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Department of Communications and the Arts

Community Standards and Media Content

Research with the general public—final report

Classification Branch

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1. Executive summary

Background to the research

The 2012 report of the Australian Law Reform Commission (ALRC) review of the National Classification Scheme (NCS) included a recommendation that a new Regulator should be responsible for commissioning or conducting research on a range of issues relating to classification.

In response to this recommendation, at the April 2013 meeting, the Standing Council on Law and Justice (SCLJ) accepted a proposal that the Classification Branch carry out a three stage program of research. The program commenced in late 2013.

The second stage of the program, a study on community standards regarding film and computer game content, is presented in this report.

Study objectives

The study aimed to investigate community standards (that is values, responses and attitudes) in relation to the content of films and computer games.

The key questions the study aimed to answer include:

- What is acceptable for children and young people be exposed to?
- What is considered offensive, disturbing or potentially harmful to those exposed?
- What differentiates material at different levels of impact and suited to different audiences?
- How does this compare with the assumptions on which the current classification process and instruments (e.g. the Guidelines) are based?

In order to compliment recent research on high level (R 18+ and RC) content¹, the study focussed on low to mid-level content, with the exception of some R18+ and RC computer games which were included in order to investigate views since the introduction of the R 18+ classification for this platform. The study also included selected content currently covered under the classifiable element of themes which has been identified in previous research as particularly impactful,² some of which is treated differently under other classification regimes.

It is important to note that the study did not aim to compare community views with decisions of the Classification Board.

Methodology

The study was conducted between April and June 2015 and included the following key components:

- Three panels of 19–21 participants aged between 16 and 55 and representing a broad cross section of the community in terms of demographics, media usage and computer gaming proficiency were recruited in Sydney, Launceston and Darwin.

1 Urbis (2011) *Community Attitudes to Higher Level Media Content*. Commissioned by the Australian Law Reform Commission.

http://www.alrc.gov.au/sites/default/files/pdfs/publications/alrc_report_urbis_final_9_december_2.pdf.

2 Attorney General's Department, Classification Branch (2015) *Classifiable Elements, Impact Descriptors and Consumer Advice: Research with the General Public*.

<http://www.classification.gov.au/Public/Resources/Pages/Other%20Resources/Research-documents.aspx>.

- Over a Friday night, Saturday and Sunday each panel was shown extracts from between 40 and 60 films and games and played (in allocated pairs) two console games for a period of up to 30 minutes each.
- Participants were provided with short questionnaires to complete in relation to every piece of stimulus, recording their views on personal impact, most impactful aspects, and age suitability.
- Stimulus was clustered by classifiable element and shown in sessions of 30–45 minutes. At the end of each viewing session (and the gameplay session), the panel was split into two smaller groups for facilitated discussion and small group activities, which allowed comparison of material, discussion of the main influences on perceived impact and age suitability of the material and any relevant issues raised during discussion.
- Response sheets were data entered and responses collated to identify prevailing views on impact and age suitability and commonly occurring factors noted to influence these responses as they occurred within each classifiable element. These were augmented with data from group discussions. The reporting on this process forms the basis of this report.

Key findings

Violence

In comparison to other elements, violence (along with drug use and sex) was considered one of the more concerning content types overall. Those most inclined to express concern about violence in media as a ‘front of mind’ issue were older participants (over 45) and some parents of young children.

The results indicate that many of the same factors influence responses to violence in films and computer games, with the most impactful stimulus including:

- violence that is sexual in nature
- if the victim (or sometimes in games the target) is a woman or helpless individual
- blood and gore and injury detail
- explicit blows and sound effects
- if the attack is unjustified (e.g. the victim is ‘innocent’)
- brutality and contempt for the victim
- emotional engagement/pathos and/or upsetting social topic
- a lengthy or relentless attack
- live action (or in games, realistic graphics)
- a familiar or realistic setting.

Additional heightening factors that apply to computer games include: the ability to kill innocent people, killing as an objective, violence for its own sake, first person perspective, high quality graphics and when the target is a human or other living creature.

Conversely, some mitigating factors are common to both platforms, including:

- lack of injury detail or suffering
- humour
- non-realistic, stylised graphics/animation
- a less relatable setting.

Additional factors affecting films include the ability to edit for effect (in particular the use of quick cuts to minimise the impact of disturbing material) and greater ability to build emotional engagement with characters.

Additional factors relevant to games include the use of first person perspective and in particular, interactivity.

One of the surprising findings of the research was that interactivity appeared to *lessen* the impact of violence on participants, reportedly due to a sense of control over the action in games, greater tolerance of violence when they themselves were perpetrating it (or closely watching other participants do so), and being focussed on the problem solving and skills aspects of gameplay while seeing violence as simply a means to an end. However, although interactivity lessened the impact of violence on participants themselves, it did not soften their views regarding age suitability of material.

It was beyond the scope of this project to scientifically investigate questions relating to the impact of gaming violence on *behaviour*. However, participants shared their perceptions in relation to this issue. Most parents felt that *as long as their children were engaging with age appropriate material* that gaming violence and film violence were likely to have a similar degree of influence on children's behaviour—in other words, their concerns were more about media violence in general than gaming violence specifically. It was also noted that parents needed to ensure their children understood the dangers of imitating violent content—and parents involved in the research believed that they were effective in this role.

Most participants did not believe that violent games and films had a significant influence on adult behaviour because most adults could distinguish 'fantasy' from 'reality'.

Drugs

Depictions and references to illicit drug use were considered among the more concerning types of content in film and computer games. The main concern was that depictions of drugs could normalise or glamorise drug use. While concern about drug use in films was most prevalent among older people, there appeared to be more widespread concern about the inclusion of such content in computer games, with many considering this sort of content to lack justification in the context of computer games.

In addition, while people were generally tolerant of some drug related content for their own viewing, they had a strong desire to protect children and young people from even fairly mild drug-related content, or content showing drugs in a negative light.

In contrast to illicit substances, the depiction of tobacco and alcohol use in media was not considered a major concern. It was noted that smoking was not as commonplace in films as it used to be, and was almost non-existent in media aimed at child and adolescent audiences. Similarly, depictions of alcohol use were observed to occur almost exclusively in media aimed at adult and mature audiences and those included in the stimulus were not considered particularly impactful or concerning to many people.

Many of the same factors influenced responses to drugs in films and computer games, with the most impactful stimulus including the following:

- 'harder' drugs such as heroin, cocaine and crack cocaine
- drug use as opposed to drug references
- detailed depictions of drug preparation and use
- glamorisation of drugs.

Additional factors heightening the impact of drug use in computer games included:

- drug use as part of gameplay
- drug use being rewarded in the game.

Factors that are less impactful or lessen impacts included:

- alcohol and tobacco use
- smoking cannabis (which is considered softer than other illicit drugs by some)
- showing drug use to have negative consequences
- showing drug use to be associated with tragic or unfortunate circumstances.

Sex and nudity

Overall, the depiction of sex and nudity in film and computer games was moderately concerning to participants, and more so to older participants who considered sexual content and nudity overly explicit and prevalent. However, non-sexual nudity and discreet presentations of sex within appropriate contexts were considered acceptable by most participants.

Parents of young children were concerned about sex in media aimed at children, particularly perceived sexualisation of female characters.

In addition, several participants expressed concern about objectification of women in media for mature and adult audiences, particularly in computer games.

Heightening or concerning aspects of sex and nudity in film included:

- extensive nudity, even where genitals are not shown
- lengthy depictions of sex
- coercion or roughness
- sounds and implied orgasm
- full frontal nudity
- sexualised nudity.

Mitigating or less impactful factors relating to film included:

- romance
- camera angles focussed above the waist
- humour
- natural nudity as opposed to sexual nudity.

The main heightening factors in relation to sex and nudity in computer games were:

- sexual nudity³
- sexually explicit dialogue
- realistic graphics
- first person perspective
- interactivity.

³ Note that the stimulus material for computer games did not include non-sexual nudity.

However mitigating factors, relating to sex being less explicitly portrayed, were not particularly influential on responses to sex in computer games, with many expressing the view that sexual content should not be in computer games at all.

Language

Overall there was less concern relating to language in film and computer games than other types of content such as violence, drugs and sex; neither parents nor other community members considered the language content of media they regularly encountered to be problematic.

However, in responses to the research stimulus, there was a slightly higher degree of concern relating to coarse language in computer games than in film.

Attitudes to language appeared to be more subject to variation between demographic groups than other types of content, particularly in relation to tolerance of the word ‘cunt’ by younger participants and males.

Heightening or factors applicable to film:

- word used—some words (e.g. fuck, cunt) are considered more offensive than others
- level of aggression
- frequency
- manner of use—as a noun/term of address is generally most offensive.

Mitigating factors in film:

- lack of aggression
- humour
- use for emphasis (e.g. ‘fucking terrible’) or as an exclamation in anger or amazement (e.g. ‘fuck!’) rather than as a term of address (‘you dumb fuck’)
- use resembling everyday speech.

Participants appeared to be more sensitive to and less forgiving of coarse language in computer games, however thoughts on age suitability of specific terms were aligned.

The table below gives examples of perceived age suitability for specific items of coarse language.

Table 1: Perceived age suitability of specific items of coarse language.

Age category	Language allowed (cumulative)
All ages	Poo, fart, bum, bugger, wee, boob, crap—isolated
All ages parental guidance	Shit, bitch, bastard, dick, prick, wanker, slut, arsehole Repeated milder words (see all ages)
Recommended 15 years and over	Fuck, cunt, motherfucker, pussy
Restricted 15 years and over	Same as recommended 15+ but more frequent
Restricted 18 years and over	Unrestricted

Participants were equally offended—sometimes more so—by other forms of offensive dialogue encountered during the research, in particular racist language and sexually explicit language.

