Remote Careers and Entertainment: The Shift from Gaming Console Entertainment to PC Capabilities

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Remote Careers and Entertainment: The Shift from Gaming Console Entertainment to PC Capabilities

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Executive Summary

This study arose from a conversation with my roommate about the state of the gaming industry in terms of devices on which consumers play. We perceived a shift in our attitudes towards gaming PCs due to Covid-19 and other aspects. I wondered if this affected a wider population. If this change in attitude was widespread, it would affect different companies in the gaming industry as well and would alter consumer behavior related to large purchases in the gaming industry.

To examine these issues, I conducted five in depth interviews and administered a survey developed through Qualtrics to two WMU business classes, as well as the WMU Honors College. The findings from the interviews served as underpinning information, as all interviewees had been heavy users of games throughout most of their life and all owned some type of gaming device. Based on the interviews, I identified four main themes. The themes were: upgrading, investment, learning curve, and age distinction. These topics were explored further as they emerged from each interview and informed the composition of the questions in the survey.

In the survey, I collected a wide range of quantitative data about consumer’s feelings, perceptions, and future attitudes related to gaming devices. I compared them to the themes found in my interviews and saw similarities in all themes other than age distinction. I also included several open-ended questions in the survey and received mixed responses based on how much the respondents game. Some respondents did not see the need for a PC, whereas others saw it as something that they use almost exclusively every day for both work and entertainment purposes. Some of the main findings from the survey, including the themes of upgradability, investment, and learning curve, were consistent with the interviews. Respondents agreed that these factors were critical in the decision to purchase a PC. The theme of age distinction was not as relevant in the survey, with the relationship between consoles used and age differences not proving to be
significant. In addition, most individuals saw remote work as a phenomenon that would be part of the work culture for the coming years.

This study suggests a number of recommendations for console companies. First, console companies should improve their devices specifications to keep heavy users from upgrading to a PC. Second, they should also provide more console exclusive content as most survey users stated that this is why they own certain devices. Finally, they need to keep their prices lower than that of PCs as this is the main reason consumers purchase consoles over PCs. Recommendations for PC companies are to market their device as a dual device, as consumers want something that does more than entertain. They should also market their device as the last device that consumers should purchase, giving the consumers the ability to continually upgrade their device and continue to make it faster. They need to work to make prices competitive but not lower them to that of a console as this would lower the perceived value of the PC in the consumer mind. Finally, they should target heavy users of other consoles to convince them to upgrade. This population of consumers are the most likely to purchase a PC and would require the least amount of effort to convert to PCs.

Limitations of this study were present, with the main limitation being Covid-19. It meant that all of my meetings with the exception of the interviews were online. My survey and interviews were also limited to certain people as my study focused on individuals who owned a gaming device. Finally, my interviewees were all male and this left out female qualitative data.

Future research in this field of study should focus on different issues that were revealed in the interviews and survey. One would be to appraise devices that remote workers use and to explore that further. Another would be to examine non-users and light-users of gaming devices to gauge consumer behavior surrounding this population. Finally, I would like to research the theme of age
distinction further to uncover more information regarding devices consumers use and age of the consumer.
Introduction

This study focuses on the gaming industry and the devices that people use to game. This is primary marketing research, in which all of the information was gathered from interviews, surveys, and conversations from individuals within the gaming community. The premise of the research revolves around the idea that people have gamed for most of the early part of their lives on gaming consoles such as Xbox’s, PlayStation’s, Wii’s, and other consoles. A more recent phenomenon exists in which individuals who game have begun upgrading to more powerful devices, such as gaming PCs, once they reach a certain age or maturity level. This movement has accelerated due to Covid-19 and because of new technology emerging from the industry. During initial Covid-19 lockdowns, personal computer sales increased 67% (Ho, 2020).

The idea to study this new topic stems from a conversation I had with a good friend. We were talking about what we thought Covid-19 would change and started talking about gaming. We saw a clear trend: many people were upgrading to gaming PCs to have access to more games. But owning this PC has a dual-purpose. These individuals who were upgrading were using their new and fast PC for remote work. Since most people during the pandemic started to work from home, we wondered if world events would accelerate this trend throughout the year. We speculated about how companies would adopt to this change and if there would be large structural shifts in their methods of doing business in the current year. Almost by coincidence, a week later the company Microsoft released a statement that they were coming out with a new next-generation console. They also stated that they were going to release two different versions of this console, one being more basic and similar to what people were accustomed and the other being a higher-powered console capable of running higher graphic games at faster speeds (Needleman, 2020). The choice to do this, it seemed at the time, was due to this trend of people buying new gaming PCs. The console companies wanted to stay ahead of the curve and give users something that seemed to be a step below an actual gaming
PC. I wanted to explore consumer thoughts and perspectives on these topics and began brainstorming.

The topic of this thesis is important to consumers, as well as to console companies and PC companies. Learning what attributes encourage consumers to switch or upgrade to a gaming PC, can help console companies learn how to retain their current customers. Alternatively, this information can assist PC companies in learning how to advertise to the consumers who are on the edge of the decision. The information is also vital to any study that tracks consumer behavior in the time of uncertainty, especially during a pandemic. It will also provide information for future studies about remote work and remote careers, as much of the information gathered points to this as one of the reasons that consumers upgrade to PCs.

Background

I am one of the individuals who is considering an upgrade to a gaming PC. I have played on consoles ever since I was young and have just started to think about purchasing a gaming PC. I also have a severely out of date laptop and have been contemplating a new upgrade to that. Once I discussed the trend of upgrading to a PC with my roommate, I thought it would be an interesting topic to research since I am myself considering upgrading.

I am a 22-year-old senior at WMU and the Haworth College of Business. I am currently taking my last class at WMU and will finish with a degree in Marketing and a double minor in Management and General Business Administration. Marketing research has always been something of interest to me and consumer behavior is a subject in which I am also interested. This project delves into both areas and seeks to inform both consumers and companies alike.
Opportunity Statement & Research Objectives

Opportunity Statement: I want to assess individuals and find out if they are going to or have upgraded to a gaming PC from a gaming console for the purpose of gaming and remote work.

Objectives:

1. Determine for what purposes people use gaming consoles and gaming PCs
2. Discover perceptions surrounding console gaming and PC gaming
3. Gauge perceptions of the future of console gaming and PC gaming
4. Assess feelings about remote work and remote careers
5. Gather information on a price that consumers would pay for a PC

Methodology

Interviews

The main purpose of the interviews was to determine if switching to a gaming PC from a gaming console for work and entertainment was a widespread trend. I decided to hold interviews with various people aged between 18-23, asking a series of open-ended questions. I constructed a guide of about 10 questions to ask respondents and would pencil in other questions if topics became recurring throughout their interview. I added extra questions about remote careers and what the respondents thought of Xbox releasing two different consoles at once. For each interview, I told respondents that their information would be kept confidential and that I would give them all pseudonyms. As I began the interviews, I instructed the interviewees that the interview would be recorded, and then I told them again what the interview would be about. I would ask them once again if they wish to continue with the interview and if they said yes, I would start the recording. A
detailed list of interview protocol can be found in the appendix, as well as respondent tables that were completed in the course of the interviews.

I conducted five interviews with individuals who have gamed for most of their lives. All of the interviewees owned a gaming console and some of them had already upgraded to a gaming PC. They were all male, to provide foundational information regarding gaming since currently more men game than women. As of 2020, the percent of men who game compared to women is 59% to 41% respectively (Entertainment Software Association, 2020). Each interview lasted from 15-30 minutes, with questions that started broadly and narrowed down to more topic specific questions. Interview guides with notes can be found in the appendix.

Survey

After conducting my interviews, I used the information I gathered to generate questions for my survey. The survey is an online survey developed through Qualtrics and is about 30 questions long. Most of the questions regarding perceptions of gaming consoles and PCs are Likert scale matrix questions. This meant I could easily gather a great deal of quantitative information on consumer behavior with regards to gaming. The survey filters some questions based on the answer to the first question. This first question, do you own one or more of the following gaming devices, serves as a filter for the survey to provide specific questions based on those answers. Most of the questions are presented to all respondents unless they answer that they do not own any of the gaming devices in which their demographic information would be recorded. The survey was distributed to two business college classes as well as through the Lee Honors College at WMU. It was also sent to people that I know play games. At the time of analysis, about 199 people responded to the survey.
Findings

Interviews

Several themes arose from the interviews that were conducted. To present these results, each respondent will be denoted by their pseudonym (respondents: Alpha, Beta, Charlie, Delta, Epsilon) to provide confidentiality. Analysis will be done for each individual respondent and broad themes will be discussed at the end.

Alpha. Alpha views gaming as recreational and likes to play games by himself. He is a console gamer who also completes homework and watches YouTube on his laptop. He views PC gaming as more competitive and sees a gaming PC as an investment that would pay off. He made a clear distinction in gaming as he noted that consoles are more for younger people or kids, whereas gaming PCs are meant for more mature users who need the device for professional work as well. He plans on purchasing a gaming PC for use in entertainment and also for pursuing his remote career that he is starting next year. He views consoles as bulky, outdated, and minimalistic. He views gaming PCs as a utility and sees the pandemic as further encouragement for companies to create new technology for working from home.

Beta. Beta views gaming as a pastime and compares it in his life as a child watching Saturday morning cartoons. He no longer uses his console and instead does all of his gaming on his gaming PC. He uses his PC to work from home, game, and watch videos from streaming services. He thinks that there is a learning curve to getting into gaming PCs but thinks that once you dive in, you can learn a lot and make your PC work even better for the things you want to do. He likes PCs for the accessibility to different programs and software, creativity apps such as photoshop, and performance-based programs. He thinks that PCs are a good investment as he will be able to work from home in his career and sees it as a reliable device to use for both work and entertainment.
Charlie. Charlie likes to game and uses his console as a device to communicate with his friends. He plays casually, and watches YouTube and other streaming services on his console. He thinks that PCs are pricey and has not put too much thought into purchasing one yet. He views PCs as something that are fine if you want all the learning that comes with building and using it, and views consoles as the better device. He thinks that consoles are becoming more like PCs in capabilities as well as accessibility to the different tools found on a PC. He is skeptical in purchasing a PC because he views the buying process as confusing and would need guidance in purchasing the right parts. He views working from home on PCs as a bad thing, as there would be a loss of human touch. He thinks it could be good for some people but does not think it will last long into the future.

Delta. Delta views gaming as a tool to live out his fantasies and enjoys playing military strategy games to play competitively. He views consoles as a good device for a younger audience but sees PCs as a good investment for a more mature consumer. He likes the upgradability of a PC--being able to purchase new parts for it if one breaks--and views it as a device that he would have for a long time. He realizes that there is a learning curve to buying and building a PC but plans on doing it within the next several months. He thinks that as time goes on, PCs will make their products easier to understand, almost more like a console, and is waiting for the right opportunity to purchase his gaming PC. He sees remote work as a good thing if the company using it as an avenue of work can make it efficient. He does think that it will affect workers motivation and productivity in a negative way, just like it does with online school. While he plans on buying a gaming PC, he still intends to keep a console in his home for viewing streaming platforms and watching TV.

Epsilon. Epsilon views gaming as a lifestyle and something that is enjoyable. He used to game solely on a console but has upgraded to a gaming PC and views it as a good multiple-use device, stating that he can do a lot on his PC. He views PCs as a higher performance device and thinks that
you can play games at a higher skill level than that of a console player. He uses his PC for schoolwork and gaming as well as watching streaming services. He thinks that the future of gaming will be in VR, or virtual reality, and thinks that PCs will make this type of gaming much better. He views consoles as an easy device to use and thinks that children and older people can enjoy playing games on a console. He sees PCs as super “personalizable,” allowing you to game at top performance. He thinks that working from home would be the same as working in an office environment and thinks working from home would be beneficial currently as it has less physical contact with people but views it as a temporary fix for the time being.

An analysis of the five interviews yielded four themes, as well as universal trends. I labeled those themes as: upgrade, investment, learning curve, and age distinction.

**Upgrade.** The theme of wanting upgradability was present in all interviews. Each respondent stated that a gaming PC would be an upgrade from their consoles and viewed the consoles as a streaming device rather than a gaming device. The interviewees saw a console as an easy device to set up and use that would be better suited for a younger audience. They like the idea of being able to purchase individual components for a gaming PC if one failed. For instance, Beta stated:

> If you were relying on an $800 laptop to run your work program. And all of a sudden your laptops are, its crashing your program all the time. You can't just change out the piece that's going wrong. You have to buy a whole new laptop. If you spent $1,200 on a PC and just the CPU. you know goes bad… then you only have to spend a hundred to $400.

