

# Digital Games and Cultural Dynamics: An Examination of The Social and Cultural Impacts of Popular Games in Türkiye Through Steam

Dijital Oyunlar ve Kültürel Dinamikler: Steam Üzerinden Türkiye'deki Popüler Oyunların  
Toplumsal ve Kültürel Etkilerinin İncelenmesi

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## ABSTRACT

This study examines the genres and themes of the most purchased games in Türkiye on the Steam platform from 2021 to 2024, addressing the influence of these games on users' cultural preferences and social values. For this purpose, the top 10 best-selling games in Türkiye were tracked on the Steam platform during January, February, March, April, May, and June 2024. Additionally, the top 50 best-selling games overall from 2021, 2022, and 2023 were analyzed under various categories. These data were evaluated individually and collectively to understand how games function as cultural carriers. The research incorporates content analysis, data collection, and comparative analysis methods within the framework of cultural studies. It analyzes how the themes, characters, stories, and gameplay mechanics reflected in the game content interact with social norms, values, and behaviors within the context of genres and themes. Strategy games, particularly popular among young people, enhance critical thinking and problem-solving skills. Historical-themed games foster a sense of national values, and competitive games strengthen teamwork and leadership skills. Furthermore, interaction with global cultures through games can broaden young people's worldviews and build bridges between different cultures. The analyses conducted in this context demonstrate that games are not only tools for passing time but also powerful cultural instruments capable of influencing social norms, values, and behaviors. The research findings reveal that digital games play a significant role in shaping the representation of concepts such as gender, race, nationality, and class, and in the construction of cultural identities.

**Keywords:** Digital Game, Culture, Game Genre, Game Theme, Steam

## ÖZ

Bu çalışma, Steam platformunda 2021-2024 yılları arasında Türkiye'de en çok satın alınan oyunların tür ve temalarını inceleyerek, oyunların kullanıcıların kültürel tercihleri ve toplumsal değerleri üzerindeki etkilerini ele almaktadır. Bu amaçla, Steam platformunda 2024 yılı Ocak, Şubat, Mart, Nisan, Mayıs ve Haziran ayları boyunca Türkiye'de en çok satılan ilk 10 oyun listesi takip edilmiştir. Bununla birlikte 2021-2022-2023 yıllarında genel itibarıyla en çok satılan 50 oyun çeşitli kategoriler altında ele alınmış, tüm bu veriler önce kendi içlerinde, ardından birlikte değerlendirilerek oyunların bir kültür taşıyıcısı olarak nasıl işlev gördüğü anlaşılmaya çalışılmıştır. Araştırma, Kültürel Çalışmalar kuramı ışığında içerik analizi, veri toplama ve karşılaştırmalı analiz yöntemlerini içermekte, oyun içeriklerinde yansıtılan temalar, karakterler, hikayeler ve oynanış mekaniklerinin toplumsal normlar, değerler ve davranışlar üzerinde nasıl bir etkileşimde bulunduğu tür ve temaları bağlamında analiz edilmektedir. Özellikle gençler arasında popüler olan strateji oyunları, eleştirel düşünme ve problem çözme yeteneklerini geliştirmekte, tarihi temalı oyunlar milli değerlere olan bağlılığı artırmakta ve rekabetçi oyunlar ise takım çalışması ve liderlik yeteneklerini pekiştirmektedir. Ayrıca, oyunlar aracılığıyla küresel kültürlerle etkileşim, gençlerin dünya görüşlerini genişletebilmekte ve farklı kültürler arasında köprüler kurabilmektedir. Bu bağlamda yapılan analizler, oyunların yalnızca zaman geçirme araçları olmadığını, aynı zamanda güçlü kültürel araçlar olarak toplumsal normları, değerleri ve davranışları etkileyebilecek potansiyele sahip olduğunu göstermektedir. Araştırma sonuçları, dijital oyunların toplumsal cinsiyet, ırk, milliyet ve sınıf gibi kavramların temsiliyi şekillendirmede ve kültürel kimliklerin inşasında önemli bir rol oynadığını ortaya koymaktadır.

**Anahtar Kelimeler:** Dijital Oyun, Kültür, Oyun Türü, Oyun Teması, Steam



## Introduction

With significant effects in the cultural context, digital games are quite helpful in understanding social orientations. This article examines the diversity of types and themes of digital games most purchased by Turkish users on Steam, investigating the hypothesis that games are not only a means of entertainment but also have a broad cultural and social impact. The research aims to scrutinize how games influence users' gaming culture, social values, and usage loyalty. These effects can be examined through the themes, characters, stories, and even gameplay mechanics reflected in the game content. Games can carry various cultural elements, and these elements can directly reflect on the game's popularity, level of acceptance, and impact on society.

Analyzing the best-selling games in Türkiye helps to understand which cultural and social values these games reflect and how these reflections impact their usage. For example, historically-themed games can increase interest in Turkish history and strengthen national values. Strategy games can enhance critical thinking and problem-solving skills, while games that emphasize teamwork and leadership abilities can have positive effects on social skills.

A detailed analysis of the games popular among young people in Türkiye can reveal the cultural codes and social messages these games represent. For example, the popularity of e-sports, in parallel with the rise of competitive games, can promote values such as team spirit, goal setting and achievement, and discipline among users. Additionally, interaction with global cultures through games can broaden young people's worldviews and act as a bridge between different cultures. Consequently, it is often observed that especially the younger demographic is significantly influenced by digital games, second only to influencers (Dalaylı, 2023, p. 781).

The research also focuses on the frequency of game genres available on the platform, examining their potential negative impacts. Issues such as

the influence of violent games on social behavior, their addictive properties, and social isolation are among the concerns frequently voiced by society and parents. In this context, while considering the cultural reflections of the games, it is crucial to take these negative effects into account to ensure the comprehensiveness of the study.

Examining the best-selling games on the Steam platform in Türkiye in terms of how they shape users' cultural preferences, social values, and usage impacts is crucial for understanding the development of gaming culture. It is evident that games are not merely tools for passing time, but also powerful cultural instruments with the potential to influence societal norms, values, and behaviors. In this context, cultural studies conducted through games hold significant importance in understanding users' worldviews, social relationships, and cultural identities.

Examining the cultural impact of games in such research is crucial for understanding how cultural values are disseminated and transformed through digital media. For this purpose, the list of the top 10 best-selling games in Türkiye on the Steam platform was monitored from January to June 2024. Additionally, the 50 best-selling games from 2021, 2022, and 2023 were analyzed under various categories. All these data were first evaluated individually and then collectively to understand how games function as cultural carriers.

Games are not just entertainment tools; they are also powerful instruments that encompass cultural elements such as social values, history, language, and traditions, and have the capacity to disseminate these elements worldwide. Particularly, when examining a country's popular games, it reveals what that society values, which types of stories and characters are popular. This provides significant insights into how cultural values and norms are shaped and transformed through games. In the context of Türkiye, this situation highlights the role that games play in preserving and transmitting cultural identity.

Since Steam is a platform with millions of users worldwide, analyzing the best-selling games in Türkiye reveals both global trends and local preferences. Among these games, local productions show how Turkish culture is represented in the digital environment and the impact of cultural elements on the international stage. Furthermore, the success of foreign games in the Turkish market also demonstrates cultural exchange and interaction.

This type of research also provides valuable insights for policymakers, educators, and experts in cultural studies. It offers in-depth knowledge on how games reflect and transform cultural values. Thus, more informed decisions can be made regarding the regulation of digital content, integration into educational programs, and preservation of cultural heritage. The potential to strengthen the cultural connection of younger generations and maintain cultural heritage in the digital environment can be more clearly demonstrated through such studies.

In conclusion, the cultural analysis of popular games in Türkiye, in terms of genre and theme, offers unique opportunities to observe how cultural dynamics and values evolve and spread in the digital age. This provides a rich cultural resource and opens new perspectives on cultural identity and interaction in an increasingly globalized world.

### **Digital Games and Culture**

Culture is seen as patterns of behavior and interaction, cognitive structures, and emotional understandings learned through the process of socialization. These patterns help define the members of a cultural group while also distinguishing them from other groups (Carla, 2024). Culture is defined as the complex whole acquired by humans as members of society, which includes knowledge, beliefs, art, morals, laws, traditions, and other capabilities and habits. This definition broadens the concept of culture to encompass both material and non-material elements of human communities (White, 2022). These definitions highlight the complexity and versatility of culture, offering different perspectives

on how individuals form and sustain relationships within a society and broader cultural structures. Each perspective provides different insights into understanding the dynamics between social relationships and cultural structures.

