



The Hong Kong Jockey Club University of Chicago Academic Complex  
The University of Chicago Francis and Rose Yuen Campus in Hong Kong

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## Are You Paying to Level-up?



Have you ever wondered why gamer norms are so different from country to country? Why do Western gamers feel skeptical about the "freemium" or "pay-to-win" model? How do cultural norms affect gamers' motivations and, in turn, impact the gaming industry in Asia and the West?

Join Episode 2 of our Video Games mini-series to learn more about the differences with an emphasis on China, Japan, South Korea and the U.S.

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### [Video Game Genres Across Asia \(Sep 16\)](#)

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