



# Research Analysis of Xbox 360 Photo Ethnography

---

## XBOX 360

### **PURPOSE:**

The purpose of this photo ethnography project is to explore the personal habits and relationships avid players of video games have with a current gaming console. We have chosen the Xbox 360 for its popularity and emphasis on group play – in person, but also online. The medium of photography should elucidate visual themes in current gaming culture.

### **METHODOLOGY:**

Photographs are taken of “gamers” in their homes, playing the games of their choosing. Photographs selected were taken after the ethnographic subjects had adjusted to the presence of the ethnographer and recording device.

### **RESULTS:**

All participants in our research interacted with the product in much the same way. Overall, their behavior had striking similarities.

Though intensity varied, each participant was deeply involved with the developments in his/her video game. While the video games were being played, participants immediately adopted a task-oriented mode of

thinking. Interruptions, however brief, often caused participants to lose focus and affected their abilities at completing the tasks of their games.

Participants usually exhibited fervent emotions as they completed or failed tasks in games. Two of the ten participants were attracted to the wider selection of violent video games available on the Xbox 360 platform.

All participants enjoyed the online and multiplayer capabilities of the Xbox 360.

Generally, participants used the Xbox 360 in their spare time.

### **CONCLUSIONS:**

Our findings indicate that Xbox 360 users share three main similarities.

1. Intensity of focus and emotions remains high among Xbox 360 users.
2. An Xbox 360 is used to strengthen the bonds and interactions between friends.
3. Use of the Xbox 360 occurs in spare time.

These similarities provide a basic framework for understanding the average Xbox 360 user. They certainly are not the only defining factors, but broadly describe the main consumers of this product.