Themes

A selection of themes was included in the stimuli. Some of the themes presented were particularly impactful to participants, such as animal cruelty, suicide, violence against women and sexual violence. Participants also expressed concern about depictions of racism and the possibility that they might encourage imitation.

Responses to horror depended on whether participants were fans of this genre, however those who were not aficionados of this content considered it a matter of personal taste, and did not report any difficulties avoiding (or protecting children from) this sort of content.

However, there were more mixed views among parents in relation to scary scenes in content aimed at children and young people, with some parents of young children finding this sort of content difficult to avoid or protect their children from.

As the classifiable element of themes represents a disparate range of content, including some content that was considered inherently more impactful and adult than other content, it was not feasible to distil common heightening or mitigating factors influencing responses to all of the stimulus. However, the age suitability of stimulus with particular thematic content is shown in descending order (by minimum age) in the table overleaf.

It is noteworthy that moderate presentation of some stronger themes, such as suicide, bullying and domestic violence, was thought to have potential benefit for viewing by young people (e.g. in their early teens), especially when viewed with responsible adults. However depictions of racism and discrimination were not considered justifiable on such grounds due to the perceived risk of imitation.

There was insufficient stimulus to make comparisons between platforms across all types of themes. However, the available evidence (including participant comments, as well as the greater tendency to categorise themes in games as being for adults only) suggests that there is more concern about higher level themes in computer games than in film.

The table below gives examples of specific themes in the stimulus provided and the perceived age suitability of the stimulus.

Table 2: Perceived age suitability of stimulus containing certain themes.

Theme	Perceived age suitability stimulus
Human trafficking	restricted 18+ (computer game)
Sexual violence	restricted 18+ (film)
Domestic violence/violence against women	restricted 15+ (film), restricted 18+ (computer game)
Suicide	restricted 15+ (film)
Horror	All PG/recommended 15+/restricted 15+ (tied) (computer game)
Racism	recommended 15+ (film), restricted 18+ (computer game)
Bullying	All PG/recommended 15+ (film)
Animal cruelty	All PG (film)
Death	All PG (film)

Theme	Perceived age suitability stimulus
Misbehaving teens and Irresponsible behaviour	All PG (film)
Family dysfunction	All PG (computer game)
Scary scenes	All ages (film)
Crude humour	All ages (film)

Gambling in games and apps

Gambling games and apps were not mentioned unprompted as a ‘top of mind’ issue for participants. However, when shown examples, many parents found the ready accessibility of gambling apps—and apparent marketing of some of them towards children—concerning. Some participants also worried about adults using gambling apps and games, due to concerns about the potential social impacts of gambling.

All three gambling *apps* shown were predominantly considered suitable for adults only, because they involved money. It is noteworthy however that there was some confusion around what distinguished *simulated* from *actual* gambling, possibly due to the influence of in-app purchases which enabled large game credit purchases with small amounts of money, and also due to the action being outside of a physical gambling venue.

A distinction was also made between games and apps that were purely about gambling, and those where gambling was one component of a multifaceted game. The latter was potentially suitable for audiences below 15 years of age, especially if it did not involve ‘real world’ gambling apparatus or settings (e.g. casinos). Simulated gambling without the involvement of money but resembling ‘real world’ gambling was considered potentially harmful to players under 15 years of age.

Other issues raised

Participants raised other issues, not relating to particular content types or stimulus. These included the following:

- The large volume and wide variety of material covered by the PG rating and the implied need to vet children’s content or supervise media consumption at this classification, which was considered impractical by parents. Many people advocated alternative age ranges for PG material included in the stimulus, the most common being 8+, 10+, 12+ and 13+.
- Another of the most frequently suggested alternative age categories was 16+ (as opposed to 15+ which is currently associated with the categories PG, M and MA 15+); participants suggested that one year at this age made a significant difference to levels of maturity.
- Demeaning and/or stereotypical depictions of female characters, particularly in computer games, was of concern in terms of its potential influence on young males.
- Passive, vacuous girl characters in programs and films aimed at children was of concern mainly in terms of its influence on girls’ self-perception and development.

Implications

The Guidelines, Classification and Community Standards

A summary of the legal framework for classification in Australia, including the role of the guidelines, is provided in the Background section of this report. Any potential changes to classification raised by this research must be considered in the context of this framework, and the fact that the NCS is a cooperative scheme between the Commonwealth and state and territory governments.

As noted in the Background section of this report, guidelines are intentionally broad and designed to provide a high level framework for classification decision-making regarding an almost infinite variety of content. Therefore, it is not possible to make a comprehensive set of detailed comparisons between specific research findings and provisions of the guidelines. However, it is appropriate to compare the findings with the broad principles underpinning the guidelines, and to consider potential implications for future reform.

