

# **Classifying Games Qualitative Research Findings**

**January 21<sup>st</sup> 2008**

# Executive Summary



Whilst parents often discount classification when purchasing games for their children, it is still felt to have an important role to play. Clearly children put pressure on their parents and often succeed in getting them to buy games well above their age group. However parents claim to want to make an informed decision – particularly at the older age groups – and the classification and supporting advice is therefore felt to be important.

At present the PEGI category symbols are understood as referring to *suitability* in its broadest sense. When probed, it was clear that many respondents were confused as to whether suitability was defined by content or player ability with many concluding that it was the latter. Only a minority of respondents understood the specific reference to content. The majority applied toys and clothing ‘age rules’ to the system and interpreted the age reference quite literally – ‘a game that a child that age or above would be *able* to play’.

Not surprisingly this had led to a number of respondents to make a disappointing games purchase; for example buying a game with a 3+ rating that proved to be impossible for young children to either fully comprehend or to complete. Indeed a

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few parents in the groups were confused enough to boast about their child's gaming prowess, maintaining that he or she could play games for an older age group and that they were buying games for an 'older' ability rating as a result.

By contrast, the BBFC classification system is unequivocally understood as referring to content. Respondents apply film classification 'rules' to computer games and immediately grasp that the classification is referring to key issues such as violence, sexual references and language, often using BBFC consumer advice 'language' to describe what they mean – mild, strong, gory violence etc. The BBFC system was thought to be familiar, accessible and quick to convey key information. Put simply, a number maintained that they did not have to work too hard or think too deeply to understand it. This is an important point given how consumers use classifications at point of purchase. It is very much a quick review, often working synergistically with game genre and pack imagery rather than a detailed analysis in store.

Seeing a variety of different game packs in the groups was often the point at which respondents recognised that there were two different systems operating within the games market. This often worked to PEGI's detriment and compounded the

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confusion around this system. Even respondents who had previously thought that PEGI was referring to content became less sure and questioned whether they had got it right. The fact that BBFC is seen to 'own' content, led many to conclude that the PEGI system referred to ability by age, almost by default.

The BBFC strong link with film classification underpins the consumer response and is clearly an advantage. The BBFC is felt to be a credible brand and an organisation with heritage and authenticity. Importantly, it is perceived to be an independent voice, representing and protecting the sensibilities of the viewer / player. Given that many parents feel lost in the maze of new technology and games and do not feel empowered to review games for themselves, this role is appreciated.

Whilst there is widespread recognition of the PEGI age ratings, there is no awareness of PEGI as an organisation. When this was probed in the groups, respondents felt that the organisation lacked the heritage of the BBFC and was thought to be a 'newcomer'. More cynical respondents questioned its impartiality and wondered whether the organisation was being funded by the computer game

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industry. Again, this contrasted with the BBFC which was perceived to have almost a 'government body' status.

PEGI pictograms were generally disliked. Firstly, the concept of pictograms was felt to be too simplistic and very much at odds with parents' need for more detailed information. The references, when understood, led to more questions than answers. Violence – what type of violence? Prolonged / sustained? Fantasy or gory? and so on. The pictogram executions compounded this problem and were often ridiculed in the groups. Violence, drugs and bad language were more or less understood, but the visuals for horror, sex and racial discrimination were often misinterpreted with many being very wide of the mark; e.g. claustrophobia or multi - player (racial discrimination), contains spiders (for horror) and a game for boys and girls (for sex).

By contrast, the BBFC consumer advice was described as being 'spot on'. Respondents preferred the more detailed approach, using clear and accessible language. The familiar style, reminiscent of film consumer advice, also worked well and the benefits of this were two fold; it reinforced the content message and added

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credibility to the overall communication and branding.

In conclusion, respondents were clear that there should be only one classification system for games and that having two was misleading. (The more cynical felt that the games' industry was deliberately playing to parents' confusion in order to sell more games.) All recognised that clarifying the classification system would without doubt be helpful. However, respondents also identified the absence of ability ratings on pack as potentially being an additional problem.

Using PEGI's classification as the main system going forward would require investment and time. There would clearly be a job to do in terms of educating consumers as to the meaning of PEGI ratings - that they are referring to content not ability. Back of pack and point of sale information would be required. Additionally, there is also a need to educate retailers as a number of respondents maintained that they had been given the incorrect advice in store. Furthermore, the pictograms are not working either as a concept or at an executional level and would need to be reviewed.

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Moving forward with the BBFC requires little or no further investment. The framework for games classification communication is already in place; BBFC is about content and the brand has heritage and credibility. The consumer advice system is working; there are no executional recommendations. If anything, the brand can be stretched further and the idea of the BBFC classifying websites or on line gaming was met with universal interest and approval.

Finally, respondents were asked which system they would adopt if they were responsible for the decision. Every group reached the same conclusion – that the BBFC system effectively communicated classification by content and did so in a straightforward, accessible and familiar way.