The interviews noted that, with a PC, if one is not satisfied with one aspect, for example speed in processing, one can buy a new part for it that is better than the current part and now you PC is faster. Epsilon stated that:
You could have a really good processor but have not the greatest graphics card. And your PC will run great… And it could go vice versa as well. And you can always continuously upgrade it however you want and what areas you need. And so it's just something that you can always build upon versus a console, which you cannot.

One of the main appeals of upgrading to the interviewees is the possible never-ending upgradability of a PC to continuously improve.

Investment. All respondents mentioned that in the process of buying a PC, they see it as an investment. PCs have a wide possible range of price, and each respondent stated they would pay at least $700 for a PC. This is almost double the starting cost of a gaming console. For instance, the new Xbox One X costs $299 (Frazier, 2021). Alpha said they would pay “no more than $1500, but probably $1500 probably be my max. But, like I said, I'd be willing to make more of an investment just because I know that I may use it more than an average person.” Alpha is willing to spend a lot due to the increased use the device would get in comparison with his console. While each interviewee was willing to pay a great deal of money for a PC, each interviewee also said it would change how they would game, watch streaming services, and work on schoolwork or work from home. In terms of working, Beta stated:

Overall, the PCs could be a really good investment for people that would also like to work remotely. A PC would 100% be their best bet, as far as reliability, accessibility, and performance. I would say that a PC would be their best investment if they wanted to work remotely.

While Alpha sees a PC as a great investment for people working from home, he does not want to engage in this type of work and would rather work in person. All respondents viewed the utility as an investment that would pay off rapidly due to the capabilities of the device.
Learning curve. When asked about how they felt about purchasing a gaming PC, they stated that they thought there was a learning curve when it comes to purchasing and building a PC. This could be due to the fact that there are several components necessary for a PC to work and navigating to find the right ones can be difficult. Delta stated that it was almost like a rabbit hole, but once they got into it:

There was like certain things with games where I was just like, really interested in doing that thing… you have a lot more of a selection of games for gaming PCs and that there was certain games that like, I always thought would be really cool to play, but I never had the capability of playing them because I had a console… But when I got a gaming PC, I really got into that.

The task of building the PC seems to make the interviewees want to find more games and become more involved with the device.

Age Distinction. Each respondent noted that there was an age distinction that would determine what they would like in terms of a gaming device. When asked to describe PCs, Alpha stated:

As you get older, you realize that instead of a gaming system, you'd rather have something that can run numerous things at the same time while still providing that gaming aspect. I think, especially now as more home offices move, I think people are realizing how important having a good computer to work on can provide in terms of, you know, a lot of people weren't used to working at home and now all of a sudden they're working at home and it may be an outdated laptop, or it may be an outdated computer. So I think people are starting to see how important having devices like that in your home is to success.
Alpha realizes that as he grows older, he needs a device to serve multiple needs, and a gaming PC is this device. It was interesting to see that each person thought that since a console is easier to use, it might be thought to be “childish,” in the sense that it is meant for a younger audience. Beta stated that, “if I have kids in 10 years, I would assume that when they're younger, they're going to be gaming on a console that, it doesn't have, you know, crazy amounts of performance because they're young and playing the games are more directed towards children.” Each respondent also stated in some form that once they have gotten to a certain point in their life, that a gaming PC was almost a no brainer to purchase, and that seemed to coincide with age rather than maturity level. Interviewees that were closer to 23, or almost done with college, stated that they need a PC for working as well as gaming. Interviewees that were closer to 18, or just beginning college, had not put too much thought into purchasing a gaming PC for remote work as they are just getting started in college. The interviewee that was in the middle of the age range, age 20, had a gaming PC but had not thought much about remote work. This is most likely because they are deep into their degree in school and are focusing on schoolwork rather than on seeking a career.

Survey

The survey sought to enlarge on the information related to the themes that came from the interviews and substantiate them with numbers. For three of the themes—upgradability, investment, and learning curve—the respondents confirmed what the interviewees had stated. Demographics of the survey were 62% male and 38% female, which is close to the industry makeup of gender of gamers. Most respondents were seniors at WMU (25.9%), and most respondents still work at a job site (38.6%). Half of the respondents were age 19 to 21. Male respondents gamed more than females on Xbox, Gaming PCs, and PlayStation. The difference was significant for Xbox where males gamed for around 7 hours a week versus 2 hours a week for females. On Gaming PCs males gamed
around 10 hours a week versus about 2 hours a week for female, which was also statistically different. The t-values of the Xbox and Gaming PC categories were 2.62 and 2.42, respectively. The only console with which the females gamed more than males was the “other” category, where females gamed for 11 hours and males gamed for 5. This difference however was not significant.

*Upgradability.*

The survey included several Likert scale questions, asking respondents to rate their agreement with several statements. The first two statements I compared for the theme of upgradability were the statements “I would purchase a gaming PC if I knew I could work from home on it” and “I would upgrade to a Gaming PC if it was easy to setup”. I found that as agreement with people being able to work from home on their PC rose, so did wanting to upgrade if it was easy to set up. It was a somewhat strong correlation, with an r value of .626. I also compared the statement regarding ease of setup with the statement “I would purchase a gaming PC if it was advertised as a dual device”, meaning that gaming companies would advertise their product as something
that can run games as well as professional software used at businesses. As agreement with ease of setup increased, so did willingness to purchase with different advertisement for the PCs. The correlation between these had an r value of .756. From these two correlation graphs, we can see that potential buyers of gaming PCs want a device that is advertised as something that can run programs other than games, and that can be easily installed in their homes. They also want the product to come with remote work capabilities, which most PCs do. They want to see that their decision will not revolve solely around entertainment, but rather, around a remote career as well.

**Investment.**

In different sections in the survey, I asked questions regarding investment to gauge consumer feelings towards making the purchase.

Gaming PCs can have a wide range of price. Most respondents perceive a Gaming PC as a worthy investment, with about 43% of respondents agreeing that gaming PCs are a good investment that will help them in the future with their work. Around 43% also agree that having access to a Gaming PC would help them in the future. In terms of a price that respondents would pay, the mean price of 86 responses was $840. Clearly, consumers are willing to pay significantly more for this device than a regular gaming console which sells for less than half the price. I also asked respondents how likely they were to purchase a PC in the future. About 40% were likely to some degree to purchase one in the next year. It is worth noting that about 24% stated they were not likely to purchase one in the
next year, but this is largely due to the fact that most of the people who stated they would not have already bought one recently. These differences in likelihood to purchase in the next year were not significantly different.

*Learning curve.*

Questions were asked about whether respondents thought there was a learning curve to PCs. Two statements from the Likert scale questions were “I would purchase a prebuilt PC before I would build my own” and “There is a learning curve when it comes to PCs and I don’t want to put in the time to learn it”. We can see from the graph that more people (51%) agree that there is a learning curve to PCs. This makes sense when we look at the fact that 52% of respondents agree to at least some extent that they would purchase a prebuilt PC before building their own. In comparing these two questions, we can see that light users of games will tend to want to put in less time setting up their device and will try to eliminate the learning curve that they associate with the device. They want a device that will be relatively simple to plug in and use, similar to gaming consoles. The large portion who strongly disagree with purchasing a prebuilt PC are respondents that had previously built their own and would rather put the time in to customize the device to the specifications they desire. These users
are the heavy users and are willing to put more work into their device due to the fact that they will use it more often.

**Age Distinction.**

Age distinction is where the survey data and interviewees’ statements seemed to differ to some degree. A statement in the survey about age distinction between younger people tending to use a console while older people use a PC was asked in the form of an agreement question. According to the data, 36% agree with the statement, whereas 42% disagree with the statement. I think it is interesting to see that a wider portion of consumers do not see this distinction especially since they tend to want an easier device. This could be due to the fact that they also may be light users and do not think in depth about topics such as this. I think that age being a distinguisher should be studied further outside of this research.

**Open-Ended Comments.** Outside of the themes found in my interviews, I allowed for survey respondents to add comments after several questions. I wanted to hear their input and thought the comments might evoke further research regarding this topic. In one question I asked respondents to describe how they feel about purchasing a Gaming PC. Most respondents stated that it would be costly, that they do not have enough physical space in their house for such a device, and that they
already have something like a PC that fulfills their needs. Others stated that they would always build PCs as it is a superior way to purchase the product, asserting that they were seeking a higher quality product than that of a gaming console. Overall, this section had general positivity surrounding purchasing a PC, with some people stating that it was the best decision they had made. I also had a section for respondents who had already purchased a PC to explain why they did. There were around 11 comments, with most stating that they were seeking more game variety. There exists significantly more games on a PC than consoles, and they can be more in depth as many people can create the games themselves. Respondents also stated they were seeking more utility and wanted a device with which they could run professional programs outside of gaming. One respondent stated that they were seeking a combination of work and fun, which I thought was interesting as this was the basis of my study. Finally, respondents stated that they were seeking out the higher graphics and faster capabilities that a PC has in comparison to consoles and laptops. PCs can be built to the buyer’s specifications, and they have the ability to create their device with any processing power they want. In another comment section, I asked for respondents’ general comments on gaming devices. Most were split on positivity in this section with respondents stating there are always going to be better devices coming out, not everyone needs gaming PCs, and they are difficult to move from place to place. They also stated that they play on whatever device their friends are playing on. But with the emergence of cross-platform games (games you can play with anyone on any device), I think this reason will not be a determining factor when purchasing devices in the future. At this section in the survey, some respondents were weighing the costs and benefits of purchasing a PC as if my survey had provoked more thought on the purchase. I would place these individuals on the edge of the purchase decision; they are the people who would be most likely to purchase a PC in the next year.
Word Clouds. I asked respondents to list three words that they would use to describe both consoles and PCs. I input all of the words they used and created a word cloud that makes the most used words the largest. The next page contains the results from the console section. As you will see, the most used words to describe consoles are entertaining, entertainment, easy, casual, simple, and fun, to name a few. These were all themes that I discovered while interviewing my interviewees as well as collecting my survey data.

For the PC word cloud, as seen below, the most used words were expensive, complicated, complex, time consuming, quality, and confusing to name a few. Like the console words, these were all seen in both the interviews and survey data.
Recommendations

For Console Companies

Console companies such as Microsoft, Sony, and Nintendo should continue to improve their devices and add higher specifications to their product. They have started to do this with the new next generation consoles having faster processing capabilities and start times. They need to improve these further in the future to retain users of their product who are thinking of upgrading to a PC. Console companies also need to provide more console exclusive content to their users. In my survey, I found that 39% of respondents play on consoles that have console exclusive content. Consistent with the first recommendation, they will keep more users if they continue to do this and they can do this by buying developing companies for games, as well as creating their own as they have done in the past. Finally, they should work to keep their prices lower than that of a PC. Survey respondents stated that they simply do not have a lot of money to spend on more expensive products, such as PCs, and if console companies price their devices at a perceived lower price than PCs, they will retain more customers. I think that Xbox is aware of this and is testing how much some users would be willing to spend as they recently released two consoles priced at two different prices. One was priced at ~$300, the other at ~$500. This difference was also due to the specifications of the devices and the capabilities they have.

For PC Companies

Companies that produce gaming PC parts and prebuilt PCs should do a few things to convince more consumers to upgrade. First, they should market their devices as dual-purpose machines. This is due to the fact that most consumers in my survey want a product that has both utility and entertainment and do not want to purchase the PC for only entertainment purposes. They see it as a device that could be used as a work machine. Companies need to be aware of this and
target these consumers. Companies should also market the device as the “last device” that consumers must purchase. In stating this, they should focus on upgradability of various parts in the PC, various uses of the PC, and the fast-processing speeds of which these devices are capable. This will make the price point seem more justifiable to consumers as it will have more capabilities than that of a console. Companies should continue to make their prices competitive, but not lower than that of a console. This would lower the perceived value of the PC to the consumer and would degrade the image of quality that the PCs have gained. Finally, they should target heavy users of consoles. Currently, male gamers on Xbox spend around 7 hours a week on the device, whereas male gamers on PCs spend around 10 hours a week. If PC companies were able to identify these users on Xbox or even other devices, they would be able to convert more consumers to PC.

