

Exploring the Language of Non-Fungible Token (NFT) Games: Shaping the Future Gaming Landscape and Its Impact on Youth Culture

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Abstract

NFTs, which stands for Non-Fungible Tokens, are digital tokens that utilize blockchain technology to signify ownership of distinctive content like images, videos, or 3D objects. Although NFTs have gained immense popularity and witnessed a surge in trading values, our understanding of how people perceive and interact with them remains limited. It is estimated that 39% of the population actively plays video games, which means more than 3 billion human beings. In this study, it is sought to determine the Students' perceptions of the opportunities of NFT Games in terms of income, merit system, and manager-player relationship. Employing the quantitative-descriptive design, this was conducted at one of the public universities in Zamboanga City, Philippines, which offers an accounting program. Using purposive sampling, 30 accounting students voluntarily participated in this study, which was specifically composed of 10 managers and 20 players. Survey checklists were then distributed in order to ascertain the various perspectives of tertiary students regarding the risks, opportunities, and profitability of NFT Games. In this study, both the managers and players respondents show a positive perception of the opportunities that they gain from the NFT games. Because of this trend, this study believed that NFT games may be the future game culture of children brought about by technology.

Keywords: *language, non-fungible token (nft), games, youth culture, managers, players, opportunities, technology, cryptocurrency*

Introduction

The association of NFTs and cryptocurrencies with a financial logic is ironic, given that the first cryptocurrencies were launched as an alternative to financial institutions (Arjaliès 2021). Recently, there has been a significant flood in interest encompassing Non-Fungible Tokens (NFTs), which are viewed as a progressive innovation inside the domain of computerized resources and virtual economies. These computerized tokens are one of a kind and unbreakable, and they have advanced into different areas, including workmanship, collectibles, and strikingly, gaming. NFT games have arisen as an imaginative and enamoring classification, mixing conventional interactivity with blockchain innovation, offering players phenomenal possession, exchanging, and collaboration prospects with advanced resources.

Non-Fungible Tokens (NFTs) are distinct digital tokens that symbolize ownership of specific digital content, such as digital artwork, game items, and collectibles. NFTs imitate the characteristics of physical items, such as rarity, uniqueness, and evidence of ownership, by utilizing cryptographic techniques on a public blockchain like Ethereum. Typically, these tokens are exchanged in online marketplaces using cryptocurrencies. (Regner, Urbach, and Schweizer. 2019)

In the art world, NFTs empower artists to monetize their digital creations while providing verifiable and distinct records of ownership for collectors. Similarly, in the gaming industry, NFTs facilitate the trading and creation of virtual assets, such as virtual real estate and in-game items. Players have true ownership of the tokens they acquire during gameplay and can subsequently sell them, especially as these items become rare and therefore more valuable. The primary goal of NFTs is to uphold the value and uniqueness of items within a game collection. Unlike fungible tokens, NFTs cannot be exchanged for other non-fungible tokens due to their one-of-a-kind nature. Each NFT contains

immutable metadata stored on the blockchain, serving as a certificate of authenticity that includes information about the item's representation, ownership history, and transaction records.

As NFT games become more popular, it is crucial to understand their potential impact on the future gaming culture, particularly concerning children. Throughout history, gaming has played a significant role in children's lives, offering entertainment, social interaction, and cognitive development. The emergence of NFT games has brought about a significant transformation in how children engage with gaming.

The objective of this study is to explore the language used in NFT games and its influence on children's gaming culture, making valuable contributions to linguistics, child development, and game studies. The findings aim to enhance academic knowledge and provide valuable insights to stakeholders in the gaming industry, addressing both the advantages and challenges of NFT-based gaming experiences for children.

In summary, this research aims to contribute to the existing knowledge on NFT games and their potential implications for the future of children's gaming culture. By analyzing the language and communication patterns within these unique gaming environments, we seek to gain a deeper understanding of how NFTs shape the experiences and interactions of young minds. Ultimately, this study lays the groundwork for a more informed and responsible integration of NFT games into the digital lives of children.

Related Literature and Studies

The Opportunities of Non-Fungible Token (NFT) Games

Play-to-earn games provide numerous avenues to earn money using non-fungible tokens (NFTs). However, there are no guarantees of profitability, as the value of in-game currency and NFTs can influence earnings (Hickey, 2022). Many blockchain games offer in-game currency that can be used for real purchases or traded for various cryptocurrencies. The popularity of NFT games is steadily increasing, with gamers now seeking ways to earn money by winning NFTs instead of buying and exchanging them. Nonetheless, the actual potential earnings from NFT games and the possibility of sustaining oneself solely through playing them remain contentious topics. The exact earnings are not entirely transparent, though some claim players can make, for instance, \$45 in 6 hours; verifying such claims requires personal experience with the platform. Nevertheless, on certain platforms, players can earn enough to meet their needs (Nathaniel, 2022).

Engaging in NFT gaming grants players full control over their earned assets, offering the additional opportunity to earn cryptocurrency. This potential to turn playing blockchain-based games into a reliable income source while also fostering the game's popularity through physical ownership is noteworthy (Giridharan, 2022).

