Gun violence

Intro –

-Gun culture in united states

-Origins in 2nd amendment

-Lobbyists and politicians

-Effectiveness of gun lobbies

-Money spent on campaign donations

-Pop culture and video games

-Normalization of gun use in society

-two main categories: intentional and unintentional

-Unintentional

-Low hanging fruit – most preventable

- easier to incorporate technology for this purpose

-Number of accidental gun deaths

-Universal basic gun education

-Control the flow of new guns into the market –> classes and registration might not be enough

-Untold numbers of existing guns in American homes

-Popularity of doomsday prepper culture and gun owner culture leads to mass stockpiles of ammunition

-Certification and licensure to purchase ammunition

-Classes paid for by taxing ammunition sales

-Renew license every few years

-Manufacturing rate of new guns

- intentional

- guns are some of the last completely mechanical devices

- electronics are unpopular with gun owners

-history of unreliability

-gun owners are not trusting of a governmental authority

forms of a solution that include an advancement in technology must be marketed toward preventing unintentional deaths by firearms.

An adequate solution to gun violence that includes electronics can only gain a foothold in the market share if the original marketing is aimed at reducing unintentional gun deaths.

<http://fortune.com/2015/04/22/smart-guns-theyre-ready-are-we/>