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## The Researchers

Nicky Goldstone and Deborah Slesenger have worked with the BBFC for over five years and across a range of projects; from looking at how children interpret screen violence to conducting a public consultation about the classification issues and a guidelines review.

Nicky began her research career at The Research Business over 20 years ago. She specialises in research with children and young people and has conducted a number of projects looking at the impact of digital media and new technology on children and parents. Current clients include Nickelodeon, Hit Entertainment, LEGO UK, e - skills, Cancer Research UK, Long Tall Sally and LeapFrog Toys.

Deborah has worked in qualitative research for a similar period. She is a qualified teacher and regularly conducts research projects with children and teenagers. She has a particular interest in social research and clients include National Consumer Council (NCC) and Central Office of Information(COI). Her wider experience includes Boots the Chemists where she has worked extensively on strategic and brand development work.



## Research Objectives

- To understand how consumers purchase games and to explore the decision making process
- To assess the role of classification as part of this process
- To explore parents' awareness and understanding of the PEGI and BBFC classification systems and within this to assess :
  - *overall clarity of communication*
  - *role of PEGI pictograms vs. BBFC consumer advice*

## Sample and Methodology

- Four x 1 ½ hour group discussions (8 parents per group), split by class, gender, age of child, and location:
  - *mums of kids aged 5 – 11, BC1, Midlands*
  - *mums of kids aged 12 – 18, C2D, South*
  - *dads of kids aged 5 – 11, BC1, South*
  - *dads of kids aged 12 – 18, C2D, Midlands*
- All had purchased a game within the last 2 months
- Fieldwork was conducted on the 8<sup>th</sup> and 9<sup>th</sup> January 2008

## Sample and Methodology

The groups were shown sample games in all BBFC and PEGI categories (3 games in each category except for 18+, for which only one game was shown).

Respondents were then split into pairs to discuss: the information they would use to evaluate the games, how would they reach decisions about child's ability to play game, how would they reach decisions about game suitability for child.

After spontaneous reactions had been recorded, respondents were asked specifically about the two different sets of classification symbols, and the two different types of additional content advice (PEGI pictograms and BBFC consumer advice).

## Main Findings

## Parents' Attitudes to Games

### Three Typologies

#### Embracers

- Join in and love the games (men)  
or
- Argue that the games are fantastic and safe entertainment for kids (women)

↓  
minority

#### Accepters

- Recognise peer environment
- Relate child's interest to own childhood
- 'Everything in moderation'
- Know their own child
- But some latent guilt

↓  
majority

#### Rejectors

- Worry about negatives
- Controlling parents by nature
- Restrict access to certain games

↓  
minority  
(NB research sample)

## Games : Positives

- Fun and enjoyable
- 'Babysit' kids; helpful for busy parents
- Sociable, can play with siblings and friends
- Keeps teenagers off the streets and in the home
- Can reflect other interests
- Can be 'educational' (e.g. brain training)
- Can be a family activity (esp. Wii)
- Part of peer culture and peer acceptability
- Perceived by majority to be a more 'controlled' environment than the Internet
- Embrace the technology (great graphics and games)
- Takes kids away from family computer; frees it up for adult or homework use

**Games +**

*Now there is a lot of trouble out there with young boys, I'm glad he's staying in (mum of older)*

*They can learn with some of their friends, games like Brain Training (dad of older)*

*They do take her away from MSN and that for me is a good thing (mum of older)*

*I think these things are brilliant. It keeps the children off the street, they have their friends over and they have fun. Like the Wii, it's the best thing ever and they have fun (Mum of older)*

*The graphics are getting better, especially things like PS3 (dad of younger)*

*It's nice to have something to do with them (dad of younger)*

*Good for coordination and target driven, working up the levels gives a sense of achievement (dad of younger)*

*It's the forefront of technology and lots of fun (dad of younger)*

## Games : Negatives

- Games addiction and obsession :
  - *time consuming*
  - *isolating*
  - *detracts from school work and other interests*
- Creates conflict between siblings
- Content of games esp. sexual content and strong graphic/visual violence
- Price and value for money
- Sedentary activity; kids need outside, active play - esp. in summer



**Games -**

*They spend too much time on them (mum of younger)*

*They can make them isolated and antisocial (mum of younger)*

*They forget how to play and how to play with their friends (mum of younger)*

*They can become completely obsessed with them and it's hard to get them to do anything else (mum of younger)*

*They can become obsessed and it takes everything over (dad of older)*

*It stops them going out and mixing with others (dad of older)*

*But they are safer playing games than being out on the street (dad of older)*

*I do worry about them not getting enough fresh air and exercise (dad of older)*

## Parents' Understanding of Games

### Majority

- Not involved and happy not to be involved
- Do not understand intricacies; not their world
- At best understand games by genre (esp. if linked with film)
- Game technology is in child's hands



