

336 Views | 1 CrossRef citations to date | 62 Altmetric

Articles

# Dots, fruit, speed and pills: the Happy Consciousness of *Pac-Man*

Alex Wade


Pages 248-261 | Received 02 Mar 2014, Accepted 22 Oct 2014, Published online: 25 Mar 2015

Cite this article <https://doi.org/10.1080/14797585.2015.1021991>

Check for updates

Sample our Humanities Journals

>> [Sign in here](#) to start your access to the latest two volumes for 14 days



Full Article Figures & data References Citations Metrics

Reprints & Permissions

[Read this article](#)

## Abstract

Spanning 30 years and 40 individual videogames across a range of platforms, Pac-Man

is one of  
spite of  
engager  
classic it  
indicativ  
is ex  
ethic  
ultimate  
experien  
Dimensi  
Happy C

### We Care About Your Privacy

We and our 843 partners store and/or access information on a device, such as unique IDs in cookies to process personal data. You may accept or manage your choices by clicking below, including your right to object where legitimate interest is used, or at any time in the privacy policy page. These choices will be signaled to our partners and will not affect browsing data. [Privacy Policy](#)

We and our partners process data to provide:

Use precise geolocation data. Actively scan device characteristics for identification. Store and/or access information on a device. Personalised advertising and content, advertising and content measurement, audience research and services development.

[List of Partners \(vendors\)](#)

I Accept

Essential Only

Show Purpose

ure icon. In  
mic  
at in its  
ich are  
society. This  
ssion of the  
sumerism,  
Man are  
e  
nerate the

## Disclosure statement

No potential conflict of interest was reported by the author.

## Notes

1. Augmented reality is the transposition of computer-generated graphics onto perceived space through the use of an audiovisual headset and global positioning systems, linked into a local area network. First used at the University of Singapore in 2004 it has potential use for medical and military applications, as well as entertainment. See Knight ([2004](#)) for further discussion.

2. The uneasiness related to the rise of the Japanese economy is mirrored in American popular culture of the time, with films such as Blade Runner and Gung-Ho portraying a contemporary American society increasingly influenced and affected by Japanese values and culture.

3. This is especially poignant in the current economic climate as US car firms look towards merging in the face of growing competition from VW Group in Europe and especially Toyota in Japan. At the time of writing none of the 'big three' car

manufacturers are merging with one another, and their solvency and ultimate success is uncertain. Mergers can be seen as a counterforce to the subverted by a counterforce to the 'power' of the car industry.

4. Big data is a term used to describe the massive amounts of data generated in the west.

5. It is fascinating to see the recordings in the videogame market-fest Trolle W



6. MDMA is the acronym for the chemical compound  
Methylenedioxyamphetamine.

## Related research

People also read

Recommended articles

Cited by  
1

### Information for

Authors

R&D professionals

Editors

Librarians

Societies

### Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

### Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

### Help and information

Help and contact

Newsroom

All journals

Books

Keep up

Register to  
by email

 Sign up

Copyright

Accessib

Registered  
5 Howick Pl



or & Francis Group  
orma business