

**Keynote Address, and Q&A: Anna Huerta, EA/MAXIS “Authenticity: Overcoming Personal Struggles and Becoming a Leader”**

**Panel 2: Gaming Industry I (Dr. Kent Wilkinson, Moderator)**

*“Chains of relations for building new game history narratives: a case study of the operations of Taito Corp. in Brazil”* by **Letícia Perani**, Federal University of Juiz de Fora, Brazil and **Melanie Swalwell**, Swinburne University of Technology, Australia

*“Apropriações tipicamente latinoamericanas de videogames e o sucesso da SEGA no Brasil [Typical Latin American appropriations of video games and the success of SEGA in Brazil]”* by Mariana Amaro, Federal University of Rio Grande do Sul (UFRGS), Brazil and **Suely Fragoso**, Federal University of Rio Grande do Sul (UFRGS), Brasil.

*“Still doing what “Nintendon’t”: The saga of the SEGA Master System in Brazil”* by Philippe de Villemor Chauveau, Texas Tech University, USA Nick Bowman, Texas Tech University, USA

**CHAT SESSION**

- 03:38:32 **Jose B Yznaga:** Chicanx POWER!
- 03:38:32 **Jenna Fox:** No way Pixie Hollow and Sims! Icon.
- 03:39:01 **Nick Bowman:** Right Jenna!?! AH is pretty amaze. =)
- 03:39:50 **Jenna Fox:** Facts!
- 03:40:46 **Eduardo Hernandez:** Stoicism is great! Epictetus!
- 03:43:47 **Emma Speegle:** Some say there’s always a little truth to jokes
- 03:46:10 **Regina Mills:** phew, yes on healthy debates vs. dysfunctional arguments. That is a real struggle
- 03:46:19 **Nick Bowman:** This is a powerful reminder that as we consume and play games, there are stories of the people who make those games -- (the people and the stories) matter to us, nearly as much as the games we play.
- 03:46:29 **Regina Mills:** great point @Nick
- 03:47:14 **Regina Mills:** I really love this article on Encanto and how it explores the negatives of familismo: <https://www.latinorebels.com/2022/01/05/healthencanto/>
- 03:47:56 **Mar Scardua:** a lot of people feel very offended that Encanto didn't feature a "punishment" for the Abuela and Mirabel "moving on". But that's not realistic - especially in Latine environments
- 03:48:47 **Lauren Acosta:** I agree Mar, closure is very rare

03:49:40 **Mar Scardua:** usually the family is what you have and you have to deal, and the beauty is that the abuela when and listened (!!!) and apologized (!!!!!)

03:50:08 **Nick Bowman:** This conversation reminds me of the notions of "disorienting dilemmas" in gaming spaces -- I wonder how these lessons would hit if we had to play through (compared to watch) them?

03:52:07 **Nick Bowman:** A quick note that if you've got any questions that come to mind, feel free to drop them in chat -- I'll archive and read them aloud at the end. You can also for sure just "direct message" me and I'll read on your behalf.

03:52:23 **Brooklynn:** As you progressed through your gaming career did you see any changes on the way you design games, how you advertise them, or any moral themes/character developments that have changed? Have you seen gaming stereotypes change at all?

03:52:39 **Phill Penix-Tadsen:** The level of introspection, honesty and transparency in this presentation is astonishing, and phenomenal. I am really grateful for this exploration of the struggles you have faced, Anna, in becoming the icon you are!

03:52:56 **Regina Mills:** I am really so gratified to see you talk about this in a talk about being in the gaming industry.

03:53:09 **Nick Bowman:** +9000 Phill! We talk so much about normalizing these discussions and \*maybe\* finally here we are. =)

03:53:42 **Mar Scardua:** me too, Regina. I wasn't expecting to feel so much vulnerability in a talk like this....

03:54:01 **Regina Mills:** I think it affects how we act in our relationships and the work place (if someone's a fixer or people-pleaser, that must influence how they are as a game designer, right?)

03:54:42 **Mar Scardua:** especially as an afab/queer/Latine/BIPOC person

03:55:11 **Regina Mills:** exacto

03:55:17 **Nick Bowman:** This is a fascinating question, Regina! Especially when we consider how gamers tend to have a (privileged?) sense of ownership over their medium -- I wonder, do we/they always understand the full scope of what we're claiming ownership of?

03:55:17 **Jenna Fox:** Thank you for being so open and sharing your story with us Anna <3

03:55:33 **Nick Bowman:** (so much of this is **Adrienne Shaw's** work, btw -- she's a champion of these conversations)

03:55:58 **Mar Scardua:** Nick, maybe that's one of the reasons why people like Anna are so rare in the "big companies"

03:56:11 **Nick Bowman:** ab. so. lute. ly.

