



CHAPTER 3

DIGITAL ENTERTAINMENT

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INTRODUCTION

- kids spend many hours watching tv, playing video games and listening to music that their 'media use' could qualify as a full-time job
- But kids are not the only consumers of digital entertainment:
 - average age of computer and video game players is 33
 - average age of frequent game purchasers is 40
 - over 25% are over the age of 50



INTRODUCTION

- *All digital entertainment is copyrighted material*
 - *Computer games*
 - *Music*
 - *Movies*
 - *TV*
- *The video games industry in particular has exhibited rapid growth – video game titles are now bringing in more revenue than films released in the cinema*
- *This chapter the positive and negative effects of digital entertainment.*

THE POSITIVE EFFECTS OF DIGITAL ENTERTAINMENT TECHNOLOGY

The Effects of Digital Entertainment Technology list for children, young adult, adult and senior citizen

The Positive Effects of Digital Entertainment Technology

Children:

Cognitive development: Interactive and educational games can enhance problem-solving skills, memory, and critical thinking abilities.

Social skills: Multiplayer games can help children develop teamwork, communication, and cooperation skills.

Creativity: Digital tools like drawing apps or storytelling platforms can stimulate creativity and imagination.

Potential risks: Excessive screen time or exposure to inappropriate content can have negative effects on physical health, social interaction, and academic performance. Parental supervision and setting appropriate limits are crucial.



The Positive Effects of Digital Entertainment Technology

Young Adults:

Entertainment and relaxation: Digital entertainment provides a means for relaxation, leisure activities, and stress relief.

Social interaction: Online gaming, social media platforms, and virtual communities offer opportunities for connecting with peers and forming relationships.

Learning and skill development: Educational games, online courses, and tutorials can help young adults acquire new knowledge and develop technical skills.

Potential risks: Excessive screen time, addiction, cyberbullying, and privacy concerns can be issues that young adults need to be aware of and manage.



The Positive Effects of Digital Entertainment Technology

Adults:

Entertainment and leisure: Digital entertainment platforms provide access to movies, TV shows, music, and other forms of entertainment.

Communication and social networking: Social media, messaging apps, and video conferencing tools facilitate communication and connection with friends, family, and colleagues.

Productivity and work-related tools: Digital technologies enable remote work, collaboration, project management, and access to information.



The Positive Effects of Digital Entertainment Technology

Senior Citizens:

Mental stimulation: Digital games, puzzles, and brain-training apps can help maintain cognitive function and mental acuity.

Social connection: Video calls, social media, and online communities can combat social isolation and provide opportunities for staying connected with loved ones.

Health monitoring: Wearable devices and health apps can help track fitness, monitor vital signs, and manage chronic conditions.

Learning and personal development: Online courses and tutorials can enable seniors to learn new skills or pursue their interests.

Potential challenges: Accessibility issues, technological barriers, and the need for digital literacy support may arise among senior citizens. Patient guidance and support from family members or caregivers can be beneficial.



THE NEGATIVE EFFECTS OF DIGITAL ENTERTAINMENT TECHNOLOGY

The Effects of Digital Entertainment Technology list for children, young adult, adult and senior citizen

The Negative Effects of Digital Entertainment Technology

Children:

Excessive screen time: Spending too much time engaged in digital entertainment can lead to sedentary behavior, reduced physical activity, and health issues like obesity.

Developmental concerns: Excessive use of digital devices at a young age may impact cognitive development, attention span, and language skills.

Inappropriate content exposure: Children may encounter inappropriate or violent content, leading to emotional distress or behavioral issues.

Social isolation: Over-reliance on digital entertainment can reduce face-to-face interactions, affecting social skills and emotional development.



The Negative Effects of Digital Entertainment Technology

Young Adults:

Addiction and dependency: Engaging excessively with digital entertainment can lead to addictive behaviors, affecting academic or professional performance and personal relationships.

Sleep disturbances: Late-night usage and exposure to blue light from screens can disrupt sleep patterns and quality.

Cyberbullying and online harassment: Online interactions can expose young adults to cyberbullying, harassment, or negative social pressures.

Comparison and self-esteem issues: Constant exposure to idealized representations on social media may lead to self-esteem issues and feelings of inadequacy.



The Negative Effects of Digital Entertainment Technology

Adults:

Increased sedentary behavior: Extensive screen time for entertainment purposes can contribute to a more sedentary lifestyle and associated health risks.

Work-life imbalance: Digital entertainment can blur the boundaries between work and personal life, leading to reduced productivity and stress.

Information overload: Constant exposure to digital media and notifications can lead to information overload, affecting focus, decision-making, and mental well-being.

Privacy and security risks: Sharing personal information online and engaging with digital entertainment platforms can expose adults to privacy breaches, scams, or identity theft.