Game culture encompasses the social practices and norms that revolve around video games, tabletop games, and other forms of interactive media. When evaluating the relationship between the two concepts, we can see that game culture is actually part of a broader cultural context. Games reflect various cultures through their content, offering the opportunity to explore the values, history, and mythology of different societies. For example, the "Assassin's Creed" series allows players to experience the richness of specific cultures by presenting historical events and periods interactively. Games contribute to the dissemination of cultural knowledge by providing educational content in areas such as language learning, history, and geography. By making learning processes more interactive and enjoyable, they can increase the interest of a wide audience in cultural topics. Additionally, games can generate discussions on issues such as gender roles, ethical matters, and social justice. These discussions have the potential to shape and change society's views on specific issues. By encouraging users to think about such topics, games become a part of cultural dialogue.

With the widespread adoption of the internet, online games have become popular and bring together players from around the world, facilitating interactions among people from diverse cultural backgrounds. This functions as a platform for cultural exchange and helps players gain a better understanding of each other's cultures. In terms of cultural adaptation and globalization, games target a global market while considering how they are perceived in various cultural contexts. This necessitates respect for cultural differences and the adoption of an inclusive approach. In this context, game culture can be seen as a dynamic and evolving field, playing a significant role within the broader cultural framework. Games can build

bridges between cultures and, by appealing to a wide audience, contribute to the development of cultural understanding and empathy.

Mass media have functions of socialization, entertainment, political, economic, and information dissemination (Yengin & Bayrak, 2023, p. 9). Digital games, as significant actors in mass communication, offer a rich domain for understanding how they intertwine with cultural norms, values, and identities. As one of the popular media forms of our age, these games not only provide entertainment but also have the power to shape the representation of concepts such as gender, race, nationality, and class. Games can serve as a mirror reflecting the interactions between global cultures and the processes of cultural change. This study also focuses on understanding game culture by examining the diversity of digital games on the Steam platform in terms of genre and theme, which greatly influence culture. Specifically, understanding the impact of games on the construction and expression of cultural identities is of great importance. This initiative will provide an in-depth perspective on how digital games function both as cultural products and as tools for intercultural interaction.

Play precedes culture; it is not a product of various cultures or a result of coincidence, but rather a primary factor in the emergence of various cultural forms. According to some, play is a way to release excess energy; to others, it satisfies the instinct for imitation; and to yet others, it meets the need for release (And, 2003, pp. 27-28). The idea that the game serves another purpose is taken as a starting point. According to Huizinga, the distinct characteristics of a game are as follows: a game is primarily a voluntary and optional activity. A game is different from real life and daily life; it is a realm of freedom. A game is separated from daily life both spatially and temporally (Huizinga, 2016).

Digital games stand out as digital structures with various impacts in today's world (Gee, 2007). In this context, digital games are games that utilize technological tools and are typically played on

computers, video game consoles, or mobile devices. While digital games incorporate the fundamental features of traditional games, they also offer additional advantages, such as creating virtual realities and reaching a much broader audience. Moreover, digital games enhance user experience through interactive elements, visual and auditory effects, providing players with the opportunity to step into different worlds.

The relationship between these two concepts fundamentally lies in their purposes of entertainment and learning, being structured within a framework of rules, and offering opportunities for social interaction. However, digital games, thanks to the possibilities offered by technology, have expanded and evolved the concept of gaming by presenting a much wider variety of scenarios and forms of interaction. This has enabled games to create a greater impact culturally, educationally, and socially.

For a study focused on digital games and their cultural and social impacts, the "Cultural Studies" theory stands out as a supportive framework. This theory can be used to examine how media content integrates into social and cultural structures and how these influence individuals' thoughts and behaviors. Cultural studies, especially with concepts like Stuart Hall's encoding/decoding model, offers the opportunity to analyze how digital games are interpreted and consumed.

For instance, Hall's encoding/decoding model provides a detailed examination of how game content is produced, presented, and interpreted by consumers. This model can be useful in better understanding the impact of games on social norms and values. Additionally, it can be employed to deeply analyze the roles of games in the construction and expression of cultural identities and how they function as instruments of interaction and change within society. This theory aligns with the themes explored to show how games operate as carriers of culture and how they can shape social relationships.

The theory of cultural studies refers to an interdisciplinary academic field that examines various cultural practices and their effects on society. In the late 1950s and early 1960s, the Birmingham Centre for Contemporary Cultural Studies (CCCS) at the University of Birmingham in England played a significant role in the development of this field. This center evolved under the leadership of thinkers such as Richard Hoggart, Raymond Williams, and Stuart Hall.

Cultural studies analyze how texts and practices in areas such as media, cinema, and advertising intersect with the economic, social, and political structures of society. Research in this field typically addresses issues such as ideology, identity, gender, race, and class. Cultural studies adopt a critical approach that questions how cultural texts reflect or challenge societal power relations. This theory aims to reveal power dynamics within a society, focusing particularly on concepts of social inequalities and hegemony (Trifonas, 2020).

Research examining the effects of games on cultural values, norms, and behavior patterns has been undertaken by scholars from various disciplines. For instance, James Paul Gee's work "What Video Games Have to Teach Us About Learning and Literacy" (2007) explores the impact of video games on learning processes. Gee argues that games not only shape players' worldviews and social identities but also enhance their problem-solving skills while raising awareness about cultural norms and values through game mechanics and narratives.

Mia Consalvo's work "Cheating: Gaining Advantage in Videogames" (Consalvo, 2007) examines the use of cheating in games from a cultural perspective and investigates how cheating impacts social and cultural norms among players. Consalvo notes that cheating is seen as an acceptable strategy in some cultures, while it is outright rejected in others. She also questions the impact of games on ethical behavior. This study is particularly important in explaining the phenomenon of cheating, which is one of the biggest issues in digital games.

T.L. Taylor's book "Play Between Worlds: Exploring Online Game Culture" (2006) examines online gaming cultures and their interactions with the real world. This work highlights the impact of gaming communities on social norms and group dynamics. It analyzes how players' social identities and roles within communities' parallel social structures in the real world. Additionally, Constance Steinkuehler and Sean Duncan's study "Scientific Habits of Mind in Virtual Worlds" explores how scientific thinking habits can be developed through online games. The processes players use to solve in-game problems can enhance their ability to understand and interpret cultural and social norms in ways similar to scientific research and inquiry methods.

Nick Yee's "The Proteus Paradox: How Online Games and Virtual Worlds Change Us and How They Don't" (2014) examines in detail the psychological and social effects of virtual worlds and online games on users. It explores how virtual identities and avatars can influence real-world behaviors and how these processes intertwine with cultural norms. These studies provide valuable data for deeply understanding the impact of games on cultural structures and offer significant insights into how games can shape individuals' cultural understanding and social practices.

Discussing the impacts of digital games on social and cultural norms necessitates leveraging the frameworks offered by cultural studies theory. It is particularly useful to consider Stuart Hall's representation theory, Michel Foucault's analysis of power/institution relationships, and Pierre Bourdieu's concepts of habitus and capital as a whole. Stuart Hall emphasizes how media tools produce meaning through categories such as gender, race, and class, and how these meanings play an ideological role. Digital games can contribute to the perception of certain roles and identities as "natural" or "normal" by offering users a variety of roles and identities. For instance, the preference for male protagonists in many games or the reinforcement of certain stereotypes serves to reproduce cultural norms and values (Hall, 1997).

Foucault's theory of power/institution explains how games can function as a mechanism of "surveillance" and "regulation." Digital games, particularly through online environments and communities, can become instruments of power that normalize and direct user behavior. Players' performances are continuously monitored and evaluated, which encourages a certain standard of performance and social behavior (Foucault, 1995). Bourdieu's theory of social practices examines how players' in-game actions can shape their perceptions and behaviors in the outside world. In-game achievements accumulate as "cultural capital" and can transform into prestige or social status among players. This capital may be transferable, allowing players to expand their social networks and apply it to real-world interactions (Bourdieu, 2010). Postman's media ecology approach examines the impact of technology on social structure and human perception. Digital games create a new "cultural environment," within which individuals' ways of thinking, perceiving, and evaluating are altered. The interactive nature of games enables users to become active participants, leading to much deeper interaction and influence compared to traditional media (Postman, 2005). These theoretical frameworks are seen as effective theories for understanding that digital games are not only entertainment tools but also powerful instruments for shaping cultural and social norms. Through these theories, studies on game design, content, and player communities provide significant data for a better understanding of these effects.

Along with the rest of the world, the digital gaming culture in Türkiye has undergone significant evolution in recent years. This evolution is closely linked to both technological advancements and demographic changes. Türkiye's young population stands out, offering great potential for the development of the gaming sector in the country. With the increase in internet penetration and the usage of mobile devices, access to and interest in digital games have also risen.

When examining the demographics of gamers, it is observed that a large portion of gamers in Türkiye consists of young adults. According to the data from the Turkish Statistical Institute (TÜİK), many players fall within the 18-34 age group (2021). This demographic structure creates a broad market for game developers and platforms. Additionally, the increasing number of female players contributes to the diversification of game content and the formation of a more inclusive gaming culture.

