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Q1:

Improve the existing framework so that everyone can better decide for themselves what content is appropriate for certain audiences.

Q2:

To provide everyone with an accurate guide when choosing content for an older or younger audience.

Q3:

No. Content on any technology or platform should ideally have the ability to be classified in order for its appropriateness for various audiences to be determined.

Q4:

No, if content can be classified before being published then it should, but in circumstances where classification is difficult due to the dynamic nature of the technology or platform where the content appears this option may be a more appropriate solution for that nature of content.

Q5:

No. Content should be classified regardless of its potential impact. And Yes, content designed for children (15 years old and younger) should be classified across all media to better guide parents in choosing what content they feel is appropriate for their own children. This is a choice parents and families should have the freedom to make.

Q6:

No. Content should be classified regardless of who is producing and/or distributing it, and regardless of the potential mass market reach. Unless the content is dynamic in nature and frequently changing (websites, online games, mobile games, etc.) in which case a more flexible and separate system would be needed to accommodate this kind of content.

Q7:

If an artwork could potentially be inappropriate for certain audiences (culture, age or another reason), then classification should be made and only for the purpose of providing advice so that people can make their own informed choices. Classification should never be used to restrict access.

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Other comments: