Video Games a New Challenge or a New Chance: How Digital Values in Video Games Can Instill Globalization Values in Your Children?

Prof. Dr. Ashraf . A Abdelmogeth
Affiliated both in Cairo University & University of Bahrain

Abstract
The main purpose of this cross-cultural study of socialization is to examine local cultural factors against global cultural factors, by investigating the nature of relationship between north digital values in video games and Egyptian children values and beliefs .

Content analysis of north digital values in video games was carried out to describe the following tasks: surrounding environment , beauty values, gender relationship , closes type , goals and goals tools . Meanwhile survey study was carried out January 2016 in greater Cairo " Cairo-Giza governorates" - Egypt .

Study results show that value of getting money and getting gender relationship are the most important winning values. Also there are significant relationship between acceptance degree of north digital values in video games and the habit of using video games . One-way Analysis of variance was used to examine effects of gender, school types and parents participation , on the privacy relationship , all examined factors were significant, which gives a good indication of how local social factor can play an important role in minimizing north values impact on Egyptian children values structure

Keywords

Cross-cultural communication , Egyptian children values , North digital values, Video games PlayStation , Socialization , Center periphery and Symbolic environment.

1. *Introduction*

Culture is not a set of objects and behaviors, but a context, specific to a particular time and place, in which meaning is made (*Brown, E. , 2006)* . This context includes food, holidays, and clothing, but more important, patterns, attitudes, and values such as language use and communication patterns, religious beliefs and rituals, the tools and artifacts of daily life, familiar relationships, gender roles, and many other characteristics Mary Jane Collier and Milt Thomas (1988) describe cultural identity as "identification with and perceived acceptance into a group that has shared systems of symbols and leanings as well as norms/rules for conduct" It is common for people to have multiple cultural identities, which are not mutually exclusive, but rather "cumulative layers, where the immediate cultural context determines which layer is relevant at any particular time" (*Schall . Janine m., 2010)*

Socialization , as a tool of grapping culture, is a learning process that begins shortly after birth. Early childhood is the period of the most intense and the most crucial process whereby an individual learns to adjust to a group (or society) and behave in a manner approved by them. According to most social scientists, socialization essentially represents the whole process of learning throughout the life course and is a central influence on the behaviors , beliefs, and actions of adults as well as of children. It describes a *process* which may or may not affect the reflexive agent, and which may or may not lead to desirable, or 'moral', outcomes. Individual views on certain issues, such as race or economics, may be socialized (and to that extent *normalized*) within a society.(*Scott , Lionel , 2003)*

Socialization affected by the family, non-parental child care, the school ,the peer group, the mass media, and the community on children's development and synthesized the processes of dynamic and reciprocal interactions of these agents with the child In this process of socialization T.V is an important tool , what children see on T.V. shapes not

only how they act but also how they interpret the actions of others. *(Chung, C. K. and C.F. Chan. ,1998)* . This enables the child to grow up conforming to the way society tells him or her to behave – how a man should behave, or how a woman should behave T.V advertisements are good at shaping how people believe their gender and age acts, and as a result, influences the change of societal norms like how women are supposed to act and whether or not they are just sexual objects These norms are developed by digesting advertisements, T.V. shows, radio and film personalities and similar influences that become reinforced through repetitive exposure and, perhaps most importantly, fear of negative sanctions from our peer groups .(*Greenberg, J. S., Breuss, C. E. & Conklin, S.C., 2011)* . .See also,*(Henslin, James M. ,2010)* .

Video game" is considered as new important tool of socialization which entered our homes in 1995 console from Sony that was introduced in the U.S. As Brown (1989) argued that heavy involvement in video games during adolescence or childhood may create an unhealthy attachment to a gaming machine*(Brown, R. I. F. ,1989).* "Video games have drawn increased academic attention (Bell 1999) and (Petry 2006) through PlayStation DVD & television , mobile phone , connect to Internet , interactive television and digital electronics*(Bell, T. W. , 1999)* .This new generation of TV cartoon has its own way of exposure and usage as the choice of time and place , participate in making events ,long time exposure , suggest solutions to problems ,enjoy the feeling of victory ,use eyes and ears and hands at same time and could live -with it- in isolation or enjoy the friendship and social life . *(Griffiths, M. D. , 2006)* .

These characteristics give video games more power upon children culture which may be defined as the organization of shared experience which includes values and standards of perceiving, judging and acting within a specific social milieu at a definite historical state. In other words, culture is the complex of material and spiritual goods and values created by human activity in the process of social development *(Jefkins , Frank & F. Ugboajah ,1986).*

Researchers have studied a lot among the most popular in this field the following:
1. What role does technology play in people's life?
2. How does technology and technological use differ across cultures?
3. How technology being changed over years?
4. How is technology and technological use affected by factors such as physical location, economics, and so forth?

2. ***Study proposes***

This cross-cultural study of socialization tries to examine local cultural factors against global culture factors , by investigating how north values in video games affect Egyptian children , their values and beliefs in case of playing for long period of time , this phenomena will be measured through survey of two steps ,first: by content analysis to described north values In video games (PlayStation) second :A questionnaire for video games users and non-users of age 10-12 years old .

In this study, two hypotheses were tested for significance level at 0.05 margin of error they are:

H 1: There is a significant relationship between acceptance degree of north values and habit usage of PlayStation
H 2: local social factor " as social gender ,parents participation and school types" can weaken the relationship rate between acceptance degree of north values and habit usage of PlayStation

3. ***Review of literature***

The role of video games has been the focus of research in psychology and sociology for over a 20 years . These researches have advanced understanding of how video games affect children ,in (2003) Mel van Elteren stressed the fact that the 'US government has played an important role in promoting cultural exports, not only as a source of export income but also as a means of exporting beliefs, values, and practices that inherently favor US-based corporate capitalism *(Elteren, Mel van, 2003)* . Schor (2004) infused that western media products have become a profoundly normalized part of our children's lives . . . it's now a lack of branding that's out of the ordinary*(Schor, J. , 2004)* , So Baldaro, Bruno; others(2004) tried to evaluate the short-term effects on several physiological (arterial pressure and heart rate) and psychological (anxiety and aggressiveness) indexes of

playing violent and non-violent video games in young adults. The study was carried out on a sample of 22 male participants The results of the study showed a range of short-term effects of playing violent and non-violent video games on arterial pressure and on the state anxiety of subjects, but not on hostility measurements *(Baldaro, Bruno ;et al , 2004)* . Huesmann and Kirwil(2007) focused on exposure to video games may activate various associative networks associated with aggressive emotions, which, in turn, should jointly activate aggressive cognitions and increase the probability of aggressive behavior *(Huesmann LR, Kirwil L. , 2007),* . Sex and violence in video games is a social issue that confronts us all, especially as many commercial games are now being introduced for game-based learning in schools, and as such this paper polls teenage players about the rules their parents and teachers may or may not have, and surveys the gaming community, ie, game developers to parents, to ascertain their views on who is responsible for the guidelines on game content. The 'hidden value' of this genre in many areas, including game-based learning. The aim of this paper was to show the multidimensionality and complexity of the topic that often exceeds the domain of video games *(Kearney, Paul; Pivec, Maja, 2007),* . Patriarca, Alessandro; others (2009) determined the practices about television (video inclusive), video games, and computer use in children and adolescents in Italy Results: Overall, 54.1% and 61% always ate lunch or dinner in front of television, 89.5% had a television in the bedroom while 52.5% of them always watched television there, and 49% indicated that parents controlled the content of what was watched on television. The overall mean length of time daily spent on television viewing (2.8 hours) and the frequency of watching for at least two hours per day (74.9%) were significantly associated with older age, always ate lunch or dinner while watching television, spent more time playing video games and using computer. Those with parents from a lower socio-economic level were also more likely to spend more minutes viewing television. *(Patriarca, Alessandro; et al, 2009),* Taylor, Drew. (2009) reflects on the positive and negative values of video games. He disagrees on how the Australian politicians and the media labeled video games as murder simulator associated with depression and addiction, and promote sex as well as extreme violence to minors. The author argues that video games have also positive side particularly when it will be used in physical, psychological and rehabilitation therapy *(Taylor, Drew 2009),* .Hastings, Erin & others (2009) examined the amount and content of children's video game playing in relation with behavioral and academic outcomes. Relationships among playing context, child gender, and parental monitoring were explored. Data were obtained through parent report of child's game play, behavior, and school performance. Results revealed that time spent playing games was related positively to aggression and negatively to school competence. Violent content was correlated positively and educational content negatively with attention problems. Educational games were related to good academic achievement *(Sit, Cindy H. P.; Lam, Jessica W. K.; McKenzie, Thomas L, 2010) ,* . Sit, Cindy H. P (2010) examined children's electronic game use during conditions in which they had free access to selecting interactive and seated screen-based versions of electronic games and during the interactive versions had free choice in making adjustments to the activity intensity results. When given free choice, children spent more than half of their available time participating in interactive versions of games. *(Sit, Cindy H. P.; Lam, Jessica W. K.; McKenzie, Thomas L, 2010),* Vandellós, Ana Sedeño. (2010) said "A video game is a cultural device " with its own socializing functions, as stated by most of the media. The high levels of pleasure and enjoyment it gives players make it essential to analyses its potential as an educational tool, more so if there is an awareness of its value as a vehicle for personality development among young people . To sum up, the essay attempts to show the importance of videogames in the teaching-learning process by providing up-to-date examples(*Vandellós, Ana Sedeñ , 2010)* .. While many children's geographers seek to work with children instead of on their behalf, Ergler, Christina(2011) indicated that only a handful of researchers integrate children directly in the research process The paper shows that by going on a neighborhood walk and discussing elicited drawings and GPS logs the children themselves became de facto researchers and involved in the follow-up meeting in different ways *(Ergler, Christina,2011),* . Hust, Stacey (2011) an online survey of 457 parents identifies factors associated with parents' intentions to allow their children to watch 18 common television scenes. Results of an exploratory factor analysis indicated that, with some exceptions, parents identified the scenes as 3 distinct factors representing violence, nudity and sexuality-related, and family-oriented content *(Hust, Stacey J. T.; Wong, W. Joann; Chen, Yi-Chun Yvonnes , 2011),* . Although a considerable amount of attention has examined potential positive and negative consequences of video game play in children, relatively little research has examined children's motivations for using games. Results indicated that video game use was common, and often a social activity. Social play was mainly predicted by motivations related to socialization, fun/challenge and current stress level. Preference for violent games was more common in males and predicted by fun/challenge motivations and beliefs such games could be cathartic for stress. Results from this study provide understanding of what motivates children to use games, and how the motivations of children with symptoms of psychosocial problems (as identified via subscales of the Pediatric Symptom Checklist) may differ from others. *(Ferguson, Christopher;*

Olson, Cheryl. Motivation & Emotion ,2013), . Television viewing and **videogame** use (TV/VG) appear to be associated with some childhood behavioral problems. In the United Arab Emirates there are no studies addressing this problem. One hundred ninety-seven school **children** (mean age, 8.7 ± 2.1 years) were assessed **.**Thirty-seven percent of **children** who were involved with TV/VG time of more than 2 hours/day scored significantly higher on **Child** Behavior Checklist CBCL syndrome scales of withdrawn, social problems, attention problems, delinquent behavior, aggressive behavior, internalizing problems, externalizing problems and the CBCL total scores compared with their counterparts. Moreover, these **children** were younger in birth order and had fewer siblings. *Yousef, Said; (Eapen, Valsamma; Zoubeidi, Taoufik; Mabrouk, Abdelazim. ,2014),* . *Walker* (2016) investigated caregiver influence on children's playing of violent videogames. Based on theory, the investigation develops and tests a model that links parental socialization tendencies to children's violent videogame play. Results from a national sample of 237 caregiver-child dyads suggest that while the primary caregivers' tendencies toward warmth and restrictiveness likely lessen children's play levels of violent videogames, their predispositions toward anxious emotional involvement tend to increase play. Moreover, results suggest that these relationships are mediated by caregiver mediation of videogames. *(Walker, Doug; Laczniak, Russell N.; Carlson, Les; Brocato, E. Deanne. ,2016),*
Anna examined preteens' screen media use and potential differences in media use by child and family demographics among 1464 Dutch preteens. The results demonstrated that watching TV is still a very popular activity among children. However, other electronic media are also popular within this age group as 72 % of preteens had a cellphone. Children who spoke a language other than Dutch and whose parents were born abroad were heavier media users. Children with more books in the home and who read more frequently tended to be lighter media users. Boys spent more time on screen media than girls and were more likely to play videogames while girls preferred using social media *(Duursma, Elisabeth; Meijer, Anna; de Bot, Kees,2017)* .