03:56:19 **Mar Scardua:** we don't know how to own what we do

03:56:43 **Nick Bowman:** (or maybe they're there but muted - which is why I'm so much appreciating this presentation)

03:56:57 **Mar Scardua:** god, took me forever to realize how misogyny harmed my relationship with work :,)

03:58:06 **Brooklynn:** Do you feel that games could be used to help people learn how to read and assess certain situations (for example; mental or physical abuse/ neglect)? For a personal example it took me a long time to realize a female in my life was causing me harm, due to many media examples dictating females as loving and are only meant to teach you a lesson, while it was considered more common for males to be the mental or physical abuser.

03:58:45 **Nick Bowman:** Who else is finding themselves already questioning their presumptions about the people behind the games they play? You know, that "credits" list that we skip past and just move on from?

03:59:31 **Nick Bowman:** ooooofff -- anyone else from a "argument family?" I'm feeling seen here right now. So very, very seen. \*sigh\*

03:59:49 **Carolina V:** 🙄

03:59:51 **Regina Mills:** For sure - we often talk abstractly about authorship but this is really concrete

04:00:09 **Mar Scardua:** i think of that a lot. When i co-owned a little studio, we were all queer, and we began seeing how the fact that people did not see who was "behind the bar" saw the game differently

04:01:29 **Nick Bowman:** If folks would rather have their own words and voices in their questions, just let me know and I'll start organizing the "microphone line" virtually.

04:01:38 **Nick Bowman:** (and I'll repeat any questions asked in the room so folks can hear/read)

04:03:30 **Nick Bowman:** I am taking notes on this right now and applying them to my own career, frankly -- I'm definitely quick to argue with folks. \*sigh\*

04:04:43 **eva.diaz-leon TC care coord:** Do you have a LinkedIn or other social media?

04:04:57 **Phill Penix-Tadsen:** Cutting out toxic people...my favorite!

04:05:23 **Nick Bowman:** Anna is on LinkedIn! <https://www.linkedin.com/in/annamhuerta/>

04:05:40 **eva.diaz-leon TC care coord:** Thank you, Nick!

04:07:09 **Kent Wilkinson:** Agreed, Phill. Life's too short...

04:08:02 **A. Mogus:** sorry for running out, I have class at 1

04:08:06 **Phill Penix-Tadsen:** C-staff?

04:08:08 **Phill Penix-Tadsen:** Corporate?

04:08:15 **Nick Bowman:** Yep!

04:08:33 **Nick Bowman:** (a few students stepping out early -- it's because they have 1pm classes.)

04:09:44 **Nick Bowman:** Feel free to message me if you'd like to be at the mic (voice via Zoom) or if you've got a question for Anna. =)

04:09:50 **Nick Bowman:** We'll have a good bit of time for Q&A

04:10:05 **Lauren Acosta:** yes!!!!

04:10:15 **Nick Bowman:** NOTE: I appreciate many of you recognizing the relevance of this keynote to our conference. =)

04:10:42 **Caleb Ward:** How does one promote the healthier environment discussed here in others and in a community around the work? Additionally, how might the work (or games) be used to promote the values of healthy communication strategies?

04:10:47 **Phill Penix-Tadsen:** I would like to ask a question, natch 😊

04:11:05 **Phill Penix-Tadsen:** But please let others go first!

04:11:13 **Nick Bowman:** excellent. On the list! =)

04:11:48 **Lopez, Joseph:** Really feeling this talk. I speak about anxiety regularly on my social media platforms and in academic settings because I suffer from it. Being vulnerable with our lived realities I believe helps create a more facilitative space in academic and professional settings alike.

04:11:57 **Asher McPherson:** If we have to leave for class, will the rest of the call be posted somewhere?

04:12:19 **Nick Bowman:** It will, Asher. I don't know how quickly tho, but we are recording. Thanks for joining!

04:13:49 **Nick Bowman:** THIS! How can you design "The Sims" and now be a fully open, fully flawed, and fully vulnerable person?

04:14:31 **Nick Bowman:** \*not

04:16:47 **Lauren Acosta:** exactly.

04:18:36 **Mar Scardua:** that was such a powerful talk. Thank you, Anna

04:18:36 **Anne-Marie:** Thank you for this great presentation. Women often take on a peacemaking role in toxic family situations (at least my family that way) Is it ok sometimes to be really opinioned as a woman in gamer culture?

04:18:42 **Brooklynn:** 🙌 Amazing presentation!

04:18:50 **tanathompson:** Thank you so so much!!!!

04:18:53 **Carolina Vazquez:** Amazing! Great presentation

04:19:00 **Veronica Zammitto:** ❤️

04:19:04 **Samuel Williamson:** Thank you for the presentation!

04:19:05 **Jose B Yznaga:** Love it and of course Chicanx Power!!