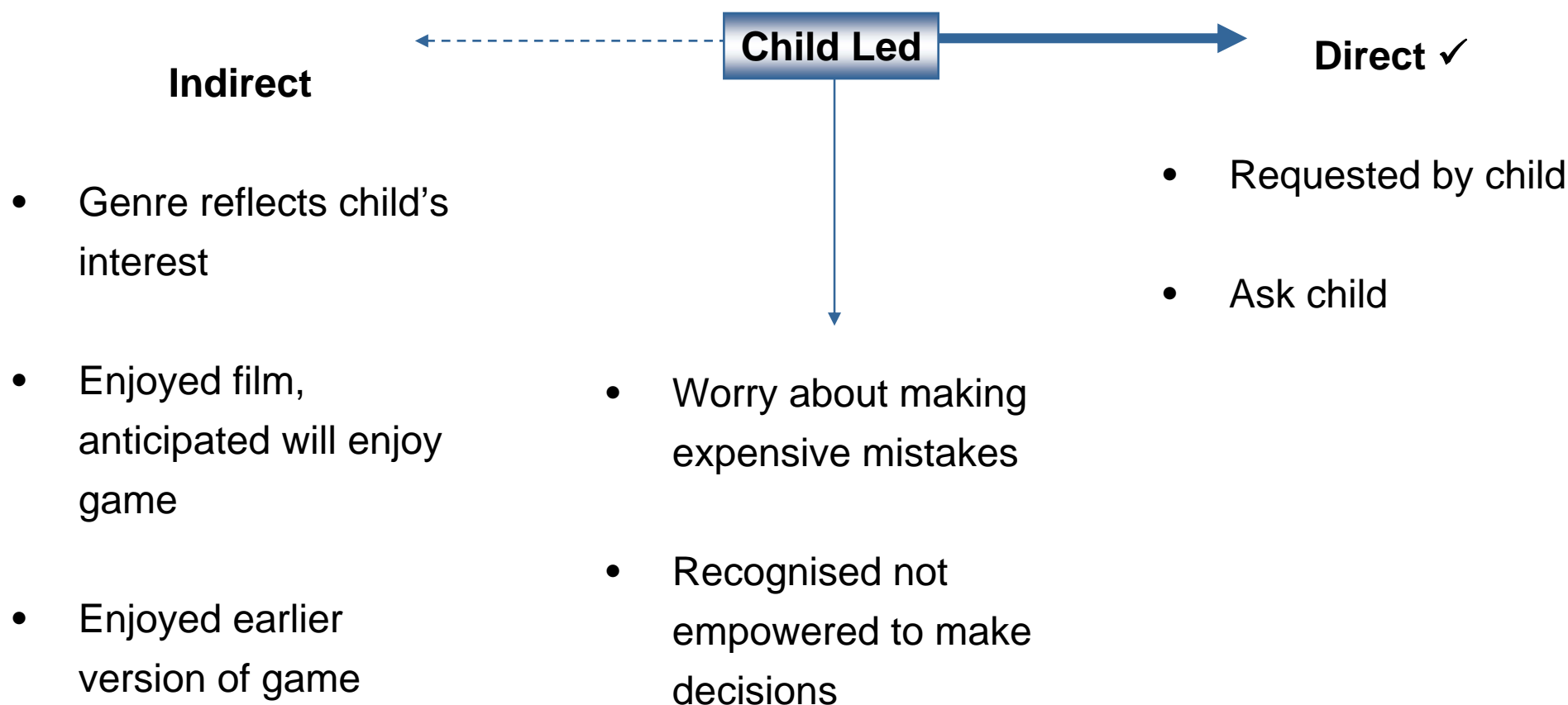
across three typologies

### Minority

- Enjoy games themselves and play with kids
- Interested in subject; research games, read reviews etc. and discuss with kids
- Technologically aware and up to date



three dads in sample

**Games Purchasing****Purchasing Process**

## Purchasing Games

*The Brain Training kept  
being advertised on TV.  
We've all liked it  
(mum of older)*

*He just tells me what he wants;  
or I give him the money. He talks  
to his Dad so they discuss it  
(mum of older)*

*The Game store is good  
as the kids can try out the  
games there first  
(mum of older)*

*They like the new editions  
of things like FIFA  
(mum of older)*

*They look and see things  
on –line and if friends have  
it and ask for the same  
(mum of older)*

*I got them to write out a list for  
Xmas and then I just went for the  
ones they talked about most  
(dad of younger)*

*I look at the reviews on the  
internet, if you are paying  
£30 for a game then...  
(dad of younger)*

*It's all about what their friends  
have (dad of younger)*

## Games Purchasing

### Purchasing Process

Q. Do kids always get what they want?

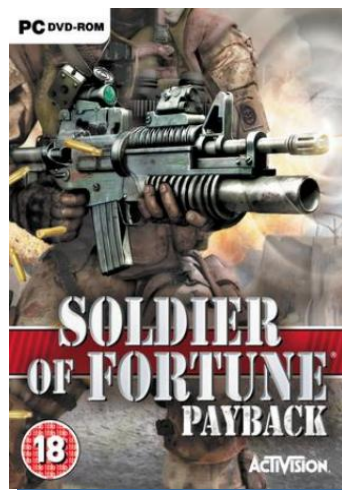
A. Mostly!

