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Q1:

Improving key elements of the existing framework. Standardisations in terms of classifications if not of the methods of classification. (In particular allow R18+ in games so that classification can properly label material rather than putting everything into the MA15+ and allowing younger people access, as it stands, a lot, not all MA15+ games should already be rated R18+ and others are needlessly banned because of the lack of this classification)

Additionally some serious questions need to be raised as to what these classifications are doing to social acceptance. Why is violence seemingly more acceptable than sex in the videogame classifications for example? What happens when the children who grow up with the logical mentality of (violence is ok but sex is less ok) find out that sex is ok? do they then elevate violence to keep their lifelong relational framework intact?

Q2:

To classify media for the purposes of allowing people to make informed decisions about appropriateness.

To ban certain media if it contains elements to extreme for the public at the highest rating level

Q3:

Sure, but do this scientifically and fairly,

Interactive media stimulates thought processes and forces the agent to make choices, and "interact" with said media, encouraging the agent to either accept, reflect, or confront situations on a more personal level. Because of this ability to employ their own ethical and personal views on the medium rather than have the medium's ethical and personal views inflicted on the agent, a robust classification system is very important in this area. As the medium is more personal so are the consequences of the agent's action. If the medium is presenting a more realistic world where ethics become ambiguous this should be taken into account.

Television on the other hand has been shown to stimulate alpha wave activity making the agent more suggestible, the agent is at the mercy of the medium and has to either accept it or stop viewing/listening, the problem is that it is hard to resist anything in a trance-like state. As such television, movies and commercials should probably be judged slightly more harshly than games.

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Other comments: