


# Chapter 19

## Exploring the Role of Pokémon GO in Enhancing Emotional Intelligence: A Bibliometric Study

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### **ABSTRACT**

*This study explores the potential of Pokémon GO, a popular augmented reality (AR) game, in fostering emotional intelligence (EI). EI involves recognizing, understanding, and managing emotions, which are crucial for relationships and well-being. Given the game's blend of interactive gameplay and social interaction, this research examines how Pokémon GO may develop EI skills. Using a bibliometric study approach, it will analyze literature on the game's impact on EI, reviewing academic publications from major databases like Scopus. The analysis will focus on citation counts, publication trends, and co-authorship networks to identify key studies and themes. The research will explore core elements of Pokémon GO, such as collaborative tasks, real-time feedback, and social dynamics, and their correlation with emotional learning. This systematic review aims to highlight the educational potential of AR games in promoting EI, contributing to digital learning discourse, and guiding future interventions for developing social and emotional skills through interactive platforms.*

### **INTRODUCTION**

Emotional intelligence (EI) is a critical construct in psychology and organizational behavior, referring to the capacity to recognize, understand, manage, and utilize emotions effectively in oneself and others. The concept, popularized by Daniel Goleman in the mid-1990s, builds upon earlier work by researchers like Peter Salovey and John D. Mayer, who defined EI as the ability to perceive emotions, integrate emotion

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to facilitate thought, understand emotions, and regulate emotions to promote personal growth (Salovey & Mayer, 1990). Goleman's model of EI includes five key components: self-awareness, self-regulation, motivation, empathy, and social skills (Goleman, 1995). These components collectively influence a person's ability to navigate social complexities, build and maintain relationships, and make informed decisions. Research has consistently shown that high EI is associated with numerous positive outcomes, including better mental health, enhanced job performance, and superior leadership abilities. For instance, individuals with high EI are better equipped to handle stress, navigate interpersonal conflicts, and exhibit resilience in the face of adversity (Mayer, Roberts, & Barsade, 2008). In educational settings, students with higher EI tend to achieve better academic results and exhibit more pro-social behavior (Brackett, Rivers, & Salovey, 2011). Moreover, in the workplace, EI is linked to higher job satisfaction, improved team dynamics, and greater organizational effectiveness (Cherniss & Goleman, 2001). The importance of EI extends to various professional fields; in healthcare, for example, practitioners with high EI can better empathize with patients, leading to improved patient care and outcomes (Weng et al., 2008). Similarly, in leadership, EI is a predictor of effective management and transformational leadership styles, which are crucial for fostering a positive organizational climate and driving change (George, 2000). As society becomes increasingly interconnected and collaborative, the ability to understand and manage emotions is more crucial than ever. With the advent of digital technologies and virtual communication, the dynamics of social interactions are evolving, necessitating a reevaluation of how emotional intelligence can be developed and applied in contemporary contexts. Augmented reality (AR) games like Pokémon GO, which blend interactive gameplay with real-world social interaction, offer novel avenues for enhancing EI. By engaging players in collaborative tasks and providing real-time feedback, these games can potentially foster key emotional skills in an immersive and enjoyable manner. Thus, exploring the intersection of EI and AR gaming not only contributes to academic discourse but also informs practical interventions aimed at promoting emotional and social skills through innovative digital platforms.

Pokémon GO, an augmented reality (AR) mobile game developed by Niantic and released in July 2016, quickly became a global phenomenon, captivating millions of players and generating widespread media attention. The game uses the player's mobile device GPS to locate, capture, battle, and train virtual creatures, called Pokémon, which appear as if they exist in the player's real-world location. This innovative blend of physical activity, social interaction, and digital gameplay was unprecedented and contributed significantly to its rapid and widespread popularity. Within the first month of its release, Pokémon GO was downloaded more than 100 million times worldwide and generated over \$200 million in revenue (Statista, 2021). The game's success can be attributed to several factors, including the nostalgic appeal of the Pokémon franchise, which has been beloved by fans since its inception in the late 1990s, as well as the novelty of AR technology, which offered a unique and immersive gaming experience. Furthermore, Pokémon GO encouraged players to explore their surroundings, meet new people, and participate in community events, which added a social dimension that was both engaging and beneficial for promoting physical activity and mental well-being (Althoff et al., 2016). Studies have shown that the game has had positive effects on players' physical health by increasing their daily steps and encouraging outdoor activity (Howe et al., 2016). Additionally, Pokémon GO has been praised for fostering social connections; players often collaborate to capture Pokémon, battle in gyms, and participate in large-scale events such as Pokémon GO Fest, which attract thousands of attendees globally (Niantic, 2021). This communal aspect of the game has helped to build a robust and active player community. Despite its successes, Pokémon GO has faced challenges, including issues with server stability, privacy concerns, and the need for constant updates to maintain player interest (Paavilainen et al., 2017). Nevertheless, the

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