04:19:08 **Tristan Gomez:** Thank you

04:19:14 **Nick Bowman:** I'll repeat Kent's question here -- he's not mic'ed to the podium

04:19:18 **Lauren Acosta:** Thank you so much Anna!!! You are an inspiration to many.

04:19:25 **eva.diaz-leon TC care coord:** This was really educational and insightful in the work you do specially as a designer. Thank you!

04:19:33 **José P Zagal:** I can hear Kent fine.

04:19:39 **Nick Bowman:** Ah great!

04:19:40 **Regina Mills:** I can hear him, too

04:19:51 **José P Zagal:** bit of echo (two open mics in the room)

04:19:53 **Ian Barba:** getting some echo

04:19:56 **tanathompson:** What is his question? I can hear him but did not hear the question

04:20:00 **Ian Barba:** I think some others need to mute

04:20:07 **José P Zagal:** echo went away

04:20:37 **Nick Bowman:** he's commenting on the role of self-awareness for students as they progress through their education. asking students (in particular) to really reflect on this. There is more to your learning than your coursework, and we can't forget this.

04:20:45 **Nick Bowman:** and that "internal work" is never done, and it impacts everything you do.

04:22:09 **Phill Penix-Tadsen (he/him/él):** SAME, Regina! I'm planning to audit our new Intro to Programming for Games and Intro to Game Development courses in the next couple of years.

04:23:34 **Lauren Acosta:** What avenue would be the best to take coming from a production stand point?

04:23:54 **Regina Mills:** yes, Phill - I don't think I would go into the industry but I want to actually make a game and not only speak from a critic's perspective

04:24:41 **Nick Bowman:** (feel free to give audio/tech feedback here if there's a glitch -- managing a few different mics to bring y'all together)

04:24:51 **Bobby S:** There are a lot of fun tools to learn that could provide insight into how games get made. I teach a game making JavaScript library called p5play (also available on code.org) that teach a lot.

04:25:04 **Lauren Acosta:** Thank you so much!

04:25:22 **Bobby S:** And it definitely helped inform my game studies and criticism perspective.

04:25:27 **Regina Mills:** Thank you **Bobby!**

04:26:10 **Bobby S:** And Coding Train on YouTube! Dan Schiffman brings amazing enthusiasm

04:26:38 **KENNETH C.C. YANG:** I THINK people got abused playing games and feel stressed out if they are good at it. :>

04:27:18 **Phill Penix-Tadsen** (he/him/él): There's a lot of talk about EMPATHY GAMES these days.

04:28:29 **Nick Bowman:** 101% Phill! Milk's notes on the "empathy machines" -- although the data isn't so supportive b/c games can also be cognitive overloading. but it's a step in the right direction for sure re: simulatons and decisions

04:28:33 **Phill Penix-Tadsen** (he/him/él): Papo & Yo is a great example of an empathy game, it's an environmental puzzle game that is also an allegory for growing up with an abusive/alcoholic parent

04:31:32 **Nick Bowman:** We've got time for more questions, if anyone has them! Feel free to step in line or hand them over to me. =)

04:32:06 **Jose B Yznaga:** how do I step in line?

04:32:11 **Nick Bowman:** You're in line. =

04:32:32 **Anna H:** I forgot to answer the CD question - remind me 😊

04:32:46 **Regina Mills:** @Phill, I love Papo & Yo - I've taught it in my Latinx literature class and it's such a great example of talking about abuse and how children perceive abuse

04:32:55 **Nick Bowman:** (bragging a bit here: these are a few of my students asking and they're making me pretty damned happy right now)

04:33:37 **Nick Bowman:** YAASS. Core part of many of mine/our courses on entertainment theory and practice are the "merging of practices" for some media forms, skill and culturally.

04:33:56 **Nick Bowman:** Anna just reinforce the entire TTU faculty's stance. ;p

04:35:01 **Phill Penix-Tadsen** (he/him/él): Netflix is actively investing in games right now!

04:35:11 **Nick Bowman:** MacGuffin is my favorite of all the constructs.

04:35:15 **Phill Penix-Tadsen** (he/him/él): [And not just interactive TV]

04:35:27 **Nick Bowman:** What's in the briefcase folks? Doesn't matter. =)

04:35:40 **Nick Bowman:** +9000, Phill. That has been an intriguing development.

04:36:40 **José P Zagal:** SWOT = strengths, weaknesses, opportunities, threats

04:37:17 **Nick Bowman:** Mental models and functional fixedness, for better or worse. ;p

04:37:30 **Brooklynn:** Do you think society has changed the characters in video games (for example the game ledge of legends vs. the Netflix show Arcane)?

04:37:41 **Bobby S:** To my students: hey, "core loops"!!

04:40:25 **Nick Bowman:** Somebody yelled in the room, "Cyberpunk!"

