Start here.

(a) The origins of video games started in American Universities & spread through the University intranet, more & more people started playing them & eventually they where picked up by a company & commercial games where produced that could be played on a television, Video games really sparked when the internet became fast & accessible. Video games now make more than them the Movie & television industry put together.

(b) Video games can create heroes for themselves & its your personification of this hero (character) that make people want to play them. Sporting & real-life based games use heroes all the time for example "Slash" the famous guitarist is used for the smash hit game franchise "Guitar Hero" & that was the number one selling game in 2007. Heroes in video games can sometimes even lead to mass fan bases like it did with the "Call of Duty" franchise, the consumption of video games doesn't stop with just the game, there are tons of game paraphernalia with game heroes & villains that contribute to the billions of dollars spent on this popular culture. Heroes set a role model for people & sometimes thats all people need, to be their role model.