Limitations and Future Research

Limitations to this research were abundant given the state of the world in 2020 with the Covid-19 pandemic. Interviews were difficult to arrange given that people have to social distance and should socially distance. However, I was able to meet with all interviewees and conduct in person interviews with everyone. Another limitation to this study was meeting with my thesis chair. When not meeting in person, work can become almost solely independent and I would have preferred to work in person with my thesis chair. In terms of my survey, distribution can be hard when only asking for a response over email. Some people may not wish to take the survey and can easily choose not to take it. Further, participation in the survey was reliant on the condition that participants had owned a gaming console of some sort. Since not everyone owns these devices, this excludes some people from being able to take the survey to the full extent. Still, these people were able to enter demographics and I was able to use this information to inform future studies on participation in the gaming community. Finally, a limitation I created was in my qualitative research,
and that was that I only interviewed males. This was purposeful, to get a good idea of what one gender thinks of consoles and seemed to be strategic as most gamers are male.

In the future, I would like to explore several topics that arose throughout my entire time researching this topic. One topic I would like to pursue is the idea of remote work devices. In this study, I focused on entertainment devices and only stumbled onto the idea of remote careers while interviewing. I think if I were to focus on individuals who currently work remotely, and research the types of devices that they use, that would shed more light on the topic. Another possible avenue of future research would be to see what a more general population thinks of gaming as a whole. My study relied on the fact that a respondent owned a gaming device of some sort. This can limit the study to only certain people who feel strongly about certain devices. I think I would like to research light users of games and non-users of games with the goal of finding out how they feel about gaming as a whole. Finally, in the future I would like to further research age distinction in gaming devices and communities. My survey did not provide significant evidence related to this theme, as the general population of the survey did not see any difference between gaming devices and the user’s age. I think if I were to research this further, I would focus strictly on age and conduct more interviews with a wider range of age.

Conclusion

Throughout this study, I have found various themes that are important not only to companies, but to consumers as well. Consumer behavior research, in my opinion, can help to inform consumers of what tendencies they may have and can help them purchase in different ways. Everyone has different ideas of what they want out of a product and seeing different perspectives can inform you on how to make the right decision. In terms of upgrading products, many factors can inhibit consumers from doing so and it was interesting to see how my interview group informed
me of what might inhibit a larger population from purchasing a PC. In terms of usage, there are
different ways that consumers use products and I think that this is also important to consumers as
well as companies. Overall, this study found that while many people may not have funds to purchase
PCs, most would do so in order to work effectively in the future and see it as an investment. They
want the product to serve purposes that go further than entertainment and would be willing to pay a
substantial amount to do so. On the other hand, others still see it as an unnecessary purchase, as
they already have devices that fill the want or need of a gaming PC. Whatever the case may be, there
will continue to be increased growth in personal computer sales in the coming year as more people
transition to remote work and more individuals seek more entertainment and utility.
References


Appendix

Interview Protocol

Interviewer: Jake Sanderson

Pre-Interview

1. Evaluate potential participants for proper application to study (do they game, work on computers, etc.)
2. Look over interview guide to familiarize self with purpose of interview and guiding questions
3. Choose participants for interview with length of 30 minutes to an hour in mind
4. Ask participants if they would be willing to be in a study of gaming and the usage of console systems and PCs
   a. Ex: Hi, would you be willing to talk about the environment of gaming on consoles and the usage of PCs for both gaming and work?
5. Conduct interview in person (if able) or participate in a Microsoft teams meeting with the participant

Interview Protocol

1. Prior to starting recording device (phone), sit down with participant and explain again what interview is about
2. Alert participant that you will be turning on recording device (iPhone)
3. Tell Participant that their answers are going to be confidential and they shall be given a pseudonym to keep their answers private, write pseudonym on top of interview guide
4. Start recording device and ask if they still agree to the interview
5. Tell participant that they are the expert on the topic, and it is why I am coming to them for information
6. Begin with guiding questions, if new or interesting topics arise then ask them at the appropriate time during the interview (make sure it flows well with the ideas being discussed)
7. SHUT UP and let the participant talk, allow ample time after asking question for participant to speak their mind and pay attention to recurring topics
8. End interview when participant seems to be out of items to say and all questions have been asked

Documentation of interview

1. Conducted on an iPhone that is plugged in, record the entire interview
2. Take notes on a fresh interview guide for each new interview
   a. Place notes under appropriate questions, new questions can be penciled in anywhere or under relevant topics
   b. Be sure to note any recurring topics, behaviors, mannerisms, etc.

What Ifs

What if participant wishes to stop the interview for any reason?
Ask them if they are sure they wish to be done with the interview, if answering yes then ask them if I am still able to use the recorded conversation and if I can keep their notes. If no, find a new participant and restart process of interview.

What if participant is having trouble speaking on subject matter?

Continue on with the interview and ask open ended questions. Do not ask yes or no questions as these do not provide good information. Ask a broad question and remain silent until you are sure that they are done speaking. If you want them to speak more on a topic, pretend to write something down in your guide until participant speaks more about that topic.

What if the interview gets interrupted?

Ask participant if they would wish to move to somewhere more secluded or if they would wish to wait out the interruption. In the next interview, choose a more secluded area where interview would not get interrupted.
Interview guide
Jake Sanderson (interviewer)
Talk to me about…..

• What gaming is for you

• Things you do on your computer/laptop

• Things you do on your Xbox/PlayStation

• Your perception of console gaming

• Your perception of PC gaming

• Your knowledge of PCs

• Feelings about console gaming vs. pc gaming

• Where you see the future of PC gaming vs. Console gaming

• How you feel about purchasing a PC

• Your view on a PCs capabilities in work and entertainment

• If you had to describe a console in a few words, what would they be and why?

• Ask same question as above but with PCs
Interview guide

Jake Sanderson (interviewer)

Talk to me about......

- What gaming is for you
  - Rec, sport games, career story mode

- Things you do on your computer/laptop
  - Youtube, school
  - Things you do on your Xbox/Playstation

- Your perception of console gaming
  - PC gaming = Serious when he was younger

- Your perception of PC gaming
  - More professional

- Your knowledge of PC's
  - Right equipment & better usage for gaming, no real research into it.

- Feelings about console gaming vs. PC gaming
  - Can use, really no difference
  - Cross compatibility
  - Where you see the future of PC gaming vs. Console gaming
  - Kids stuff
  - Handheld things

- How you feel about purchasing a PC
  - Price is issue, now that older things & PC can be adapted

- Your view on PC's capabilities in work and entertainment
  - Laptop during school, A Man PCs ease of work, Faster rate

- If you had to describe a console in a few words, what would they be and why?
  - Outdated
  - Bulky, need to streamline
  - Minimalistic, storage capability, stick console quality

- Ask same questions as above but with PCs
  - Utility, working at home, ease of use, new tech.

- Distinction of age between console vs. PC
  - Upgrading is key
  - XBOX next gen, talks about age again

- Price difference, seems sorta like quality issue
  - Mentions phone, talks about model, expensive ones don't sell as much
Interview Guide

Jake Sanderson (interviewer)

Talk to me about:

1. What gaming is for you
   - Post-time activity, competitive fun, could watch characters.

2. Things you do on your computer/laptop
   - Work on PC, school on laptop, video games, streaming, music, social media, reading.
   - Casual use.

3. Things you do on your Xbox/Playstation
   - Video games, doesn't play with anymore, now is streaming device, Netflix/ Hulu.

Your perception of console gaming
- Casual, gaming, living room

Your perception of PC gaming
- Customization of PC, creativity in making PC unique
- PC's versus consoles, some PCs are more powerful
- Lots of brands, they're also competitive
- PCs are frequently things you can upgrade
- Gaming in entertainment, more similar performance
- Where you see the future of PC gaming vs. console gaming
- All on PC of some sort, consoles will be happening
- How you feel about purchasing a PC
- Skeptical, they're better off
- Excitement about putting together, some may have hands-on experience
- Your view on a PC's capabilities in work and entertainment
- "Can do anything", spend to work better
- Better for editing, has become better

Age in aspect
- Enjoy desk sitting, likes his PC a lot
- Removes stress
- PC's will be good investment

Ask last remote career
- Helpful for doing mic
- Sort of futuristic
- PC's useful for a lot of people
- Idea:
  - sleenergies.
Interview guide

Interviewer: Jake Sanderson

Talk to me about......

- What gaming is for you
  - Pastime, like to do, hang out w/ friends, social
  - Too serious

- Not too serious

- Competitive Gaming, Not too serious.
  - Social aspect makes it better

- Things you do on your computer/laptop
  - Homework, wants to get pc because of finances, hasn't bought yet

- Things you do on your xBox/Playstation
  - TV watching, streaming services, virtual space for communication

- Your perception of console gaming
  - Toxic, don't know ppl well, 1080p, but fun, when you can take games

- Your perception of PC gaming
  - Personal, more risk, still people don't care

- Your knowledge of PC's
  - Basics, knowledge from friends, expensive, prettier
  - PC's are very powerful

- Feelings about console gaming vs. PC gaming
  - PC's are more difficult, learning curve, more controls, more in-depth

- Console - intuitive, non confusing

- Where you see the future of PC gaming vs. Console gaming
  - Making consoles more like PC, making open platform
  - Multiplayer open, consoles becoming PC like

- How you feel about purchasing a PC
  - Skeptical, finding the right one, confusing, needs guidance

- Do you know you're getting a good product?

- Your view on a PC's capabilities in work and entertainment

- Multi-core, most do it, consoles vs. PC
  - PC's have better reach
  - PC is better for work, full keyboard, download more programs

- If you had to describe a console in a few words, what would they be and why?
  - Easy, fast, cheap, becoming more expensive
  - Not very much depth, can't play simultaneously

- Ask same question as above but with PCs
  - Learning curve to PC's, once learned its easier, more access to resources

- Staying home &
  - People purchase PC due to lower capabilities, they have, not able to do things

- Ask about New Gen Consoles (Xbox)
  - Smart idea for Xbox, hardware capability, payment plan, better for younger audiences?

- Ask about Work in Future of PC's
  - Thanks for making it sound good, LT is bad, cross platform touch screen, people is good, doesn't suit yet.
Interview guide

Jake Sanderson (interviewer)

Talk to me about.....

- What gaming is for you
  - Fantasy, curiosity, strategy games, competitively

- Things you do on your computer/laptop
  - Homework, browsing things, etc.

- Things you do on your xbox/playstation
  - Gaming, heavy, entertainment system, later on

- Your perception of console gaming
  - Mainstream, not a bad sport, kids, attitude, gaming
  - Changing with computers

- Your perception of PC gaming
  - More for value, learning, writing, good
  - PC = 100-1200
  - Spending as much as you want, can customize, consider, upgradability of PC

- Your knowledge of PCs
  - Parts: gaming laptop is easy, more research on PC, convenience
  - Half capabilities
  - Limited console aspect

- Feelings about console gaming vs. pc gaming
  - [Handwritten notes: Longevity, older, less]
  - Difficulty, less
  - Make game last

- Where you see the future of PC gaming vs. Console gaming
  - More streamlined, learning, more
  - Going to be easier in the future, cheaper as well, cheaper

- How you feel about purchasing a PC
  - Cost, streaming, companies
  - Ease of use, which
  - [Handwritten note: hardware: most affordable opportunity]

- Your view on a PC's capabilities in work and entertainment
  - Programs running at the same, Bloomberg, don't need something that powerful
  - But less issues, powerful PC is great, streaming, gaming on couch

- If you had to describe a console in a few words, what would they be and why?
  - [Handwritten note: PC, will become more similar, ease of use, streamlining]

- Rabbit hole
  - Buy all the things more work, more of an investment
  - Ask about careers online, competitiveness
  - Strategy was Fortran
  - More family time, might effect motivation, productivity
  - Issue with school, something there
Interview guide

Jake Sanderson (interviewer)

Talk to me about:

- What gaming is for you
  - Many things, you start coping, tech, entertainment, lifestyle
- Things you do on your computer/laptop
  - Videogames
- Things you do on your Xbox/PlayStation
  - Videogames, streaming, social media, streaming music
- Your perception of console gaming
  - Console wars, good for multiplayer, unique, fun, friends
- Your perception of PC gaming
  - Different, specific, hardware, performance, customizable
- Your knowledge of PCs
  - Not super knowledgeable, but I have been taught a lot, but all things are connected, learn from each other
- Feelings about console gaming vs. PC gaming
  - Similarities - PC gaming, across platforms
  - Differences - PC is faster, 16 cores, advantage
- Where you see the future of PC gaming vs. Console gaming
  - Always getting better, UK gaming is big, PC gaming, better
  - Will be bigger due to PCs, endless capabilities, infinite possibilities
- How you feel about purchasing a PC
  - Been on edge, skeptical, but not forever, futures plus performance, PC better
  - Push back, PC is best, once went two years, PC was so much better
- Your view on a PC's capabilities in work and entertainment
  - More powerful, more capabilities, better work, they can do a lot of info
- If you had to describe a console in a few words, what would they be and why
  - Family friendly, competitive gaming, it's easier to use, children, simplicity, cost, less physical contact, other
- Ask same question as above but with PC's

PC is amazing

Work: thinks it would be same as office, still an investment

Working from home is beneficial, less physical contact, other people, seems to be temporary
Survey: Honors Thesis

Start of Block: General Questions

Q1 This survey, designed to support Jake Sanderson's Lee Honors College thesis, focuses on the ownership and perceptions of gaming consoles and gaming PCs. Your participation in the survey is greatly appreciated. The survey will take 5 to 10 minutes to complete. Thank you for your participation.