04:40:34 **Nick Bowman:** (although I like Cyberpunk imho)

04:40:47 **Phill Penix-Tadsen** (he/him/él): Really fascinating description of your work as Creative Director, thank you Anna!

04:41:25 **Phill Penix-Tadsen** (he/him/él): Can't hear this one, if you don't mind typing it out...

04:41:45 **Nick Bowman:** will do! Question is about where creative directors sit at smaller vs larger companies

04:41:49 **Cam Stone:** It is difficult to hear - Thanks for mentioning Phill.

04:42:07 **Mitchell Jackson:** how do game designers maintain balance between gameplay integrity and keeping investors happy? one example i can think of are companies embracing NFTs for their games but consumers largely rejecting this idea

04:42:09 **Nick Bowman:** The main question is "how do you listen to shareholders for complex and large properties"

04:42:35 **Cam Stone:** Thanks, y'all!

04:42:39 **Nick Bowman:** For example at EA, so much more legacy to work with.

04:42:55 **Nick Bowman:** But at indie studios (where she started) they could move superfast w/o weight of history

04:43:27 **Phill Penix-Tadsen** (he/him/él): Piggybacking on Mitchell—loot boxes and season passes are also something typically beloved by investors and despised by players...

04:43:45 **Jose B Yznaga:** I have to get going for work, But thank you for this opportunity to be here and I can't wait to use this for my assignment :)

04:43:58 **Nick Bowman:** thx, Jose!

04:44:43 **eva.diaz-leon TC care coord:** Good question!

04:45:46 **José Blázquez, Bournemouth University:** Is the recording going to be circulated? I joined late and missed the whole talk (apologies)

04:45:47 **Nick Bowman:** Very important note here: this is not "Anna at EA" but rather "Anna as an experienced game industry professional"

04:45:51 **eva.diaz-leon TC care coord:** This is a great presentation, I have to hop off but I would love a recording. Appreciate all the work you did to organize this for us

04:46:10 **Nick Bowman:** We are recording and we'll be crafting some online content around the symposium once we close. No promises on speed tho. =)

04:46:45 **eva.diaz-leon TC care coord:** Thank you so much!!! 🙏

04:46:58 **Samuel Williamson:** Need to hop off myself with a class soon, thank you again for the presentation!

04:47:12 **Mitchell Jackson:** thank you for your honesty and transparency, i couldn't agree more

04:47:15 **Lauren Acosta:** Thank you Anna!

04:47:26 **Cam Stone:** Great talk - thank you, Anna!

04:47:46 **Phill Penix-Tadsen (he/him/él):** Incredible talk, thank you Anna!

04:47:47 **Samuel Schaefer:** Thank you

04:47:57 **José P Zagal:** Thanks, that was wonderful!

04:48:03 **Regina Mills:** Thank you so much, Anna - this was a powerful talk and I appreciated your discussion of the nuts and bolts of your job and the gaming industry as well

04:48:04 **Lopez, Joseph:** Great talk

05:03:40 **Phill Penix-Tadsen (he/him/él):** Really excited for your talk, Letícia and Melanie! I remember, Melanie, you mentioned this project at DiGRA a couple of years ago, I've been waiting for it ever since! 😊

05:04:12 **Melanie Swalwell:** Thanks Phill! Nice to see you again

05:05:01 **Mar Scardua:** botem pra quebrar, gurias! :D

05:05:14 **Nick Bowman:** I'll coffee with you! =)

05:06:28 **Phill Penix-Tadsen (he/him/él):** Outstanding anthology Game History and the Local Melanie mentioned: <https://link.springer.com/book/10.1007/978-3-030-66422-0>

05:09:19 **Phill Penix-Tadsen (he/him/él):** This is a \*great\* methodological breakdown for doing local game history

05:10:15 **Melanie Swalwell:** Yes, Leticia has done amazing research!

05:16:58 **Nick Bowman:** I'm so happy to see the "second wave" of attendees joining us as the time zones flip. So far I've seen logins from North America, South America, Australia, Asia, Africa, and Europe. I'm thrilled that they're able to catch today's conversations.

Where is our Antarctic contingent? Maybe our Argentinean and Chilean friends can help. ;p

05:17:42 **Beatriz Blanco:** Great presentation Leticia!

05:17:53 **MariAmaro:** excelente Leticia!!



05:18:15 **Nick Bowman:** Letica and Melanie, I really appreciate this conversation. =)

05:18:33 **Phill Penix-Tadsen** (he/him/él): Suely is very quiet

05:18:40 **José P Zagal:** can barely hear

05:18:42 **Payton Down:** ^^

05:18:50 **Mar Scardua:** SÔNICA

05:19:09 **Nick Bowman:** This is an INCREDIBLE Sonic graphic.