The Guidelines are largely aligned with community standards

- The principles underpinning the guidelines generally align with community views and there does not appear to be a need for significant reform of the classification guidelines for either films or computer games. For example, the following are reflected in both the research findings and the guidelines:
 - factors that heighten or lessen impact (such as repetition, duration, realism and detail)
 - the importance of context, for example in relation to sexual versus ‘natural’ nudity
 - the need to consider educational merit
 - the need to consider the cumulative effect of classifiable elements (as noted in relation to community views on language and themes)
 - considering strength, frequency and tone in relation to language that can be permitted in film and computer games for various age groups
 - the recognition that some themes are inherently stronger and more suited to mature or adult audiences (in particular the allowance for strong themes at MA 15+ and above)
 - the recognition that milder themes than those allowed at MA 15+ need to be treated differently in the various lower categories (e.g. the level of threat or menace must be very low for G rated material)
 - the particularly high impact of depictions of sexual violence (e.g. the guidelines provide that this is not suitable for audiences below 15 years and that it should be ‘very limited’ at M).
- Both the findings and the guidelines shared similar positions on suitable audiences and age appropriate depictions of violence and sex. For example, violence should have a low sense of threat or menace, sexual activity should be very mild and very discreetly implied and both must be justified by context to be permitted in material for children.
- Views on particular classifiable elements as they appear in films versus computer games appear to reflect what is in the guidelines and it is clear that retaining separate guidelines does align with different levels of tolerance to equivalent content in both platforms. This is particularly apparent with sex and drugs (with heightened sensitivity to the interactive treatment of these elements in games) and in regards to stronger themes.
- Despite the finding that interactivity appeared to decrease the impact of violence on the people perpetrating it (during gameplay), the guidelines are aligned with perceptions as to the effect of interactivity on the age suitability of content.

However, further consideration may be required in relation to the following:

- scary scenes and in particular their impact on small children
- community concern around gambling in computer games and apps, and confusion about the difference between simulated and actual gambling, particularly in the context of apps where purchases can be made
- concerns about the portrayal of women, especially in computer games, and its impact on the attitudes and perceptions of young men
- concerns about male-on-female violence in both film and computer games, including the ability to perpetrate violence against women in computer games
- concerns about racist language (or other discriminatory language or behaviour) in both film and computer games and the potential for imitation by children
- the potentially high impact of some specific content currently covered under the classifiable element of themes (e.g. bullying, racism, animal cruelty)
- attitudes to horror and its impact on age suitability, as well as the extent to which horror fits within the classifiable element of themes
- the view that drug use should never be depicted in content for all ages (i.e. content rated G)
- apparent dissatisfaction of some parents with the current PG classification due to a lack of age guidance and with the use of the age of 15 as a threshold for audience maturity.

Supplementary research: Community standards and media content, national survey

In June 2016, a representative online survey of 2,021 Australians aged 18–75 was conducted to augment the data gathered in the 2015 qualitative research which forms the basis of the main report. The survey focussed on:

- perceived suitable audiences for specific, commonly-occurring content based on the classifiable elements of violence, drug use and references, sex, nudity, coarse language and themes
- attitudes and preferred classification responses to concerns raised in the qualitative research about gambling in computer games, and content relating to discrimination, horror and scary scenes, as well as violence in computer games and children’s films.

There were some minor differences between the responses of qualitative participants and survey respondents in relation to the specific audience categories applied to some content. In particular, the range of survey responses to certain high level content was more inclined to include the *should not be available to the public* category. However, for the most part, the prevailing responses regarding audience categories were the same.

Specific audience categories aside, participants in both studies tended to rank content similarly in terms of what was most and least suitable for younger audiences.

The conclusions of the survey findings are consistent with those of the 2015 research, including the existence of:

- community concern about gambling in computer games, depictions of discriminatory language and behaviour, horror, scary content in films for children and violence, particularly against women
- consistently more conservative views in relation to the treatment of content in computer games relative to comparable content in film.

The report, which includes a detailed comparison of findings from the 2016 survey with the 2015 qualitative research, can be found in [Appendix F](#).

2. Background

Current arrangements for media classification in Australia

Film, computer games and publications

The National Classification Scheme (NCS) is a cooperative arrangement between the Australian Government and the state and territory governments where the Classification Board classifies films, computer games and certain publications.

The respective roles of the Boards and the Classification Branch of the Department of Communications and the Arts are outlined in the Table 3 below.

Table 3: Parties involved in classification

Classification Board	Classification Branch	Classification Review Board
Independent statutory body (separate from government).	Previously part of the Attorney General's Department. From 22 October 2015, part of the Department of Communications and the Arts.	Independent statutory body (separate from government and the Classification Board).
Makes classification decisions about films, computer games and publications under the <i>Classification Act</i> and the <i>Broadcasting Services Act</i> for internet content.	Manages the application process for both Boards, handles complaints, responsible for monitoring compliance and providing education programs.	Makes decisions about applications for review; these replace the original Classification Board decisions.

Source: Commonwealth of Australia (2015).

Governance

The National Classification Scheme is overseen by ministers from the Commonwealth, states and territories. Ministers with responsibility for classification matters are not involved in Classification Board decisions.

As of 22 October 2015, Commonwealth classification policy and operation is the responsibility of the Minister for Communications and the Arts.