- *parents exercise few restraints*
- *worry more about :*
  - ~ *two categories above e.g. 18 for an 11 year old, 15/16 for an 8 year old*
  - ~ *sexual content*
  - ~ *level of difficulty, kids not being able to play or complete games*

## Games Purchasing

### Packaging Cues

visual imagery



genre

rating :



- *subconscious, cursory glance, or*
- *occasionally scrutinised, if concerned about content or ability*



back of pack

- *games detail*

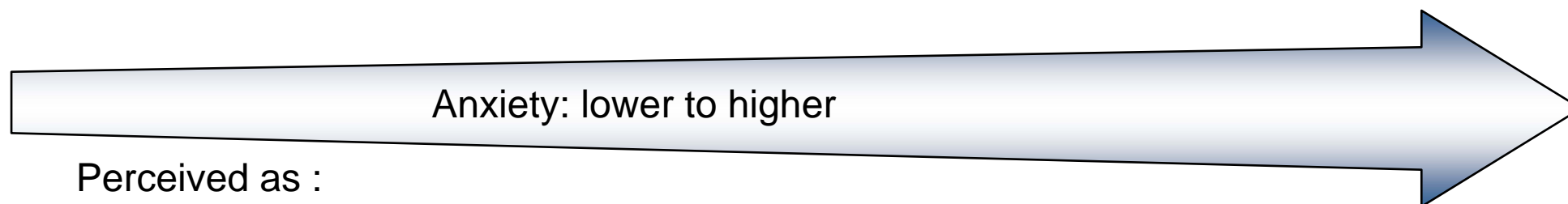
## Perceptions of Gaming Platforms

Wii

DS

Xbox / PS 2/3

Internet



Perceived as :

- |  |  |  |   |
|--|--|--|---|
| <ul style="list-style-type: none"> <li>• imagery aimed to appeal to families</li> <li>• active and physical play</li> <li>• games imagery and graphics</li> <li>• Location in home: lounge based vs. room based</li> </ul> | <ul style="list-style-type: none"> <li>• great for holidays, journeys etc. (+ halo effect)</li> <li>• imagery aimed at younger gamers (therefore safe imagery?)</li> <li>• worry about obsessive play, c.f. content</li> </ul> | <ul style="list-style-type: none"> <li>• Imagery aimed at older gamers</li> <li>• taps into concerns about games</li> <li>• child in control</li> <li>• graphics-sophisticated adult games and console capabilities</li> <li>• Internet capabilities not well understood (cf on line game connectability)</li> </ul> | <ul style="list-style-type: none"> <li>• worry about safety and issues</li> <li>• immediately think about paedophiles</li> <li>• concerned about downloading viruses</li> <li>• uncontrolled, unmonitored world (c.f. console games)</li> </ul> |
|--|--|--|---|

## On Line Game Connectability

**No awareness**

← Majority →

**Some vague awareness**

**Aware and knowledgeable**

- very shocked and surprised when told
- immediately concerned
- ask questions

- understand can play with others
- focus on game play vs. social networking element
- ignorance is bliss ...
- when understand full scope, most were concerned

- two groups :  
  
accept and embrace  
  
or  
  
exercise controls and constraints

- Recognised as being the next 'in thing'
- Started to be requested by teenagers



## On Line Capability

*They can hook it up to a wireless connector (mum of younger)*

*I am very shocked by this now (mum of younger)*

*You can play on line with other people all round the world (dad of older)*

*I thought that all players had to be in the same room (mum of younger)*

*They do it on the computer anyway (mum of younger)*

*I know about it from my kids. The X Box live is becoming more popular (dad of older)*

*I worry about the safety side of it (dad of older)*

*It should be on pack. Some parents don't know about this. I need to know that it is happening. It's like having a strange child in your home (mum of younger)*

*If it's a safe game like football I don't worry (dad of older)*

## On Line Capability

*You can go online and play people anywhere (mum of older)*

*He's not actually talking to people just playing (mum of older)*

*My son has XBox Live so he plays all the time with others (mum of older)*

*They can't talk to these people, it's like having friends to play (mum of older)*

*I don't want kids to do this. I would really worry if they could access people's information (mum of older)*

*My son is aware you can do that, but he hasn't asked to do it (dad of younger)*

*Who would they be playing with? (dad of younger)*

*I wouldn't be comfortable with it, he may be playing with paedophiles (dad of younger)*

*Once the connection is made that is the danger, they can tell your child to talk to them via Bebo or Facebook. They are vulnerable (dad of younger)*