05:19:15 **Osiel Ponce:** sonc

05:19:15 **Nick Bowman:** (with the classic Master System grid)

05:19:25 **Nick Bowman:** and no pressure -- plenty of time. =)

05:19:57 **Mar Scardua:** I can't believe the Sônica meme is there, but Brazilians have a sense of humor

05:20:22 **Beatriz Blanco:** Sonica 

05:20:29 **Prof. Cordero-Guzman:** Caan't hear the audio. Is it just me?

05:20:37 **Nick Bowman:** it's just a bit quiet unfortunately.

05:22:04 **Beatriz Blanco:** maybe is something on zoom? because I found the áudio in the previous presentation a little bit low as well

05:22:23 **Nick Bowman:** I'll 3x check, Beatriz -- stay tuned. =

05:22:41 **Melanie Swalwell:** There were similar protectionist trade policies in New Zealand up to the mid 80s

05:22:57 **Mar Scardua:** those concepts by Bar et al are really good in explaining technology in latin américa

05:23:07 **Nick Bowman:** Very much!

05:23:31 **Nick Bowman:** And oooff Melanie, it's fascinating as we're in 30+ years into consoles to see how those (short-sighted) policies really led to gaps in gaming cultural history and access.

05:24:12 **Kent Wilkinson:** De acuerdo Mar.

05:24:54 **Breno Maciel:** the famous "gambiarra"

05:25:04 **Phil Chauveau:** gambiarra

05:25:06 **Mar Scardua:** GAMBIARRA! <3

05:25:12 **Breno Maciel:** don't know how to translate "gambiarra"

05:25:24 **Phil Chauveau:** untranslatable lol

05:25:25 **Mar Scardua:** there's no translation, i'm afraid

05:25:31 **Nick Bowman:** I learned about "gambiarra" last week when I bought a Chinese PAL to NTSC converter to buy my Brazilian Master System in my house here in Texas. =)

05:25:34 **Letícia Perani:** You don't need to, Breno :-)

05:25:50 **Phil Chauveau:** Dr. Bowman has a great gambiarra in his house, it's true

05:25:52 **Nick Bowman:** (thanks to this chat and group, I'm now +1 Brazilian gaming culture)

05:25:53 **Mar Scardua:** it's just... cheaply and creatively solving issues.

05:26:04 **Breno Maciel:** gambiarra and saudade, two untranslatable words

05:26:07 **Nick Bowman:** OMG this slide is incredible. =)

05:26:08 **Mar Scardua:** very cheaply, and very creatively

05:26:35 **Beatriz Blanco:** gambiarra is a kind of life hack but better and more creative

05:27:02 **Suely Fragoso:** gambiarra is cheap and cheerful appropriation

05:27:16 **Phil Chauveau:** Zillion light pistol :)

05:27:19 **Mar Scardua:** like making a DIY AC unit with a standing fan and a bucket of ice hanging in front of it

05:27:23 **Breno Maciel:** it's like being McGyver, fabricating an airplane with a paper clip, a bubble gum and a post it

05:27:35 **Mar Scardua:** (true story)

05:27:48 **José P Zagal:** gambiarra = jury-rig

05:27:55 **Phill Penix-Tadsen (he/him/él):** Probably the closest translation is jerry-rig or jury-rig

05:27:59 **Phill Penix-Tadsen (he/him/él):** José beat me to it 😊

05:28:00 **Regina Mills:** so gambiarra is like rasquache/rasquachismo?

05:28:12 **Breno Maciel:** Mar, I feel you totally

05:28:42 **Mar Scardua:** but what they're saying is very true: there was a thriving hardware industry there in the 1980s and 1990s and renting cartridges was part of my childhood

05:29:00 **Phill Penix-Tadsen (he/him/él):** Es como "resolver" en Cuba

05:29:07 **Nick Bowman:** If I learned anything else from #HIHIC\_Gaming it's the practice of "Gambriarra" -- see below, my Brazilian Master System running via a Chinese PAL-NTSC converter to my Korean television with enough wires to trip a parade. ;p

NOTE the USB charger required to power the converter.

05:29:10 **Mar Scardua:** and lan houses are still strong in the countryside and in poorer areas of cities

05:29:22 **Breno Maciel:** Suely used to call me "the patchwork aunt" for my craft and gambiarra skills

05:29:51 **Suely Fragoso:** Breno is good... McGyver is no one in comparion

05:29:53 **Aline Job:** gambiarra comes from ways that Brazilians use to solve life's problems, for example, you have an electric shower, but you don't have a hot water tap in the kitchen, so you install a shower in the kitchen sink and then you have hot water

05:29:54 **Breno Maciel:** probably this expression. doesn't make any sense for you

05:29:55 **Mar Scardua:** Nick, that's a great Gambiarra

05:30:16 **José P Zagal:** installment payments

05:30:18 **Bruno de Paula:** pay in installments

05:30:23 **Suely Fragoso:** yes

05:30:29 **José P Zagal:** in Chile = "pagar en cuotas"

05:30:40 **Nick Bowman:** the installments sound very much like "lay-a-way" in the US perhaps?