The Negative Effects of Digital Entertainment Technology

Senior Citizens:

Technological challenges: Older adults may face difficulties in adapting to new technologies and digital interfaces, leading to frustration and exclusion.

Social isolation: Reliance on digital entertainment as the primary means of social interaction may contribute to feelings of loneliness and isolation.

Cognitive overload: Complex user interfaces or rapidly changing technology can overwhelm seniors, potentially leading to cognitive strain.

Scams and exploitation: Older adults may be more susceptible to online scams, fraud, or manipulation due to unfamiliarity with digital platforms and cyber threats.



HARMS OF COMPUTER GAMES



CURSE OF THE COUCH-POTATO CHILDREN

Health-Related Issues

Spending long hours playing computer games can lead to a sedentary lifestyle, reducing physical activity levels. Lack of physical exercise can contribute to obesity, poor cardiovascular health, and musculoskeletal problems.



CURSE OF THE COUCH-POTATO CHILDREN

Health-Related Issues

- *Main factors to obesity:*
 - *Eating lifestyle*
 - *Digital entertainment e.g. TV watching, games*
- *Obesity contributes to:*
 - *9 years lifespan reduction*
 - *Diabetes (even as young as 13 years old)*
 - *Heart attacks*
 - *strokes*

CURSE OF THE COUCH-POTATO CHILDREN

Health-Related Issues



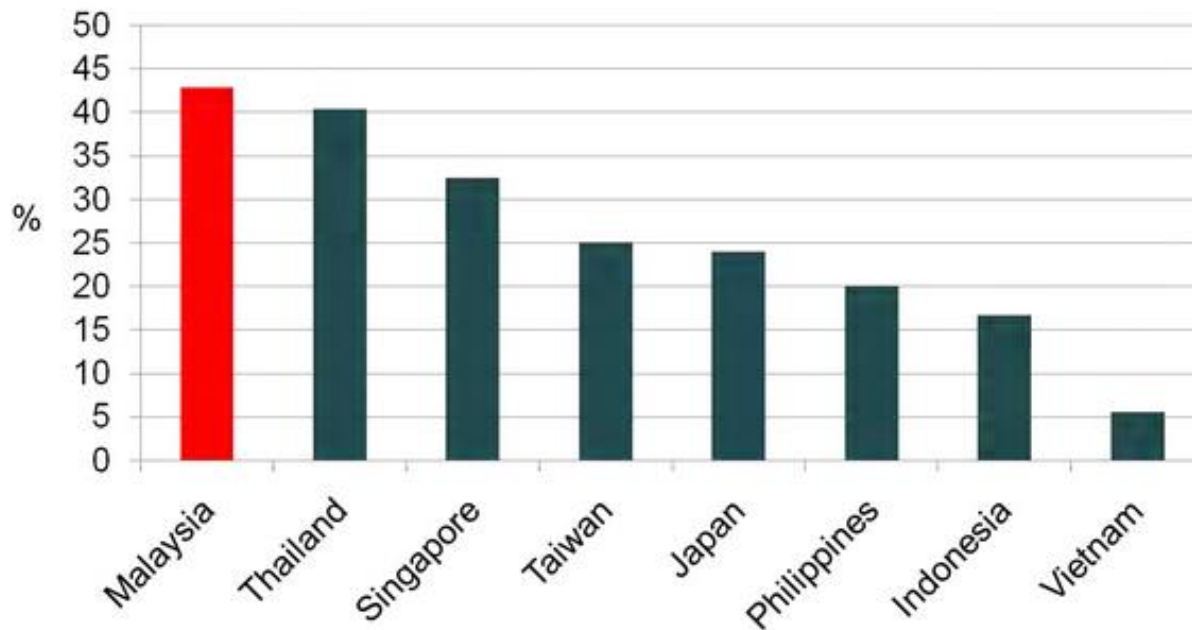
Childhood obesity affects **one in seven children** in Malaysia, according to recent statistics from the NHMS carried out in 2006 and 2011. – Reuters

<http://www.thestar.com.my/Lifestyle/Health/2014/04/13/Weight-issues-Fighting-flab-from-young/>

CURSE OF THE COUCH-POTATO CHILDREN

Health-Related Issues

Adult prevalence in some Asian Countries
(overweight + obesity)



WHO collaborating centre for obesity prevention- Deakin Uni. Australia

British medical journal, The Lancet, showed that 49% of women and 44% of men in Malaysia were found to be obese.