The types of games preferred by players in Türkiye encompass a wide range. Strategy games are particularly popular among Turkish players. This may stem from Türkiye's rich history and cultural structure that promotes strategic thinking. Additionally, competitive games such as multiplayer online battle arena (MOBA) and first-person shooter (FPS) games are also highly favored. Social interaction and competition are significant sources of motivation for Turkish gamers.

Cultural influences on game preferences should not be overlooked. For example, games based on history and mythology are quite popular in Türkiye. Locally developed games such as "Mount & Blade," known for incorporating elements of Turkish culture and history, are of great interest to local gamers. On the other hand, globally popular games on international platforms, such as "Counter Strike," "League of Legends," and "FIFA," also have a large player base in Türkiye.

In Türkiye, the most popular digital games are generally concentrated on mobile platforms. Among the best-selling games in 2022, mobile games such as "PUBG Mobile," "Call of Duty: Mobile," and "Mobile Legends" stand out. For PC and console users, games like "Valorant," "League of Legends," and "Counter-Strike: Global Offensive" continue to maintain their popularity (Donanımlıhaber, 2023, April 19) (Gamizm, 2022, August 3).

Türkiye's gaming culture is generally shaped by its young population. In Türkiye, 52% of gamers are



male and 48% are female, with the most active age group being 25-34 years old. A large portion of gamers have turned to more economical solutions, such as subscription systems. This situation is closely related to economic factors and fluctuations in exchange rates in Türkiye, as the high prices of games lead to a preference for more cost-effective options. (Donanımhaber, 2023). Based on Steam data, the patterns are similar in Middle Eastern countries such as Saudi Arabia and Egypt, as well as in Eastern European countries like Romania and Poland, making this an intriguing observation. According to publicly accessible data on the Steam platform, users aged 18-34 constitute the largest gaming demographic, with a preference for more competitive and strategy-based games within this age group. As age increases, game preferences tend to shift towards more low-tempo games such as puzzles and strategy games. Additionally, factors such as gender, education level, and geographical location also play significant roles. Male users generally play games more frequently and in greater numbers, while female users are notably active on mobile platforms and social media-based games. Males typically prefer action, adventure, and sports games, whereas females are more inclined towards puzzles and role-playing games. Furthermore, as the level of education increases, there can be variations in the frequency of gaming and the types of games preferred (Göldağ, 2018). Individuals with a university degree or higher education level generally prefer more complex strategy games or role-playing games, while users with a lower education level tend to prefer simple and accessible games (Şimşek & Karakuş Yılmaz, 2020). Differences in game preferences among users from different regions of Türkiye can be observed. Users living in major cities have access to a wider variety of games, whereas those in rural areas tend to prefer a more limited selection of games. However, this situation has been changing in recent years due to the increasing number of digital gaming platforms and their easy accessibility, quickly narrowing the gap between urban and rural areas.

In terms of game genres, puzzle, trivia, and word games are among the most popular mobile game types in Türkiye, while action-adventure and FPS (First Person Shooter) genres are more preferred on PC and consoles. These preferences can also be associated with cultural habits and social interaction needs. For example, strategy and war-themed games are popular among Turkish players as they help develop competitive and strategic thinking skills (Donanımhaber, 2023).

In this context, it is observed that digital gaming habits and cultural preferences in Türkiye encompass a wide range, with the rise of mobile platforms continuing. The digital gaming culture in Türkiye is shaped by a young and dynamic population, making the country a significant player in the global gaming industry. The integration of cultural elements into games strengthens the local game development scene and allows Türkiye to establish a more distinct identity in the digital gaming market. This has the potential to enhance the recognition and interaction of Turkish games in both local and global markets.

### **Best-Selling Games, Genres, and Themes in Türkiye According to Steam Platform Data**

The list of best-selling digital games on the Steam platform based in Türkiye demonstrates the diversity and cultural impact of modern video games through various cultures and global themes. The games include those inspired by different geographical locations (such as the Euro Truck Simulator series) or historical events (such as Crusader Kings III and the Assassin's Creed series). Additionally, there are games that create entirely new worlds using themes like fantasy and science fiction (such as Elder Scrolls Online and Destiny 2). These games cater to a global audience, informing players about different cultures, histories, and social issues, and encouraging them to think about these topics. Open-world games, in particular, offer players vast and unexplored areas, providing opportunities to discover the richness of various cultures.

Additionally, the provision of multiple language support and the sensitive incorporation of cultural elements in these games contribute to the experiences of players from different cultures. This enhances the potential of video games to promote intercultural dialogue and cultural understanding. Beyond providing entertainment, games can serve as tools for learning about and empathizing with

different lifestyles, histories, and social structures. In this context, identifying and periodically tracking the most popular games is essential for understanding their functionality. For this purpose, Table 1 lists the top 10 best-selling digital games on the Steam platform in Türkiye from January 2 to June 4, based on weekly sales data.

**Table 1**

The Top 10 Best-Selling Digital Games on the Steam Platform in Türkiye Based on Data from January 2 to June 4, 2024 (Steam, 2024)

<b>Weekly Bestsellers (02 January 2024 - 09 January 2024)</b>				
<b>Rank</b>	<b>Game</b>	<b>Price</b>	<b>Change</b>	<b>Weeks</b>
1	Counter-Strike 2	Free to Play	↑ 1	596
2	EA SPORTS FC™ 24	\$69.99	↑ 1	26
3	Lethal Company	\$5.79	↑ 2	9
4	PUBG: BATTLEGROUNDS	Free to Play	→	355
5	Baldur's Gate 3	\$34.99	↑ 2	28
6	War Thunder	Free to Play	↓ 5	7
7	Call of Duty®	\$39.99	↓ 1	83
8	Euro Truck Simulator 2	\$2.52	↑ 1	516
9	ELDEN RING	\$39.99	↓ 1	6
10	Black Desert	\$4.99	↑ 5	133
<b>Weekly Bestsellers (09 January 2024 - 16 January 2024)</b>				
<b>Rank</b>	<b>Game</b>	<b>Price</b>	<b>Change</b>	<b>Weeks</b>
1	Counter-Strike 2	Free to Play	→	597
2	PUBG: BATTLEGROUNDS	Free to Play	↑ 2	356
3	EA SPORTS FC™ 24	\$69.99	↓ 1	27
4	Lethal Company	\$5.79	↓ 1	10
5	War Thunder	Free to Play	↑ 1	8
6	World of Warships	Free to Play	↑ 14	3
7	Apex Legends™	Free to Play	↑ 14	167
8	Call of Duty®	\$39.99	↓ 1	84
9	Black Desert	\$4.99	↑ 1	134
10	Euro Truck Simulator 2	\$2.52	↓ 2	517
<b>Weekly Bestsellers (16 January 2024 - 30 January 2024)</b>				
<b>Rank</b>	<b>Game</b>	<b>Price</b>	<b>Change</b>	<b>Weeks</b>
1	Palworld	\$14.99	NEW	1
2	EA SPORTS FC™ 24	\$69.99	↑ 1	28
3	Counter-Strike 2	Free to Play	↓ 2	598
4	Lethal Company	\$5.79	→	11
5	PUBG: BATTLEGROUNDS	Free to Play	↓ 3	357
6	Euro Truck Simulator 2	\$2.52	↑ 4	518
7	Black Desert	\$4.99	↑ 2	135



8	War Thunder	Free to Play	↓ 3	9
9	Warframe	Free to Play	↑ 13	29
10	Call of Duty®	\$39.99	↓ 2	85

#### Weekly Bestsellers (23 January 2024 - 30 January 2024)

Rank	Game	Price	Change	Weeks
1	Palworld	\$14.99	→	2
2	EA SPORTS FC™ 24	\$69.99	→	29
3	Counter-Strike 2	Free to Play	→	599
4	Anomaly Agent	\$4.99	NEW	1
5	Enshrouded	\$14.99	NEW	1
6	TEKKEN 8	\$44.99	↑ 13	6
7	PUBG: BATTLEGROUNDS	Free to Play	↓ 2	358
8	Lethal Company	\$5.79	↓ 4	12
9	Forza Horizon 5	\$32.78	↑ 2	127
10	Call of Duty®	\$39.99	→	86

#### Weekly Bestsellers (30 January 2024 - 06 February 2024)

Rank	Game	Price	Change	Weeks
1	Palworld	\$14.99	→	3
2	Counter-Strike 2	Free to Play	↑ 1	600
3	EA SPORTS FC™ 24	\$69.99	↓ 1	30
4	Granblue Fantasy: Relink	\$39.99	NEW	1
5	Enshrouded	\$14.99	→	2
6	PUBG: BATTLEGROUNDS	Free to Play	↑ 1	359
7	Lethal Company	\$5.79	↑ 1	13
8	TEKKEN 8	\$44.99	↓ 2	7
9	Forza Horizon 5	\$32.78	→	128
10	Black Desert	\$4.99	↑ 1	137

#### Weekly Bestsellers (06 February 2024 - 13 March 2024)

Rank	Game	Price	Change	Weeks
1	Counter-Strike 2	Free to Play	↑ 1	601
2	PUBG: BATTLEGROUNDS	Free to Play	↑ 4	360
3	Palworld	\$14.99	↓ 2	4
4	Call of Duty®	\$39.99	↑ 7	88
5	HELLDIVERS™ 2	\$39.99	↑ 38	2
6	Lethal Company	\$5.79	↑ 1	14
7	EA SPORTS FC™ 24	\$69.99	↓ 4	31
8	Dota 2	Free to Play	↑ 23	324
9	Red Dead Redemption 2	\$59.99	↑ 64	34
10	Grand Theft Auto V	\$14.98	↑ 14	474

**Weekly Bestsellers (13 February 2024 - 20 March 2024)**

Rank	Game	Price	Change	Weeks
1	Counter-Strike 2	Free to Play	→	602
2	HELLDIVERS™ 2	\$39.99	↑ 3	3
3	PUBG: BATTLEGROUNDS	Free to Play	↓ 1	361
4	EA SPORTS FC™ 24	\$69.99	↑ 3	32
5	Call of Duty®	\$39.99	↓ 1	89
6	Lethal Company	\$5.79	→	15
7	Black Desert	\$4.99	↑ 6	139
8	Apex Legends™	Free to Play	↑ 7	172
9	Red Dead Redemption 2	\$59.99	→	35
10	Palworld	\$14.99	↓ 7	5

**Weekly Bestsellers (20 February 2024 - 27 March 2024)**

Rank	Game	Price	Change	Weeks
1	Counter-Strike 2	Free to Play	→	603
2	HELLDIVERS™ 2	\$39.99	→	4
3	ELDEN RING	\$39.99	↑ 58	13
4	ELDEN RING	\$25.99 (Pre-Order)	NEW	1
5	Last Epoch	\$18.00	↑ 7	6
6	PUBG: BATTLEGROUNDS	Free to Play	↓ 3	362
7	EA SPORTS FC™ 24	\$69.99	↓ 3	33
8	NBA 2K24	\$9.59	RETURN	1
9	Black Desert	\$4.99	↓ 2	140
10	Call of Duty®	\$39.99	↓ 5	90

**Weekly Bestsellers (27 February 2024 - 5 March 2024)**

Rank	Game	Price	Change	Weeks
1	Counter-Strike 2	Free to Play	→	604
2	HELLDIVERS™ 2	\$39.99	→	5
3	Euro Truck Simulator 2	\$2.52	↑ 8	524
4	PUBG: BATTLEGROUNDS	Free to Play	↑ 2	363
5	ELDEN RING	\$39.99	↓ 2	14
6	Mount & Blade II: Bannerlord	\$19.99	↑ 43	74
7	Last Epoch	\$18.00	↓ 2	7
8	EA SPORTS FC™ 24	\$69.99	↓ 1	34
9	ELDEN RING	\$25.99 (Pre-Order)	↑ 5	2
10	Black Desert	\$4.99	↓ 1	141

**Weekly Bestsellers (5 March 2024 - 12 March 2024)**

Rank	Game	Price	Change	Weeks
1	Counter-Strike 2	Free to Play	→	605
2	HELLDIVERS™ 2	\$39.99	→	6
3	PUBG: BATTLEGROUNDS	Free to Play	↑ 1	364
4	Forza Horizon 5	\$32.78	↑ 24	133

5	Supermarket Simulator	\$3.99	↑ 6	3
6	EA SPORTS FC™ 24	\$69.99	↑ 2	35
7	Dragon's Dogma 2	\$49.99	↑ 10	10
8	ELDEN RING	\$39.99	↓ 3	15
9	Mount & Blade II: Bannerlord	\$19.99	↓ 3	75
10	Grand Theft Auto V	\$14.98	↑ 19	478

#### Weekly Bestsellers (12 March 2024 - 19 March 2024)

Rank	Game	Price	Change	Weeks
1	Counter-Strike 2	Free to Play	→	606
2	EA SPORTS FC™ 24	\$69.99	↑ 4	36
3	HELLDIVERS™ 2	\$39.99	↓ 1	7
4	PUBG: BATTLEGROUNDS	Free to Play	↓ 1	365
5	Euro Truck Simulator 2	\$2.52	↑ 12	526
6	Dragon's Dogma 2	\$49.99	↑ 1	11
7	Tom Clancy's Rainbow Six® Siege	\$15.99	↑ 40	5
8	Forza Horizon 5	\$32.78	↓ 4	134
9	Rust	\$18.99	↑ 4	536
10	Baldur's Gate 3	\$34.99	↑ 13	38

#### Weekly Bestsellers (19 March 2024 - 26 March 2024)

Rank	Game	Price	Change	Weeks
1	Counter-Strike 2	Free to Play	→	607
2	Dragon's Dogma 2	\$49.99	↑ 4	12
3	EA SPORTS FC™ 24	\$69.99	↓ 1	37
4	HELLDIVERS™ 2	\$39.99	↓ 1	8
5	PUBG: BATTLEGROUNDS	Free to Play	↓ 1	366
6	Euro Truck Simulator 2	\$2.52	↓ 1	527
7	Rust	\$18.99	↑ 2	537
8	Tom Clancy's Rainbow Six® Siege	\$15.99	↓ 1	6
9	Black Desert	\$4.99	↑ 14	144
10	Forza Horizon 5	\$32.78	↓ 2	135

#### Weekly Bestsellers (26 March 2024 - 02 April 2024)

Rank	Game	Price	Change	Weeks
1	Counter-Strike 2	Free to Play	→	608
2	EA SPORTS FC 24	\$69.99	↑ 1	38
3	PUBG: BATTLEGROUNDS	Free to Play	↑ 2	367
4	HELLDIVERS™ 2	\$39.99	→	9
5	Dragon's Dogma 2	\$49.99	↓ 3	13
6	Apex Legends™	Free to Play	↑ 10	178
7	The Elder Scrolls® Online	\$3.59	↑ 15	21
8	Black Desert	\$4.99	↑ 1	145
9	Football Manager 2024	\$39.99	↑ 21	29
10	ELDEN RING	\$39.99	↑ 4	18

**Weekly Bestsellers (02 April 2024 - 09 April 2024)**

Rank	Game	Price	Change	Weeks
1	Counter-Strike 2	Free to Play	→	609
2	HELLDIVERS™ 2	\$39.99	+2	10
3	EA SPORTS FC™ 24	\$69.99	+1	39
4	The Elder Scrolls® Online	\$11.99	+3	22
5	Call of Duty®		+27	96
6	PUBG: BATTLEGROUNDS	Free to Play	+3	368
7	Black Desert	\$2.99 (-40%)	+1	146
8	Content Warning	\$3.59 (-20%)	New	1
9	Hearts of Iron IV	\$8.99 (-70%)	+48	36
10	Grand Theft Auto V	\$14.98 (-63%)	+3	482

**Weekly Bestsellers (09 April 2024 - 16 April 2024)**

1	Counter-Strike 2	Free to Play	→	610
2	PUBG: BATTLEGROUNDS	Free to Play	+6	369
3	Euro Truck Simulator 2	\$2.52 (-75%)	+9	530
4	HELLDIVERS™ 2	\$39.99	+2	11
5	EA SPORTS FC™ 24	\$69.99	+2	40
6	RimWorld	\$17.99	Returning	1
7	The Elder Scrolls® Online	\$11.99	+3	23
8	Black Desert	\$2.99 (-40%)	+1	147
9	Fallout 4	\$11.99	Returning	1
10	Red Dead Redemption 2	\$59.99	+39	43

**Weekly Bestsellers (16 April 2024 - 23 April 2024)**

1	Counter-Strike 2	Free to Play	→	611
2	Dota 2	Free to Play	+25	334
3	PUBG: BATTLEGROUNDS	Free to Play	+1	370
4	The Planet Crafter	\$12.49	+53	2
5	Rust	\$18.99	+10	541
6	No Rest for the Wicked	\$19.99	New	1
7	HELLDIVERS™ 2	\$39.99	+3	12
8	Forza Horizon 5	\$32.78	+45	139
9	EA SPORTS FC™ 24	\$69.99	+4	41
10	Fallout 4	\$11.99	+3	2

**Weekly Bestsellers (23 April 2024 - 30 April 2024)**

1	Counter-Strike 2	Free to Play	→	612
2	Manor Lords	\$19.99	New	1
3	Dota 2	Free to Play	+1	335
4	PUBG: BATTLEGROUNDS	Free to Play	+1	371

5	EA SPORTS FC™ 24	\$69.99	+4	42
6	Forza Horizon 5	\$32.78	+2	140
7	HELLDIVERS™ 2	\$39.99	↓3	13
8	The Planet Crafter	\$12.49	+4	3
9	eFootball™ 2024	Free to Play	+11	26
10	Apex Legends™	Free to Play	+13	182