05:30:44 **Phill Penix-Tadsen (he/him/él):** Layaway

05:31:03 **José P Zagal:** Isn't layaway that they'll hold for you until you finish paying?

05:31:09 **José Blázquez, Bournemouth University:** Very normal in the UK though

05:31:21 **Breno Maciel:** it's like you buy something and you pay a little amount of it monthly, until it is totally paid (???)

05:31:27 **Suely Fragoso:** layway is leasing?

05:31:54 **Nick Bowman:** ah right re layaway = hold until paid (literally).

05:32:08 **Nick Bowman:** the image of those magazines makes me so very happy.

05:32:10 **José P Zagal:** layaway = reserve an item (it won't be sold to someone else) until you pay for it completely. Usually via a deposit.

05:32:12 **Mar Scardua:** this presentation is SO GOOD. The infiltration of video gaming also works in Bar's framework

05:32:22 **Nick Bowman:** YES! +1, Mar.

05:32:49 **Letícia Perani:** I have some interesting Brazilian Atari pirate cartrights with me, pure gambiarra :-)

05:32:52 **Suely Fragoso:** what Mariana was referring to = you take it home and continue to pay while already using it

05:33:03 **Nick Bowman:** I love this reminder hat the gaming magazines were both marketing and behavioral guidance/teaching -- like, image a time where we had to teach the players \*the very language of the product in front of them?\*

05:33:24 **Phill Penix-Tadsen** (he/him/él): So Mariana is talking more rent-to-own than layaway, in US terms 😊

05:33:45 **Mar Scardua:** i remember this vividly - when i started with tabletop rpgs, i used magazines to learn even what it was

05:33:47 **Beatriz Blanco:** this dictionary is amazing! I didn't know it yet!

05:33:47 **Nick Bowman:** Meanwhile US gamers were busy throwing away the game manuals and as a result, getting lot in the game.

05:33:53 **José P Zagal:** Close. In installments you don't pay anything extra on top.

05:34:19 **José P Zagal:** So, something costs \$100 in four installments, you pay, say \$25 a month for 4 months - and take it home with you immediately.

05:34:19 **Breno Maciel:** The diference is that no one will come and take away the thing you bought if you don't pay monthly up to the end

05:34:20 **Phil Chauveau:** I played Pokémon silver entirely in Japanese when I was like, 5. I used the move "Leer" a lot because it looked cool. I understand now why I always lost lol

05:34:32 **Nick Bowman:** 🤔

05:34:34 **Mar Scardua:** hahahaha yeah same

05:34:36 **Phill Penix-Tadsen** (he/him/él): The dictionary is pretty incredible

05:34:49 **Mar Scardua:** A LOT of people learned English through video games.

05:35:01 **Nick Bowman:** My German friends tell me this all of the time, Mar!

05:35:06 **Mar Scardua:** but magazines played a smart role in there

05:35:10 **Phill Penix-Tadsen** (he/him/él): Phone made by Gradiente 😊

05:35:11 **Mar Scardua:** THEY CALLED TECTOY HAAAAHA

05:35:20 **Kent Wilkinson:** That would be very interesting to study, Mar.

05:35:36 **Mar Scardua:** that indeed would!

05:35:55 **Kent Wilkinson:** Let's discuss sometime...

05:36:00 **Yago Nascimento:** Yeah! Tibia and the lan house era is a particular good example here in Brazil, Mar

05:36:24 **Yago Nascimento:** particularly\*

05:36:49 **Mar Scardua:** also Diablo II and CS.... many a kid skipped class to go to the local lan house

05:36:57 **Breno Maciel:** there's a very curious story about the son of one of this guys, back in 80/90's, that started working at age of 12 in the hot line helping computer users in Brazil

05:37:12 **Yago Nascimento:** Indeed (I'm one of them)

05:37:44 **Nick Bowman:** OMG my favorite game. =) Not kidding.

05:38:20 **Nick Bowman:** I love this.

05:39:15 **Nick Bowman:** Brazilian game : "go play. now"  
US game: "In the beginning, there were pixels ..."

05:39:25 **Nick Bowman:** That's just how Americans are -- talk around all of the things. ;p

05:39:57 **Phill Penix-Tadsen (he/him/él):** Really appreciating this breakdown between localization, creolization and cannibalism

05:40:23 **Mar Scardua:** Mônica is like.... our Mickey Mouse. ish

05:40:48 **Mar Scardua:** it's the most recognizable children's brand in Brazil

05:40:55 **Regina Mills:** Monica and Mafalda! I love it!

