**Innovation and the Market**

**Environmental Scanning Form #3**

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| 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> | | | | | | |
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| **Type**  **General overview of topic** | Actual event **New trend** New cycle New plan Potential event New information New issue | | | | | | |
| **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 | | |