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Games now also use additional means of providing interactivity and information to the player. For example, early PC games only needed a keyboard for gameplay, with the primary means of manipulating the game being through 'hotkeys'. But as new software developed, such as the Mac 'interface' (the design system enabling the mouse to click and select), players had to learn how to use the keyboard and mouse simultaneously. As new technologies are being introduced, such as the change to CDs allowing greater storage, players often needed to buy separate components (joystick or xbox). Audio is almost universal using devices, but extras such as speakers and headphones also are brought. Technologists who are considering sustainability management are effectively reusing components of previous game developments enabling new games to be more cost effective. For example, games that were previously only being played on consoles such as xbox or nintendo can now be purchased and played online limiting the waste of resources and extending the lifespan of products. The societal consequences of this evolution of video gaming platforms, is the wider the audience, the wider the diversity of the games being developed. Games are reflecting the type of environment they are being created for.

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For example, smart games are becoming more interesting as technologists realise the more complex the game, the more time a player will invest in them. One of these examples is social skill game's that can be used in the classroom. Games are one of the best ways to teach social skills and within a video game allow a safe environment where students can use and practice their skills, provide fun and interaction among the players, and cause walls of insecurity to crumble.

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This understanding of how the wider audience is influencing future developments are reflected in how advances in technology has often been alongside the growing diversity of technologists (e.g. kids, women). For example, the influence of new platforms such as Gamemaker (a free application that enables beginners to create video games) is allowing kids to make their own games. The influence of more female technologists such as Jade Redmond (the creator of Assassin's Creed, one of the most popular games of all time) has had an impact on the style and appeal of games, this new genre attracting a broader audience.
 The landscape of games has also changed dramatically with the blurring of lines between real life and game playing and the latest in technological developments add to this by including such things as physical innovations (Wii), as it fully involves the player, challenging our understanding of what it means to be human. Human needs and wants have a new appeal when you can choose your own reality, such as developing friendships online, or becoming a Wii Tennis star.

④

Gaming has always been a social event and the latest in studies have shown some positive effects relating to players having more social activity and cognitive ability. Instead of the idea of games erasing players personalities, games are now being developed that encourage goal setting and achieving them, expanded social skills such as meeting people (online), interaction with and growing confidence in using different media (for example, exercising through Wii).