05:41:03 **Phill Penix-Tadsen (he/him/él):** ~Mafalda for Argentina

05:41:09 **Phill Penix-Tadsen (he/him/él):** People keep beating me to it! lol

05:42:36 **Mar Scardua:** handheld\*

05:42:49 **Bobby S:** It's the first Twitch Stream

05:43:08 **Mar Scardua:** i CAN'T with Sônica

05:43:15 **Phill Penix-Tadsen (he/him/él):** jaja

05:43:23 **Phill Penix-Tadsen (he/him/él):** /kk

05:43:24 **José Blázquez, Bournemouth University:** 🤔

05:43:25 **Phil Chauveau:** its a twitch stream that you didn't know you subscribed to

05:43:36 **Phil Chauveau:** because it was just on a channel in your tv all of a sudden lol

05:43:51 **Mar Scardua:** brazilian reversal: in BRazil, the streaming plays YOU

05:43:53 **Regina Mills:** there is no audio

05:43:55 **Nick Bowman:** Also -- Wonder Boy was a fantastic game and now I very much want to play this version. =)

05:43:57 **Ian Barba:** can't hear

05:44:16 **Mar Scardua:** AMORA E SAINT

05:44:18 **Nick Bowman:** Wonder Boy (not Monica version) one of the first games I ever conquered.

05:44:26 **José P Zagal:** "it's how I learned to read"

05:44:40 **Osiel Ponce:** GOOD GAME

05:44:44 **Regina Mills:** I love Celeste!

05:44:51 **Nick Bowman:** oohhhhhhhh

05:44:51 **Mar Scardua:** Amora, Pedro Saint, and Heidi

05:44:57 **Phill Penix-Tadsen** (he/him/él): That documentary is great, also referenced in my talk 😊 <https://www.redbull.com/pt-pt/a-hist%C3%B3ria-dos-videojogos-no-brasil>

05:45:06 **Anne-Marie:** Love the detailed examples in this presentation of localized Sega Games in Brazil

05:45:13 **Mar Scardua:** on that picture; they're Miniboss studio, they also made Out There Somewhere and others

05:45:48 **Nick Bowman:** OH WOW. As a MASSIVE Wonder Boy fan this presentation is blowing my mind.

05:46:01 **Phill Penix-Tadsen** (he/him/él): Many learn English from video games, I learn Portuguese by watching YouTube documentaries 😊

05:46:26 **Mar Scardua:** Hahahaha solidarity!!!

05:47:09 **Kent Wilkinson:** Otimo!

05:47:18 **Nick Bowman:** Is this MEGAMAN?!?

05:47:45 **José Blázquez, Bournemouth University:** Does it look Mega Man, definitely

05:48:01 **Nick Bowman:** It's hard not to nerd out, he?

05:48:14 **Nick Bowman:** Also, these slides are incredible -- thanks so much for dipping us into the culture. =)

05:48:15 **Letícia Perani:** No, it was Wonder Boy III

05:48:37 **Suely Fragoso:** we promise more details and links to videos in the full paper

05:48:41 **Phill Penix-Tadsen** (he/him/él): I would watch this talk for two hours

05:48:59 **Nick Bowman:** Folks, stay tuned for sure because we're already looking for publication venues for manuscripts presented here today. =)

05:49:19 **Nick Bowman:** (for folks who want to of course. not a requirement!)

05:49:29 **Nick Bowman:** LOVED IT> =)

05:49:41 **Nick Bowman:** +1

05:49:42 **Nancy Cadena:** This was awesome!!

05:49:43 **Mar Scardua:** turned my camera on just to give a JOINHA

05:49:44 **José Blázquez, Bournemouth University:** 🙌

05:49:53 **Rodrigo Marques:** Thanks!! that was great, muito bom

05:50:06 **Beatriz Blanco:** 🙌🙌

05:50:07 **Vitória Ferreira Doretto:** loved it!

05:50:33 **Camila de Ávila:** 🙌🙌

05:50:37 **Nancy Cadena:** Where can we find more of this research online?

05:50:45 **Prof. Cordero-Guzman:** Nice title yes

05:50:56 **José P Zagal:** What a fantastic session this has been.

05:51:12 **Nick Bowman:** Phil and I were LOVING this (in backchannel)

05:51:27 **Prof. Cordero-Guzman:** Great presentations in this panel

05:51:29 **José P Zagal:** (and will continue to be great! #nopressure ;-)

05:51:45 **José P Zagal:** we're seeing presenter view

05:51:51 **Bobby S:** presenter view

05:52:13 **Nick Bowman:** presenter view just another gambriarra maybe? ;p

05:52:19 **Nick Bowman:** (he'll sort it)

05:52:19 **José P Zagal:** lol

05:53:10 **Suely Fragoso:** it comes with teaser for the next slide

05:53:18 **Nick Bowman:** 😊

05:53:24 **Osiel Ponce:** spoiler warning!!1

05:53:53 **José P Zagal:** I wish they kept the Dreamcast alive as well...