Q2 Do you currently own one or more of the following gaming devices?

☐ Xbox (1)

☐ Playstation (2)

☐ Gaming PC (3)

☐ Other (4) ________________________________________________

☐ None of the above (5)

Skip To: Q21 If Do you currently own one or more of the following gaming devices? = None of the above
Q3 Which of the following electronic devices have you used at least once in the last seven days?

<table>
<thead>
<tr>
<th>Device</th>
<th>Used at least once in the last 7 days (1)</th>
<th>Didn’t use in the last 7 days (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Xbox (1)</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Playstation (2)</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>PC (3)</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>other (4)</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Q4 What percent of the time in the last seven days have you spent on the following devices (Answers should add to 100%)

PC : _______  (1)
Laptop : _______  (2)
Xbox : _______  (3)
Playstation : _______  (4)
other : _______  (5)
Total : _______
Q5 Did you participate in the following activities at least once on a console (Xbox, Playstation, etc) in the last seven days?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Participated (1)</th>
<th>Did not participate (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playing games (1)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Watching streaming platforms (2)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Watching Youtube (3)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Talking to friends (4)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Listening to music (5)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Working from home (6)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Social media (7)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Watching television (8)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Other (9)</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
Q6 Please rate your impressions of gaming consoles (Xbox, Playstaion, Nintendo, etc.) on the following traits:

<table>
<thead>
<tr>
<th></th>
<th>1 (1)</th>
<th>2 (2)</th>
<th>3 (3)</th>
<th>4 (4)</th>
<th>5 (5)</th>
<th>6 (6)</th>
<th>7 (7)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to use</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Difficult to use</td>
</tr>
<tr>
<td>Simple to setup</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Complex to setup</td>
</tr>
<tr>
<td>Able to watch streaming platforms</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Unable to view streaming platforms</td>
</tr>
<tr>
<td>Able to watch Youtube</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Unable to watch youtube</td>
</tr>
<tr>
<td>Able to play with friends</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Able to play solo</td>
</tr>
</tbody>
</table>

Q7 In the boxes below, list the three words that you think best describe consoles (Xbox, Playstaion, Wii, etc).

- 1 (1) ____________________________
- 2 (2) ____________________________
- 3 (3) ____________________________
**Q8**
Rate your agreement with the following...

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree (1)</th>
<th>Somewhat disagree (2)</th>
<th>Neither agree nor disagree (3)</th>
<th>Somewhat agree (4)</th>
<th>Strongly agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I use a console because it is easier to setup (1)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I use a console because the gaming is more casual than competitive (2)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I use a console because it is easier to watch streaming services such as Netflix and Hulu (3)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I use a console because games come out exclusively for that console (4)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>I buy consoles because they are cheaper than a gaming PC (5)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
Q9 Rate how likely you are to do the following...

<table>
<thead>
<tr>
<th></th>
<th>Extremely unlikely (1)</th>
<th>Somewhat unlikely (2)</th>
<th>Neither likely nor unlikely (3)</th>
<th>Somewhat likely (4)</th>
<th>Extremely likely (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I would purchase a gaming PC if I knew I could work from home on it (1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would upgrade to a gaming PC if it was advertised as a dual device (for gaming and working) (2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would upgrade to a gaming PC if it was easy to set up (3)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I would purchase a pre-built PC before I would build my own (4)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Display This Question:

If Do you currently own one or more of the following gaming devices? = Xbox
Or Do you currently own one or more of the following gaming devices? = Playstation
Or Do you currently own one or more of the following gaming devices? = Other
Q10 How likely are you to...

<table>
<thead>
<tr>
<th>Purchase a gaming PC in the next year</th>
<th>Extremely unlikely (1)</th>
<th>Somewhat unlikely (2)</th>
<th>Neither likely nor unlikely (3)</th>
<th>Somewhat likely (4)</th>
<th>Extremely likely (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q11 Please explain how you feel about purchasing a gaming PC.

________________________________________________________________

Q12 What is the maximum price you would be willing to pay for a gaming PC? (enter numerical value only, ex: 600)

_______ $ (1)

Display This Question:

*If Do you currently own one or more of the following gaming devices? = Gaming PC*
Q13 What reasons did you purchase a gaming PC (please select all that apply)?

☐ Upgrading from a console (1)
☐ More games to play from (2)
☐ Easier to modify games (3)
☐ Easier to communicate with friends (4)
☐ Easier to work from home (5)
☐ Other (6) ____________________________

Display This Question:
If Do you currently own one or more of the following gaming devices? = Gaming PC
Q14 Did you participate in the following activities at least once on a gaming PC in the last seven days?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Participated (1)</th>
<th>Did not participate (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Playing games (1)</td>
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<td>○</td>
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<tr>
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<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Listening to music (5)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>School work (6)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Working from home (7)</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Social media (8)</td>
<td>○</td>
<td>○</td>
</tr>
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</tr>
<tr>
<td>Other (10)</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>
Q15 Please rate your impressions of gaming PC on the following traits.

<table>
<thead>
<tr>
<th></th>
<th>1 (1)</th>
<th>2 (2)</th>
<th>3 (3)</th>
<th>4 (4)</th>
<th>5 (5)</th>
<th>6 (6)</th>
<th>7 (7)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to stream/edit video</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hard to stream/edit video</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy to upgrade components</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hard to upgrade components</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Competitive gaming is easier</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Competitive gaming is harder</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy to work from home</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hard to work from home</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expensive</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Affordable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Q16 In the boxes below, list the three words that you think best describes gaming PCs.

- 1 (1) ________________________________________________
- 2 (2) ________________________________________________
- 3 (3) ________________________________________________
Q17 Rate your agreement with the following...

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree (1)</th>
<th>Somewhat disagree (2)</th>
<th>Neither agree nor disagree (3)</th>
<th>Somewhat agree (4)</th>
<th>Strongly agree (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consoles are meant for a younger audience, and gaming PCs are meant for an older audience (1)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>There is a learning curve when it comes to PCs and I don't want to put in the time to learn it (2)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recent world events (Covid-19) have pushed more people to work from home (3)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Working remotely will become more common in the coming years (4)</td>
<td></td>
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<td>A gaming PC allows one to work at home more efficiently (5)</td>
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<td>Gaming PCs are unnecessary to have for remote work (6)</td>
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Q18 Rate your agreement with the following...

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<th>Strongly disagree (1)</th>
<th>Somewhat disagree (2)</th>
<th>Neither agree nor disagree (3)</th>
<th>Somewhat agree (4)</th>
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<tr>
<td>Gaming will eventually be on PCs exclusively (1)</td>
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<td>Remote work will become a new norm in the next 5 years (2)</td>
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<td>Access to a fast gaming PC will help me in my future work experiences (3)</td>
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<td>Consoles are easier to use but sacrifice upgradability (4)</td>
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<td>Gaming PCs are a good investment and will help me in the future with work (5)</td>
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Q19 How many hours have you spent on each of the following devices during the past 7 days?

Xbox :_______ (1)
Playstation :_______ (2)
Gaming PC :_______ (3)
other :_______ (4)

Total :_______
Q20 What other comments do you have about gaming devices?
________________________________________________________________
________________________________________________________________
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Q21 Which best describes your gender?

  ○ Male (1)
  ○ Female (2)
  ○ Non-binary (3)
  ○ Prefer to self-describe (4) ____________________________________________
  ○ Prefer not to say (5)

Q22 Are you currently attending WMU or another University?

  ○ Yes (1)
  ○ No (2)

Skip To: Q24 If Are you currently attending WMU or another University? = No
Q23 What is your current class standing

- Freshman (year 1) (1)
- Sophomore (year 2) (2)
- Junior (year 3) (3)
- Senior (year 4) (4)
- Senior + (year 5 or more) (5)

Q24 What is your current age?


Q25 Choose the best to describe yourself

- Employed, working at a job site (1)
- Employed, working from home (2)
- Not employed due to Covid (3)
- Not employed, not looking for work (4)
- Not employed, looking for work (5)
- other (6)

Q26 What comments do you have related to this survey?


Q27 Are you taking this survey to receive credit for a class?

- Yes (1)
- No (2)

*Skip To: Q32 If Are you taking this survey to receive credit for a class? = No*

Q28 On the next page we will ask for your name and email address to allow you to receive course credit for taking this survey. Your email address will NOT be linked to your answers.

Q29 What is your name and email address?

- First name (1) ________________________________________________
- Last name (2) ________________________________________________
- Wmich email address (3) __________________________________________
Q30 What courses are you currently taking for which you might receive credit for taking this survey (please select all that apply)?

☐ MKTG 3780 (Marketing Analytics), Dr. Veeck (1)

☐ MKTG 3921 (Food and CPG Marketing Analytics), Dr. Veeck (2)

☐ Other (3) ________________________________

Q32 Thank you for answering this survey!

End of Block: General Questions
Interview Transcriptions

Alpha Interview

INTERVIEWER: All right. So you are interviewer participant alpha. So first question, could you tell me a little bit about what gaming is like for you?

ALPHA: Um, gaming for me is more recreation than like super competitive, I suppose. Um, it's something I do in my free time. It's not necessarily something I schedule out, um, in terms of what I play. Anywhere from like Cod to the two K games, sport games. Um, in terms of the sport games, I don't do much online. I do a lot of that, like career story, mode type deals.

I: All right. Um, so could you tell me a little bit about the different things you do on your computer or laptop?

A: Yeah. So mostly I watch a lot of YouTube. Um, I would say other than like the NEC Netflix shows that I like, no, I like are Hulu shows. I know I liked, uh, most of the time I'm roaming you too. Um, in terms of work in school, I, I feel like school is what I use it most for right now. Um, but transitioning into a remote career next year. Definitely something that I see myself using more, even if I'm provided, um, competing services from the company.

I: Okay. Um, could you tell me a little bit about your sort of perception around console gaming, for instance, like the culture around console gaming or any, anything like that?

A: Yeah. Yeah. So like before I knew more people with PCs or. Um, versus console. I thought PCs were mainly for people who, who wanted to play PC games or wanted to take gaming more seriously. Uh, at least that was my perception when I was a younger, whereas now, Oh, it seems more practical to have a PC for me, at least over a console. Cause one, I already have an older gen console. That I could use if I want him to watch Netflix on a TV, but I could also use a gaming PC for work or for school. So I just feel like a PC would give me more of the features that I want to use now as an adult, rather than a concert.

I: Okay. Um, could you tell me just kind of about like, what you think about your knowledge of like PCs, like. Do you, how much you know about them or how little you know about them?

A: I don't know very much. I would say the one thing that I do know is that, um, if you set yourself up with the right equipment, you could have a higher efficiency use of your computer rather than just, uh, being hooked up to Wi-Fi or, um, using your laptop, for example. And basically my knowledge is just from like my friends, having. PCs, I haven't really done any research or any particulars.

I: Could you, so we've kind of been talking just about like one or the other. Um, could you just tell me a little bit about how you feel about console gaming versus PC gaming? If you really see any. Stark contrast between them where maybe a comparison.

A: Well, now that I know that you can play any normal game on a PC and hookup, a controller like a console controller to the PC, I really see no difference in the two. Um, especially with everything being a lot of games coming out as cross compatible. I can only assume that every game coming out will eventually be cross compatible. So. You know, having those console games, especially cause I
know I just talked to someone recently about halo coming out on all platforms. So there, it seems like they're even trying to get rid of the games that are exclusive to one console. And I think again, everything's going to be cross compatible. So PS4 only being able to play with PS4 is not going to be a trend in the next coming years. So.

I: Um, and then kind of going into, you were talking a little bit about exclusivity and, and maybe how it's not going to be as much of a thing as it has been in the past. Could you tell me a little bit about where you see the future of PC gaming versus console gaming?

