Social games, virtual goods

Study questions

1. What factors influence our views of what is a valuable object, according to the article?

2. What are the main reasons for the growing demand for virtual goods?

3. In the article Vili Lehdonvirta argues that virtual objects are real since they are digitally stored and can be experienced on a screen. Do you agree/disagree?

4. Why is the existence of a virtual currency problematic for governments and regulatory bodies?

5. What consequences will Facebook’s introduction of a virtual currency have?

6. Is buying virtual goods significantly different from buying services or information?

7. In the article, it is argued that there is no difference between real and virtual currency since neither has intrinsic value. Is that a valid argument?

8. In the article it is argued that “the definition of ownership and what constitutes a possession is evolving. In what ways are the definitions changing and why?”

Vocabulary

10. What alternative word could you use for “throng”? (paragraph 1, line 5)
11. What does it mean to be “alluring”? (paragraph 5, line 2)
12. What is “fragging”? (paragraph 6, line 6)
13. What does it mean to be a “fluke” or a “fad”? (paragraph 7, line 2-3)
14. How do pronounce “slew”? (paragraph 9, line 1)
15. What does it mean to “establish a toehold”? (paragraph 9, line 2)
16. Why is it possible to say “tens of millions” (paragraph 9, line 5) and “hundreds of thousands” (paragraph 17, line 3) but not “tens million”, “tens millions” or “hundred thousands”?
17. What do you do when you “usher”? (paragraph 10, line 1)
18. What is the opposite to “mundane”? (paragraph 12, line 1)
19. What does mean that something is “growing in stature”? (paragraph 15, line 11)
20. What is “renminbi”? (paragraph 15, line 11)
21. How do you pronounce “sovereign”? (paragraph 15, line 18)
22. What is meant by “greater ‘stickiness’”? (paragraph 20, line 10)