05:55:10 **Mar Scardua:** we're all green and electric type

05:57:22 **Phill Penix-Tadsen (he/him/él):** Question for Leticia & Melanie in Q&A: I \*really\* appreciate the clarity with which you broke down the process of tracking down and documenting local game history. One more step I might add is getting in touch with those directly (or indirectly) involved. Have you identified or attempted to contact any of the people involved with Taito Brasil? And/or other scholars/collectors/curators working with Taito Brasil?

05:57:33 **Phill Penix-Tadsen** (he/him/él): Question for Mariana & Suely in Q&A: What is the relationship between Tectoy's localization processes and contemporary game localization in Brazil? (I'm thinking about a project Thiago Falcão and I are working on about 'Free Fire,' the Singaporean battle royale game that has found success in Brazil largely through various cultural localization efforts.)

05:59:53 **Nick Bowman:** I love the idea of an "entry-level console"

06:00:41 **Nick Bowman:** Okay real talk: Is Woody Woodpecker an instigator? ;p

06:03:35 **José P Zagal:** In Chile = Pajaro Loco = Crazy bird.

06:03:37 **José P Zagal:** So. yes?

06:04:30 **Phill Penix-Tadsen** (he/him/él): A few references for those who wan to read more about Sega, Tectoy and Brazil: Ferreira, M. (2017). A guerra dos clones: transgressão e criatividade na aurora dos video games no Brasil. Sessões do Imaginário 22(38), pp. 72-84.

Gogoni, R. (2021, August 13). A história dos video games no Brasil, Parte 2. Terra.com.br. <https://www.terra.com.br/gameon/a-historia-dos-video-games-no-brasil-parte-2,8166a378486a5e931e39b89490f477306goy7jz2.html>

Master System celebrates 30 years in Brazil. (2019, September 4). Olhar Digital. <https://olhardigital.com.br/en/2019/09/04/games-e-consoles/master-system-comemora-30-anos-no-brasil/>

Smith, E. (2015, July 27). Brazil is an Alternate Video Game Universe Where Sega Beat Nintendo. Atlas Obscura. <https://www.atlasobscura.com/articles/brazil-is-a-video-game-alternate-universe-where-sega-beat-nintendo>

Tectoy. (2021). Centre for Computing History. <http://www.computinghistory.org.uk/det/62926/tectoy/>.

06:04:38 **Mar Scardua:** thank you!!

06:04:43 **Prof. Cordero-Guzman:** What a great panel!!!

06:04:55 **José Blázquez, Bournemouth University:** 

06:05:09 **Phil Chauveau:** here is a link to our ppt by the way![https://texastechuniversity-my.sharepoint.com/:p:/g/personal/philippe\\_chauveau\\_ttu\\_edu/EVg9zJZBeCpLjDXScnyTOKYBO6N38Zkp mATX95aatUNthg?e=NGTkCE](https://texastechuniversity-my.sharepoint.com/:p:/g/personal/philippe_chauveau_ttu_edu/EVg9zJZBeCpLjDXScnyTOKYBO6N38Zkp mATX95aatUNthg?e=NGTkCE)

06:06:08 **Phil Chauveau:** presenter view is an unnecessary gambiarra

06:06:54 **Nick Bowman:** OH NO!

06:07:19 **Cooper Steele:** Can the other panelist send a link to their PPT's as well if that's possible?

06:08:38 **Nick Bowman:** Leticia, maybe this community can help! =)

06:08:50 **Nick Bowman:** (perhaps we'll get a listserv going after the symposium, if folks are interested)



06:10:46       **Nick Bowman:** Very interesting to think through this a bit -- the "marginalization of games as a 'worthwhile' hobby" - thanks for sharing!

06:11:29       **Phil Chauveau:** also @nickbowman, yes--pica pau is THE instigator lol

06:11:44       **Phil Chauveau:** except instead of whatsapp doc he laughs all up in your face

06:12:42       **Bruno de Paula:**       loved the "monicatisation"

06:12:47       **Letícia Perani:** Yeah, Dr. Bowman, I have a lot of News reports in Portuguese from the 70s describing that moral scare with arcades in Brazil

06:13:42       **Kent Wilkinson:**       A cross-national study of such moral panics would be fascinating.

06:13:43       **Phil Chauveau:** also, here's the master dicas YouTube link, it's super cool/nostalgic:  
<https://www.youtube.com/watch?v=bYG1JspOcNY>

06:15:53       **Phill Penix-Tadsen** (he/him/él): Thanks Phil! Great talk and great crossover between panelists!