A: Yeah, I think, I mean, I think for kids, it's almost like what's, you're comfortable with, like, I know me personally growing up. I always had a PlayStation, like I had the PS one, PS, two PS, three PS4, and I almost feel like that kind of happened because it made, it was my parents buying my console. Um, but also kind of the grown-up aspect that a PC can provide, like being able to work on it, being able to do schoolwork on it when schoolwork is especially obviously online right now, um, Having those multiple screens or being able to work faster and run different programs on a PC versus a laptop. I think just separated. It's the PC from the console. Um, it should, because you can have all the capabilities of that. A console brings on a PC. I think the only thing that separates the console from a PC is the ease to hook it up to a TV and the ease to run a platform like Netflix on.

I: Okay. Um, so going into, actually, if you were to purchase a PC, could you tell me a little bit how you feel about that? Like, what are your reservations or,

A: Uh, at this point I would say my only reservations are innate in order to get what I want. I feel like I'd have to drop a substantial amount of money. Um, I think that would have more been a problem for me a few years ago. Whereas now I feel like I wouldn't have a problem making that investment because I know it's an investment rather than like, it's something that I, I will use in fact, four years, rather than a console, they come out with the next gen console and you feel like almost, you need the next gen console where a PC, you can make individual improvements as you kind of want more capabilities added onto your PC. Where a console it's like, you can buy more storage or you can buy certain things, but you can't just upgrade a piece of the PS4 without buying the next gen. So I think that's kind of where it separates itself as well.

I: Um, could you talk to me a little bit about, um, We've kind of already been talking about it, but your view a little bit on like, what, what exactly you would do for a PC in terms of working at entertainment? Like, do you, like, how do you feel about the capability?

A: Um, I definitely think it's faster and only working exclusively from a laptop for years, other than going into the computer lab at school. I definitely think the capability to have two monitors is definitely something that is a big pull for me. Just because for example, if, if I need to work on something on one screen, I can have something else open simultaneously on the other screen. Um, can you repeat the question again? Just so I make sure I'm covering.

I: Yeah. Um, just talk to me a little bit about your view on a PCs capabilities in work in entertainment.

A: I think as a work computer, it would work great just because I think I'd set my PC up with. Things that allow me to work at a faster rate, um, and all around. I think just the capabilities, um, the access that a PC can get you rather than, um, working on a laptop, especially me knowing that I'm
going into my career being fully remote. Having a great computer is something that, um, that is going to be necessary, not just for my personal wants, in terms of gaming or going on YouTube. Cause I really don't mind going on YouTube on my laptop. I mean, YouTube is such a simple platform, but in terms of work or working in Excel or running different programs in terms of that, I think a PC really allows you to function better.

I: Okay. Um, and then if you had to describe a console in a few words, uh, what, what would that be and why?

A: Um, I think they're somewhat outdated just because even, even the newer generation consoles are kind of bulk hardware. They're not in, in terms of what's being, what's coming out today. Everything seems so minimalistic and everything. It seems like they're trying to make everything smaller. And so having these bulk consoles with only the capabilities to run games or television programs, it almost seems like, um, a PC just with the capabilities is close to the same size discounts in the monitor size, and it allows you to do more. So I feel like in order for consoles to keep up, they need to be. More minimalistic or maybe even something in the future where it's almost like, um, one of those storage files that you plug in to the TV. I mean, it would be crazy if they came out with something like that, where a console is like, it's Bluetooth compatible with the stick, but you put this ticket and your console in the TV, just like that. I think in order to compete with PCs, uh, especially for adults because adults nowadays seem to be so much on the move where, um, being able to take a console here and there would definitely put them above PCs, but I feel like as it stands today, PCs in terms of adults are superior to consoles, just because of the capabilities it provides.

I: Right. And then, so you kind of talked about consoles and I liked that. Um, you like put that idea in there about like having a console, being able to move around and stuff. Yeah, that was interesting. And then I'm going to ask you the same question about. Um, PCs, if you could describe them in a few words, like what would they be and why?

A: Yeah, I think it's, it's, uh, it's a utility for sure. I, I think as you, as you get older, you realize that instead of a gaming system, you'd rather have something that can run numerous things at the same time while still providing that gaming aspect. Um, and I think especially now as more home offices move. I think people are realizing how important having a good computer to work on can provide in terms of, you know, a lot of people weren't used to working at home and now all of a sudden they're working at home and it may be an outdated laptop, or it may be an outdated computer. So I think people are starting to see how important having devices like that in your home is to success.

I: So I want to just kind of like touch back on a couple of things you talked about. Um, one of the things is, um, you'd mentioned age as it is in when you were younger, you used console more, and now when you're becoming older, you know, you, your ideas to move to a PC. So, I guess my, my question is, could you tell me, um, a little bit about what you think a lifespan on a PC would be versus a console as in how long would you use it for?

A: Well, I kind of mentioned that earlier, when I talked about how you can always upgrade a PC. So I think a PC is something that you can upgrade individual parts for, like say I got a certain keyboard when I first, originally got the PC. But I want him to upgrade the upgrade to keyboard. I can upgrade the individual keyboard where in terms of PS4, like you can get modern controllers, but it really doesn't change the actual performance or anything of the controller per se. It's still the same
hardware. Whereas a console slowed down as it gets older. And that's just fact where a PC. Well, generally run at the same speed. And if it doesn't run it the speed, you want it to run it, you can buy something and change it out without having to change out the whole thing itself. And I think there's just more capabilities to do that with a PC rather than upgrades to a console, like a PS4 or an X-Box.

I: Okay. And then this is kind of a, an, a little bit. It's it's more into consoles. Um, I don't know if you saw it, but, um, X-Box is releasing two versions of their new next gen consoles. Could you tell me a little bit about what you think about that?

A: Well, if you don't mind, I don't know much about that. So you don't mind me asking here, are there two different, like, is there a cheaper model and then more expensive model? What's the price difference?

I: Um, I believe it's $300 versus $500, maybe 600. Yeah.

A: So, and, and are they, can they play with each other?

I: Yeah. And so basically the idea is that the cheaper one will be used for more sorta streaming stuff. It won't have as enough capacity on it. Whereas the, the more expensive one will be, um, kind of larger and we'll have more, uh, like ability to, to play things on it.

A: Well, you, you could still play games on the cheaper one though.

I: I believe so. Yes.

A: Okay. Um, I think that's a good idea. The only thing I would be worried about is the price, the actual price difference, like I think, um, as parents, you know, buying a console for your kids, um, I don't see why you would go the more expensive one, unless you just want your kid to have that capability, I guess. I think it's a, that's more of a case by case thing where it almost kind of reminds me of when iPhone came out with the two different models, the one that was plastic and, um, glass versus the all glass. Um, it just kinda seems like that where it's like, if you want to pay less, you can get a lower quality product. Versus if you want to pay more, um, then you can get the best. Product they're putting out. I just think that I don't know what all the con it all be. It all is determined by the investment you want to make. And who's actually making that investment. Like I said, the parents, I think as if, if I were a parent, I would not think my kid would need advanced capabilities of gameplay, unless I knew he was that type of gamer. Um, so I think from a marketing standpoint, I think they're going to sell a lot of the cheaper models because if you don't need a more expensive model, why buy it? Um, so I think it's good that they're making it more affordable console, but I think they're gonna see that they don't sell a lot of the more expensive ones.

I: Okay. All right. And then a final question, just kind of about pricing. Um, could you tell me a little bit about what your perceptions are prices versus like with, let's say let's bring up the new. Um, X-Box, that's coming on $600. Um, what would you say a reasonable sort of price range would be if you were going to purchase a new PC?

A: Um, like I said, I'm kind of in a different case where I'm buying a PC because I'm also working remote as my career moving next year. So I think that plays a heavy role in how much I want to spend, but I would say probably about it. A grand wouldn't be kind of what I would be looking for, but depending on what, what it comes down to in terms of actual what I want when I'm actually
picking things out, I think that I would be willing to flex on my price. Probably I would say no more than 1500, but probably 1500 probably be my max. But, like I said, I'd be willing to make more of an investment just because I know that I may use it more than an average person.

I: And then I just, since you mentioned it again, I just want to ask one more time about, um, remote careers. Um, cause you tell me a little bit about your thoughts on remote careers.

A: Well, accepting a position as a, in a remote career. I think remote careers give people the capabilities to not be dictated. On where you're living depending on where you're working. And I think that's huge for me personally. I mean, the company I'm working for is based out of Detroit, where as I'm someone who's always grown up in Michigan and I always wanted to move away from Michigan to experience something different. So having a remote career allows me to do everything to the best of my abilities as I would be able to in the office, but I could be living. However many miles I want away from the office. You know what I mean? So I think in terms of you deciding where you want to be in your life, I think remote careers provide that aspect of it. And I really think in terms of companies going forward, I think that's something that they're going to realize is that they don't need to have their companies based in these big cities, like New York, LA. Um, because a lot of the things that they do as a business can be done online. And I think this pandemic has really opened people's eyes to that, especially in terms of the company I'm working for. I mean, they were offering full time, remote capabilities to anyone, and now it's a whole career lane for people at this company. So I really think that's the scope moving forward as that. Especially as technology improves. I mean, I feel like that was always the trend we were working towards. And I think this, the pandemic has really kind of made that happen faster because people are realizing that they can do everything that they did in the office from home. And especially the people with families. I mean, I'm a lot of people in their careers work, 50, 60 plus hours, and being able to kind of do that from home and be around your family more. I think for someone who wants to have a family, I think that time not being spent at the office can be really beneficial in terms of that as well.

I: All right. That's probably, uh, about what I need from you. So thanks.

A: Yeah, of course.
**Beta Interview**

INTERVIEWER: All right. So to start, could you talk to me a little bit about what gaming is for you?

BETA: Um, for me, gaming is a pastime, uh, activity that I personally use to, uh, entertain myself when I don't have stuff going on. Sometimes I get competitive with, uh, certain games and I play competitively. So I guess, you know, you can say, I treat it sort of like a child watching cartoons.

I: Um, um, could you tell me a little bit about, uh, sort of the activities you do on your computer or laptop?

B: Um, I work on my computer. I do schoolwork on my computer and laptop. Um, I do a lot of Excel spreadsheet work on my, on my computer. Um, I do a lot of gaming on my computer. And other than that, just browse the internet, look things up. Read news. Casual use.

I: Right. Um, and then could you talk to me a little bit about, uh, sort of the different things you do on your Xbox to endorse PlayStation? If you have it

B: I'm on my X-Box before I got my PC, I was playing video games on my Xbox, but I don't play it. Any video games on the X-Box at all anymore. Um, I primarily use my X-Box for streaming shows and movies watching YouTube using, you know, the different applications for streaming Netflix, Hulu, the basics.

I: All right. And then could you talk to me a little bit about, um, sort of your perception of console gaming? Um, it's for instance, like the environment, the atmosphere surrounding it, anything like that?

B: Um, I'd say that console gaming is very casual gaming. Um, You know, you're laid back a lot, sitting on the couch, good distance from the TV, typically. Um, a lot of casual, yup. Gaming environment there. Other people may use their consoles for more competitive purposes, but, um, typically, you know, they wouldn't. I don't think they, if they were playing competitively, it would be sitting in their living room playing it. But I'd say for the most part console gaming is pretty casual gaming.

I: All right. And then could you talk to me about your, sort of the same thing, but towards PC gaming?

B: Um, yeah. PC gaming environment is a lot different than console, because one huge thing is because of the customization that having a PC games, you, if you have a console, you can't. You know, take your parts out of the console and put it in a new holder for all the, all the parts inside the console. Whereas with a PC, you can do that. And so people get competitive with how their setup looks with the specs that are in their PCs. Um, and that's before you even get to actually game. And when you get the gaming, people are super competitive in gaming on PC. Um, not that they're not in console, but most people get a PC because they want to be more competitive gaming. If they're getting a, a PC for gaming purposes, they want to have the option to pay for better performance and better graphics and have the, the customer ability that. Um, having a PC brings with it, stuff like that. Um, I'd say that's a pretty good description of the environment.
I: And then, um, you mentioned you do have a PC. Could you talk to me a little bit about your knowledge of PC is, um, I know you talked a lot about, um, These plaques of a PC, maybe there's some brands in there.