#### Weekly Bestsellers (30 April 2024 - 07 May 2024)

1	Counter-Strike 2	Free to Play	→	613
2	EA SPORTS FC™ 24	\$69.99	+2	43
3	Manor Lords	\$19.99	↓1	2
4	Gray Zone Warfare	\$17.99	New	1
5	Hades II	\$14.99	New	1
6	Dota 2	Free to Play	↓3	336
7	PUBG: BATTLEGROUNDS	Free to Play	↓2	372
8	Total War: WARHAMMER III	\$49.99	Returning	1
9	HELLDIVERS™ 2	\$39.99	↓2	14
10	Farming Simulator 22	\$19.99	+42	42

#### Weekly Bestsellers (07 May 2024 - 14 May 2024)

1	Counter-Strike 2	Free to Play	→	614
2	Hades II	\$14.99	+3	2
3	EA SPORTS FC™ 24	\$69.99	↓1	44
4	Manor Lords	\$19.99	↓1	3
5	Dota 2	Free to Play	+1	337
6	HELLDIVERS™ 2	\$39.99	+3	15
7	Apex Legends™	Free to Play	+8	184
8	V Rising	\$16.19 (-10%)	Returning	1
9	Dying Light	\$1.95 (-85%)	Returning	1
10	Europa Universalis IV	\$7.19 (-70%)	+45	22

#### Weekly Bestsellers (14 May 2024 - 21 May 2024)

1	Counter-Strike 2	Free to Play	→	615
2	Ghost of Tsushima Director's Cut	\$59.99	+12	11
3	PUBG: BATTLEGROUNDS	Free to Play	+12	374
4	Euro Truck Simulator 2	\$2.52 (-75%)	+16	535
5	Dota 2	Free to Play		338
6	Hades II	\$14.99	↓4	3
7	Baldur's Gate 3	\$34.99	+27	47
8	Grand Theft Auto V	\$14.98 (-63%)	+24	488
9	EA SPORTS FC™ 24	\$69.99	↓6	45
10	Cyberpunk 2077	\$22.49 (-50%)	+54	50

**Weekly Bestsellers (21 May 2024 - 28 May 2024)**

1	Counter-Strike 2	Free to Play	→	616
2	Dota 2	Free to Play	↑ 3	339
3	Euro Truck Simulator 2	\$2.52-75% Off	↑ 1	536
4	ELDEN RING	\$39.99	↑ 7	26
5	PUBG: BATTLEGROUNDS	Free to Play	↓ 2	375
6	Black Desert	\$4.99	↑ 7	153
7	eFootball 2024	Free to Play	↑ 17	30
8	Ghost of Tsushima Director's Cut	\$59.99	↓ 6	12
9	EA SPORTS FC™ 24	\$69.99	→	46
10	Cyberpunk 2077	\$44.99	→	51

**Weekly Bestsellers (28 May 2024 - 04 June 2024)**

1	Counter-Strike 2	Free to Play	→	617
2	Rust	\$18.99	↑ 7	547
3	Dota 2	Free to Play	↓ 1	340
4	Elden Ring	\$39.99	→	27
5	Destiny 2	Free to Play	↑ 13	10
6	PUBG: Battlegrounds	Free to Play	↓ 1	376
7	God of War Ragnarök	\$49.99 (Pre-order)	New	1
8	Sons of The Forest	\$14.99	↑ 42	67
9	Black Desert	\$4.99	↓ 3	154
10	Call of Duty	Free to Play	↑ 56	104

According to Table 1, the top 10 best-selling digital games in Türkiye on the Steam platform from January 2 to June 4, 2024, have been listed, with detailed information on their rankings, prices, and changes in popularity during this period. According to the table, Counter-Strike 2 consistently ranked first, making it the most popular game. This indicates that the game has been in high demand among users for a long time and has built a solid player base. Similarly, EA SPORTS FC™ 24 has mostly remained in the top positions, typically ranking second or third. This indicates the popularity of football games in Türkiye.

The consistent presence of free games (Counter-Strike 2, PUBG: BATTLEGROUNDS, Dota 2) in the top 10 indicates that price is a significant factor influencing user preferences. Conversely, high-priced games such as EA SPORTS FC™ 24 and Call of Duty have also secured a permanent place on the list. This suggests a certain level of quality or brand loyalty.

New games like Palworld and HELLDIVERS™ 2 have quickly risen to the top ranks, demonstrating that the promotion and release of new games have a significant impact on sales. Additionally, games like Elden Ring and Euro Truck Simulator 2 have periodically gained popularity. It can be assumed that these games are supported by promotions or expansion packs during certain periods.

Games like PUBG: BATTLEGROUNDS and Euro Truck Simulator 2 have remained on the list for an extended period by maintaining their user base. This indicates strong continuous content updates and robust interaction with their player communities. The dramatic spikes in some games during certain weeks suggest that significant discounts or special promotions boost sales. For instance, Hearts of Iron IV entered the list with a 70% discount.



The list is also significant for reflecting the cultural impact of popular game genres and brands in Türkiye. The consistent high ranking of competitive and multiplayer games such as Counter-Strike 2 and PUBG: BATTLEGROUNDS indicates a preference for games that strengthen social bonds and foster a competitive spirit. The popularity of sports games like EA SPORTS FC™ 24 represents the reflection of Türkiye's football culture in the digital world, while simulation games like Euro Truck Simulator 2 can be said to reflect a search for a certain realism and a desire for escape from everyday life. The rapid rise in popularity of new games and the increase in sales during discount periods demonstrate that the young population is open to innovations and that economic factors play a significant role in game preferences. These data reveal how digital game consumption intertwines with cultural trends and social dynamics, highlighting the emergence of digital games as cultural phenomena.

The games listed in the table are notable for their wide thematic diversity and range of genres. For example, tactical shooter games like "Counter-Strike 2" and "Tom Clancy's Rainbow Six® Siege" encourage strategic thinking and teamwork among players. On the other hand, open-world games like "Grand Theft Auto V" and "Red Dead Redemption 2" offer players the opportunity to explore freely, allowing them to experience the game from the perspectives of different characters. MMORPGs (Massively Multiplayer Online Role-Playing Games) such as "The Elder Scrolls Online" and "Black Desert" foster large communities, strengthening cultural interactions and social bonds.

These games also hold a significant place in popular culture. In-game events, characters, and stories are recognized by large audiences and feature on various media platforms. Particularly, simulation games like "Euro Truck Simulator 2" stand out for their educational aspects, as they transfer real-world skills into a virtual environment.

Additionally, sports simulations like "EA SPORTS FC™ 24" reflect the popularity of real sports events and create a social bond by engaging with fans who follow sports such as football.

These games not only serve as entertainment tools but also have impacts in areas such as education, social interaction, and cultural change. They function as platforms to raise social and cultural awareness through content that is sensitive to social issues (for example, games like "Content Warning").

Based on the data in the table, several basic statistical analyses can be performed to obtain mathematically significant results. For example, we can calculate the changes in weekly rankings and popularity rates of the games. Such analyses can be useful to determine the continuity of certain games and trends in user preferences. Initially, we can analyze how many times each game appears in the weekly rankings and the changes in these rankings. Additionally, we can examine the correlation between the prices of the games and their weekly rankings.

Firstly, we can calculate the average ranking by summing the rankings of each game. Next, by determining the variations in these rankings, we can calculate a standard deviation. This will show us the consistency in the popularity of the games. For example, when we analyze the data for Counter-Strike 2, we know that this game is ranked 1st every week. In this case, the ranking changes will be 0, and the average ranking will be 1. When we perform a similar analysis for other games, we should first sum the weekly rankings for each game and then calculate the averages from this data.

**Table 2**  
Average Rankings and Standard Deviations of Games

Game	Weekly Average Rank	Price	Standard Deviation
Counter-Strike 2	1.0	0.00	0.0
EA SPORTS FC™ 24	2.7	69.99	0.7
Pubg: Battlegrounds	5.5	0.00	1.2
Lethal Company	6.5	5.79	2.3
Black Desert	7.5	4.99	3.2
Call of Duty®	8.0	39.99	3.6

These data show the average rankings and ranking variability of the games. Since Counter-Strike 2 has an average rank of 1 and a standard deviation of 0, we can say that this game is consistently at the top and shows no change in popularity. EA SPORTS FC™ 24, on the other hand, has an average rank of 2.7 and a standard deviation of 0.7, indicating relatively stable popularity. In this context, the correlation between the games' prices and their average rankings was examined. The correlation coefficient ( $r$ ) indicates whether there is a positive or negative relationship between price and popularity. According to the analysis results, the correlation coefficient between the games' weekly average rankings and prices is approximately -0.11. This low correlation value suggests that there is no strong relationship between game prices and their popularity. In other words, the price of a game does not have a significant impact on its popularity. Counter-Strike 2 stands out as the most stable game, consistently staying at the top of the rankings. The other games, having higher standard deviations, show more variability in their popularity. Consequently, there is no significant relationship between game prices and their popularity. However, the fact that some games are highly popular despite being free suggests that users place more importance on accessibility and in-game experience.

