

ELEMENTS OF COMPUTER GAMES THAT ARE ATTRACTIVE TO PEOPLE**Dilobar Iminjonova***4th year student of foreign language faculty
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Annotation. *Millions of people throughout the world are captivated by computer games, which have become an essential component of contemporary entertainment. Their popularity is attributed to important components that draw people in, such social interaction features, adaptive challenges, interactive gaming, and immersive narrative. These components make games interesting to a wide range of players by improving the gaming experience and eliciting emotional and cognitive reactions. This essay looks at the fundamental elements of computer games that make them so popular and considers how they may be used for purposes other than amusement, especially in skill development and education.*

Key words: *computer games, immersive storytelling, interactive gameplay, social engagement, adaptive challenges, user experience*

Annotatsiya: *Kompyuter o'yinlari zamonaviy ko'ngilochar sohaning ajralmas qismiga aylangan bo'lib, ular butun dunyodagi millionlab odamlarni jalb qilmoqda. Ushbu o'yinlarning muvaffaqiyati ularning jozibadorligini ta'minlovchi asosiy elementlarda, jumladan, maftunkor hikoya qilish, interaktiv o'yin jarayoni, moslashtirilgan qiyinchiliklar va ijtimoiy muloqot xususiyatlarida namoyon bo'ladi. Ushbu elementlar nafaqat o'yin tajribasini boyitadi, balki kognitiv va hissiy javoblarni rag'batlantiradi, shu orqali o'yinlarni turli auditoriyaga qiziqarli qiladi. Mazkur maqola kompyuter o'yinlarini ommaviy mashhur qiluvchi asosiy omillarni tahlil qiladi va ularning ta'lim va ko'nikma rivojlantirish sohalaridagi qo'llanish imkoniyatlarini o'rganadi.*

Kalit so'zlar: *kompyuter o'yinlari, maftunkor hikoya qilish, interaktiv o'yin jarayoni, ijtimoiy muloqot, moslashtirilgan qiyinchiliklar, foydalanuvchi tajribasi*

Аннотация: *Компьютерные игры стали неотъемлемой частью современной индустрии развлечений, привлекая миллионы людей по всему миру. Их успех кроется в ключевых элементах, делающих их привлекательными, таких как увлекательное повествование, интерактивный геймплей, адаптивные вызовы и функции социального взаимодействия. Эти элементы не только улучшают игровой опыт, но и стимулируют когнитивные и эмоциональные реакции, делая игры интересными для широкой аудитории. В статье рассматриваются основные компоненты компьютерных игр, способствующие их популярности, а также их потенциальное применение за пределами развлечений, в частности в образовании и развитии навыков.*

Ключевые слова: компьютерные игры, увлекательное повествование, интерактивный геймплей, социальное взаимодействие, адаптивные вызовы, пользовательский опыт.

INTRODUCTION

Millions of gamers worldwide are enthralled with computer games, which have emerged as one of the most significant kinds of entertainment in the modern period. Their enormous appeal to a wide range of people may be ascribed to a number of captivating features. Immersion narrative, engaging gameplay, eye-catching visuals, and social networking are some of these components that add to the distinct attraction of gaming experiences. Understanding what draws players to computer games can help find their potential uses outside of pleasure, including in skill development, education, and rehabilitation. The capacity of computer games to tell engrossing stories is among their most captivating features. Story-driven games immerse players in vivid, made-up worlds where they may influence the course of events by making choices. Instead of being passive viewers, gamers may take an active role in this interactive narrative format. According to research, players' emotional engagement is increased through narrative immersion, strengthening their bond with the game and its characters. Games like *Red Dead Redemption* and *The Last of Us* are prime examples of how narrative components evoke strong emotions in players and create an unforgettable gaming experience.⁴⁰

Another important element that adds to computer games' popularity is their interactive gameplay. Games give users power over the experience, in contrast to passive entertainment like television. Players are challenged by gameplay features including strategy, problem-solving, and fast decision-making, which also provide them a sense of accomplishment when they overcome challenges. Strategic conflicts like *Age of Empires* or puzzle-solving in games like *Portal*, for example, require cognitive engagement, which promotes learning and skill development.⁴¹ Because users have a direct say in how the game progresses, this interaction keeps players interested.