The Opportunities of Cryptocurrency

The research conducted by Redhwan Al-Amri et al. (2019) titled "Cryptocurrency Adoption: Current stage, Opportunities, and Open Challenges" aims to assess the present status of cryptocurrency adoption, the models applied, and the challenges that need attention in future investigations. To achieve this, the researchers employed a Systematic Literature Review (SLR) to gather relevant cases of cryptocurrency adoption and evidence from existing literature. The study analyzes the current level of adoption, the models used, and potential areas for improvement to boost cryptocurrency adoption among users. The findings show a growing interest in cryptocurrency adoption research over time.

Manager-Player Relationship

NFT projects possess a distinct characteristic - they enable seamless communication among various stakeholders, including project participants, developers, venture investors, and innovative business owners. In the realm of playing NFT games, numerous players choose to follow others, drawn by their influence and the opportunity to connect with fellow players. Within these interactions, discussions often revolve around their perspectives on NFTs and bitcoin as a whole (Cheatin, 2021).

Theoretical Framework

The theoretical framework utilized most commonly to evaluate a person's adaptation of technology in the field of information systems (IS), the Theory of Reasoned Action (TRA) by Fishbein and Ajzen, serves as the basis for this research. This is large because of the framework's simplicity. People's

actions, according to TRA, are influenced by their views and arbitrary conventions (Fishbein & Ajzen, 1975). An individual's feelings about a certain behavior on their belief about NFT Games are referred to as their "attitude" in the context of NFT Games. These emotions may be neutral, positive, or negative in relation to the behavior. Subjective norms are, according to Fishbein and Ajzen (1975), the opinions of those close to the individual that have an impact on their behavior. An individual is under social pressure to engage in the action or not.

The TRA model illustrates how different aspects of one's attitude link to a specific behavior. After the establishment of an intention, each person will behave without restraints or inhibitions, and modifications can be made by adding more justifications. When compared to the results of other experiments, this theory has displayed remarkable validity. The authors of this study will use TRA as the foundation for their efforts to find answers to the formed hypotheses. This approach enables authors to identify gaps and draw the appropriate conclusions because it has a solid foundation and literature backing. Given that cryptocurrencies are a relatively new technology, the TRA model is effective at predicting people's propensity for using them.

The TRA model evaluates a person's behavior and usage of technology in the area of information systems, such as NFT Games, similarly to our study. The research project "Risks, Opportunities and Profitability: Perceptions of Tertiary Students on NFT Games" will apply this concept. This theory will determine how respondents interpret and respond to various NFT Games-related scenarios.

Research Objective

Determine the Students' perceptions on the opportunities of NFT Games in terms of:

1. Income
2. Merit System
3. Manager-Player Relationship

Methodology

This research employed online surveys as the primary data collection method using a quantitative approach and descriptive research design to investigate the research topic. Surveys were chosen due to their ability to efficiently gather and analyze large amounts of data from the audience, helping to gain insights into the general public's perception of cryptocurrency (Cresswell, 2014). The study took place at a public university in Zamboanga City, Philippines, known for its accounting program. Through purposive sampling, 30 accounting students participated voluntarily, comprising 10 managers and 20 players. Survey checklists were distributed to understand tertiary students' perspectives on the risks, opportunities, and profitability of NFT Games.

To achieve the research objective, the researchers utilized a validated Likert-type questionnaire with a scale ranging from 1 (lowest) to 5 (highest) to measure participants' responses. Part one focused on students' perceptions of the risks associated with NFT Games, including scams, fake projects, and the manager-player relationship. Part two explored students' perspectives on the opportunities provided by NFT Games, such as income, the merit system, and the manager-player relationship. Part three aimed to assess students' views on the profitability of NFT Games.

The researchers opted for a closed-form questionnaire, where respondents selected their responses from the provided options. This format was chosen for its simplicity, making it easy for participants to answer, and facilitating data analysis for the researchers.

Results and Discussions

On The Managers' Perspective on the Opportunities of NFT Games

As shown in table 1. below, as for the manager's perspective, the opportunities of NFT games in terms of income have a mean of 3.30–3.90 and a standard deviation ranging from 0.85–1.29, which implies that the data is clustered around the mean and the highest mean is 3.90, thus the respondents agree that managers compensate their players fairly according to their agreement and the lowest mean is 3.30, wherein the respondents are neutral on their decision if NFT games are considered a legit source of income. In terms of the merit system, with a mean of 3.30–3.80 and a standard deviation ranging from 0.63-0.97, this indicates that the data is grouped around the highest mean, which is 3.80;

hence, the respondents agree that managers give cash bonuses to their top players, and the lowest mean is 3.30; thus, the respondents are neutral on whether managers give cash bonuses to their top players. Lastly, in terms of linkages or networks, with a mean of 3.40-4.20 and a standard deviation ranging from 1.03-1.17, the highest mean is 4.20, in which the respondents strongly agree that proper compensation for the players will get them motivated, and the lowest mean captured is 3.40, thus the respondents are neutral if managers and players create connections that help everyone improve their game.