The current list reflects the period between January and June 2024 and is continuously updated. However, the rankings change on a weekly basis. Although updates are possible, it is observed that the ranking does not change significantly from

the previous month. Nevertheless, when data is listed based on several years, different tables can emerge. Steam ranks the best-selling games of the year based on the revenue they generate. Accordingly, the annual list is divided into four categories: Platinum (1-12), Gold (13-24), Silver (25-50), and Bronze (51-100). When creating annual lists, Steam uses data from January 1 to December 15 of the same year. In this context, the bestsellers are the games that have achieved the highest total gross revenue on Steam. Steam also evaluates newly released digital games separately. These are the top-selling games released within a year. Data for the top-selling new releases each month can also be obtained from the platform. Additionally, it is possible to access data on the most-played games. These are the games that have been played by more than 40,000 players in a year. They are grouped based on the highest concurrent player count they have reached. However, short-term player increases due to events such as giveaways or free weekends and early access data are excluded.

**Table 3**

The Best-Selling Games of the Year on the Steam Platform by Gross Revenue in 2023

No	Platinum	Gold	Silver	Bronze
1	Lostark	Dead by Daylight	New World	Wallpaper Engine
2	Apex Legends	Tom Clancy's Rainbow Six® Siege	Yu-Gi-Oh! Master Duel	Path of Exile
3	PUBG Battlegrounds	Elden Ring	Team Fortress 2	Age of Wonders 4
4	Destiny 2	Resident Evil 4	Black Desert	Farming Simulator 22
5	Cyberpunk 2077	War Thunder	BattleBit Remastered	F1® 23
6	Baldur's Gate 3	EA SPORTS FC™ 24	The Sims™ 4	MONSTER HUNTER RISE
7	Call of Duty®	Grand Theft Auto V	NBA 2K23	Hunt: Showdown
8	DOTA 2	NARAKA: BLADEPOINT	Street Fighter™ 6	Hearts of Iron IV
9	Hogwarts Legacy	Red Dead Redemption 2	Cities: Skylines II	No Man's Sky
10	Counter Strike 2	EA SPORTS™ FIFA 23	Party Animals	Crusader Kings III
11	Sons of the Forest	ARMORED CORE™ VI FIRES OF RUBICON™	The Elder Scrolls® Online	Sekiro™: Shadows Die Twice - GOTY Edition
12	Staarfield	Warframe	Rust	American Truck Simulator
13			ARK: Survival Ascended	Raft
14			Euro Truck Simulator 2	The Outlast Trials
15			Sea of Thieves: 2024 Edition	Battlefield™ 2042
16			FINAL FANTASY XIV Online	BeamNG.drive
17			STAR WARS Jedi: Survivor™	Marvel's Spider-Man: Miles Morales
18			Total War: WARHAMMER III	DayZ
19			REMNANT II®	Atomic Heart
20			Lethal Company	Mortal Kombat 1
21			Stellaris	Microsoft Flight Simulator 40th Anniversary Edition
22			Sid Meier's Civilization® VI	DAVE THE DIVER
23			Forza Horizon 5	Monster Hunter: World
24			Project Zomboid	It Takes Two
25			Dead Space	Ready or Not
26				PAYDAY 3
27				The Last of Us™ Part I
28				Persona 5 Royal
29				Fallout 76
30				Summoners War: Chronicles

31	Stardew Valley
32	DREDGE
33	The Elder Scrolls V: Skyrim Special Edition
34	Age of Empires IV: Anniversary Edition
35	Phasmophobia
36	Dying Light 2 Stay Human: Reloaded Edition
37	Wo Long: Fallen Dynasty
38	Marvel's Spider-Man Remastered
39	Warhammer 40,000: Darktide
40	RimWorld
41	Cities: Skylines
42	Terraria
43	Deep Rock Galactic
44	Call of Duty®: Black Ops III
45	Lies of P
46	Borderlands 3
47	Anno 1800
48	Grounded
49	ARK: Survival Evolved
50	World of Warships

**Table 4**

The Best-Selling Games of the Year on the Steam Platform by Gross Revenue in 2022

No	Platin	Gold	Silver	Bronze
1	NARAKA: BLADEPOINT	War Thunder	V Rising	Sekiro™: Shadows Die Twice - GOTY Edition
2	Apex Legends™	Cyberpunk 2077	Sea of Thieves: 2024 Edition	Battlefield™ V
3	Dota 2	Grand Theft Auto V	Stray	Hearts of Iron IV
4	Yu-Gi-Oh! Master Duel	Dead by Daylight	Hunt: Showdown	Satisfactory
5	Counter-Strike 2	Ready or Not	FINAL FANTASY XIV Online	The Witcher® 3: Wild Hunt
6	MONSTER HUNTER RISE	God of War	Warhammer 40,000: Darktide	Arma 3
7	Dying Light 2 Stay Human: Reloaded Edition	Tom Clancy's Rainbow Six® Siege	Marvel's Spider-Man Remastered	No Man's Sky
8	Lost Ark	Forza Horizon 5	Cities: Skylines	ARK: Survival Evolved
9	ELDEN RING	Warframe	RimWorld	Forza Horizon 4

10	PUBG: BATTLEGROUNDS	Red Dead Redemption 2	Stellaris	World of Warships
11	Destiny 2	Total War: WARHAMMER III	The Sims™ 4	FINAL FANTASY VII REMAKE INTERGRADE
12	Call of Duty®	EA SPORTS™ FIFA 23	The Elder Scrolls® Online	Persona 5 Royal
13			Black Desert	Microsoft Flight Simulator 40th Anniversary Edition
14			Cult of the Lamb	Risk of Rain 2
15			Project Zomboid	Battlefield™ 2042
16			Phasmophobia	Euro Truck Simulator 2
17			Rust	Crusader Kings III
18			NBA 2K22	Squad
19			Sid Meier's Civilization® VI	Halo Infinite
20			Team Fortress 2	Fallout 76
21			FIFA 22	Monster Hunter: World
22			Raft	Path of Exile
23			It Takes Two	Dread Hunger
24			LEGO® Star Wars™: The Skywalker Saga	The Elder Scrolls V: Skyrim Special Edition
25			The Forest	Mount & Blade II: Bannerlord
26				DayZ
27				Wallpaper Engine
28				SMITE®
29				Age of Empires IV: Anniversary Edition
30				Borderlands 3
31				Planet Zoo
32				Call of Duty®: Black Ops III
33				NBA 2K23
34				Valheim
35				theHunter: Call of the Wild™
36				Football Manager 2023
37				UNDECEMBER
38				STAR WARS™: The Old Republic™
39				Farming Simulator 22
40				Stardew Valley

41	Deep Rock Galactic
42	Hell Let Loose
43	Grounded
44	Terraria
45	New World
46	F1® 22
47	American Truck Simulator
48	Horizon Zero Dawn™ Complete Edition
49	Tiny Tina's Wonderlands
50	Victoria 3

**Table 5**

The Best-Selling Games of the Year on the Steam Platform by Gross Revenue in 2021

No	Platin	Altın	Gümüş	Bronz
1	Counter-Strike 2	Sea of Thieves: 2024 Edition	Cyberpunk 2077	鬼谷八荒 Tale of Immortal
2	Valheim	Forza Horizon 4	Halo Infinite	Nioh 2 – The Complete Edition
3	Grand Theft Auto V	Warframe	Resident Evil Village	Planet Zoo
4	Tom Clancy's Rainbow Six® Siege	Red Dead Redemption 2	OUTRIDERS	HUMANKIND™
5	Apex Legends™	Forza Horizon 5	Path of Exile	Battlefield™ V
6	Battlefield™ 2042	FINAL FANTASY XIV Online	The Sims™ 4	SMITE®
7	New World	FIFA 22	Stellaris	Baldur's Gate 3
8	NARAKA: BLADEPOINT	Rust	Sid Meier's Civilization® VI	World of Warships
9	Destiny 2	It Takes Two	ARK: Survival Evolved	Horizon Zero Dawn™ Complete Edition
10	Dota 2	War Thunder	Black Desert	Borderlands 3
11	Dead by Daylight	Back 4 Blood	Team Fortress 2	Bloons TD 6
12	PUBG: BATTLEGROUNDS	The Elder Scrolls® Online	Monster Hunter: World	EA Play
13			Euro Truck Simulator 2	The Forest
14			Phasmophobia	Microsoft Flight Simulator 40th Anniversary Edition
15			Mass Effect™ Legendary Edition	Hunt: Showdown
16			Age of Empires IV: Anniversary Edition	Fallout 76
17				Crusader Kings III
18				Days Gone