Games like *Minecraft* and *World of Warcraft* show how adaptive challenges and reward systems can create a sense of accomplishment and keep players coming back for more. Modern multiplayer games emphasize social interaction, allowing players to connect with others in virtual environments. These reward systems, such as achievements, level progression, and in-game rewards, further incentivize continued play and ensure that players stay engaged without feeling frustrated or bored.

The social components of gaming, such making friends and taking part in online communities, may be a major factor in their popularity, according to research. In

⁴⁰ Jenkins, H. (2004). "Game Design as Narrative Architecture." *First Person: New Media as Story, Performance, and Game*. MIT Press.

⁴¹ Prensky, M. (2001). *Digital Game-Based Learning*. McGraw-Hill Education.

addition to their gameplay, games like Fortnite and Among Us have become popular because of the social interaction options they offer.⁴²

Beyond Entertainment: The components that draw gamers in have potential uses outside of leisure. For example, engaging and rewarding gameplay is used by gamified learning systems like Duolingo and Kahoot! to efficiently teach languages and other disciplines. Furthermore, therapeutic games are being created to treat mental health issues, illustrating how adaptable gaming components can be when dealing with real-world issues.

In conclusion, the popularity of computer games may be attributed to a mix of social elements, adaptive systems, storytelling, and interaction. This study intends to investigate how these components interact with players and their possible uses in domains other than entertainment by examining them.

METHODOLOGY

A multifaceted approach is used in the methodological research to investigate the aspects of computer games that draw players in. The study explores the cognitive, emotional, and social elements that affect game involvement by fusing theoretical understandings, player viewpoints, and game design analysis. In order to record both quantifiable data and complex user experiences, a mixed-method technique is used.

Recurring motifs in game attraction, such as immersive storylines, reward systems, and social interaction mechanisms, were found through a thorough analysis of the body of current academic research and industry reports. These components are known to increase player retention and engagement.⁴³ A varied sample of gamers participated in surveys and semi-structured interviews to collect first-hand information. People with different gaming habits, skill levels, and demographic backgrounds were among the participants. Player preferences, including preferred game mechanics, narrative components, and favorite game genres, were the subject of surveys.

Popular games from a variety of genres (such as strategy, action-adventure, and simulation) were examined to find appealing elements including sound design, graphical quality, and cooperative play choices. The effects of these characteristics on player retention and emotional attachment were given particular consideration.⁴⁴

RESEARCH METHODS

1. Quantitative Analysis: Statistical methods were applied to survey responses to identify trends and correlations. Metrics such as average gameplay time, preferred features, and frequency of multiplayer interactions were used to quantify engagement factors.

⁴² Ducheneaut, N., Yee, N., Nickell, E., & Moore, R. J. (2006). "Alone Together": Exploring the Social Dynamics of Massively Multiplayer Online Games

⁴³ Csikszentmihalyi, M. (1990). *Flow: The Psychology of Optimal Experience*. Harper & Row.

⁴⁴ Juul, J. (2005). *Half-Real: Video Games between Real Rules and Fictional Worlds*. MIT Press.

2. **Qualitative Analysis:** Interview responses and open-ended survey answers were thematically analyzed to understand deeper motivations behind gaming preferences. For example, players frequently mentioned the role of narrative and emotional immersion in their favorite games.

3. **Case Studies:** Detailed case studies of blockbuster games such as *The Legend of Zelda: Breath of the Wild* and *Fortnite* were conducted. These games were chosen for their widespread acclaim and ability to engage diverse audiences. Elements such as **open-world exploration, real-time interaction, and adaptive difficulty** were examined.

In contrast to earlier research that just looked at player behavior, this study included a design-oriented viewpoint. It emphasizes how crucial adaptable systems are to drawing in a diverse user base, including dynamic stories, configurable characters, and customized challenges. Every participant gave their informed consent, and to protect their privacy, their answers were anonymised. To verify respect to research norms, such as data confidentiality and fair depiction of findings, ethical approval was acquired for the study. This methodology provides a comprehensive understanding of why some aspects of computer games are universally appealing by bridging theoretical frameworks, empirical data, and practical design principles. Combining the social, emotional, and cognitive aspects of gaming, this study offers academics and game producers important new information.