B: Um, yeah, there's a lot of brands involved with making parts for PCs. Um, and they're super, I mean, the brands themselves are super competitive as well. Um, just because people want different options and have different preferences, uh, certain, you know, CPU's they, some of them are more related to running big programs at a higher performance and others are more directed towards, um, gaming performance. So you can buy different CPU based on what you use your PC for. Um, you know, you might want to. Higher grade CPU, because you want to stream the video games that you're playing, um, and lower end CPU's will support the game that you're playing, but not support the game that you're playing while you stream it. Um, online, uh, this graphic graphics cards involved, uh, most consoles only picture all consoles. Right now that are out currently, uh, only run up to 60 FPS. Whereas for somebody gaming on a PC 60 FPS, you know, usually bottom of the barrel, um, bottom of the barrel, what's the word? Kinda like on Monday around Lois, then for the most part of what you would go for, if you got a PC there's, there's so much more accessibility to higher, um, FPS and better graphic gaming than there is with a console. Other than that, I mean, there's other things that you can get to major. You can get. You can change out your Ram for new Ram to add faster memory. You can have a motherboard that operates the way that you want your motherboard to operate. That's like a whole another preference thing. Um, yeah, I mean, that's about it for. For specs. Um, my knowledge on it is fairly new knowledge to me. So I wouldn't call myself any sort of expert on PCs. I got into it, um, in December of 2019. And so I've been into it for, probably it's been less than a year, um, 10 months or so. Where does that learn a whole lot? And there's definitely a learning curve to getting a PC. Um, if you're building it on your own, if you just buy it prebuilt, there's not really much of a learning curve until you get to the point where you want the extra customization and everything that you may have to learn a few things, um, in order to achieve what you're looking for.

I: Okay. Um, could you talk to me a little bit about, um, your feelings about, uh, console gaming versus PC gaming? Kind of the we've kind of already been talking about it, but I just like a little bit of clarity on that. Just sort of like the differences in each that you see, um, or similarities, um, similarities would just be the.

B: Yeah, in the end, everyone's gaming for the same reason and that's to entertain themselves and pass time, um, and be competitive and show off their skills, their, their gaming skills. Uh, overall, I would say that they're probably more similar. Then they are different, but the differences that are involved are solely performance based and I guess there is more of a competitive scene for PC gaming than there is in console gaming. But the main difference is the performance that someone gets out of their gaming performance.

I: All right. And could you tell me a little bit about where you see the future of PC gaming and console gaming?

B: Um, in my mind, in the future, I think that almost all gaming will be on PC of some sort. I think it will be, I think consoles will. Sooner than later be a thing of the past, other than using them for, you know, casual gaming. Um, I think they'll still have consoles for that purpose to, you know, if I
I would assume that when they're younger, they're going to be gaming on a console. It doesn't have, you know, crazy amounts of performance because they're young and playing the games are more directed towards children. And as they get older, um, probably their teen years though get into PCs because that's where, that's, where it'll be happening. That just put that. Beta says that's where it will be happening.

I: And then, um, how let's could you just tell me a little bit how you felt about purchasing a PC? Um, it is a bit of a, a price difference than a console, but could you just go like, go into a little bit about your feelings about purchasing one?

B: Um, initially I was skeptical because. Really, I kind of thought I was just going to get pretty much the same experience that I do out of a console. Um, other than I knew that I would have better graphics and that was pretty much the extent of my knowledge when I was buying my PC. But when all my parts came in and everything, and I was putting everything together, it was super exciting. And, um, by the time they got to me, I had done more research to understand exactly what would I be getting out of them? But you said I'd be getting out of them. Um, and I didn't realize how crucial to me it would be to have a PC poured like school studies purposes, other than gaming. Um, You know, you spend a lot of money on that PC, you can do so many other things with it, uh, including her, your school studies, um, stuff like that, you know, or if you work from home, having a, a PC is nice. Um, I know a lot of people would want their workspace to be separate from their entertainment space because they have a hard time, um, kind of. Balancing that, but for someone like myself, I absolutely love that. I can I finish a homework assignment, turn it in. And I'm a click away from joining my friends at a new match.

I: All right. Right. And could you talk a little bit about your view on PCs capabilities and work in entertainment? I know you just kind of talked about it, but could you go a little deeper into that?

B: Yeah. Depending if you build a PC or buy a PC with the right specs. I mean, virtually you can do anything. You can run any sort of program. Um, of course, with the right computer, uh, as far as like even just a basic PC that a person may spend a thousand to $1,200 on, um, we'll be able to run a lot of programs really quick. And really smoothly, such as Adobe programs, um, we'll run really well on a PC over like a laptop or, you know, your cell phone, um, video editing, which not everyone does, but as time goes on more and more and more people do. And other than that, just. I see just programs. Um, a lot of different jobs have different programs that they have to download and use and hope that they don't crash or something on their laptop that they bought four years ago. Whereas if you have a PC and you're worried about your program's crashing because your CPU or motherboard is out of date, you can go buy a new one and change. Change it out. And in that sense, you don't have to buy an entire new laptop. If you were relying on an $800 laptop to run your work program. And all of a sudden your laptops are expression your program all the time. You can't just change out the piece that's going wrong. You have to buy a whole new laptop. If you spent $1,200 on a PC and just the CPU, you know goes bad or your Ram goes bad or something, and that's, what's causing your program's crash. Then you only have to spend a hundred to $400. Whereas if your laptop crashes, you gotta buy a whole new laptop. Yeah.

I: And could you, if you had to describe a console in a few words, what would they be and why?
B: For me, my console is a dust collector and that's because I made the switch to PC and that's just a personal thing. Of course, other people will have. More to say about their consoles than I do. Um, before I got my PC, I wasn't even really gaming on my console that often I was trying to think of a better, um, response for a couple of words about my console, like thinking about before I got my PC and when I was using my console. But I really wasn't even using my console then either anymore.

I: And then sort of the same question, but this one's geared towards PCs. If you, if you had to describe a PC in a few words, what would those be and why?

B: Um, I'd say my PC is a staple to my everyday life, because just because of how much usage I'd get out of it for various reasons, there are endless ways you can use it. I use it every single day, um, for whether it's work or just checking for some business emails, whether I'm checking on my financial stuff, um, investments, whether I'm gaming, whether I'm really doing anything online. I usually try to just use my PC. I mainly because I enjoy it. I enjoy sitting at my desk on my PC. Um, I enjoy way everything about it is set up from my monitor to my keyboard, to how my screen layout is too. My mouse and my keyboard to my headset.

I: All right. And so there's sort of this, um, Newer trend with how the world is going. That, um, remote careers are becoming more of a commonplace for businesses and corporations. Could you talk to me a little bit about your thoughts on remote careers?

B: Um, essentially I work in a remote career environment. Um, half of my job is. Remote and the other half is not remote, but I'm not even, you know, I don't have an office that I go into every day and see a manager or a boss or anything like that. Um, and I see more and more remote jobs all over the place. And I really think that. Um, overall, the PCs could be, uh, a really good investment for people that would also like to work remote remotely. Um, a PC would be just a really good investment if they wanted to work remotely. Um, yeah, parts of that question. No. Okay.

I: Do you want to, do you want me to clarify it again, or do you want, um, just in, in terms of remote careers becoming more popular, just tell me a little bit about your thoughts on remote careers and what you think about the environment of it.

B: And I, I think that they can be really, really useful for a lot of people. Um, I think a lot of people, um, could utilize remote careers in endless ways from keeping side jobs going strong, working on, you know, a business of their own on the side. If they're working remotely would be tremendously easier for them. Um, there's a lot of flexibility. Working remotely. Um, obviously when it's time to work, it's time to work, but during your breaks, uh, you know, you don't have to go anywhere to get lunch. You don't have to do anything really other than walk to your kitchen and eat your lunch. Um, when the day is over, you close out of your work program or end your call or whatever. And, And, you know, if you want to start gaming, you're on your PC anyways, do you think game, or you can go watch T or D you're already home if you're working remotely. Um, it saves so much gas and driving time. I would say it saves a lot of gas money and driving down. Um, that really, you add that all up throughout a week. I mean, if you drive 20 minutes, one way to work. You're driving 40 minutes a day to work. That is a lot of time in your week that you could spend
learning something new or working on your side job or, yeah, it's say I feel like I had two, two points to that question.

I: Um, All right. Do you have any other, do you have any final things you want to say about any, anything?

B: I don't think so. Um, I didn't name off all the companies that I know of that make a lot of, um, computer specs that a lot of people will, these will be. No house name companies, household, household, name companies in the future. And that, I mean, that would be obviously Intel, uh, AMD Nvidia there's really big ones for just pieces. Um, there's companies that don't make whole CPU's or GPO GPU's, but they'll make things like Ram, um, or motherboards. Like of course there is a really big brand that makes KC accessories. Um, HyperX is a really big one. Um, um, and there's, there's new entrance. Into the market as well, that are starting to make a name for themselves. Uh, there's a lot of them off the top of my head. I can think of as rock any. And, Oh, there's one more. I can't remember their name right now as rock is a really big one. There, there are newer. PC company that has made a pretty good name for themselves. And I don't, I mean, they don't have a ton of parts out either. They haven't been around for that long, but they have some pretty good products so far. Um, but I think there's a lot of opportunity for new emerging companies, uh, within the realm of computers.

I: All right. I think that's all I have for you. Thank you.

B: You're welcome.
Charlie Interview

INTERVIEWER: So to start, could you tell me a little bit about, uh, what gaming is like for you?

CHARLIE: Um, in short it's like a pastime. It's something that I like to do. It's something that I can hang out with my friends with. Cause we're all busy and it's not like we're in the same place. So it's kind of like a good way to connect with your friends and, uh, kind of escape though. The boring times of just doing homework for hours.

I: All right. Um, could you talk to me a little bit about, um, sort of the different things you do on your computer or laptop? If you have one, for instance, just like anything you do on it in a normal day?

C: Mostly I use my laptop for doing just homework and stuff like that. I've wanted to get an actual personal computer for awhile, but because of certain, uh, situations have arose, um, financially I don't think right now is the best time to get one, but I do want one. That is the other thing about laptops and PCs is that they're kind of really expensive. So kind of have hard time with that, but usually I'm just doing homework and stuff like that.

I: Okay. Um, could you talk to me a little bit about things you do on your Xbox or PlayStation? If you have one?

C: Okay. So, um, I'll use my Xbox to watch like TV. Like I don't even watch like cable anymore. Like I usually just watch Netflix and Hulu on my X-Box and they'll play games with all my friends. Sometimes I'll even just sit and X-Box parties and talked to my friends. So it's like a communication device, like a phone. And then it's also like a normal TV, but not, it also has games.

I: Okay. And then could you tell me a little bit about sort of your perceptual, uh, perception of console gaming, for instance, like the environment or the atmosphere surrounding that?

C: It's kind of toxic, you know, Uh, just because you like don't know people very well, whenever you, you play games or something, like if you're going to a public lobby, like you'll kind of just like, say whatever you want to say, and that's not like there's any type of regulation for language. Okay. So it can get kind of toxic, but it's always really fun. And especially if you have like thick skin, like when people try to say stuff, it kind of just rolls off. But when you say stuff and it gets reaction, that's really funny.

I: Okay. And then sort of the same question, but about PC gaming, any, any sort of thoughts on your perception surrounding the environment or the atmosphere of PC gaming?

C: PC gaming seems like it'd be a lot more. Personal, I guess, because there's more stuff that you can find out about a person on a PC per se. Like I can't just look at somebody's gamer tag and be like, I know exactly who that is, but I feel like if I was on PC, like then you have access to IP addresses and everything like that. And it seems a lot more personal and kind of, I don't know, touchy in that way, but I mean, a lot of people still don't care. So.

I: Okay. And then in, in general, could you talk to me a little bit about your knowledge of PCs?
C: I kind of only know the basics so far, just from what my friends I've talked about. Like, I just know that they're super expensive, but they're really nice. Like you can get, uh, a nice prebuilt for like $800. And it'd be a really nice computer and have a lot of fun on it, or you could build your own and it'd be a little bit cheaper. And then, uh, the other thing is, is like not a lot of people have PCs. So in that aspect, there's not a lot of information from friends being like, Oh yeah, you should really get a PC. Like there's not a really big drive for PCs right now. It seems like everything's more. Shifting towards like console based, because that's just easier. Cause not a lot of people know what to look for in a PC, but everybody knows that like, Oh, an X-Box one is better than an X-Box three 60. So it makes the, the market for a gaming device, a lot simpler in terms of console versus personal computers.

I: Okay. Um, could you talk to me a little bit about sort of your feelings about console gaming versus PC gaming, Tim, any comparisons or contrasts?

