

At the start of each answer to a question, write the question number in the box using your normal handwriting.

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This is a feature article from an online portal called wired.com. Pokémon Go, a mobile game, has ~~been~~ become extremely popular since its release and ~~this~~ this has created a lot of buzz about the game due to its unexpected popularity. The target audience of this web article would comprise existing Pokémon Go players ~~who~~ are as well as readers of wired.com who are interested in how Pokémon Go has become such an addictive game and the psychology ~~behind it~~ of how it captivates its players. The purpose of this web article is to inform readers about the various reasons as to why Pokémon Go has had such success and also how "gamification" ~~is~~ ~~prevalent~~ which is prevalent in our daily activities has been harnessed to create immersive applications. This essay seeks to analyse the various stylistic features such as hypophora questions, statistical figures, and figurative language, as well as the formal features such as the index or use of hyperlinks ~~which~~ enables the writer to effectively inform readers about how gamification and psychology have been used to create addictive games and applications.

The tone of the web article is light-hearted and informal but ~~it is also~~ it is also informative ~~which~~ which allows the writer to inform readers about the addictiveness of games, ~~the~~ primarily

Pokémon Go. The use of ~~contrast~~ contractions such as "you've" shows how the writer is using an informal tone in order to better relate to his readers who ~~at~~ most probably are casual gamers and this allows the writer to establish a friendly connection with his audience as well. Additionally, the use of hypophora questions such as "Have you got the fever?", "Charizard?", ~~and~~ "Grimer?", and "Ducko" serve to followed by a play on words in the responses to these questions which are "Char-was-easy" and "More like do-don't waste my time" serve to portray the writer as someone who is ~~not~~ knowledgeable about the game and its various Pokémon. Moreover, by injecting humorous responses as "Charizard" sounds like "Char-iz hard", the writer can establish a rapport with the audience, ~~and~~ especially those who play Pokémon Go. The use of the iconic Pokémon slogan "Gotta catch 'em all!" firmly establishes the writer as someone who is also obsessed with Pokémon Go and is familiar with the entire Pokémon franchise. ~~That~~ Through the use of humour, ~~and~~ play on words, and hypophora questions in the first paragraph, the writer effectively appeals to the target audience of Pokémon Go gamers and establishes how Pokémon Go has managed to "get inside [their] brain" since the names of Pokémon have already been incorporated into their speech ~~as~~ such as "do-don't" which sounds like "don't".

The writer also uses various statistical

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figures and used information as well as quotes from authorities on ^{or} ~~this study~~ ^{latest} psychology and game analytics. The use of statistics such as how "Pokemon Go has been downloaded 7.5 million times since its debut" ^{mentioned} ~~and~~ according to TechCrunch and how "Similarweb's Analytics shows that the game users are logging an average of 43 minutes each day" ^{coherently} ~~exp~~ exemplify the obsession that American people have with the game. These statistics allow the writer to establish a premise for the article which is why and how Pokemon Go has been so successful. At the same time, the writer is also able to provide the context of the article to readers who may be unaware of the game but are interested in what makes games appealing.

By quoting Jamie Madigan, a "psychologist and author of ~~Psychology Games~~ Psychology of Games.com", the writer is able to provide more credible insights into how such games remain addictive. The use of ~~rather~~ scientific jargon in the field of human psychology such as "basic psychological conditioning" ~~at~~ effectively informs the audience that "gamification" such as being "rewarded by a new Pokemon or some new items" is a fundamental ^{or} ~~a~~ facet of how games remain ~~a~~ addictive because humans are instinctively drawn to

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Good

"achievement experiences" where they gain ~~great~~ gratification. Furthermore, the use of listing of "six core motivations" which are "action, social experiences, mastery, immersion, creativity, and achievement experiences" cogently underscores ~~that~~ the various ways through which a player may become obsessed with a game, of which "video achievement experiences" being the most prominent in games. Thus, through quoting such credible figures and authorities in the pertinent semantic fields of analytics and game psychology, readers are better informed of how games such as Pokémon Go have ~~become~~ ~~such as~~ captivated millions.

