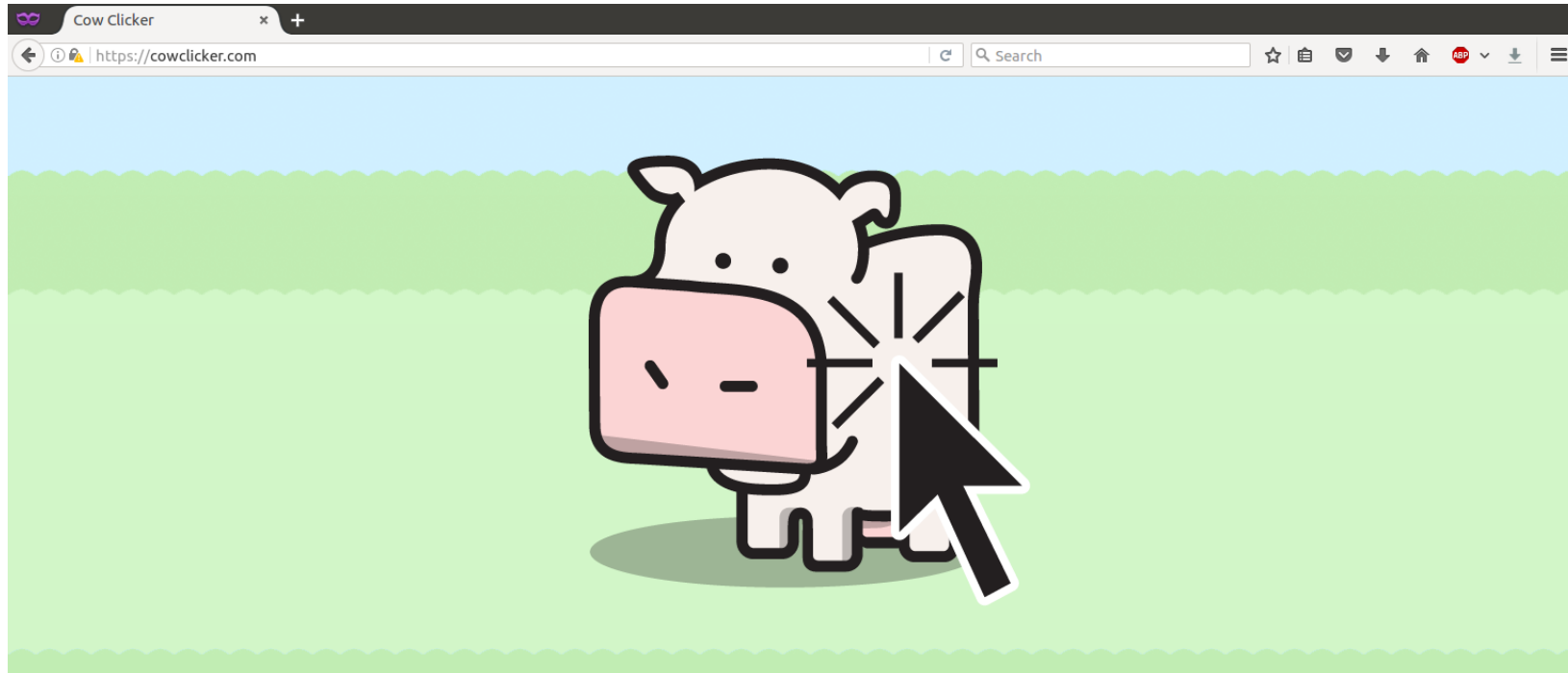


Mobile computing

Cow clicker

Martin Drozda


Cow clicker (Ian Bogost, 2010)



The screenshot shows a web browser window with the address bar displaying "https://cowclicker.com". The main content area features a large, stylized cartoon cow with a pink nose and a black outline. A black mouse cursor is positioned over the cow's body, with a white click effect radiating from the point of contact. The background is a simple landscape with a light blue sky, a green field, and a brown ground area.

WHAT IS COW CLICKER?

Cow Clicker is a Facebook game about Facebook games by the author and game designer [Ian Bogost](#). It was first released in July 2010 as both satire and playable theory of social games circa that era.



You get a cow. You can click on it. In six hours, you can click it again. Clicking earns you clicks. You can buy custom premium cows and timer overrides through micropayments. *Cow Clicker* is Facebook games distilled to their essence.

WAIT, WHAT? THAT'S RIDICULOUS.

Oh, come on. Back in 2010 it was a little startling, maybe. Now computers [click on cookies](#) [absent human players](#), and people [endlessly swipe dollar bills](#) on their iPhones. In fact, four years hence, *Cow Clicker* probably seems so normal as to be ordinary, even boring by today's standards.

Of course people would click a cow every six hours. Why wouldn't they? All we do anymore is click on things.

DON'T I READ ABOUT THIS IN CAN I STILL PLAY COW

„The player is initially given a pasture with nine slots and a single plain cow, which the player may click once every six hours. Each time the cow is clicked, a point also known as a "click" is awarded; if the player adds friends' cows to their pasture, they also receive clicks added to their scores when the player clicks their own cow. As in other Facebook games, players are encouraged to post announcements to their news feed whenever they click their cow. A virtual currency known as "Mooney" can be bought with Facebook Credits; it can be used to purchase special "premium" cow designs, and the ability to skip the six-hour time limit that must be waited before the cow can be clicked again.“

Zdroj: https://en.wikipedia.org/wiki/Cow_Clicker

Cow clicker

facebook






Search



COW CLICKER

...CLICK YOUR COW

Your Pasture Your Barn Your Herd Buy a Cow Invite a Cow Rankings Discussion How to Play

 Remove Mariam's cow	 Remove Stephen's cow	 Remove Aki's cow
 Remove Mark's cow	 Your cow	 Remove Abbey's cow
 Remove Chelsea's cow	 Remove Frank's cow	 Remove Mitu's cow

Next Click In...
Click now!

Mooney 73
buy 20 or more

Cow Clicks 72
This Week: 33

Pasture Invites
You have 4 unanswered
pasture invites.

[view now](#) - [see details](#)

Like 30

AT&T 5:23 PM 100%

COW CLICKER

MOOBILE

05:17:54 

Pay 10 mooney to skip



Ian Bogost's cow

 Logout  Share

„Cow Clicker is an incremental social network game on Facebook developed by video game researcher Ian Bogost. **The game serves as a deconstructive satire of social games.** The goal of the game is to earn "clicks" by clicking on a sprite of a cow every six hours. The addition of friends' cows to the player's pasture allows the user to also receive "clicks" whenever the player's cow is clicked. A premium currency known as "Mooney" allows the user to purchase different cow designs and skip the six-hour interval between clicks.“

Zdroj: https://en.wikipedia.org/wiki/Cow_Clicker

„In the wake of a controversial speech by Zynga's president at the Game Developers Choice Awards in 2010, Bogost developed Cow Clicker for a presentation at a New York University seminar on social gaming in July 2010. The game was created to demonstrate what Bogost felt were the most commonly abused mechanics of social games, such as the promotion of social interaction and monetization rather than the artistic aspects of the medium. As the game unexpectedly began to grow in popularity, Bogost also used Cow Clicker to parody other recent gaming trends, such as gamification, educational apps, and alternate reality games.“

Zdroj: https://en.wikipedia.org/wiki/Cow_Clicker

<https://youtu.be/78rPt0RsosQ>



Ďakujem za pozornosť



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