C: From the times that I played PC gaming, the controls are kind of, I don't know how to say difficult, I guess, for new people, which can be kind of like you try a PC gaming and it's like, this is really hard. I don't like it at all. And then you have new people that try console gaming and it's super easy because the controls are so, um, non confusing. So I think a lot of people mesh a lot better with console gaming because consoles are more for beginners, but if you really get into like PC gaming, you can get really, really good at it because it has that high diversity of controls. Okay, but that also makes it very confusing.

I: um, could you sort of along the, kind of the same idea of comparing, uh, both console and PC gaming, cause you talked to me a little bit about where you see the future of PC gaming versus console gaming.

C: Well, from what we've been seeing with the new Xboxes coming out is that they're starting to shift towards making consoles more like PC, where everything's like open platforms. So it's not only X-Box players play with X-Box players. Now everything's opening up to a LA I want to play with my friends who play on PS4, but I play on Xbox one. So there's starting to shift towards like a more open multiplayer deal. Like how PCs are. So I think console's are starting to become more PC for lack of a better term.

I: All right. And then, um, we've kind of already talked a little bit about, you mentioned it a couple times about, um, sort of PCs and co um, Uh, laptops being a little bit more pricey. Could you tell me a little bit about how you feel about purchasing a PC?

C: I'd be really skeptical just because it's really hard to find like the right PC Tobias. And I think the, the like resources that you have and how many options there are, it can be really confusing and tough to like, know that like, okay, this is the, this, the PC that I want or, or not.

I: Okay. Um, and then could you talk to me about, um, your view on a PCs capabilities and sort of an entertainment and also maybe a possibly in a work environment? Um, and an entertainment sense.

C: I think PCs are, are okay. I definitely think consoles are better just because they're easier to navigate, but, um, PCs definitely have a better reach of entertainment options because you know, they do use the web. Oh, yeah.
I: And then could you just talk about maybe sort of your view on a PCs capability and work?

C: Oh yeah. I think, uh, a PCs capability of where it is a lot better than a console, just because they have so much more resources. And I feel like in a work sense, there are a lot more easier, like easy to operate. That on console, just because you do have like a full keyboard and it's not analog sticks like that. And then you can also like download a lot more programs and stuff like that. So I think for work, it's definitely really, really good. But for entertainment purposes, I'd say no.

I: Okay. And then if you had to describe a console in a few words, um, what would, what would they be and why?

C: Easy, basic and all around cheap, just because they're not as expensive, they are becoming more expensive, but so will the PC market. So it's kind of equal out anyway, but. The reason I say that they're like easy and basic is just because there's not a whole lot of depth to them. So like sure. You can do a lot of things with a console, but nowhere near the amount of things that you can do with PC, which makes it a lot easier for somebody who's just starting out on like a gaming slash entertainment system so that they can like understand it better because it is so basic.

I: All right. And then sort of the same question. It's more towards, um, PCs. Could you describe, uh, PC in a few words and what would they be in Y

C: PCs? You have to, you have to learn to understand it, but as soon as you do learn how PCs work. I feel like everything gets a lot easier. So it's the, it's like a learning curve. So once you really figured out a PC, like it's a lot more resourceful than a console would be.

I: And then we've kind of already, um, touched, you touched on it a little bit. Um, uh, could you talk to me about your feelings, sort of about the new. Um, next generation consoles. Um, I'll just give you like a quick example. The new X-Box is coming out with two different versions. One's priced at about 300. The other is priced around 600, I believe. Could you just tell me a little bit about your feelings about that?

C: I think it was a smart idea just because are going up in price because they are moving closer to PCs in terms of their hardware capability. And they also announced a, a, a plan where you do like 35 bucks a month. And it's kind of like a, like a loan almost. So instead of paying like, Oh, I don't have 600 bucks, but I make, you know, this much money every week I could afford this new X-Box and only pay 35 bucks a month.

I: Okay. And then, um, could you, so we, we sort of talked about, uh, work a little bit, um, there's this sort of new trend in society nowadays to, um, be able to work from home. Um, given the circumstances of, let's say just the coronavirus alone, um, that sort of sped up things. Um, could you talk to me a little bit about your feelings about. Um, working from home, if you were to do that on a PC and just how you feel about it.

C: In general, I feel like that's kind of a bad thing. I mean like sure. It keeps everybody safe and like, you know sure. Short-term I feel like it was a great, a great thing, but long-term, I feel like it's really gonna have some communicational issues where people try to say things and like, Either it comes off the wrong way or somebody didn't fully understand it and they'll lose like the type of work environment to aspect. So like, if I was a part of this company and I only worked from home, why
would I care about that company? As much as if I was like working there and I like saw everybody every day. So it's that type of like, you're removing yourself from the company by only working at home. Okay.

I: All right. And then just, uh, just a final question. Um, regarding PCs, do you think, um, more people would be willing to sort of purchase them in the future? Given circumstances such as like staying home a lot?

C: Yes. If, um, long-term staying at home does come about. I definitely think people are going to be looking for a PC. That's going to work a lot better than let's just say like a laptop because they don't have the capabilities to support, um, things like Skype and zoom and such things like that. So I feel like people are going to start spending more money on. Uh, equipment for work at home than they necessarily need to. But I definitely think that if we do have to stay, um, home, then people are going to start spending more money on computers.

I: And then, and just a final question. Could you talk to me a little bit about sort of an, a decent price range to purchase a PC for you would be.

C: A decent price range for me would be about $700 to, a thousand because the computers that I've seen that are lower than that usually don't work the best, especially when it comes to like certain types of gaming. So like, if I want to play like competitive and I had like a $400 PC, it's not going to work as well. If like, in terms of, if I had. A much better PC for like 700 or a grand that had a lot better like graphics capability.

I: Okay. And then you mentioned that word competitive. Could you just sorta talk about how you feel about, um, sort of competitive gaming?

C: I think it's a, it's an, it's a very new thing. And I think I could have a really good future, but casual, competitive gaming in my opinion is a lot more fun than actual pro competitive. Because if you take a game, like let's say Fortnite, that's like a really good example. It was really fun for like the first couple of months. Well, and then you had all these people who were starting to go pro and doing competitive tournaments and it just made the game less attractive for the common player.

I: okay. And then just any, any final thoughts at all of you have, if you don't have any that's okay. But if you have any final thoughts, would you like to say anything?

C: No.

I: Okay. Cool. Well, thank you for being a part of my interview.

C: No problem.
Delta Interview

INTERVIEWER: All righty. So, uh, could you tell me a little bit about what gaming is like for you?

DELTA: Um, gaming fulfills fantasies that I wouldn't be able to accomplish, uh, in real life, like no with strategy games controlling an entire country or. Like hundreds of people or being on a battlefield, like, I don't want to do those things and in real life, but they'd be cool to, uh, do in a gaming aspect.

I: Okay. And then could you talk to me a little bit about what are the different things you sort of do on your computer laptop? Like what you use it for on a daily basis?

D: Um, homework. And just browsing stuff, whether I'm like reading articles or watching YouTube. Um, that's it, do I have to say anything?

I: No, I mean, that's, that's fine. And that's all you do on it. Um, so I know you've had a, an Xbox or PlayStation in the past. Could you talk to me a little bit about what you used to do on those when you were younger?

D: Uh, yeah, I mean, back then, I would only game on them where I feel like right towards the end of having consoles, I'd use it a lot, like as an entertainment system, uh, like for watching Netflix and videos or shows on Hulu, um, Where like when I was a kid, I would just game on.

I: Okay. And then could you talk to me a little bit about your perception of console gaming and sort of like the environment surrounding it?

D: Uh, I think that console gaming is definitely more mainstream than PC gaming. Probably not at this point. But just like growing up, that's always what it seems like, like console gaming was kind of a for kids or like if you wanted an entertainment system plus a gaming system where like, if you're really into gaming, you're going to have a gaming computer. But now I think that that's changed a lot.

I: Okay. And then kind of the same question, but this one is just tell me a little bit about your perception of PC gaming and kind of the environment surrounding that.

D: I think you'd get more for your value, but it costs more to get into it like a PC, if you want a good PC. You're probably going to spend anywhere from like 700 to a thousand dollars. I mean, you can spend as much money as you want on a gaming PC, but like, uh, I have a gaming laptop, so I can't really like customize that at all. So I'll probably, Oh, Oh, nevermind. Uh, gaming laptop. Yeah. So customer customization, um, that's the only thing with gaming PCs. You can customize them where you can't customize a console at all, but like you can have the same gaming PC and just put different parts in it for a pretty good amount of time before you have to like replace the whole thing.

I: Okay. And then could you talk to me a little bit about, uh, sort of your knowledge on gaming PCs or gaming laptops in general?

D: Um, as far as like parts go and stuff. Since I have a gaming laptop, I haven't had to like go through the motions of creating a gaming PC, like most PC gamers do. So I'm going to have to research that more when I build my own PC. But, um, right now it's just convenient because my
laptop is also a game laptop. So that's like what I use to game. Uh, and I can play a lot more games that I'd rather play, um, versus on console where I feel like there's only so many games that you can play on a console before. Like you're just playing something that you don't really even want to.

I: Okay. And then could you talk to me a little bit about sort of your feelings regarding console gaming versus PC gaming and maybe how they compare and contrast a little bit?

D: Yeah, well, like I said earlier, it definitely seems like there's more younger kids on consoles, but that's changing like very quickly. I think that gaming on PCs is become like totally normal. Over the past, like three to five years. But before that, I think it was a little bit more of a niche thing, at least in the US. um, dude? What, what was it?

I: Oh, you can just ask next time. Um, just the like basically comparing and contrasting console gaming versus PC gaming.

D: And then I'd say the other thing is you get a lot more value or perceived value out of playing on a PC because games are a lot cheaper. There's a lot more sales. Um, and if you really get bored of a game, how it like normally is you can just bought it, which. I think there's infinite possibilities with a lot of games on bonding where you can just, I mean, there's people that just play the same game, but just do different modifications of the game for like years before they play different games. and I mean, there is monitoring on cogs. We'll, we'll do a certain extent, but it's kind of like still on rails. Think you can do whatever you want.

I: Okay. And then could you talk to me a little bit about where you see the future of PC gaming versus console gaming? And we kind of talked about it already, but just sort of,

D: I think it's going to be more streamlined, um, to where, like right now, like I said, I. I'm going to have to do some research before I go out and buy all my computer parts, because I don't, I mean, I know general stuff about PC, but I think that they're going to make that easier for the consumer to get into something like that. And they're probably going to make it cheaper to get into stuff like that. Like make packages that are like advertised as like, Oh, this is the cheap gaming PC. I think that PC gaming is going to become more similar to console gaming. Um, but not to the point where they're like the same thing, they're just going to make it. So it's like something on a lot more people can get into because it seems like the gaming market is headed towards, um, PC gaming. At least to me.

I: Okay. And then could you tell me a little bit about how you feel about purchasing a PC, perhaps, maybe the reservations or the like excitement surrounding it?

D: Um, well, the cost is the main thing, because once you get into it, I feel like you're very capable of spending a lot of money on it. Um, The other big thing about building a PC is sometimes companies will release something new that will make whatever the next most expensive part is like completely obsolete. So you could have just spent 1200 on a gaming set up and then some company releases some new part and all of a sudden. You wish you had that instead of what you spent your money on originally.

I: Okay. And then could you, so there's kind of this growing thing of, um, sort of working from home, especially with coronavirus and people, socially distancing and whatnot. Could you talk a little bit about your views on, uh, PCs capability in a, in a work setting?
D: Yeah, well, it definitely helps for programs where you have to run like a lot of information. Um, I know that a lot of the financial program like Bloomberg, uh, it definitely helps to have a powerful computer. I don't think you need something as powerful as a lot of gaming computers are, but you're not gonna have any issues versus. Doing something on like a, one of those little Google laptops or whatever. Um, also, I mean, they're just powerful, so you can do a lot of stuff on them at once.

I: And then kind of that same question, like capabilities of a PC in basically an entertainment setting. Um, you said. That, you know, you did use a console for like streaming services. Um, could you just talk a little bit more about that, but in terms of the PC,

D: Um, and the thing with a PC is that you're probably going to be sitting at a chair while you do everything where like, if I'm watching something I'd like to just be like on the couch or like laying down or something. So unless I had some really nice gaming chair, I. I think that like consoles will stick around because they're always, you're gonna be a nice entertainment system. Uh, even if cable goes away, console's will be like, I think kind of the next version of cable where you can just get everything on that and you can play video games, but, um, if you were to somehow incorporate. The PC and sort of like a Bluetooth set up throughout your room. So you could just stream stuff on it, but kind of like Chrome cast it or something like that to your TV, then it would basically be the same thing.

