

Innovation and the Market
Environmental Scanning Form #3

Title	Activision Blizzard's sexual harassment scandal is not a one-off for the gaming industry	Author	Johanna Weststar
Brief source	The Conversation	Date	September 8, 2021
STEEP Scientific, Technological, Environmental, Economic, Political	Environmental, Economic, Political	Keywords	discrimination, sexual harassment, call of duty, video games, league of legends, riot games, world of warcraft, assassin's creed, activision blizzard, gaming industry, #metoo, workplace harassment
Full Citation	https://theconversation.com/activision-blizzards-sexual-harassment-scandal-is-not-a-one-off-for-the-gaming-industry-166729		

Type	Actual event	New trend	New cycle	New plan	Potential event	New information	New issue	
General overview of topic								
Brief description of the item	More and more game developers are speaking out about toxic workplace cultures.							
How could the future be different as a result?	Game developers could unionize on a larger scale than they ever previously have. This could lead to a lot of changes in workplace culture and how employees are treated by their employers, especially massive corporations like EA, Activision, etc.							
What are the potential implications for SPG?	One of the core tenets of Sad Pumpkin Games is sustainable development, both at a product level and at an employee culture level. This push towards better workplace conditions for game developers could potentially result in a larger number of skilled workers looking for a role in a company like SPG.							
Impact and Novelty	What is its impact on your innovation or the field in which your innovation is located? What is the novelty of the topic (event/trend/cycle/plan/information/issue)?				Impact (0-5)	4	Novelty (0-5)	4
Scanner	Jake O'Connor				Date Submitted	09/11/2021		