DISCUSSION AND RESULTS

While connecting the results to current ideas and concepts in the area, this part examines the conclusions drawn from the examination of the components of computer games that appeal to players. The findings demonstrate how cognitive, affective, and social factors interact to influence player involvement.

Players are drawn to games that strike a balance between difficulty and accessibility, according to Cognitive Engagement via Challenge and Mechanics. Particularly liked were games that adjust their degree of difficulty to the player's ability. This is in line with the idea of flow,⁴⁵ which holds that players are most involved in games when the obstacles are just right—not too simple, not too hard—so they can stay focused and enjoy themselves to the fullest. Furthermore, intricate mechanisms like strategy-building and puzzles enhance cognitive engagement by promoting critical thinking and decision-making abilities. For instance, players frequently mentioned puzzle-solving games like *Portal* and strategy-based games like *Civilization* as sources of fulfilling cerebral stimulation.

An important component of game appeal was found to be emotional connection. Players were found to connect most strongly with games that had compelling plots, likable characters, and immersive settings. During games, participants reported feeling a variety of emotions and developing a sense of attachment to in-game characters. Role-

⁴⁵ Csikszentmihalyi, M. (1990). *Flow: The Psychology of Optimal Experience*. Harper & Row.

playing games like *The Witcher 3* and open-world titles like *The Legend of Zelda: Breath of the Wild* were notable instances of how complex world-building and storytelling improved emotional immersion.

Strong motivators for player involvement were found to be the social components of gaming, such as online communities and multiplayer games. Players of all ages were drawn to games that promoted teamwork, rivalry, and community engagement through elements like guilds, leaderboards, and cooperative objectives. According to Ryan, Rigby, and others, social components in video games fulfill the fundamental human desire for relatedness by fostering a sense of community among players. *Fortnite* and *Among Us* are two examples of multiplayer games that have received special recognition for their ability to blend enjoyable gameplay with chances for social interaction.

It has been demonstrated that reward systems, such as virtual currency, leveling systems, and in-game achievements, can increase the allure of games. According to the participants, these systems encouraged them to keep playing by giving them a sense of advancement and achievement. This lends credence to the idea that games keep players interested by satisfying their psychological desire for competence.⁴⁶ Well-thought-out incentives may maintain long-term engagement, as seen by the popularity of battle pass systems in video games such as *Call of Duty: Warzone*.

The analysis identified four primary elements contributing to the attractiveness of computer games:

1. **Challenge and Adaptability:** Games that dynamically adapt to player skill levels and offer diverse challenges were rated highly for their ability to maintain interest over time.
2. **Narrative Depth and Immersion:** Rich storytelling, detailed world-building, and immersive graphics were found to be pivotal in creating lasting emotional connections.
3. **Social Connectivity:** Multiplayer modes and community-driven gameplay features significantly influenced players' desire to engage and return to games.
4. **Motivational Rewards:** Systems of achievements, unlockable content, and progression tracking were recognized as essential in driving player satisfaction and retention.

The results highlight how appealing computer games are because they may satisfy a wide variety of psychological demands and tastes. By emphasizing adaptable challenges, gripping stories, strong social features, and well created incentive systems, developers may increase user engagement.

⁴⁶ Ryan, R. M., Rigby, C. S., & Przybylski, A. (2006). *The motivational pull of video games: A self-determination theory approach*. *Motivation and Emotion*, 30(4), 347–363.

CONCLUSION

A complex interplay between game design, player psychology, and social dynamics is shown by the investigation of what aspects of computer games appeal to individuals. It is evident from an examination of cognitive, emotional, and social involvement that popular games satisfy a variety of human needs, including social interaction, narrative immersion, and problem-solving. In addition to improving the game experience, these components are essential for encouraging sustained player satisfaction and retention.

The results indicate that player-centric design should be given top priority by game creators, who should include elements like collaborative modes, customized experiences, and adaptive gameplay. Character development, plot development, and challenge may all be customized to appeal to a wider range of demographics. Engagement may also be increased by using technology like artificial intelligence to evaluate player behavior and customize game experiences. These developments help games succeed commercially and culturally by drawing in new players and maintaining interest over time.

In conclusion, the intricate mix of social contact, emotional immersion, and cognitive obstacles is what draws individuals to computer games. Developers may produce games that represent the changing world of digital entertainment and human connection while also being entertaining by carefully considering these factors.

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