Under the National Classification Scheme, the states and territories are responsible for enforcing classification decisions (Commonwealth of Australia 2015).

Legislative arrangements and instruments

The following is a brief summary of the legal framework for classification of films and computer games in Australia.

The *Classification (Publications, Films and Computer Games) Act 1995* (the Act) requires films and computer games to be classified, using the National Classification Code (the Code) and the *Guidelines for the Classification of Films* and *Guidelines for Classification of Computer Games* (the guidelines).

- There are separate guidelines documents for the classification of films and computer games. These documents in their current form were introduced in 2012.
- The guidelines set out the classifiable elements and impact hierarchy, and give guidance as to what is permissible in each classification category (Commonwealth of Australia 2012). They are drafted broadly, allowing the Classification Board some flexibility in determining what type of content should fall into which category, taking into consideration the almost limitless variations in content being produced, the importance of context and need to consider factors such as educational and artistic merit.
- The guidelines are revised from time to time ‘with extensive community input’ (Commonwealth of Australia 2012, p. 1)
- The classification categories are named in the Act and described in the Code. They provide a framework for age recommendations and restrictions (Commonwealth of Australia 2012). Changes to classification categories therefore would require changes to the Act.
- Consumer advice provides information about the particular type of content in a film or computer game. As of December 2014 all material that is classified in Australia must also carry consumer advice (prior to this G rated material was exempt).⁴ Consumer advice is formulated by the Classification Board and its content and phrasing are not part of the guidelines.

Ratings categories for film and computer games

The *National Classification Code* (the Code) sets out the different classification categories and criteria for classification decisions made by the Classification Board and Classification Review Board.

According to the Code (2013):

Classification decisions are to give effect, as far as possible, to the following principles:

- a) adults should be able to read, hear, see and play what they want
- b) minors should be protected from material likely to harm or disturb them
- c) everyone should be protected from exposure to unsolicited material that they find offensive
- d) the need to take account of community concerns about:
 - i. depictions that condone or incite violence, particularly sexual violence, and
 - ii. the portrayal of persons in a demeaning manner.

Classifications for films and computer games are either **advisory** or **restricted**. A further level of restriction applies to adult films. The hierarchy of classification categories is set out in Table 4 below.

⁴ Schedule 5 of the *Classification (Publications, Films and Computer Games) Amendment (Classification Tools and Other Measures) Act 2014* amended paragraphs 20(1) (a) and (b) of the principal Act. Schedule 5 took effect on 11 December 2014.

Table 4: Ratings categories for film and computer games

Advisory categories: there are no legal restrictions on viewing/playing these films/computer games.

Rating	Description
G—General	The content is very mild in impact. The G classification is suitable for everyone.
PG—Parental Guidance	The content is mild in impact. However, it is not recommended for viewing or playing by persons under 15 without guidance from parents or guardians.
M—Mature	The content is moderate in impact. Films and computer games classified M (Mature) contain content of a moderate impact and are recommended for teenagers aged 15 years and over. However, children under 15 may legally access this material.

Source: Commonwealth of Australia (2015).

Restricted categories: there are legal restrictions on viewing / playing these films / computer games.

Rating	Description
MA 15+—Mature Accompanied	The content is strong in impact. MA 15+ classified material contains strong content and is legally restricted to persons 15 years and over.
R 18+—Restricted	The content is high in impact. R 18+ material is restricted to adults.

Source: Commonwealth of Australia (2015).

Restricted categories for adult films.

Rating	Description
X 18+—Restricted	X 18+ films are restricted to adults. X 18+ films are only available for sale or hire in the ACT and the NT.
RC—Refused Classification	Refused Classification (RC) is a classification category. Material that is Refused Classification is commonly referred to as being 'banned'.

Source: Commonwealth of Australia (2015).

Publications

Most publications including magazines do not need to be classified. Only 'submittable publications' (publications which may be Refused Classification or restricted to adults) require classification. These publications usually contain sexualised nudity or sexually explicit content (Commonwealth of Australia 2015).

Classification of television and online content

As provided for under the *Broadcasting Services Act (1992)* (the Act), television content is largely regulated by broadcasters, under a system of industry-developed codes of practice (Australian Communications and Media Authority 2015).

Online content is regulated through the Online Content Scheme under Schedule 5 and 7 of the Act. The complaints-based scheme applies to content accessed through the internet, mobile phones and convergent devices, and applies to content delivered through emerging content services such as subscription-based internet portals, chat rooms, live audio-visual streaming, and link services (Australian Government Department of Communications and the Arts, 2015).

3. The Classification Branch research program

The report of the ALRC

In 2011, the then Attorney-General, the Hon. Robert McClelland MP, tasked the Australian Law Reform Commission (ALRC) to undertake a review of censorship and classification. The resulting report—*Classification—Content Regulation and Convergent Media* (ALRC Report 118, 2012)—was provided to the then Attorney-General, the Hon. Nicola Roxon MP, on 28 February 2012.