4. ***Theoretical background***

The theoretical framework for this study depends on approaches center periphery theory and Cultivation Theory:

- Center periphery theory and imbalance flow of information

During the past three decades, it has been suggested that an imbalance in information production and distribution might underlie uneven world economic development. Fraught with ideology, the debate about a New World Information and Communications Order (NWICO), tended to focus upon media ownership and upon the contending concepts of information as commodity and information as social good, upon the freedom of information as an individual versus a collective right .The conflict between North and South over the dissemination of news is more intractable than any other contemporary debate over the unfair distribution of earth resources, for it intrudes into the very culture of Western societies *(Galtung , Johan ,1971)*sea also , *(Smith , Anthony ,1980), (Macbtide , sean et al, 1980)* .The Western industrialized countries are at the center, dominating international information industry flow. Cluster analysis reveals that the international information industry flow network is also structured into eight geographical-linguistic groups. In sum, the periphery is not only dominated by the unequal vertical information industry exchange between it and the core, but also marginalized by the information industry exchange among the core. *(Kim , Kyungmo &George A. Barnett ,1996),* . Now we are freer of the bonds of conflicting East-West ideologies, perhaps the time has come for technocrats - librarians, computer programmers, journalists, and communications specialists to address the problem objectively, and from a holistic, information science perspective. This effort might consist of developing better ways of exporting development information from the rich nations of the North and West, to the poor ones of the South and East, and of importing knowledge of developing countries through development education activities *(Gillespie , Andrew & Kevin Robins ,1989).*

- Cultivation Theory

Gerbner argues that mass media cultivate attitudes and values which are already present in a culture: the media maintain and propagate these values amongst members of a culture, thus binding it together. He has argued that television tends to cultivate middle-of-the- road political perspectives. And Gross considered that 'television is a cultural arm of the established industrial order and as such serves primarily to maintain, stabilize and reinforce rather than to alter, threaten or weaken conventional beliefs and behaviors*(Oliver , Boyd-Barrett & Peter Braham eds. ,1987),* . Television is seen by Gerbner as dominating our 'symbolic environment'. As McQuail and Windahl note, cultivation theory presents television as 'not a window on or reflection of the world, but a world in itself' Gerbner argued that the over-representation of violence on television constitutes a symbolic message about law and order rather than a simple cause of more aggressive behavior by viewers (as Bandura

argued). For instance, the action- adventure genre acts to reinforce a faith in law and order, the status quo and social justice *(McQuail , Denis & Sven Windahl ,1993), (Griffin, Em,2009)* . People who watch a lot of television are likely to be more influenced by the ways in which the world is framed by television programs than are individuals who watch less, especially regarding topics of which the viewer has little first-hand experience. Light viewers may have more sources of information than heavy viewers. *(Kwak, Hyokjin, George M. Zinkham, and Joseph R. Dominick, 2002),* . Judith van Evra argues that by virtue of inexperience, young viewers may depend on television for information more than other viewers do , although Hawkins and Pingree argue that some children may not experience a cultivation effect at all where they do not understand motives or consequences . It may be that lone viewers are more open to a cultivation effect than those who view with others . *(Evra , Judith ,1990),*

