Chapter 20
A SWOT Analysis of Gender Creations From Digital Games to Metaverse

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ABSTRACT

In today's digital age, digital games point to an extremely important structure in terms of the audiences they appeal to, and the concept of metaverse, which has experienced a great increase in the speed of development in recent years, is also an area that affects digital games. Therefore, within the scope of this study, the process of digital games becoming metaverse in the near future is discussed. However, the study does not address only these two issues. Within the scope of this chapter, virtual gender creations that can be created in the context of the metaverse, together with the participation of digital games in the metaverse universe, are also examined with SWOT analysis. In addition, attention is drawn to the situations that may arise in terms of the fact that these developing technological structures can be reconfigured with virtual or meta-avatars that can be created. For this reason, within the scope of the study, it has been tried to be explained by examining how gender creations from digital games to meta-universe can affect the current situation.

INTRODUCTION

Considering today's conditions, it is observed that each of the changes experienced by technology has become more visible on human life. When we look at the main reason for this, the fact that technology is a constantly developing structure can be given as an example. Because almost every technological development is tried to be integrated into the daily life of humanity, and this gives rise to the assumption that each technological movement is important for humanity. However, in this case, it is necessary to mention the existence of a few minor points.

The concepts of digital games and metaverse have emerged as a frequently discussed and discussed topic both in the academic community and in the sectoral structure, especially in recent years. Because, thanks to the many opportunities opened by the developing technologies, humanity has undergone great changes and continues to undergo these changes. Among these changes, the most important developments in terms of communication sciences are the innovations brought by digitalization.

Among the innovations brought by digitalization in today's structure, the concepts of digital games, metaverse and gender creation are among the most popular topics. The main reason for the popularity of these concepts can be explained as the contribution of new generation technology studies in recent years to the development of digital games and metaverse concepts. At the same time, the fact that gender creation and equality issues have a very serious agenda in the society has contributed greatly to the popularization of another topic of our study, gender creation.

For this reason, within the scope of the study, not only the concepts of digital games and metaverse, but also the concept of gender creation is included, and the opportunities and threats that the digital game and meta world can create in terms of gender creation, which is a social issue, are examined with SWOT analysis. Thus, this chapter study both touches on the concepts of digital games and metaverse as a result of developing technologies and shows the feature of being an interdisciplinary study by focusing on the concept of gender creation in the light of these developments.

CONCEPT OF DIGITAL GAMING

In order to understand digital games or digital games, it is first necessary to divide the concept into two and explain each word in itself. Because the concept of digital game is a concept that is formed by the combination of the words digital and game. Therefore, first of all, it is necessary to explain what digital signifies. It indicates the continuity of codes with digital, analog indicators (Chandler and Munday 2018: 92). According to another definition to support this view, the concept of digital is explained as a structure that covers the process of electronic processing of data (Bozkurt, et al. 2021: 36), not electronic devices in general. In this respect, it is not wrong to define digital as the electronification or digitization of traditional systems.

Another concept that should be mentioned after understanding what digital is the concept of game. Because, in order to understand the digital game, first of all, it is necessary to know what the concepts of digital and game are. The concept of game can generally be expressed as a form of entertainment that children or individuals perform depending on a certain rule or independently (Samur 2016: 2). In addition, it is possible to explain the concept of game as a structure or verb that can be expressed as irrational rather than mechanical (Tekerek 2006: 47) that emerged as a result of the need to enjoy human nature. From this perspective, it is possible to explain the game as an action with or without rules coming from the human mind.

When we look at the concept of digital game, it would not be wrong to see it as a roof structure that combines digital and game in general terms. Because, as the name suggests, digital game emerges as a field that is formed as a result of the combination of the above-mentioned concept of game with the concept of digital and is frequently examined by different disciplines (Karahisar 2013: 108). At the same time, it is possible to define the concept of digital game as a new generation interaction model or digital processes that offer an alternative view to the perception of physical game (Ilgaz Büyükbaykal and Abay Cansabuncu 2020: 3) that occur with new communication technologies. In addition to the definition

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