~~The writer also~~

The persuasive use of imperatives such as "dwell" ~~or~~ and "think" provokes thoughts in readers about how "video game achievements" have no impact in "real life" but yet compel players to continue playing the game. ~~That~~

The ~~was~~ writer thus appeals to readers to think about how such achievements are largely ~~not~~ intangible but keep players hooked on to the game because players obtain satisfaction from "leveling up" or "a filling in one's Pokédex". Hence, ~~that~~ by using imperatives, readers are forced to think about ~~the effect~~ what aspect of the game which truly keeps them addicted since many of the achievements are worthless in real life. This allows readers to better understand how "the achievement experience

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It the core game mechanism" that has underlying appeal to gamers.

The writer also uses the antithesis of how "augmented reality could be a gimmick, or it could be the key to a whole new market of games" to inform readers of the technological advancements in games that has increased their appeal and addictiveness. As augmented reality involves having the game, such as Pokémon Go, "interface with the real world" there is a heightened sense of realism surrounding the game. The writer uses rhetorical questions such as "Have any friends who are into birdwatching? Frisbee golf? Catching insects?" to allow readers to better comprehend certain human activities that have already seen the convergence of gamification with their basic movement like "walking around". Thus, the use of the antithesis coupled with the series of rhetorical questions allows readers to draw from their own personal experiences of having friends who are interested in such activities to understand how games such as Pokémon Go that utilise augmented reality are

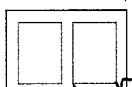
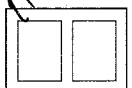
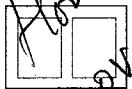
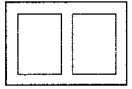
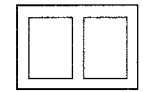
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so addictive since it provides players with an unparalleled vicarious and immersive experience.

~~the writer also presents a contrast~~
The use of figurative language in the heading also ~~attracts~~ effectively piques the interest of readers. While it is obvious that the game "Pokémon Go" does not literally "get inside your brain", the choice of the words "get inside" and "brain" ~~portrays~~ ~~and~~ showcases

the "far-reaching" effect of Pokémon Go since the brain itself is protected under one's skull and ~~it is the core~~ arguably the most important organ as it is responsible for ~~the~~ the functioning of the human body. Thus readers, ~~would~~ ~~be intrigued~~ ~~and~~ especially those interested in the psychology of games, would be undeniably intrigued and interested to find out exactly what aspects of Pokémon Go allow it to become so addictive such that it has managed to permeate ~~into~~ ~~it~~ ~~into~~ our daily thoughts and activities that are controlled by the brain.

The inclusion of a video that has been embedded in this web article ~~or~~ which is presumably on Pokémon Go allows members of the target audience who are not familiar with how the game works to see first-hand how it is played. The presence of a group



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of people with their phones out and the Pokémon Go game launched also reinforces the augmented reality aspect of the game that may have contributed to its popularity.

Furthermore, the writer also includes hyperlinks that are indicated by the blue underlining of certain statistics and figures in order for readers to obtain more information. This also improves the credibility of the article itself because ~~these~~ this shows that the figures are legitimate and can be obtained from the respective websites that the hyperlinks may redirect the reader to. The presence of Facebook and Twitter widgets that allow readers to "share" this article allows the writer to increase his readership ~~as well as allow readers~~ to the target audience may have friends that are also interested in psychology or Pokémon Go. ~~At the same time,~~ this serves as a form of social media advertisement because new readers would be able to find out about wired.com. The article is also aptly categorized under the "Science" section and allows readers to easily find the article as psychology

typographic features

is a social science.

In conclusion, the writer Nick Stockton has effectively used various stylistic and formal features such as hypophora, rhetorical questions, hyperlinks, and social media widgets to inform readers about how games, in particular Pokémon Go, are able to capture their continued interest in the game.

— Leave a line & write so that there is some 'semblance' of neatness! This handwriting gives a migraine to any sane, rational being!

— However, your brilliant analysis saved the day for me 😊