## Classifying Games

- Strong support for classification of games :
  - *want somebody to overview and understand games (as they cannot)*
  - *parents claim to want to make an informed decision about whether to purchase (even if game requested by child). Concerned about :*
    - ~ *sexual content*
    - ~ *game suitability in general (ability to play)*
    - ~ *violence; specifically direct, 'real' violence, sustained violence, language and sexual content linked with violence*
    - ~ *NB spontaneous use of the language used in BBFC Consumer Advice to discuss their concerns*

## Classifying Games

- However, parents often disregard the classification :

“I know my child”

→ Can cope with content  
Won't be affected or have longer term impact

“games are different  
to films (cinema)”

→ Home environment  
Kid in control  
Ongoing relationship; develop coping mechanism  
Know that it's fantasy

“I don't know much  
about it”  
“He'll play it at a  
friend's anyway”

→ Parents assume it's OK – do not get involved  
Accept society's norms

**Classification Issues**

*I don't really know what I am buying (mum of younger)*

*Most kids know the difference between right and wrong (mum of younger)*

*The violence doesn't worry me, it's the sex (mum of younger)*

*This wrestling one is a 16+ and my son is 10 but I did buy it and told him not to copy the moves (mum of younger)*

*It really does depend on the child (mum of younger)*

*I really just think about 18's (dad of older)*

*When they are older say 12 + it doesn't matter so much (mum of younger)*

*They play them at friends' houses anyway (dad of older)*

*They watch over 18 films at home (dad of older)*

*I wouldn't buy games that affect my son (dad of older)*

## Classification Issues

*Films are more real and  
can play on their minds  
(dad of older)*

*With a game, the kid controls it  
(dad of older)*

*I still think of games as cartoons  
(dad of older)*

*But their friends have it,  
so you just give in  
(mum of older)*

*It does say on the back  
and it does warn you, but  
they really like the games  
(mum of older)*

*I wouldn't buy games like  
Grand Theft Auto. It's 18 for  
a reason  
(mum of older)*

*The games are very  
advanced. I'm just not  
involved  
(mum of older)*

*There are a lot of gory games  
out there. But there is nothing  
wrong with the shooting games.  
It's only the adult 18+ games  
that I wouldn't let him play on  
(dad of younger)*

*I wouldn't buy an  
18+ certificate for a  
10 year old  
(dad of younger)*

## Understanding the Classification System

### Overview

- Respondents get the overall gist of games classification
- Thinking about appropriateness in its broadest sense
- When probed, three patterns emerge. Respondents believe that the classification indicates :
  - *ability only*
  - *ability and suitability (and recognise link between the two) - majority of people*
  - *suitability of content*

## Understanding the Classification System

### Overview

- On discussion, respondents acknowledge that they are confused :
  - *by having two systems*
  - *by seeing PEGI and BBFC side by side :*
    - ~ *Because BBFC rating is known to be about suitability, PEGI rating is seen as a guide to ability by default*
- Reflect on occasions when they have got it wrong :
  - *buying complex 3+ game for younger child (which they are unable to play)*
  - *children claiming that they are skilled enough to purchase 'older' games*



## PEGI System

### Overview

- Spontaneously understood as referring to age appropriateness :
  - *within this, lots of discussion about ability vs. suitability*
- Familiar
  - *for computer games and other toys / games / activities etc.*
- No awareness of PEGI organisation; never thought about it that deeply
- However, when prompted, scrutinised PEGI's credentials :
  - *who are they?*
  - *who do they represent? Games industry vs. consumer?*

## PEGI Spontaneous Associations

*Who is it suitable for  
(mum of younger)*

*Who can buy it (mum of younger)*

*I don't think it is about  
whether they are able to  
play it (mum of younger)*

*Is it about who can play it  
(mum of younger)*

*You would think that it  
was about the age and  
how they can play it  
(mum of younger)*

*It is the suitability of the  
content (mum of younger)*

*But there is no way  
a three year old  
could play that  
(mum of younger)*

*I think that it is both  
ability and suitability  
(mum of younger)*

*My son had seen these age symbols  
and he told me it was about skill and  
I was really impressed that he was  
able to do well on 12+ games and  
he's 9! (dad of younger)*

## PEGI Spontaneous Associations

*But whether they can play  
it or not is an issue too  
(mum of younger)*

*I bought a 3+ game that my son  
couldn't play (mum of younger)*

*It's about the degree of difficulty  
(dad of older)*

*It is about the amount of  
swearing and violence  
(dad of older)*

*If focuses on the ability of  
the child to master the  
game (dad of older)*

*The age that it is suitable for  
(dad of older)*

*Whether it has sex or  
violence (dad of older)*

*Skills wise the ages  
don't match what the  
games are (dad of  
younger)*

*Why is Sing Star a 12? They  
should have no problems playing  
with it (dad of older)*

## PEGI Spontaneous Associations

*It's similar to the other system, but  
it's more about ability as well  
(mum of older)*

*If it had a big number on the front  
you would think that it's for that  
age (dad of older)*

