



Case Study: Marketing and Policy Considerations for Violent Video Games

Student's name

Instructor's name

Course

Date



Case Study: Marketing and Policy Considerations for Violent Video Games

Nowadays, technology and innovation play a very important role in The article “Marketing and Policy Considerations for Violent Video Games” by Kelly Anders is devoted to violent games, their market and influence on children. The research was conducted in 1999; however, it is interesting and can be useful for modern studies, too. In the beginning, the author mentions the accident when two teenagers murdered 12 classmates and a teacher before committing suicide. Many parents and teachers thought that violent video games were a reason for such behavior.

After that, Kelly Anders studies the state of video games market in 1999 and governmental control over it. There were many issues. Bill Clinton focused on the importance of control over advertisement, movies and music. However, video games left out of control. Of course, cigarette advertisement can influence children negatively. Nevertheless, they are prohibited from buying tobacco. At the same time, selling video games to children was not prohibited in 1999. The video games market was created in 1970s. It grew very fast and was becoming more and more popular. It is interesting to mention that video games consumers in average were educated people with high wages. Most video games consumers were adults.

Then, Kelly Anders states that there were many violent video games in 1999. There were many minors among video games players. An issue was that there were games rated “Everyone” (appropriate for children) which contained violence scenes. In order to prevent using games for adults by children, the ESRB, an independent group established by software publishers, created a special rating system for computer and console games: Early Childhood (EC) – 3 years and older, Kids to Adults (K-A) – 6 years and older (later replaced with Everyone (E)), Teen (T) – 13 years and older, mature (M) – 17 years and

older, and Adults Only (AO). This system was intended to show parents what they can buy for their children and what not. However, some retailers did not restrict children buying games for adults.

Then, Kelly Anders informs that several states considered legislation concerning video games. Some of them banned selling video games to children, some prohibited public exhibition of violent games, some restricted children's access to violent games. To conclude, the author states that many parents and teachers were against selling violent games to children; however, they, not the government or retailers, were expected to control children, because retailers usually sell the goods which are demanded.

To my opinion, the article "Marketing and Policy Considerations for Violent Video Games" by Kelly Anders is interesting and contains much useful information, though it was published back in 1999. I consider this article useful because it focuses on violent video games and their impact on children, and such games continue to be popular in 2014. Therefore, it is important to study this problem; violence among children continues to exist in our days, and violent video games can lead to it, too.

However, I do not agree with the author that only parents should control their children and prevent them from playing violent video games. Not all parents are responsible enough, and not all of them have enough time to control their children permanently. In their turn, retailers are aimed to sell more and earn higher profits; therefore, they are likely to sell everything to people of all ages if they demand such products. I think that legislation should play the most important role in preventing children from playing violent games or watching their advertisements and exhibitions.

Works Cited

Anders, Kelly. "Marketing and Policy Considerations for Violent Video Games". **Journal of Public Policy & Marketing** (1999): 270-273.

