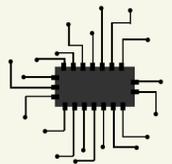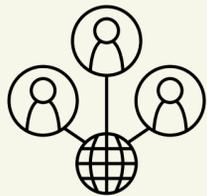# How Can Social Networks Impact Game Careers?

Investigating the informal networks of vew graduates and how it may impact their career in the game industry.

A staggering number of new graduates leave the game industry within a few years of finding employment. Labour is highly uncertain in the game industry. According to the a report by GDC, game development "is an industry driven by young workers who tend to depart within a decade." Why do so many new graduates leave the game industry so soon after graduation? How do the informal networks of new graduates impact their career experience and outcomes? How might they differ between cohorts? How may they reflect systemic barriers to success that specific cohorts face?

First 3 Years Project

"A research project tracking where post secondary students from video games programs go after they graduate." Investigates what the work world is like for new graduates and why they leave the industry so soon.
https://first3yearsproject.com/

Why Social Networks?

Developing formal and informal networks is often cited as one of the main benefits in attending a post secondary institution. These networks are purported to aid and jump start a newly graduated student's career. Investigating how networks differ for different cohorts may provide insight on how a new graduate experiences the game industry.

Analyses

- **Effectiveness of Game Studies Curriculum**
- **Networks that support Workers**
- **Employer - Employee Expectations**
- **School - Work Transition**
- **Lack of Paid Jobs**
- **Systemic Barriers**

Method of Collection

Collecting data from twitter mainly came from two sources:

1. Twitter Front End API
2. Twitter v2 API

We can scrape tweet, profile, hashtag, mention, and biography information through the Twitter Front End API. We use the Twitter v2 API to obtain the followers and followings of a user, allowing us to create a following network.

Technical Challenges

- Representing social networks
- API rate limits
- Researcher Input and error handling

Technologies Leveraged

Golang
- To create a web server and create parallel processes that maximize usage of API within limits.

PostgreSQL
- Relational database used to represent the social networks of participants

Existing Research

Mapping Physician Twitter Networks: Describing How They Work as a First Step in Understanding Connectivity, Information Flow, and Message Diffusion
Analyzed Twitter networks with the goal of identifying best practices for dissemination and diffusion

New contexts for professional learning: Analyzing high school science teachers' engagement on Twitter
- Sentiment analysis of tweet content
- Identified determiners of "effective professional development"
- Examined mention networks rather than follow networks

Expanding opportunities for professional development: utilization of Twitter by early career women in academic medicine and science
Proposes that social media could facilitate mentorship

Acknowledgements

Supervisor: Johanna Weststar

Project Manager: Anna Sollazo

Citations

Mishori, Ranit, et al. "Mapping physician Twitter networks: describing how they work as a first step in understanding connectivity, information flow, and message diffusion." Journal of medical Internet research 16.4 (2014): e107.

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