CURSE OF THE COUCH-POTATO CHILDREN

Health-Related Issues



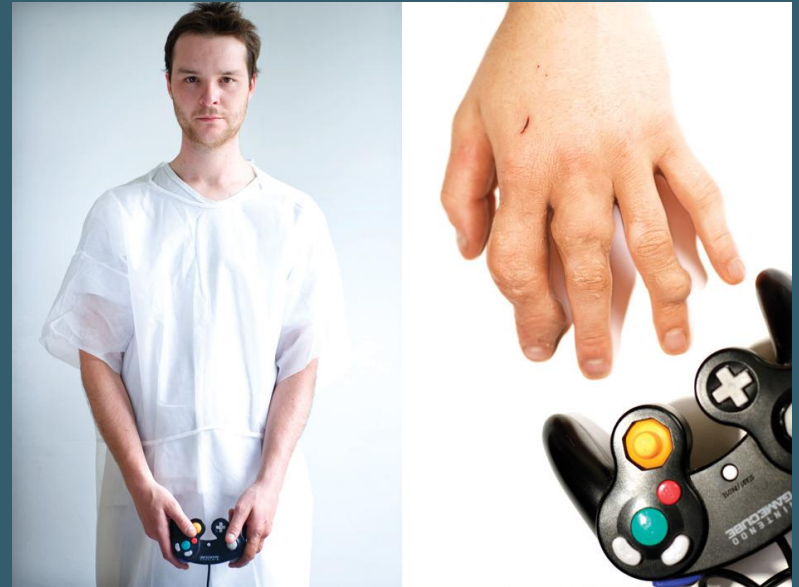
- Promotes healthy lifestyle through entertainment (games):
 - **LazyTown**: superhero Sportacus battles Robbie Rotten, a junk-food-eating villain

PHYSICAL PROBLEMS

NINTENDONITIS

Health-Related Issues

- *repetitive strain injury (RSI) brought by excessive gaming*
- *One of the first recorded cases in 1999, a child (young gamer) was treated in local hospital after having played computer games continuously throughout the Christmas holidays.*



PHYSICAL PROBLEMS

DEEP-VEIN THROMBOSIS (DVT)

Health-Related Issues

- formation of a blood clot (thrombus) in a deep vein, predominantly in the legs
 - Computer gaming and excessive time spent watching TV may well be contributing to the increasing occurrences of DVT, particularly in young people.



Image source: Internet

PHYSICAL PROBLEMS

VISION PROBLEMS:

Health-Related Issues

- *Extended periods of focusing on screens can strain the eyes and lead to issues such as computer vision syndrome, dry eyes, eye fatigue, and blurred vision.*



PHYSICAL PROBLEMS

SLEEP DISTURBANCES:

Health-Related Issues

- *Playing computer games late into the night can disrupt sleep patterns and affect the quality and duration of sleep. This can lead to sleep deprivation, fatigue, and difficulties with concentration and learning.*



PHYSICAL PROBLEMS

Health-Related Issues

➤ Headache

- *Caused by playing computer games for long periods of time in badly lit rooms with poor posture and being too close to the computer screen*
- *Video games incorporating flashing lights, special figure patterns, scene changes and screen flicker can trigger epileptic seizures → epilepsy*
- *Although there is no evidence to prove that computer games can cause epilepsy but it may well be that it is the trigger for an episode.*

PHYSICAL PROBLEMS

SUDDEN DEATH:

Health-Related Issues

South Korean man played computer games continuously for 50 hours without stopping for food or sleep. A mother from Louisiana unsuccessfully sued the games manufacturer Nintendo, after her son died during a marathon games-playing session where he hit his head on a table after suffering a seizure while playing with the console.

2012, an 18-year-old collapsed and died at an internet cafe after playing an online computer game (Diablo 3) for 40 hours straight due to cardiovascular problems (sitting in the same position for too long)



Gamer dies after Diablo III marathon

Taiwanese player collapses after 40 hours in front of Blizzard's online action role-playing game, pronounced dead at hospital.

By Brendan Sinclair on July 18, 2012 at 4:30PM PDT

1528 Comments

A Taiwanese man collapsed and died over the weekend after playing Blizzard's *Diablo III* for 40 straight hours. The [Australian Associated Press](#) reported the story, citing the Taiwanese United Daily News as the source of the information.

According to the report, the 18-year-old man entered an Internet café in southern Taiwan around noon on Friday, booked a private room, and played almost two days without stopping to eat. On Sunday morning, an employee of the café entered the room to check on the man and found him resting on a table. Shortly after being roused, the man collapsed and was later pronounced dead at a local hospital.

This is far from the first time a marathon gaming session has ended in tragedy. The AAP reported that another Taiwanese man died in February after a 23-hour gaming jag ended with a heart attack. In 2007, a 30-year-old man collapsed and died in Guangzhou, China, after gaming for three straight days. In 2005, a 28-year-old South Korean man died after a 50-hour gaming session. In 2003, police in Hong Kong cited a six-hour stint playing *Diablo II* at an Internet café as a contributing factor in a 28-year-old man's death. In 2002, a 24-year-old South Korean man died after 86 uninterrupted hours of gameplay. That same month, a 27-year-old Taiwanese man lasted 32 hours before succumbing to death by exhaustion.

