


# Chapter 3

## The Future of Digital World Gaming: Community and Cultural Transformation

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### ABSTRACT

*This study addresses the transformation of digitalization on gaming communities by examining the social, cultural and economic impacts of digital games. Digital games have evolved from a mere means of entertainment to an ecosystem that strengthens social ties between individuals and communities, fosters cultural production and creates new economic models. The research analyzes the dynamics of live streaming platforms such as Twitch, YouTube, and gaming communities such as Fortnite, Roblox, and Minecraft. The study reveals that the sociocultural effects of digital games affect not only the daily lives of individuals but also social and cultural structures at the global level.*

### INTRODUCTION

The use of digital technologies has made audiovisual content presentable in almost all areas where information technologies are used and, in every vehicle, (Akmeşe Demir & Demir, 2023, p. 400). In parallel with the developments in information and communication technologies, digitalization has emerged as an effective process in the transformation process of the methods of producing, collecting and storing various data (Kotan, 2024, p. 94). In this context, digital games, as a rapidly grow-

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ing and developing industry in recent years, have gone beyond being just a means of entertainment and have become central to social interaction, cultural production and economic activities. With the advancement of technology, games have become an integral part of individuals' daily lives, which has had profound effects on the formation of communities and cultural transformation processes. In this context, understanding the effects of digital games on community dynamics and cultural transformation is of great importance for analyzing the socio-cultural structure of the digital age.

In the traditional art of editing, both in film and television, the process relied on the skills, experience, and aesthetic sensibilities of human editors. However, with the advancement of artificial intelligence technologies, this process is undergoing significant transformation. Now, AI algorithms can automatically analyse scenes, detect emotional tones, and even create the most effective edits to convey a specific emotional state.

Thanks to the developments in information and communication technologies, traditional methods are being replaced by new channels that have become an important part of our lives. While these developing technologies connect the world with virtual networks, they have also brought significant changes in our daily lives. One of the areas affected by these changes is seen in the places and forms of playing games (Çakın & Bolat, 2018). Information systems, which have developed as a result of the convergence of information and communication tools, have enabled the integration of the computer's unique digital language into all analog data, and with the widespread use of computers and the internet over time, communication environments where everyone can intervene in digital space and content have developed (Bayraktar, 2024, p. 34).

Thanks to their interactive nature, digital games create strong bonds between players and pave the way for the formation of virtual communities. These communities are dynamic platforms where individuals united around common interests share experiences, collaborate and engage in social interactions. Especially online multiplayer games contribute to the formation of complex social networks among players and these networks play a critical role in shaping digital culture (Boyalı & Aktaş, 2023).

In terms of cultural transformation, digital games offer a medium for the reinterpretation of traditional cultural forms and the emergence of new cultural expressions. By incorporating various cultural elements such as storytelling, visual arts and music, games facilitate players' access to different cultural experiences and enable the reproduction of cultural diversity in the digital environment (Altunay, 2023). In addition, cultural codes and values are transferred to new generations through games, thus accelerating the process of digitalization of cultural heritage (Bolat, 2023).

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