

Game Content

1. How important to you is the game content of a game you would work on?
2. What do you think about a game depicting violence? Crime?
3. What about a game that rewards antisocial behavior? E.g., Grand Theft Auto series.
4. Who is your target audience for your game?
5. Have you encountered sensitive topics in game content?

Multiplayer Games

1. What is the social environment like? Does it depend on the game?
2. Do online multiplayer games support a healthy social life?
3. How are rules of etiquette similar to regular life? Different?
4. What role if any do game developers have in encouraging a particular social environment around their game?

Games and Emotional Wellbeing

1. What are some emotional benefits of games?
2. What are some negative emotional consequences of games?
3. What do you think of game addiction or compulsion?
4. Should developers consider possible abuses, misuses, or negative repercussions of games, and try to guard against them?

Game Revenue

Direct sources of game revenue include premiums, in-game advertising, and in-game purchases. The freemium business model is where game is free to play, and developers make money through ads and in-game purchases. In-game purchases, or microtransactions, are an increasingly important source of revenue for games.

1. Should games make money? Which business model?
2. What do you think of the Freemium business model?

In-game Advertising

1. What kinds are ok? E.g., billboards, product placement, commercials
2. Is a gun ad in a FPS ok?
3. Ads in games for children?
4. Who should serve the ads?
5. What about watching a commercial to earn gameplay?
6. How intrusive can the ads be?
7. How can you track their effectiveness?
8. Do you use data about players to target ads? What data?
9. Do you allow political ads?

In-game Purchases

1. Should parts of the main game be locked behind a paywall?
2. Should you be able to pay for power-ups?
3. Can you beat the game without making in-game purchases?
4. Use loot boxes, where players don't know what they get until opening the box after buying?
5. Should you use \$ or secondary currency?
6. How easy to make purchases? Will you try to tempt players to make purchases?
7. What is the nature of things you can purchase in the game? E.g., cosmetic, power, etc.?
8. Do you allow other players to sell content or currency ("gold farming") in your game?

References

Microtransactions

<https://www.gamecrate.com/10-guidelines-creating-ethical-microtransactions/17547>

Rules for ethical microtransactions:

Rule #1 - Never Lock Portions Of The Main Game Behind A Pay Wall

Asura's Wrath became infamous locking its true ending behind DLC packs only extra content

Rule #2 - Never Let Someone Pay For Power In A Multiplayer Game

Star Wars Battlefront II controversy

Rule #3 - Do Not Balance Your Game Around DLC Or Microtransactions

Rule #4 - Make Sure It's Reasonable To Beat And Complete Your Game Without Spending Money

Star Wars Battlefront II controversy. According to an analysis by Seoren Kamper on swtorstrategies.com, it takes 4,528 hours of gameplay or \$2,100 to unlock all the content

Rule #5 - When At All Possible, Make Microtransactions Non-Random

Rule #6 - Manage An Ethical Store That Guards Against Predatory Practices

stores with easy to purchase microtransactions prey on children not too easy to use

obvious how much you've spent - secondary in-game currency can obscure

Rule #7 - Anything That Can Be Purchased Should Be Able To Be Earned

Rule #8 - Don't Create Arbitrary Road Blocks That Can Only Be Removed By Microtransactions

predatory to those suffering gaming addiction

Rule #9 - Offer Bundles And Give Stuff Away For Free

Rule #10 - Make Your Extra Content Weird

the weirder something is, the more "extra" it feels and the extra it feels, the more likely people are to accept the added cost needed to obtain it

The Role of Violent Video Game Content in Adolescent Development: Boys' Perspectives Cheryl K. Olson, Lawrence A. Kutner, Dorothy E. Warner

Some reviews of research assert that existing data support a large and consistent effect of violent games on aggressive thoughts, feelings, and behaviors (Anderson, 2004). Other reviews conclude that any harmful effects of interactive games are small or evidence is mixed and that more study is needed (Bensley & van Eenwyk, 2001; Browne & Hamilton-Giachritsis, 2005; Sherry, 2001).

Academics and policy makers in the United States (Anderson, 2004) and, most recently, in Germany (Dobson, 2006) have cited anecdotal reports linking violent video games to highly publicized violent crimes such as school shootings. However, these reports often neglect other known contributors to violence.

Positive effects were organized around game genres, whereas negative effects were organized around specific types of content.

The authors concluded that younger children experienced psychological gains such as enjoyable immersion in game characters, excitement, and pride in game mastery and successful competition with peers. (However, these children also reported finding in-game dangers overly

intense at times.) By contrast, young adults focused on use of games to manage moods, including relief of stress and boredom, and adding pleasurable excitement to life.

When newbies and veterans play together: The effect of video game content, context and experience on cooperation

Author links open overlay panel

Yuchang Jin and Junyi Li

Violent video games and the Supreme Court: lessons for the scientific community in the wake of *Brown v. Entertainment Merchants Association*.

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