Your notes

GCSE Media Studies: revision notes

Online media and video games

Contents

1. Online, social and participatory media
2. Video games
3. Issues
4. Key terms
5. Quick questions
6. What to do next

Online, social and participatory media

- Online media include websites, social media, blogs, vlogs and podcasts. They are interactive, instant and global.
- **Participatory media** let audiences create and share content, comment and like, blurring the line between producer and audience.
- **Influencers** build audiences on social media and are paid to promote products; UK rules require adverts to be clearly labelled (such as #ad).
- **Algorithms** decide what users see, which can create **echo chambers**.

Video games

- Video games are a huge industry, often earning more than films. Genres include action, sport, puzzle and role-playing games.
- Players are active: they control characters and make choices, and many games are social and online.
- Games are rated by PEGI, from 3 to 18, and may be criticised for violence or for encouraging spending (such as **loot boxes**).
- Games use narratives, **avatars** and immersive worlds, and are marketed with trailers, streams and social media.

Issues

- Benefits: access to information, creativity, community and new voices.
- Concerns: **misinformation**, cyberbullying, privacy and data, and addiction.

Key terms

Participatory media	Media where audiences create and share content.
Influencer	A social media user paid to promote products to their followers.

© LycoLearn · lycolearn.co.uk · Free GCSE and KS3 revision

Algorithm	A set of rules a platform uses to decide what users see.
Echo chamber	When people only see views that match their own.
Avatar	A character that represents the player in a game.
Loot box	A paid-for item in a game with random rewards.
Misinformation	False or misleading information.

Quick questions

Cover the answers and test yourself: remembering is what makes it stick.

1. What is participatory media?
2. What is an influencer?
3. What is an algorithm?
4. What is an echo chamber?
5. Which body rates video games?
6. What is an avatar?
7. What is a concern about loot boxes?
8. What is misinformation?

Answers

1. Media where audiences create and share content
2. A social media user paid to promote products
3. A set of rules a platform uses to decide what users see
4. When people only see views that match their own
5. PEGI
6. A character that represents the player
7. They encourage spending on random rewards
8. False or misleading information

What to do next

Practise 10 questions on this topic

Try 3 exam questions, with mark schemes

Read the lesson, one step at a time

Free revision for GCSE and KS3 at lycolearn.co.uk. Some notes are for one exam board only, and say so in brackets.

Your notes