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19	Arma 3
20	Stardew Valley
21	theHunter: Call of the Wild™
22	DOOM Eternal
23	RimWorld
24	Halo: The Master Chief Collection
25	Phantasy Star Online 2 New Genesis
26	No Man's Sky
27	BIOMUTANT
28	Raft
29	NieR Replicant™
30	Yu-Gi-Oh! Duel Links
31	Fall Guys
32	Call of Duty®: Black Ops III
33	NBA 2K22
34	Tales of Arise
35	Half-Life: Alyx
36	Terraria
37	Farming Simulator 22
38	Cities: Skylines
39	Hades
40	DayZ
41	Dyson Sphere Program
42	F1® 2021
43	Fallout 4
44	World of Tanks Blitz
45	Total War: WARHAMMER II
46	Age of Empires II: Definitive Edition
47	The Witcher® 3: Wild Hunt
48	GUILTY GEAR -STRIVE-
49	Wallpaper Engine
50	Hearts of Iron IV

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By comparing the three-year Steam sales lists in Table 3, Table 4, and Table 5, several important observations can be made. In terms of continuity and popularity, games like Counter-Strike 2 and Apex Legends™ consistently ranked high from 2021 to 2023. This indicates their long-term popularity and active player base. Similarly, games such as Grand Theft Auto V and Cyberpunk 2077 have maintained their interest over time by appearing on the lists every year.

The impact of new game releases is also evident. Each year, newly released games make it to the lists. For example, in 2023, games like Hogwarts Legacy and Starfield quickly achieved high sales figures and appeared on the lists, demonstrating that new releases can rapidly gain popularity on the Steam platform. The diversity of categories is noteworthy. A wide range of genres, including RPG, strategy, battle royale, simulation, and sports games, are represented. This variety shows that Steam users are interested in diverse types of games.

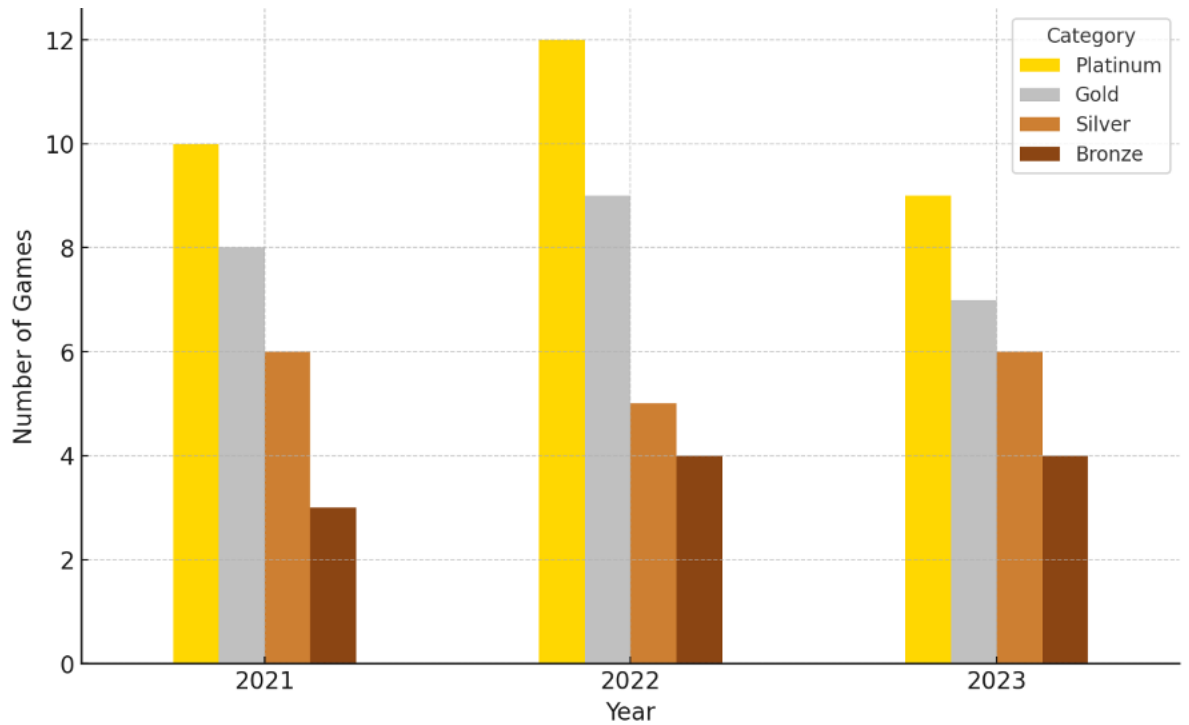
Trends in the gaming world can also be observed over time. For example, successful games like Monster Hunter: World have gradually been replaced by newer titles. Technological advancements and innovations in gameplay may have helped some games stand out. For instance, new releases that feature impressive graphics or innovative game mechanics seem to have a significant impact.

Finally, some games, such as Forza Horizon, Final Fantasy XIV Online, and Civilization VI, consistently appear on the lists each year, albeit in different ranks. The updated content and expanding universes of these games continue to engage players.

All of this information helps us understand how game sales trends on Steam can change in terms of both continuity and innovation. For game developers, such data is valuable for understanding market dynamics and making strategic decisions for future projects.

**Figure 1**

Top Selling Games on Steam by Year and Category



This three-year list of top-selling games on Steam serves as a good example for observing how video games evolve with cultural trends and technological advancements. To understand the changes in the gaming industry and consumer preferences, we can consider a few key points. For instance, we see a wide variety of game genres on the lists, such as battle royale, strategy, simulation, sports, and RPG. This diversity indicates that the player base is broad and varied. Additionally, the new games and updates released each year are indicators of the continuous evolution of technology and game design.

The continued presence of games like Counter-Strike, DOTA 2, and Apex Legends in the yearly charts indicates the growing popularity of e-sports and the enduring appeal of competitive games. Additionally, these games are actively played and supported by the community, contributing to their longevity. Moreover, technologically advanced games like Cyberpunk 2077 and Hogwarts Legacy stand out for their high-quality graphics and extensive world designs, demonstrating players' desire for new and immersive experiences. Among the listed games, there are also those from different cultural backgrounds (e.g., Japanese RPGs, Western action games), highlighting the increasing intercultural interaction in a globalized world. Games such as Skyrim and GTA V have maintained their popularity since their release, indicating that players tend to revisit these games out of nostalgic feelings. These observations reveal that video games are not only a source of entertainment but also reflect societal changes through technological innovations and cultural trends. Games have transformed into a form of art and communication that appeals to a broad audience and is recognized as a cultural phenomenon. Most importantly, it is evident that a maelstrom of cultural dynamics dominates the scene. The cultures reflected in games and the diversity of game culture intertwine, offering perhaps an even faster pace of intercultural interaction than in real life.

## Conclusion

This study examined the diversity of genres and themes of digital games most purchased by Steam users in Türkiye was examined. The analysis was conducted in light of literature that assumes these games have significant effects on users' cultural preferences, social values, and behaviors. The findings reveal that cultural impacts intertwine with game culture, influencing sales rankings in terms of genre and theme. Specifically, strategy and history-themed games enhance users' critical thinking skills and reinforce their attachment to national values, while e-sports and competitive games contribute to the development of social skills such as teamwork and leadership.

The research results indicate that digital games can function as powerful tools for cultural interaction, beyond their role as entertainment. Games play an indirect role in shaping social norms and values by incorporating various cultural elements. These interactions broaden the worldviews of users, especially young people, and help build bridges between different cultural identities. In this context, the influence of digital game culture is significant. The culture shaped by genre and theme greatly impacts the success of digital games. For instance, "Counter-Strike 2" stands out as one of the most consistently popular games, frequently appearing in the top 10 list. Similarly, "Grand Theft Auto V" has maintained its popularity over a long period. These two games are notable representatives of their genres, which include first-person shooter, tactical combat, action-adventure, and open-world. The dominance of games with violent content among the top 10 bestsellers highlights the need to investigate the catharsis effect. Understanding how various age groups engage with digital games to manage aggression can provide valuable insights into the benefits of digital games.

The information obtained from the research shows that gamers in Türkiye are interested in a wide range of genres and themes, and certain classics can remain popular for an extended period. Additionally, games in specific genres such as

simulation and strategy have gained noticeable popularity, indicating a consistent interest in these types of games in the market. However, it is understood that the dominant choice leans towards games with violent content. Notably, when looking at the top 10 best-selling games, it is concerning that only one game is a sports game and one is a driving simulator, suggesting that only two games have a relaxing effect. The other games appear to significantly increase tension levels rather than providing a relaxing experience. Another important finding from the analysis is that game prices are not a determining factor in their popularity.