*Its confusing, the picture  
might look old, but it might  
say 3+ (dad of younger)*

*Games and toys put an  
age range on them and  
you just assume that  
these are the same  
(dad of younger)*

*The Tiger Woods game is  
good, but a 3 year old  
couldn't do it (dad of  
younger)*

## PEGI System

### Ability vs. Suitability

- Lots of confusion
- However, when respondents read PEGI's leaflet, many realise that they had previously misunderstood the system

*I think they are doing a  
good job of confusing  
people (dad of  
younger)*

*That is very misleading  
(dad of older)*

*It's not clear  
(mum of  
younger)*

## PEGI System

### PEGI Pictograms

#### Concept

- Generally disliked
- Too simplistic for this complex issue
- Leaves parents with more questions than answers
- Undermined PEGI's credibility

*The symbols are too hard  
and I don't want to have to  
decipher them (mum of  
younger)*

*I don't understand the  
symbols (mum of  
younger)*

*You haven't got a clue  
with the symbols (dad  
of older)*

## PEGI System

### PEGI Pictograms Execution

- Some widely misunderstood (correct meaning in brackets)



fighting, punching (violence)

*The first one suggests fighting because it is a fist (mum of younger)*



scary insects (horror)

*The symbols are not always clear. What is the spider? Is it scary? (mum of older)*



bad language (bad language)

*It's suitable for a boy and a girl (mum of younger)*



Drugs (drugs)



for boys and girls, or heterosexual sex (sex)

*I wouldn't get the discrimination one - it could mean multiplayer or gangs (dad of older)*



multiplay or claustrophobia (discrimination)

## Pictograms



*I prefer the words, you can read  
what is on it (mum of younger)*

*Probably sex. I am not  
sure (mum of younger)*

*The BBFC one is better. It  
tells you what and how  
much (mum of younger)*

*You haven't got a clue  
with the [PEGI]  
symbols (dad of older)*

*They [PEGI] have  
made it too  
complicated (mum of  
younger)*



*I wouldn't have got those symbols (mum of younger)*

*Not detailed enough - you want to know how much violence or sex as well (mum of younger)*

*It's unrealistic to check the games before they play. I wouldn't even know how to switch the games console on! (mum of younger)*

*I am surprised that they have got away with the discrimination one. It's pretty discriminatory (mum of younger)*

*The spider one is quite wishy washy (dad of older)*

## BBFC System

### Overview

- Well understood as referring to content :
  - *instant recognition*
  - *immediately linked with film content*
  - *link with classification issues and descriptors*
- BBFC 'brand' is well respected :
  - *credible organisation*
  - *with a heritage*
  - *understand why games is within their remit*
  - *an independent voice*

**BBFC Spontaneous Associations**

*It's what you see at the  
cinema (mum of younger)*

*You know that it is about  
suitability (mum of younger)*

*You associate it with what you  
know (mum of younger)*

*Someone has assessed it  
(mum of younger)*

*It is from the cinema, it is  
what you are used to  
(mum of younger)*

*The kids understand it as  
well (mum of younger)*

*It has been around for  
some time (mum of  
younger)*

**BBFC Spontaneous Associations**

*Everybody knows that it is  
about suitability (dad of  
older)*

*It tells you exactly what it is (dad  
of older)*

*I recognise the symbols, it's the  
same as going to the films (mum  
of older)*

*Gives you confidence  
because you've grown up  
with these symbols (mum  
of older)*

*You've grown up with them  
and they give you  
confidence with films and  
it's the same here (dad of  
younger)*

*You assume that  
someone has watched  
it with some sensitivity  
(dad of younger)*

## BBFC System

### Consumer Advice

- A helpful part of the decision making process
- Familiar format
- Level of detail appreciated :
  - *fits consumer needs*
  - *reflects complexity of issue*
  - *especially appreciated at 12 and 15*
- Reinforces brand credibility

**BBFC System****Connectivity and Consumer Advice**

- Most parents are very anxious about the idea of their child being able to play with and talk to others via their games consoles
  - *when understood, compared with the Internet*
- Argue that parents are not sufficiently aware of this issue
- Would welcome explicit consumer advice
  - ‘on line’      *xx*      *does not take issue far enough*  
*can communicate downloading games*
  - *play other*      *✓✓✓*      *forces them to think about issue*  
*people on line*

## BBFC System

### Classification on Internet Games

- Proposition of BBFC involvement with classification on internet games overall prompts a positive response
- Enhances overall credibility of site :
  - *more trustworthy*
  - *more reliable*
  - *adopting responsible approach*
  - *aiding parents in decision making*
- Preference for site with BBFC involvement
  - *however, respondents question how proposal would work in practice and perceived difficulties of monitoring on line internet games?*

## BBFC on On Line Gaming

*It's a good idea.  
Anything that would  
help me understand it  
(mum of younger)*

*The site is checked  
out then (mum of  
younger)*

*It would mean that  
someone is obviously  
in control of what is  
going on (mum of  
younger)*