5. ***Research Methods***

Content analysis

This study was carried out through discourse analysis to describe the tasks which are described below

1-Values of the exterior properties

- Values of the champion characteristics" body &clothes "and the environment :

a) According to human values
b) According to north values
C) According to local values

2- Action values in the game

- Game tools

a) Neutral competition
b) Careless behavior
c) Violence
d) Deceive
e) Robbery
f) killing

- Game goals

a)Winning
b) Avoiding punishment
c)Getting money
d) Getting gender relationship *Krippendorff ,Klaus (2004) ,pp105-109*

Content analysis sample

PlayStation games were classified into three categories :Entertainment film (RPG) included : *Natural Doctrine ,Odin Sphere: Leifthrasir , Rainbow Moon , Star Ocean 5: Integrity and Faithlessness ,World of Final Fantasy* .The sport games included : FIFA 15, KICK OFF REVIVAL , MLB 15: THE SHOW , NBA2K16 , *Crazy Strike Bowling EX* .The violence games included : Dead Nation: Apocalypse Edition , Killing Floor 2, The walking dead , battle zone, call duty. Totality A non-probability sample of 15 games were analyzed .

Field study

This study is a quantitative research. Its main purpose is to examine the relationship of local cultural factors against global culture factors, by examining how north values in video games affected Egyptian children values and the beliefs in case of using for long period of time . Survey was carried out in greater Cairo " Cairo-Giza governorates " on the non-probability sample of 200 students in grade 5 and 6, January 2012 . *(Almishkat Centre for Research, Egypt)*

Data were collected using "questions – photos set " questionnaire of the 10-12-year-olds were applied in or near their homes using the same procedure and under conditions that provided with much privacy as possible within time limit about approximately 10 minutes. The data collected were analyzed using SPSS version 17.0

Measures : 6 photos were used for measuring acceptance degree of north exterior properties values and set of statements were used to measure acceptance degree of north actions values in games . The overall reliability values of Cronbach's Alpha was .0.863 . *(Lind,Douglas , William Marchal & Samvel Wathen ,2003)* .

6. ***Results***

The first part of the study results shows the findings of analytical part of the study, which aims to describe the values that can be included in the playstation" video game"

Table 1
Values of the exterior properties

	The champion characters		**The environment**
	body	Closes	Out-in / home
according to human values	22.22	16.67	22.22
according to north values	61.11	72.22	66.67
according to fare east	16.67	11.11	11.11
according to local values	-	-	-
Sum	100	100	100

(game was unit account)

The study does not come out with new results no local values were found in PlayStation as a result of the absence of control over the PlayStation production process.

Table
Game tool values

	Neutral competition	**Careless behavior**	**Violence**	**Deceive**	**Robbery**	**Killing**	**Others**	**Sum**
Entertainment film (RPG)	14	39.4	26.3	9.2	5		6.1	100
Sport games	43.5	15.3	26.1	11.1			4	100
Violence games	8.1	24.1	44.6	7	5.5	8.7	2	100
Values sum	65.6	78.8	97	27.3	10.5	8.7	12.1	300
Values percentages	21.9	26.3	32.3	9.1	3.5	2.9	4.0	100

(actions/ level were the unit account)

Previous table indicates that each type of PlayStation has different values, the most important value in Entertainment film included (RPG) is, careless behavior value , in sport games the most important value is neutral competition and in violent games the value of violence is the most important one . In general total values analysis shows that values of "violence , Careless behavior and Machiavelli values" are up to 60%, which is a serious indicator . And the more serious indicator is the negative values which approximately up to 75% .

Table 3
Game goals values

	Winning	avoiding punishment	Getting money	Getting gender relationship	Others	Sum
Entertainment film (RPG)	20.2	17.1	33.6	27.2	2	100
Sport games	54.3	4	15.3	22.4	4	100
Violence games	14.3	15.4	39.3	25	6	100
Values sum	88.8	36.5	88.2	74.6	12	300
Values percentages	29.6	12.2	29.4	24.8	4	100

(rewards / level were the unit account)

If we put neutral winning value aside, we find that the value of getting money and getting gender relationship are most important winning values which up to 54 % . Laps ,dance and naked of woman are noticed in the games introduction and also after victory .

