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DEPENDENCE OF GAME GENRES POPULARITY BY GEOGRAPHICAL REGIONS

Key words: massive multiplayer online (MMO), first person shooter (FPS), role-playing game (RPG), real time strategy (RTS), multiplayer online battle arena (MOBA)

Gaming is a big part of nowadays' youth life as well as highly profitable marketing product. This research is aimed at finding which video game genres are most popular with certain geographical regions or certain nationalities of players. In order to provide the most accurate information, it is necessary to divide games belonging to certain genres onto 2 categories: 1) games that are aimed on casual gamers; 2) cybersport disciplines.

Research was carried on in two stages: 1) Structured interview focused on preferences and opinions of interviewees from such countries as USA, UK, Canada, Norway and Russia; 2) The results obtained during Stage 1 were checked against global statistics for purchases by chosen countries in such digital distribution platforms as Steam, Xbox Live and Playstation Network (PSN).

The results of the interview demonstrate that diversity of game genre preferences is based more on popularity of certain games; person's personality, social environment and sometimes gender are more crucial than geographical region or nationality. Here are some responds which prove the statement above:

"My favorite genres of games would be Stealth, Fantasy and MOBA. Also I like Action RPG games like Assassin's Creed or Witcher. That's hard to say if there are genres that are more popular here, than in other countries. But one thing is that Norway is like any other country good with following up with trends. Though FIFA or Shooter games may be the most popular, I think." – Anniko (Norway).

"Personally I like MMOs because it's a chance to explore. My friends have very diverse preferences; some enjoy FPS and RPG games, others RTS and Fighting games, some play games with a good story, not paying much attention to an actual gameplay. Probably First person shooters are the most popular here though..." – Rachel (USA).

Similar ideas were expressed by the representatives of the United Kingdom, Canada and Russia. Referring to my 10-years experience in gaming I can assume that Ukrainian gamers share these ideas as well.

In order to get valid results, qualitative data was compared to the statistics data gathered by website steaspy.com. Stage 2 of the research has shown a slight difference of popularity of certain games in different countries but since most of those games share multiple genres, advantage of one game genres over the others is not significant enough to assume that this advantage is related to a certain

geographical regions.

Taking all this into consideration, conclusions can be drawn: popularity of different game genres is rooted more in personal preferences of players than geographical regions or nationalities they belong to. That is why it is more important to explore differences in personalities and modern trends, when developing and promoting new games at the global market.

References:

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SOCIAL NETWORKS ARE LIKE ADVERTISING BUSINESS OF 21ST CENTURY

Key words: social media marketing, advertising business, main income, marketing strategy, social networks

Now the Internet forms a global information space that contributes convenience and efficiency of distribution and management of information flow regardless of the distance between the subjects and locations.

Social network is free place in the Internet that lets us publicize any information and share it with other people.

According to the report that was conducted by the portal Internet Retailer, in 2014 volume of the sales in the Internet grew since last year. And it became \$ 3.30, compared with \$ 2.60 billion dollars of USA. In the retail sector we are watching the same increase. So, website traffic of transitions from social networks increased about 5.4%. Buyers are completing their visits by purchase in more than half cases if they had referred by links to the site. [1]

According to Internet Retailer's report the overall advertising budget is grew by 144% (in 43 companies that participated in the research). It is almost \$ 18 million dollars USA in a month.

According to the research by Brand Analytics, the main audience in Russia February 2016, was predominantly women (for example, the Instagram is used by 75.7% women), age of users is from 18 to 35 years, depending on the social network. Therefore, the goods sold in the social networks should be required by people in this age. [2]

Social Media Marketing (SMM) - is the using of social platforms as a channel to promote its brand and solving other business tasks. SMM is focused on social platforms by themselves. SMM-promotion in social networks implies the generation of interesting and useful materials that users will spread by their own, raising awareness about the brand, its image and the number of registered readers.