*It would take some of  
the pressure off you as  
a parent to check the  
sites (mum of younger)*

*It would help to eliminate  
what isn't suitable (dad of  
younger)*

*It says that this site is being  
responsible (dad of  
younger)*

*They BBFC are like  
the BBC and PEGI are  
like channel 5 (mum of  
younger)*



## Conclusions and Recommendations

## Conclusions and Recommendations

- Very clear and consistent findings across the groups
- Of the 2 classification systems currently operating, BBFC overall communication regarding suitability of content is considered to be clearer and more effectively communicated than PEGI
- Respondents however, recognise that there are discrepancies :
  - *within the system*
  - *within their understanding of the system*
- Ideally want one system and a system which is clear and transparent about content and suitability
- Some parents call for an ability rating on games to work alongside content, but recognise that this is a gaming industry issue not classification issue

## Conclusions and Recommendations

### Going Forward with PEGI

- Would require investment to communicate and educate consumers :
  - *to stress content led not ability led classification*
  - *who PEGI are*
  - *via POS material, on pack communication, games retailer staff training*

*.....and potentially, still not foolproof*
- Review pictograms and devise an alternative system

## Conclusions and Recommendations

### Going Forward with the BBFC

- Understanding, familiarity, authenticity and trust are already in place
  - *no work required to re-educate consumers*
  - *foolproof*
- Potential for BBFC to take classification further :
  - *idea of BBFC classification on websites was universally accepted; would be genuinely helpful and reassuring*
    - ~ *although many wondered how this would be monitored and controlled*
- BBFC consumer advice system is working well for films and games :
  - *no executional recommendations as its clear and effective*

## One System

*More trustworthy.  
What it says is what it  
means (mum of  
younger)*

*It explains more and  
in words (mum of  
younger)*

*It's a brand name  
(mum of younger)*

*It's clear that it is  
referring to suitability  
(mum of younger)*

*We know what it means  
straight away (dad of older)*

*You need to know what you  
are buying (dad of older)*

*It's like the saying  
goes - keep it simple  
stupid (dad of older)*

*The BBFC one is totally  
about suitability (dad of  
older)*

*You assume that they  
will do it properly (dad  
of younger)*

*Go with the BBFC system,  
because we are used to it  
(dad of younger)*

*[PEGI is] too complicated,  
too many symbols (dad of  
older)*

## A final thought....

*They (BBFC) are M & S and  
they [PEGI] are like Primark  
(mum of younger)*

*BBFC is VHS and PEGI is  
Betamax - another system but  
not as good and won't be  
around for long (mum of  
younger)*

## Additional Quotes

**Games +**

*Relieves the boredom,  
they do get bored (mum of  
younger)*

*Wii gives them exercise  
and encourages them  
to play together (mum  
of younger)*

*Wii is also family orientated  
(mum of younger)*

*If they didn't have them,  
other kids wouldn't talk to  
them (mum of younger)*

*They interact with each other  
with the games. They talk  
about them at school and try  
to help each other (mum of  
younger)*

*They talk about them all  
the time with their  
friends (dad of older)*

*They can exercise with  
the Wii  
(dad of older)*

*They make friends all  
over the world  
(dad of older)*



**Games +**

*Now there is a lot of trouble out there with young boys, I'm glad he's staying in (mum of older)*

*They can learn with some of the friends, games like Brain Training (dad of older)*

*They do take her away from MSN and that for me is a good thing (mum of older)*

*I think these things are brilliant. It keeps the children off the street, they have their friends over and they have fun. Like the Wii, it's the best thing ever and they have fun (Mum of older)*

*The graphics are getting better, especially things like PS3 (dad of younger)*

*It's nice to have something to do with them (dad of younger)*

*Good for coordination and target driven, working up the levels gives a sense of achievement (dad of younger)*

*It's the forefront of technology and lots of fun (dad of younger)*

**Games -**

*£40 for a game and then  
they finish it in 2 hours  
(mum of older)*

*They are quite violent  
with slashing and  
knives (mum of older)*

*Mine has been all night  
playing on them and he's  
only 13 (mum of older)*

*They are too solitary and too insular.  
My little one cries when he has to go  
to school (mum of older)*

*I can remember being up  
all night playing these  
things, so I don't want my  
child to do the same so I  
do limit it (dad of younger)*

*As soon as he walks through  
the door he would play until  
bedtime (dad of older)*

## How do you feel?

*In moderation they are ok (mum of younger)*

*They do keep them occupied (mum of younger)*

*Some of the games are really complicated but kids find them really easy (dad of older)*

*I'm not happy with them but I still buy them (mum of older)*

*It's society these days we had basic ones like pac man when we were kids. It's the same really (mum of younger)*

*There are things like Brain Training which are good for their mind (mum of younger)*

*I love them. I could play all day (dad of older)*

*They see all this anyway in films, you can't keep them wrapped up in cotton wool (mum of older)*