Field study

Table 4
Using PlayStation rate in winter-summer

	Winter rate	%	Summer rate	%
PlayStation using	153	76.5	182	91
Non PlayStation using	47	23.5	18	9

Hours / week	Winter	Summer
Mean	3.8506	9.7011
Std. Deviation	2.7266	3.9267
Minimum	1.00	1.00
Maximum	12.00	35.00

The school period constitutes a clear obstacle for PlayStation uses. Clearly, daily use rates and hours uses rates are different, between summer and winter , daily use rates increased 15% and hours uses increased three times.

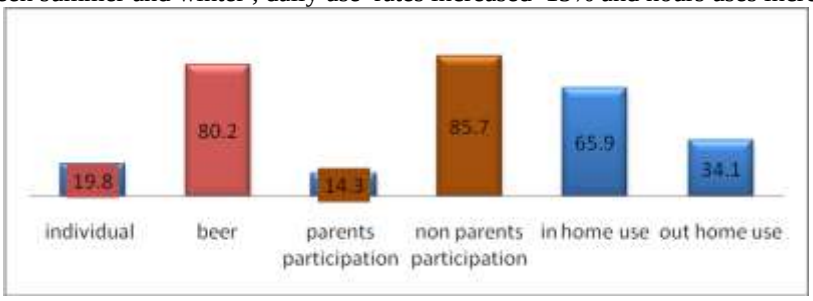

Figure 1 . Patterns of social participation in the PlayStation

Figure shows that PlayStation used in peer pattern up to 80% under limited supervision of parents less than 15% and within family environment which up to 66% .This result gives great importance to these values, which are dealt with in the absence of family control and activity extended peers.

Figure 2 . Values, acceptance for PlayStation users

The study showes high acceptance level of PlayStation values, especially the values of the exterior properties, then the values of goals, lastly the values of acts . last result can be referred to the child social environment resistance of PlayStation values . The acceptance ratios ranged between 74% as lowest level and 88% as highest level with difference level about 14%.

1st hypothesis test,
H 1: There is a significant relationship between acceptance degree of north values and using habit of PlayStation

Table 5
Correlations between "winter rate - summer rate" and total north values acceptance

		Winter rate	Summer rate
Pearson Correlation	Total north values acceptance	0.071	**.331**
Sig. (2-tailed)		0.354	**0.0001**
N		153	**182**

Hypothesis has been tested in two levels , the first one, on using PlayStation during the school period, which described as low rate of use " days and number of hours " and the second on using PlayStation during the summer holiday period, which described as high rate of use " days and number of hours " . However, the most interesting data refer to what Pearson correlation Sig. (2-tailed) has shown , that there is no relationship between playing PlayStation during the school period and acceptance of north values in PlayStation ,(r. 0.071 p. = 0.331), meanwhile there is relationship between playing PlayStation during summer holiday period and acceptance of north values in PlayStation, (r. 0.345 p. = 0.001)

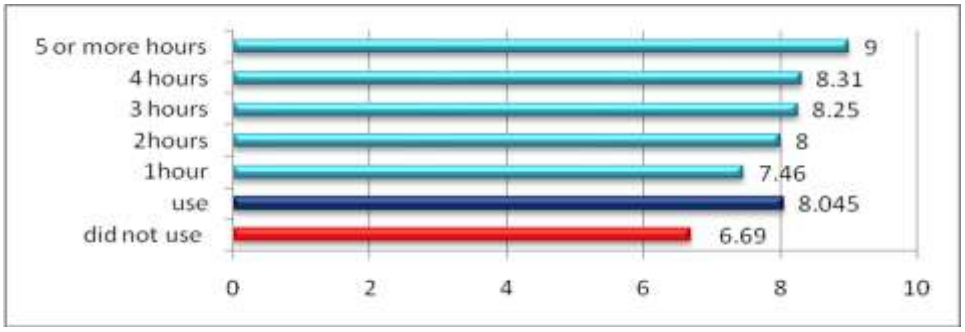

Figure 3 .The relationship between using hours rate in "one game playing" during the summer, and values of the north acceptance