Table 1. Managers' Perspective on the Opportunities of NFT Games

INCOME	Mean	SD	Description
1. NFT games are considered a legit source of income.	3.30	1.16	Neutral
2. Shares or earnings in NFT games are being converted to cash easily.	3.50	0.85	Agree
3. Managers compensate their players fairly according to their agreement.	3.90	1.29	Agree
MERIT SYSTEM			
4. Managers give cash bonuses to their top players.	3.80	0.63	Agree
5. Managers give other NFT game scholarships to some of their players.	3.60	0.97	Agree
6. Managers create random giveaways for their players.	3.30	0.82	Neutral
MANAGER-PLAYER RELATIONSHIP			
7. Managers and players create connections that helps everyone to improve their game.	3.40	1.17	Neutral
8. Most of the managers are considerate and generous to their players	3.50	1.08	Agree
9. Managers share their ideas and knowledge regarding NFTs.	3.70	1.16	Agree
10. Proper compensation for the players will get them motivated.	4.20	1.03	Strongly Agree

Legend:

1.0-1.8 – Strongly Disagree

1.81-2.6 – Disagree

2.61-3.4 – Neutral

3.41-4.2 - Agree

4.21 – 5.0 – Strongly Agree

The majority of the respondents in Nelson C. Rodelas, Ryan D. Francisco, and John Edison T. Ubaldo's (2022) study, "The Perception of Filipinos on the Aspect of Cryptocurrency and NFT Games," agreed that there will be a significant return on investment for NFT games. According to Amelia J. Delic and Paul H. Delfabbro's study from 2022, "Profiling the Potential Risks and Benefits of Emerging "Play to Earn" Games: A Qualitative Analysis of Players' Experiences with Axie Infinity," respondents who lived in developing nations or had little gaming experience were identified as being most at risk of receiving unfair scholarship splits. Although the ratio was often about 50/50, these weaker players reported that certain times it was as low as 20/80. This led to a significant manager-scholar power disparity.

According to the findings of a research conducted by Roger Charles Culannay et al. (2022), entitled Analysis on the Factors that Influence the Investment on Online Crypto Games these organizations have managers or sponsors who control an account on which scholars would play, and payment is reliant on a scholar-manager relationship in which both parties benefit from each other. As a result, with cryptocurrency scholarships, even the most inexperienced player can gain access to all crypto games.

On The Players' Perspective on the Opportunities of NFT Games

As for the player's perspective, the opportunities of NFT games in terms of income have a mean of 4.05–4.10 and a standard deviation ranging from 0.55–0.94, which implies that the data is clustered around the mean and the respondents homogenously agreed on the statements about scams in NFT games. In terms of the merit system, with a mean of 3.85–3.90 and a standard deviation ranging from 0.64-0.81, this indicates that the data is grouped around and the respondents identically agreed on the statements about the merit system. Lastly, in terms of linkages or networks, with a mean of 3.75-4.60 and a standard deviation ranging from 0.75-1.02, the highest mean is 4.60, wherein the respondents strongly agree that proper compensation for the players will get them motivated, and the lowest mean is 3.75, thus the respondents agree that most of the managers are considerate and generous to their players.

Table 2. Players' Perspective on the Opportunities of NFT Games

INCOME	Mean	SD	Description
1. NFT games are considered a legit source of income.	4.10	0.55	Agree
2. Shares or earnings in NFT games are being converted to cash easily.	4.10	0.85	Agree
3. Managers compensate their players fairly according to their agreement.	4.05	0.94	Agree
MERIT SYSTEM			
4. Managers give cash bonuses to their top players.	3.90	0.64	Agree
5. Managers give other NFT game scholarships to some of their players.	3.85	0.81	Agree

6. Managers create random giveaways for their players.	3.90	0.72	Agree
MANAGER-PLAYER RELATIONSHIP			
7. Managers and players create connections that helps everyone to improve their game.	4.15	0.99	Agree
8. Most of the managers are considerate and generous to their players	3.75	1.02	Agree
9. Managers share their ideas and knowledge regarding NFTs.	4.15	0.75	Agree
10. Proper compensation for the players will get them motivated.	4.60	0.94	Strongly Agree

Legend:

1.0-1.8 – Strongly Disagree 3.41-4.2 - Agree
 1.81-2.6 – Disagree 4.21 – 5.0 – Strongly Agree
 2.61-3.4 – Neutral

Conclusion and Recommendation

The love and need of gamers to play in a world outside of the capitalistic realm might push NFTs and cryptocurrencies away from the industry, which is now at a crossroads. Gaming has always been fundamental to forming communities and video games are increasingly central in our cultural, psychological, and social lives (Daniel and Garry 2018, Vesa et al. 2017). This study concludes that with the new advent of technology, the game culture of the children and youth goes along with the fast changing world. Although Filipinos are known to have the passion of preserving cultural games, it is still encourages to parents and teachers to let children explore on new things brought by the development of the technology. Gamers’ reactions vis-à-vis new technologies such as Web 3.0. matter to our society and should be studied more.

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