## How do you feel?

*I don't worry, they play the games, but they do all their homework  
(mum of older)*

*They are popular, all the kids want them. It's sad but it's modern life  
(dad of older)*

*I enjoy them as well. I enjoy playing what they get  
(dad of younger)*

*It's striking a balance between fun and education, like Millionaire, Football Manager  
(dad of younger)*

*And it can be sociable, the children can play together  
(dad of younger)*

*The Wii is a fantastic family console - it's fun and everyone can take part  
(dad of younger)*

## Purchasing Games

*They ask for them  
(mum of younger)*

*It was on his Christmas list  
(mum of younger)*

*I just buy what they say  
(mum of younger)*

*I'd never buy anything for  
them without asking  
(dad of older)*

*I'd worry about it being totally  
wrong and a waste of money  
(dad of older)*

*I might buy it without them asking if I  
know that they had the previous one  
(mum of younger)*

*I don't want to spend £40 on a game  
they won't play (mum of younger)*

*All their friends have the games anyway  
(mum of younger)*

*I'd worry about it being totally  
wrong and a waste of money  
(dad of older)*

*They just want money for Xmas to buy  
games and that's what you give them  
(mum older)*

## How Evaluate Games

*The type of game eg sport  
(mum of younger)*

*The age 3+ might be suitable  
(mum of younger)*

*You look at the theme and  
whether it is suitable for their age  
(dad of older)*

*I just look at the pictures  
on the front  
(dad of older)*

*The cover tells you mainly  
what's in the game, but it  
can be quite deceiving  
(mum of older)*

*The age on the pack. If it's  
16+ then it may be too hard  
to play  
(mum of older)*

*Some are based on  
films so you then know  
what it's all about  
(mum of older)*

*If it's 3+ then you wouldn't bother  
looking for more information  
because you know it's ok  
(mum of older)*



## How Evaluate Games

*I think the name gives a lot away like 'Crackdown' (mum of older)*

*Also the genre, like football or wrestling then you know what it's about (mum of older)*

*I would look at the age more if it was for another child (mum of older)*

*If they are linked to the film and you know the film it's ok (dad of younger)*

*I look at the age first for suitability (dad of younger)*

*If you don't know the character or theme like Tony Hawk, it can be quite hard (dad of younger)*

*Violence symbols like guns, sinister colours and the age rating on the front (dad of younger)*

*Its recognised (mum of younger)*

*They are trustworthy (mum of younger)*

*They can be quite harsh sometimes but that is good (mum of younger)*

*All you need is the film symbols. This is much simpler because I understand it (dad of younger)*

*Words are better and clearer than pictures. I would have struggled with the spider (dad of younger)*

*The words on the BBFC are clearer. I understand the better detail of the words (dad of younger)*



*Somebody set up by the  
games manufacturers  
(mum of younger)*

*They have got kids to try them  
and worked out the best age  
(dad of younger)*

*You can research the  
symbols on the internet  
(mum of younger)*

*If it is a game that you can  
connect up (mum of younger)*

## Games Classification vs. Films

*With games you are in  
your own environment.  
You can turn it off  
(mum of younger)*

*They don't have  
nightmares from  
games. They know  
that they are games  
(mum of younger)*

*You are in control of a  
game (mum of younger)*

*It is more applicable to films  
than games (mum of younger)*

## Games Concerns = Purchasing Mistake??

*If they don't like the games, it is a lot of money wasted (mum of younger)*

*We have to trust that they know that the game will be good (mum of younger)*

## One System

*It needs to be one system and sooner rather than later with all the new games coming out (mum of younger)*

*One uniformed system would be best (mum of younger)*

*It would then be standardised and it would be clearer, less confusing (dad of younger)*

*There is no one governing body looking at this and there needs to be (dad of younger)*

## On Line Gaming

*I prefer the boxed games. There is less of a chance of other people getting involved (mum of younger)*

*I like these games, there is less chance of you getting viruses on your computer (mum of younger)*

*It should say about playing  
with other people on line  
(dad of older)*

*The more you can spell it  
out the better (dad of older)*

## Internet Games

*They know a lot about the Internet. More than I do (mum of younger)*

*They do know how to block contact with people they don't know (mum of younger)*

*They are getting into MSN and Bebo (mum of younger)*

*I am not sure about them. I'd rather they played on the console games (dad of older)*

*Nothing can happen with console games, you just don't know with the Internet (dad of older)*

*You don't know who they are talking to on the Internet (dad of older)*

*Paedophiles use the internet (dad of older)*

*People have to know your email address to play with them, so they don't give it out (mum of older)*



*It makes sense to have it on  
websites (dad of older)*

*You would be reassured about  
the site (dad of older)*

*But who would control it?  
How would they control it ?  
(dad of older)*

*Having information on the  
website would add  
confidence. I trust them  
(mum of older)*

CA?



*On line just means going  
onto the Internet. It might  
not necessarily mean  
playing with other people*