The Figure explains that north values acceptance mean of non-user reach 6.7, while the mean of PlayStation user acceptance is up to 8.04 ,the figure also shows the increase of acceptance by the increase of using hours from 7.46 to 9 which give us a good indication for this positive relation type ."We accept the 1st hypothesis"

2nd hypothesis test,

H 2: local social factor " as social gender ,parents participation and school types" can affect the relationship between acceptance degree of north values and using habit of PlayStation.

This hypothesis has been tested on children PlayStation users during the summer period only, samples n 182 with weekly using average up to 9.7 hours , standard deviation of 3.9 and north values acceptance mean 8.046 .

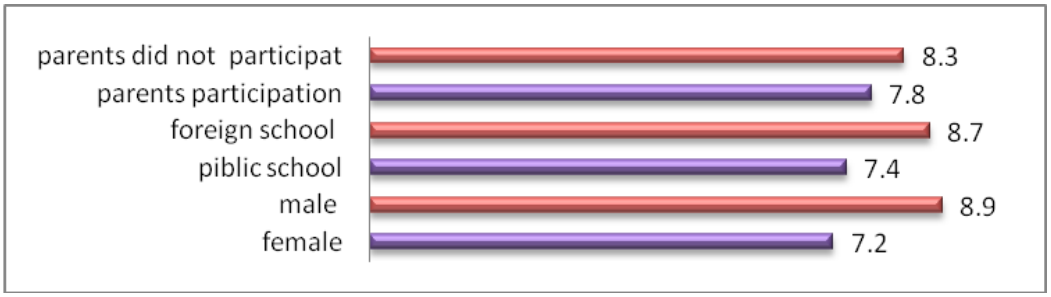

Figure 4 . Impact of local social variables on the relationship between PlayStation users during the summer, and north values acceptance

Previous figure shows Impact of local social variables "gender social role , type of education and parent participation" -on the relationship between PlayStation users during the summer, and north values acceptance , males have more acceptance of north values acceptance than females by 1.7 then , school type also played a role, foreign language schools students have more acceptance of north values acceptance than public education school students by 1.3 lastly parent participation plays a limited role , children without parents participation has more acceptance of north values acceptance by 0.5, than whom have a parents participation.

Table 6
Variance analysis of local social variables Impact on the relationship between PlayStation users during the summer, and north value acceptance

ANOVA	F	p Sig
School types	9.725	0.003
Parents participation	8.311	0.04
Gender	3.967	0.048

Finally, a one-way Analysis of variance is used to examine gender effects, school types and Parents participation on the dependent variable "values acceptance , all examined factors have a significant variance as showed in last table which give a good indication of how local social factor can play an important role in minimizing north values impact on Egyptian child values structure . We accept the 2nd hypothesis.

7. ***Discussion***

This research indicates that variables of socialization " local and foreign "are working interactively to form Egyptian children culture structure , but the results of the study indicates that the Egyptian children have become more oriented toward foreign culture due to increase of interaction with these factors which lead to more recognition , likelihood, and acceptance .

PlayStation is one of these factors which can be a window for north life and research results gives us a good evidence to understand how habit usage of PlayStation can affect north values acceptance and how local social variables can play an important role in minimizing north values impact on Egyptian child values structure .But finally Egyptian children who use with PlayStation become more oriented toward global culture, which

means that human being are turning into a kind of culture converged in nearest future more than deepen the differences which can lead to better life for humans with more cooperation and less conflict and aggression.

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Ashraf Abdelmogeth was born in Cairo (ARE) at 1969 he is a professor of public relations and advertising at both of Cairo University & University of Bahrain his experiences in university teaching is more than 27 years and he has 24 researches & 6 books .