I: Okay. And then if you had to describe a console in a few words, what would they be and why?

D: It would probably be something along the lines of streamlined. Like you buy it, plug it into the wall and put your disc in it or download your game. And there it is. But with a gaming PC, You have to buy your PC. I mean, just the tower itself. And then there's so much other stuff that goes into it. Like you need to buy a chair, you need to buy a nice mouse and a nice keyboard. Um, a monitor. Now a lot of people have two monitors. I mean, that's almost the norm now. Uh, so. You're really diving into gaming when you get a gaming PC. Uh, and also I think in a lot of gaming communities that are on tonsils and on PCs, um, the PC community is just like more hardcore players. Um, I'd say that's true with almost every game. I mean, there's still a good console players, but streamers, most of them do not stream on console. Some of them do. And for certain games it's more common. But if that doesn't tell you something like that, I don't know.

I: Okay. And then sort of a same question, but with PCs, could you just describe a PC in a, in a few words,

D: It's like a rabbit hole. I would say that I became a lot more interested in gaming. I mean, I've always gamed my whole life, but when I got my gaming PC, there was like certain things with games where I was just like, really interested in doing that thing, I guess it's because like, you have a lot more of a selection of games for gaming PCs and that there was certain games that like, I always thought would be really cool to play, but I never had the capability of playing them because I had a console. Um, and you kind of just get like really into certain niches. I mean, at least that's not true for all people, but I did, like, I. Never thought that I was really into strategy games and stuff like that. Like, I never really liked that stuff. Like when I was a kid and like up in high school and stuff like that. But when I got a gaming PC, I really got into that.
I: Okay. And then, um, there's sort of a growing. Um, emergence of, uh, basically like online careers and working from home, like kind of remote careers, if you will. Um, could you tell me a little bit about your feelings about, um, remote career?

D: Uh, I think that it's a good thing. If it makes everything more efficient, if it saves money, not to rent out an office space, um, and people can do work from their home and kind of. Take pressure off them by making them feel like, I mean, it's work, but they're doing it at home. So it's not like as bad as not like, it's not like you're not seeing your kids and stuff like that. Um, I think that it's going to be interesting. On the other hand, it might affect. Or like, we'll see, I guess if it affects people's motivation and it makes them less productive, because if that's a widespread thing where people are just not doing their jobs, because it's online that I think then everything will kind of head back towards the office. But I don't, I'm not sure that that's going to happen, but. I can totally see, because I mean, that's the issue with school. All these kids are complaining about like how they hate school because everything's online right now might be similar for the office setting though.

I: Alright. That was, uh, that was good. Thanks.

D: That was a whole thing. How long?
Epsilon Interview

INTERVIEWER: All right. So could you tell me a little bit about what gaming is like for you?

EPSILON: Gaming to me is kind of a lot of different things. Um, I've played video games since I was very young and it was, I dunno, I always had fun with it, enjoyed playing it, whatnot. Uh, I think there was a point there when I used it to cope. Uh, And I, uh, just thoroughly enjoy playing video games and they make me happy.

I: Okay. And then could you talk to me a little bit about sort of the different things you do in a daily basis on your computer laptop?

E: Um, well, one play video games too. I do a lot of my schoolwork on it as well. I was using a laptop for a minute. And then I tried using my PC for schoolwork and I ended up working out a lot better. So I just did that and, uh, you know, I'll use it to listen to music and, yeah, that was one of it. Okay. I guess. Okay. And then could you talk to me a little bit about the things I guess you used to do on your X-Box? Uh, on my X-Box I would do. I would obviously play video games. Um, and I would watch like Netflix or Hulu or whatnot, or sometimes I would go on the internet and watch some anime. Uh, let's see, it gets straight music as well. That was the thing. Um, I used at one time to pull up a live church thing. Um, Um, played with friends and talk to them and stuff. And, yeah.

I: Okay. And then could you tell me a little bit about sort of your, um, perception of console gaming, maybe like the environment surrounding it, um, different things like that?

E: Um, my perspective while. I noticed on social media, there's always been a little war between Xbox and PlayStation, which is always been kind of dumb, but that's kind of died down a little bit. Um, I, uh, perspective on it. I think it's a great thing for multiple uses. Eh, you know, you can play video games or you can use it for music, or you can use it for just watching TV or movies and whatnot. And it's very, you know, it's a very easy thing to navigate. So like it's very family friendly usually and, uh, customizable a lot of creativity with it. So, yeah. Uh, Just a great thing to be made.

I: Okay. And then sort of the same question, but this one's about, um, PCs. Could you tell me about your perception of PC gaming?

E: Uh, it is quite different from, uh, console gaming because there's just a lot more specifics to it. So with console gaming, you're stuck there with, you know, whatever. Specs that they give you with their console. So like, you know, you'd be running at 60 frames per second consistently, you know, it's going to process everything, you do this and that, but then with the PC, you can kind of edit those things, how you like it to your, to your liking. So like, like you could have a really good processor, but have not the greatest graphics card. And your PC will run great. It just won't look the best, which is just fine. And it could go vice versa as well. And you can always continuously upgrade it however you want and what areas you need. And so it's just something that you can always build upon versus a console, which you cannot.

I: Okay. And then could you tell me a little bit about, um, your knowledge of PCs just in general?

E: Um, I'm not super knowledgeable upon PCs, but as of recently building my own PC, I've learned a lot on that. Especially with like how PCs work and honestly, a lot of technological stuff like that,
like learning what a CPU is and how it works and a graphics card and how it works. Uh, you know, your Ram, your storage and your motherboard, how all of that stuff is connected through your motherboard and how you need, you know, power to run all of it at the same time. And just learning how a lot of those things work has kind of opened my perception on how other things work, because it's almost like basic building blocks of technology almost. And so, you know, that's kind of what I've learned. Yeah. So far with PC PC stuff, there's a lot of specifics to it too, after you build it. Like with the system settings and all that stuff. And so a lot of, a lot of creativity, honestly, a lot of possibilities of how you want it to run. Okay. And then kind of touched on, uh, you said the console Wars with Xbox and PlayStation.

I: Um, this one's kind of dealing with consoles and PCs. Uh, could you tell me a little bit about your feelings? Um, in comparing console gaming versus PCs.

E: Yeah. They're very similar yet. Very different at the same time, because I mean, now with a lot of the cross platform gaming, you can play with people from X-Box to PC or people on PC can play with people on Xbox or PlayStation. All they can all play together now, which is. Huge. But, um, the, the differences is just like how much faster PC runs than an X-Box or PlayStation. And it honestly just gives an advantage over the consoles because there's just so much more power. You can put it near a PC. And so ultimately a PC is better just because you have those advantages.

I: Okay. And then could you tell me about where you sort of see the future of PC gaming and console gaming within the next couple of years? Maybe 10 years.

E: Okay. Um, I see a lot of improvements. Uh, you know, they're already there. They're always updating and like processors and graphics card, whatnot. They're always, you know, a step forward and going. With more updates on things, but something that I see that could very well come into play within these next few years, 10 years, whatever is like virtual reality gaming, which is kind of, you know, like you need a PC for, I mean, now they have a specific kind of virtual reality set that you can use that doesn't need a PC, but like, you're not going to get the same experience as if you have a PC. And so I can see. The PCs, finding some sort of way to bring virtual reality into it in a much bigger way than it already is. And, uh, I mean, there's just so much there. There's so much to go. Honestly, there's so much you can do with it is almost sorry. I guess infinite possibilities. So I don't know a lot of big things to come, I guess.

I: Okay. And then could you, so you do have a gaming PC. Could you tell me sort of, um, your feelings about leading up to that? Like how you felt about it? Like what almost, what made me decide to do it?

E: Yeah. Um, well, you know, I've always been on the edge with it, you know, but I always stuck with X-Box just because, you know, that's what I grew up playing always played it. And that was my thing. Um, you know, I have heard a lot of like, I've always, I've watched YouTube years and streamers and whatnot, and they're always playing on PCs and they're always really good. And so like going through the social media stuff with them, PC gaming versus console gaming. You know, they're always saying like, yeah, PC master race, like PC is the best. Like, and so I never really understood that because I've always played. X-Box not that Xbox, which is fine. It was great. You know, that's all I knew until I got my PC, but that's kind of what led me up to getting. One was just
the fact of understanding how much different it is I guess, and how much better. You can play video games or see your video games even and whatnot.

I: Okay. And then, um, you did talk about you do homework and stuff on it now. Um, could you talk about, uh, your view on a PCs capability capabilities in a work setting?

E: Um, a PCs case ability in a work setting? I could, I mean, are we. I work at Menard's and we have a computer there that we use that has, you know, certain software's on it to like log a lot of stuff like, or overstock, and what's stopped in store and what's out of store, like what trucks are coming and when, and so I see a lot of benefits there, withholding information that is needed to be held onto. And I mean, honestly, it's really. Yeah, it's really good for the environment because it's a lot less paper being used. And so, you know, a lot of stuff is just stored into this PCs because PC is, can hold a lot of storage. It just depends on how much money you have to put into it. So I see it being very beneficial based off of that fact.

I: Okay. And then if you had to describe a console in a few words, what would they be and why?

E: Um, Hmm. That's tough family friendly, competitive gaming, I guess. Just because it is family friendly, you know, there's not just, I guess PCs can be family-friendly too, but there are a lot more complicated. So I guess when I say family friendly, I think of like children and whatnot, and like, I guess maybe elders that don't really understand technology as well. You know, it's very simplified enough for them to enjoy it, how they want to, but there's also the aspect of. The teenagers that do understand how it works and can play video games and can be competitive with it. Cause you can be competitive with it regardless whether you have a PC or not PC just gives you that advantage. But, but I guess that's how I would put it just because like, it can go both ways. Just really depends on who the person is. That's using it and how they're using it.

I: Okay. And then sort of the same questions, uh, sort of the same question, but just about PCs. If you had to describe a gaming PC in a few words, what would they be and why?

E: Um, PC gaming, personal. Competitive gaming is if we're talking specifically gaming personally competitive, because you can just personalize everything you want to your liking to have you play at your top performance, or maybe top performance gaming, I guess, versus personal competitive. Cause then it's like, You know, it's set up to how you are and what works best for you in order to do your best and gaming, because you have those capabilities of doing that with a PC.

I: Okay. And then just kind of a, like a last question. So, uh, Recently with like coronavirus and stuff. We're seeing more people doing like remote careers from home. Um, and, um, I guess I would just kinda gauge your thoughts on it. What do you, what do you sort of think about that as well?

E: Like working from home, working from home with, uh, mean, it's, it would be the same as if you're working in an office with a PC you're just at home. I mean, The only downfall to that, I guess, would require you to have a PC and pay for one. And like the financial side of it would be the only downfall that I could give. But that's, you know, if you're really invested in something like that, that doesn't really matter. Cause you'll just make that backer from working. I think it's beneficial, especially with this COVID stuff going on, you know, cause then you don't have to be around people as much. And so, you know, you can stay very isolated and safe from this respiratory disease.
and yeah, I guess it's just keeps people separated for the time being that needs to be separated, I guess. So beneficial in the end, I guess.

I: Okay. And then one other, uh, sort of question. I know you did buy a PC, but what do you, what's kind of like your price range for purchasing one?

E: Well, you know, it depends on what you plan on using it for if you plan on using it for work, if you plan on using it for gaming. You know, that's kind of the, one of the great things about PC gaming is that you can be very flexible with what you pay for and how much you pay for what, like I was explaining earlier, you know, you have, you can personalize it, how you want with the whole pro like having a great processor, but a bad graphics, hard, you know, but in the end, because you have a good processor, you know, your computer's going to run great. It just won't look the best, which. You know, it doesn't really matter when it comes down to things just as long as it's running well, and that would be like a good example for a work computers, having a great processor, but you know, you don't need a super expensive graphics card because you're not necessarily playing video games on it, but like, if you're buying it for video games, obviously you're going to want to put a little bit more money into it. So it's worth, so it's worth your money, I guess. Worth getting it. Cause if you don't put enough money into it, if you're trying to play video games, video games nowadays really big storage, or they take a lot of storage. And so you need that extra with the processors and graphics card. So I guess if you're for like a moderate or yeah, like a moderately nice computer that will, you know, run majority of your video games. You know, whatever would probably set a price range around 700. You could probably go lower than that. It just really depends on how much you're willing to put into it and how serious you are about it. So the 700 will probably run everything you need it to. Okay. In a competitive sense.

I: All right. That's that's all I need. Thanks.

E: Yeah. Thank you.