In light of the findings of this study, future research is recommended to examine the cultural impacts of digital games more in-depth. Specifically, it is important to explore how game preferences vary among users in different geographical regions, the effects of localizing game content on user experiences, and the role of digital games in shaping gender norms. Additionally, studies conducted in collaboration with game developers can provide a better understanding of how game designs influence user behavior and cultural perceptions.

The digital game market in Türkiye, when compared to countries with similar cultural structures in terms of digital game usage habits, shows some notable similarities and differences. Among the countries with similar cultural structures to Türkiye are the Middle Eastern and Eastern European countries. In this context, the data-based similarities between Türkiye and countries such as Saudi Arabia, Egypt, Poland, and Romania on the Steam platform are noteworthy. Regarding similarities, social connections, the popularity of mobile games, and the rise of e-sports stand out. In countries like Türkiye, Saudi Arabia, and Egypt, games are often used as a means to establish and maintain social connections. It is believed that in these countries, people frequently play online games with family and friends to strengthen their relationships. Similar to many countries in Eastern Europe and the Middle East, mobile games are extremely

popular in Türkiye. High smartphone penetration rates lead game developers to focus on these platforms. Additionally, e-sports have gained significant popularity in countries such as Türkiye, Poland, and Romania. E-sports tournaments held in these countries attract great interest among young people, and significant investments are made in professional e-sports players. In terms of differences, while strategy and role-playing games (RPG) are quite popular in Türkiye, action and sports games are more preferred in other Middle Eastern countries like Egypt. In Eastern Europe, a broader range of game genres is generally preferred. In Türkiye, players often make in-game purchases, whereas in countries like Poland and Romania, subscription models are more popular. This may be due to economic conditions and differences in consumer behavior. Additionally, the importance given to the language and localization of games varies between Türkiye and countries with similar cultural structures. In Türkiye, games that offer Turkish language support are preferred more, while in Eastern European countries, games in English and local languages are generally popular. These cultural differences and similarities allow game developers and marketers to better understand their target markets and shape their strategies accordingly. Understanding local cultures and consumer preferences is key to success in these markets.

In conclusion, this research has demonstrated that digital games not only provide entertainment but also have significant impacts on social and cultural structures. However, the predominance of violent games suggests that users play games for catharsis. Being aware of these effects, both developers and policymakers need to use and guide these tools more consciously. In this context, it is possible to offer practical recommendations for certain focuses.

Firstly, policymakers can offer incentives such as tax breaks, grants, or funds to encourage the use of digital games in education systems. These types of policies can facilitate schools and universities in investing in game-based learning tools.

Additionally, game-based learning modules can be included in the educational curriculum, making the use of these tools a standard practice for teachers. Modules on the use of digital games can be added to teacher training programs. By providing funds for research examining the impact of game usage in education, the scientific knowledge base in this field can also be expanded. Standards and guidelines can be established to ensure the safety of children and to develop accessible games for everyone. In this way, effective measures can be taken to preserve local culture, or existing gaps can be identified.

For educators, integrating educational games into curricula can capture students' attention and motivate them. The use of games in subjects like mathematics, language learning, or science can help students better understand the material. Feedback from students can be used to evaluate which games are most effective, and teaching methods can be adjusted accordingly. In addition, informing parents about the role of digital games in education can ensure their participation in the process.

However, perhaps most importantly, a comprehensive educational program explaining what digital games are, their potential effects, and their content should be developed. Such education can support young individuals in consuming digital games consciously and minimize the harmful impacts of these games. Moreover, it is important to continuously monitor the trends followed by digital games in the context of popular culture with up-to-date data.

One of the greatest threats is the fact that the content game designers can produce to sell games might overlook the mental health of young people. Therefore, the frequency of production of violent content games, the rates at which they are purchased, and their popularity should be constantly monitored by social scientists. This will contribute to the healthy functioning of social structures.

From the perspective of game developers, games based on pedagogical principles can be developed to meet the needs of young people and keep the cultural memory of the local community alive. It is crucial to ensure that game content adheres to ethical principles. By collaborating with the field of psychology during game design, social norms can be understood and integrated into game design.

Considering all this information, it is possible to say that digital games have become significant elements that deeply influence cultural structures and social interactions today. Games are effective not only as entertainment tools but also in transmitting cultural values and norms, strengthening social relationships, and developing new cultural practices. Digital games, especially popular among younger generations, shape many cultural aspects, from language use to clothing habits. This indicates that games play an important role not only in individual entertainment but also in the processes of collective identity formation. Consequently, in this period of accelerated cultural change and transformation, digital games emerge as crucial tools in the reconstruction of cultural structures.

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### Genişletilmiş Özet

Dijital oyunlar, kültürel açıdan önemli bir etkiye sahip olup, toplumsal trendleri anlamada değerli bir araç olarak hizmet etmektedir. Bu çalışma, Türk kullanıcılar tarafından Steam platformunda en çok satın alınan dijital oyunların tür çeşitliliğini ve tematik yapısını inceleyerek oyunların sadece bir eğlence aracı olmadığını, aynı zamanda kültürel ve toplumsal değerleri yansıttığını ve etkilediğini öne sürmektedir. Araştırma, oyunların temaları, karakterleri, hikâyeleri ve oynanış mekanikleri aracılığıyla kullanıcıların oyun kültürüne, toplumsal değerlere ve bağlılıklarına nasıl etki ettiğini incelemektedir.

Türkiye'de en çok satılan oyunların analiz edilmesi, bu oyunların yansıttığı kültürel ve toplumsal değerleri görünür kılarken, kullanıcı etkileşimleri üzerindeki etkilerini de ortaya koymaktadır. Örneğin, tarih temalı oyunlar Türk tarihine ilgiyi artırarak ulusal değerleri güçlendirebilirken, strateji oyunları eleştirel düşünme ve problem çözme becerilerini geliştirebilir. Takım çalışması ve liderlik becerilerini vurgulayan oyunlar ise sosyal yetileri olumlu yönde etkileyebilmektedir. Genç kullanıcılar arasında popüler olan oyunların



detaylı bir analizi, bu oyunlara gömülmüş kültürel kodlar ve toplumsal mesajlar hakkında önemli bilgiler sunmaktadır. Rekabetçi oyunların ve e-sporun yükselişi, ekip çalışması, disiplin ve hedefe ulaşma gibi değerlerin yaygınlaşmasına katkı sağlamaktadır. Ayrıca, oyunlar aracılığıyla farklı kültürlerle etkileşim kurmak, bakış açılarını genişletmekte ve kültürel bir köprü işlevi görmektedir.

Bu çalışma aynı zamanda, şiddet içeren oyunların sosyal davranışlar üzerindeki etkisi, bağımlılık riskleri ve sosyal izolasyon gibi potansiyel olumsuz etkileri de vurgulamaktadır. Oyunların kültürel yansımalarını incelemek, bu sorunları ele almak ve analizleri daha kapsamlı hale getirmek için kritik öneme sahiptir.

Steam platformunda en çok satılan oyunların kullanıcıların kültürel tercihlerine, toplumsal değerlerine ve oyun oynama alışkanlıklarına nasıl biçim verdiğini incelemek, oyun kültürünün evrimini anlamak için önemlidir. Oyunlar, toplumsal normları, değerleri ve davranışları şekillendiren güçlü kültürel araçlardır. Oyunlar üzerinden yapılan kültürel çalışmalar, kullanıcıların dünyaya bakış açıları, sosyal ilişkileri ve kültürel kimlikleri hakkında değerli bilgiler sunmaktadır.

Bu araştırma, Ocak-Haziran 2024 arasında Türkiye'de en çok satılan ilk 10 oyun ile 2021-2023 arasında en çok satılan ilk 50 oyunun verilerini analiz etmiştir. Bu veri seti, oyunların kültürel taşıyıcı olarak işlevini anlamak için bireysel ve toplu olarak değerlendirilmiştir. Elde edilen bulgular, politika yapıcılar, eğitimciler ve kültürel çalışmalar uzmanları için önemli bilgiler sunmaktadır. Bu bilgiler, dijital içerik düzenlemeleri, eğitim programlarına entegrasyon ve kültürel mirasın dijital alanlarda korunması gibi alanlarda karar alma süreçlerine rehberlik edebilir.

Sonuç olarak, dijital oyunlar sadece bireysel eğlence unsurları olarak değil, aynı zamanda kültürel değerlerin aktarımını sağlayan, sosyal ilişkileri gücünden ve yeni kültürel pratikleri besleyen araçlar olarak da önem taşımaktadır. Politika

yapıcılar ve geliştiriciler, bu etkileri göz önünde bulundurarak oyun içeriklerini tasarlamalıdır. Özellikle oyun tabanlı öğrenme modüllerinin eğitim sistemlerine entegrasyonu, etik ilkelerin oyun tasarımında öncelikli olarak dikkate alınması ve oyunların toplumsal etkilerinin sosyal bilimciler tarafından izlenmesi önemlidir.

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