The ALRC report made a number of recommendations including that:

- classification categories should be harmonised across platform type (e.g. publications, films and computer games)
- the underlying criteria should be combined so that the same categories and criteria are applied in the classification of all media, irrespective of its form and the platform by which it is delivered or accessed.

Further to this, it was suggested that the regulator of classification should be responsible for commissioning or conducting periodic research on a range of issues relevant to classification.

Structure of the research program

In response to the ALRC's recommendation, at its April 2013 meeting, the Standing Council on Law and Justice (SCLJ) accepted a proposal that the Classification Branch carry out a three stage program of research. The program commenced in late 2013.

The stages of the program and their status are as follows:

- Stage 1—Classification information
 - A review of literature on classification categories and consumer advice (complete)
 - A study on classification categories—awareness, understanding and perceptions (complete)
 - A study on classifiable elements, impact descriptors and their use in consumer advice (complete)
- Stage 2—A study on community standards with regard to film and computer game content
- Stage 3—Implementation of ongoing research within the Classification Branch.

The literature review and reports for Stage 1 are published at <http://www.classification.gov.au/Public/Resources/Pages/Other%20Resources/Research-documents.aspx>.

This report relates Stage 2 of the program, on community standards.

Context for the study

The Commonwealth *Classification (Publications, Films and Computer Games) Act 1995*, requires ‘the standards of morality, decency and propriety generally accepted by reasonable adults’ to be taken into account in making classification decisions.

Therefore, a guiding principle of the current classification system is that it reflects community standards in relation to what is:

- acceptable for children and young people to be exposed to, and
- considered offensive, disturbing or harmful to those exposed.

As community standards can be expected to change over time, it is important to undertake periodic research with the community to ensure that the system continues to align with prevailing views and standards.

The last time the Classification Branch was involved in community standards research relating to media content was 2011. This research, conducted by Urbis for the ALRC review, related only to restricted or banned media content. The most recent Commonwealth research on community attitudes toward media at various impact levels was the Community Standards research conducted by Galaxy Research in 2007 (published in 2008). This was a survey project which focused on the alignment of ratings decisions with the public’s views and explored the overall satisfaction of the Australian public with classification decisions.

Alignment with intended functions of the Classification Branch’s Research Program

The Classification Branch’s current research program is based on recommendation 9.4 of the ALRC report, which suggested that research should be conducted on areas including:

- community standards in relation to media content (a)
- content permitted in different classification categories (d)
- alignment of classification decisions with the views of the public (e).

This study relates most directly to (a). In relation to (d), it was considered preferable to focus on the age suitability of content rather than where content should fit within existing classification categories. In relation to (e), as a relatively low volume of complaints has been received over the intervening period since the most recent research on views of classification decisions was published, there does not appear to be a pressing need for research in this area.⁵

Policy context and issues identified in previous research program studies

In addition to the above, a number of issues were identified for exploration in previous research conducted for the program. These are described below.

Specific content

Previous research conducted by the Branch has shown that specific types of content are increasingly important to the general public⁶, including:

- suicide
- animal cruelty

⁵ Galaxy Research (2008) Classification Decisions and Community Standards 2007 Report <http://www.classification.gov.au/Public/Resources/Pages/Other%20Resources/Research-documents.aspx>.

⁶ Attorney General’s Department, Classification Branch (2015) *Classifiable Elements, Impact Descriptors and Consumer Advice: Research with the General Public*. <http://www.classification.gov.au/Public/Resources/Pages/Other%20Resources/Research-documents.aspx>.

- bullying
- horror
- death
- gambling
- smoking
- alcohol consumption.

While this material is currently dealt with under the classifiable element of themes, in some comparable jurisdictions, more specific guidance is given regarding its treatment in classification and consumer advice.

Research gauging the impact of this material was anticipated to provide further insight into how it might best be treated in an Australian context.

R 18+ rating for computer games

Since the R 18+ category for computer games was introduced in 2012 there has been no government research on community responses to games with this classification. It was therefore timely to explore the responses of the general public specifically to material from such games. As the Australian community continues to more broadly adopt computer games as a pastime, it is also valuable to explore general responses to content commonly found in this medium.

Lower level/children's material

Previous research conducted by the Branch has suggested that there is support in the community for more detailed age recommendations being applied to lower level (including children's) content.⁷ Therefore this research also explores content at lower levels to gauge which age groups community members believe should be exposed to the material and whether there was significant demand for more guidance in this area.

⁷ Attorney General's Department, Classification Branch (2015) *Classification Ratings: Research with the General Public*.
<http://www.classification.gov.au/Public/Resources/Pages/Other%20Resources/Research-documents.aspx>.

4. Objectives

The study aimed to investigate community standards (that is values, responses and attitudes) in relation to the content of films and computer games.

The key questions the study aimed to answer include:

- What is acceptable for children and young people be exposed to?
- What is considered offensive, disturbing or potentially harmful to those exposed?
- What differentiates material with different levels of impact and suited to different audiences?
- How does this compare with the assumptions on which the current classification process and instruments (e.g. the guidelines) are based?

