there was a definite concern among experts regarding young people's video game addiction. Finding the impact of respondents' gaming hours on their eating patterns was one of the key goals of our study. To determine whether there are gender variations in the number of hours consumed and how these may fluctuate between other categories such as workday or weekend consumption, or during the 2020 shutdown, the researchers looked at data from the latter being a secondary objective of the research.

A survey approach was used to carry out the investigation. We used the Qualtrics platform to create a survey that was directed at people between the ages of 18 and 30. Due to the features of the generations covered in this age range, we thought it to be the most fascinating for our research. This age group included both young individuals for whom the technology already existed and young people who grew up with its growth up to the present-day mobile games.

Although there are differences, the data from the survey and the analyses show that they are not as pronounced as could be anticipated.

It should be emphasized that, as stated in the article's opening, mobile phones can be a significant and extremely appealing entrance point for groups of people who haven't typically been drawn to video



games. In summary, mobile devices are a vital access point because anyone with a mobile device can start playing video games with just a few screen touches. In a similar vein, we think that qualitative analysis can be one of the finest complements for this kind of study because it can help to build a comprehensive map of this area of study and aid in understanding every facet of video game playing in Spain.

Source: [Information](#)

KEYWORDS

Video games; gender; motivations; consumption; mobile; habits; differences