[UPDATE]: Blizzard released the following comment on the news:

Where to buy
Diablo III
\$76.16 at NewEgg
GameSpot may get a commission from retail offers.

DIGITAL EQUIPMENT – PART OF THE MODERN FAMILY



DIGITAL EQUIPMENT – PART OF THE MODERN FAMILY

Health-Related Issues

- *Problems of using TV as a virtual ‘baby-sitter’:*
 - *Creates a generation of children whose speech and behaviour is t an all-time low*
 - *Young children exhibit behaviour indicating highly undeveloped social skills e.g. inability to fasten buttons, use a knife and fork or eat and drink at a table*
 - *Develop speech and communication difficulties*
 - *Difficulty speaking clearly and understanding instructions*



DIGITAL EQUIPMENT – PART OF THE MODERN FAMILY

Health-Related Issues

- *As a society we are becoming addicted to electronic equipment such as TV and computers and this addiction is being passed on to our children*
- *Children now are forming closer relationships with their computers than with other humans*
- *A survey found that one in five youngsters said that the time they spent at the keyboard made them happier than when they were with family and friends.*
- *Some children treat computer as family member*
- *Youngster call PC a ‘trusted friend’ and become jealous when their PC being used by someone else.*
- *Some believe that machine has a personality of its own.*

DIGITAL EQUIPMENT – PART OF THE MODERN FAMILY

Health-Related Issues

- *Conversely, same rich media used properly within the household may form an integral part of the education process, encouraging study skills and widening the horizon of the young individual.*

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Health-Related Issues

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DOES DIGITAL ENTERTAINMENT CAUSE ADVERSE SOCIAL BEHAVIOR?



DOES TV CAUSE ADVERSE SOCIAL BEHAVIOUR?

Health-Related Issues

- *Since 1960, over 3500 research studies undertaken to examine the relationship between viewing media violence and its association with actual violent behaviour.*
- *In all but 18 of these studies, increased aggression has been linked to watching TV*
- *Effects of media violence: aggressive behaviour, desensitization to violence, anxiety, depression, sleep loss, nightmares*



DOES GAMES CAUSE ADVERSE SOCIAL BEHAVIOUR?

Health-Related Issues

- **Violent Content:** Some computer games contain explicit violence, aggression, or graphic imagery. Prolonged exposure to these games, especially in combination with other risk factors, can potentially desensitize individuals to violence and influence their behavior.
- **Priming Effect:** Certain games may prime aggressive thoughts, feelings, and behaviors by repeatedly presenting and rewarding aggressive actions within the game's context. This can potentially translate into increased aggression outside of the gaming environment.
- **Competition and Frustration:** Competitive multiplayer games often involve intense competition and challenging situations that can provoke frustration and anger. These emotional states can sometimes manifest as aggressive behavior, both within and outside of the game.



CREATING MONSTERS – DO COMPUTER GAMES MAKE PEOPLE VIOLENT?

CREATING MONSTERS – DO COMPUTER GAMES MAKE PEOPLE VIOLENT?

Health-Related Issues

- *Argument that computer games are even more influential than TV, since games require participation*
- *Findings are mixed*
- *Why include violence in computer games?*
 - *Consumer Demands*
- *Violence computer games technological advancement:*
 - *Pixel-perfect, real-world weapons*
 - *Detail of weapons and effects they have on the human body*
 - *Characters become more realistic in their movements*
 - *Immersive virtual reality environments*
 - *E.g. Max Payne 2 combines photorealistic city settings and realistic scenarios with cinematic styling features which enables the player to slow down their environment and avoid the bullets*



DO COMPUTER GAMES FUEL ADDICTION AND GAMBLING?



DO COMPUTER GAMES FUEL ADDICTION AND GAMBLING?

Health-Related Issues

- *Children can exhibit addictive behaviour towards playing computer games and manifest as:*
 - *Compulsive behaviour*
 - *Lack of interest in other activities*
 - *Experiencing of physical and mental symptoms e.g. shaking when attempting to stop the behaviour*
 - *Truancy or crime to fuel the addiction*



DO COMPUTER GAMES FUEL ADDICTION AND GAMBLING?

Health-Related Issues

- *Adults are addicted to online gambling, interactive TV gambling, mobile phone gambling gives 24x7 access. Adults like it because:*
 - *Perception of the value of money decreases when paying with virtual cash (credit card)*
 - *Lack of human contact to question and advise gamblers on the implications of their actions*



DOES GAME DEVELOP POSITIVE OR NEGATIVE EFFECTS?



DOES GAME DEVELOP POSITIVE OR NEGATIVE EFFECTS?



END