These broad questions were broken down into detailed questions which were considered in the research, such as:

- How does particular content make people feel?
- Why do people respond to material in a particular way? What factors affect the impact of material? What would alter the impact?
- How do impact levels compare across various content types, and across similar content in different contexts? What factors differentiate the impact of content?
- What sort of content should be recommended or acceptable viewing for people in particular age groups? What are the factors influencing age suitability of material?
- What are the most appropriate age thresholds? How do they compare with those on which current guidelines are based?
- Should certain content be banned? Why/why not?
- What is the impact of playing games compared to the impact of watching games? Should similar material in film and games be rated differently? Why?
- How do community members view the content permissible in R 18+ games?
- How do community members respond to, and what is their level of concern about, specific content, such as:
 - suicide
 - animal cruelty
 - bullying
 - horror
 - death
 - gambling
 - smoking
 - alcohol consumption.

5. Methodology

Fieldwork

The fieldwork for the study consisted of the following broad components:

- Research was conducted in three locations: Sydney, Darwin and Launceston.
- At each location, a panel of 19–21 community members representing a broad cross section of the Australian public aged 16–55 were recruited, using professional recruiters.⁸
- At each location, the following occurred over three consecutive days:
 1. The panel was briefed on the aims of the research and their part in it, the nature of the material to be shown and played and informed about coping strategies and duty of care provisions should they feel distressed by any of the material.⁹
 2. The panel was shown excerpts of films and games covering particular classifiable elements at various levels of (understood) impact.¹⁰ Each clip was given a brief introduction to explain its context within the film or game as a whole.
 3. The panel was shown how, and paired up to play, two console games for 20–30 minutes. In Darwin, three apps were also demonstrated to participants.
 4. After exposure to each piece of stimulus, the panel was given a few minutes to individually complete four questions on personal impact, age suitability and most impactful aspects of the material.
 5. After each cluster of like material was covered, the panel was divided into two groups for facilitated discussion and small group activities.
 6. At the close of the three day process, participants were given the opportunity to provide feedback on the research process and raise any additional issues not covered in discussion.
 7. Participants were given refreshments and regular breaks, and after the final session, reimbursed for their time and expenses.

⁸ See [Appendix B](#): Recruitment Screener.

⁹ Participants were told that they could leave the viewing area if they were finding particular material too disturbing, or simply avert their eyes, but were reminded that each clip was only up to 2 minutes long. They were also informed about the availability of anonymous telephone counselling with brochures left on display for them to take if needed.

¹⁰ Where large volumes of children's content were included this was clustered together, either at the beginning of a session covering the relevant content type (as in Launceston) or in its own session (as in Darwin). This combined approach was intended to facilitate detailed comparison of like content but also ensure the impact of children's material could be considered in the context of a broader spectrum of content.

The structure of the sessions is summarised in the table below.

Table 5: Summary of research panel format.

Session	Time	Details
Session 1: Friday	6.00pm–9.30pm	Briefing 2 x film extracts (30 minutes each) 2 x focus group discussion
Session 2: Saturday	10.00am–2.00pm	Briefing 2–4 x film extracts (20–45 minutes each) 2–4 x focus group discussion
Session 3: Sunday	10.00am–2.30pm	Briefing 2–4 sessions involving: viewing game extracts; playing two games, focus group discussion x 2–4 Debrief, questions, comments

Timing

The project was conducted over the period of February–June 2015, with panels taking place on the following dates:

- Sydney—27–29 March
- Launceston—17–19 April
- Darwin—8–10 May.

Data collection

During briefing, participants were instructed about the aims of the research and how to complete response sheets for each clip. Participants were not told the classification of the titles from which the stimulus was taken, nor were they given any information on the classification process.

Participants were given a questionnaire to complete and answered questions on their initial responses to each item shown, including their views on suitable audiences and the most impactful aspects of each clip.

The weekend was split into several sessions during which clusters of like content were shown and played. At the end of each session, panels were split into two groups for facilitated discussion and small group activities. These explored in depth how respondents compared the relative impact and age suitability of various stimuli within each content type (e.g. what separated mildly violent computer games from moderately violent computer games) as well as general views on related content.¹¹

¹¹ See [Appendix C](#) for response sheets and D for sample discussion guides.

Rationale

The methodology used for this study was based on earlier research including the Community Assessment Panels methodology used by Urbis in 2004 and research on community attitudes to higher level media content for the ALRC review¹².

The methodology developed for this project had several advantages, including that it:

- provided an opportunity for in-depth exploration of people's specific concerns regarding content and the ability to assess which concerns are most commonly held
- provided concrete data on community members' views as to impact levels and viewing ages, as well as detailed qualitative data exploring the values and standards behind these responses
- allowed exploration of specific issues relevant to classification policy as well as broad community standards relating to film and computer games
- allowed participants to experience stimulus and give an immediate response to what they had just been exposed to
- eliminated other factors that might influence responses by having panels of participants view the same material at the same time
- incorporated actual game play as well as viewing of a variety of game material, providing a more naturalistic experience and enabling exploration of the effect of interactivity
- included people of various ages and household types, socioeconomic and cultural backgrounds and varying levels of computer gaming proficiency and media usage habits, closely aligned to the demographic profile of the Australian public, residing in three distinct locations.

Selection of material

At each location, 1–2 minute extracts from between 40 and 60 films and games were shown, and two console games were played (a total of six throughout the project).

The material selected came from both well-known and less familiar titles, most of which were released in the past 10 years. It contained a variety of classifiable elements in various contexts and at various levels of impact (as determined during classification).

Given the amount of variation in content and material available for review, there was a need to limit the stimulus and discussion to what was most relevant to current policy issues and what would complement other recent research. As research had been conducted in 2011 on high level (R 18+ and RC) material, the focus of the film content was on MA 15+ and lower rated material. However several R 18+ rated computer game titles and a small number of RC computer games were included in order to explore responses to the relatively new R 18+ category for this platform.

In Sydney and Darwin, where respondents were 18 years and over, the material covered was predominantly MA 15+ and higher rated material, including a small amount of R 18+ and RC games material. In Launceston, where some respondents were aged 16 and 17, there was a greater focus on G, PG and M material with some MA 15+ material.¹³

¹² Urbis (2011) *Community Attitudes to Higher Level Media Content*. Commissioned by the Australian Law Reform Commission.

http://www.alrc.gov.au/sites/default/files/pdfs/publications/alrc_report_urbis_final_9_december_2.pdf.

¹³ See [Appendix A](#): Matrices of stimulus.

Game play

To facilitate responses based on the ‘real’ experience of gameplay, participants were placed into pairs to play two games. Games were played on consoles.

The least experienced players were paired with more experienced players, so that all could experience (either directly or via their gaming partner) a close range or first-hand gaming experience. Ultimately, all participants engaged in game play.

In selecting games to be played, criteria included:

- potential differential impact of playing the game compared to watching a clip of the game
- ease of play
- variety of content regarding classification rating, setting, perspective (i.e. first or third person), graphics, style of action/combat and presence of factors which might magnify or mitigate the level of impact of the material
- accurate reflection of what is available on the games market.

It was decided that G rated games would not satisfy the first criterion and so these were not selected for play, but were featured in game clips.

In order to select games for inclusion in the research, a thorough review of console games was conducted, utilising Classification Board reports, viewing extracts and observing live play of selected titles. This process confirmed that a high proportion of console games classified above G involve fighting. Reflecting this, and in order to satisfy the first criterion (that is, exploring specifically the impact of playing the game), the six games chosen all featured violent game play.

Analysis

At the conclusion of the fieldwork, the data was analysed to map out community standards in relation to media content. Analysis included the following:

- Responses relating to age suitability and impact were collated, where possible predominant responses/age groupings were established.
- The qualitative data generated in the focus groups and via open ended responses in response sheets—on why people gave certain responses, what was of concern, most impactful and why—was analysed to draw conclusions about the specific contextual factors and details which influence responses to material. The analysis looked at what separates content relating to each classifiable element at various levels and age categories.
- As the minimum recommended age could be recorded as either a multiple choice (based on age suitability groupings that correspond to current ratings) or an open ended response, there was an opportunity to explore the level of demand for age categories to be revised.
- Findings relating to specific content currently classified under the element of themes were also analysed, to draw further conclusions on the impact and age suitability of these elements—even when given ‘mild’ treatment—and to ascertain whether more guidance should be given on these topics in the guidelines or consumer information.
- Finally other areas of concern identified during discussions were included in the analysis.¹⁴

¹⁴ See [Appendix E](#): Responses by clip with descriptions of stimulus—detailed.

A note on measures and terminology used in this study

During the study, investigation focussed primarily on:

- the degree and type of impact that material had on participants themselves
- aspects of the material that were most impactful for participants
- perceptions regarding the age suitability of the material, and factors which influenced these.

In classification, an ‘impact scale’ is used to measure and differentiate the content of films and computer games. The impact level attributed to content in a film or computer game is intended to be an objective measure, based on how a ‘reasonable adult’ would judge the material, and classifiers undergo rigorous training in order to make such judgements.

In this research, the aim was to investigate community members’ standards with regard to media content, including the specific aspects people found particularly confronting or disturbing, and people’s views as to the age suitability of various types of content. However, it was not intended that community members classify material.

Therefore, people were asked about the impact material had on *them personally*. Responses from this question, in combination with data on content mentioned by participants as being most impactful, is useful in both assessing the relative impact of different kinds of material and especially in identifying the type of content that is *most disturbing and shocking to people*.

In addition, participants were asked about the age suitability of the stimuli, as it allowed us to identify *the sort of content considered suitable for various audiences*, and assist in distinguishing the overall ‘levels’ of content *across the spectrum* from ‘material for everyone’ through to ‘material for no-one’.

Responses regarding the level of personal impact did not always correlate with considerations regarding age suitability. For example, some material was considered to have moderate or lesser impact on participants themselves but the content was considered unsuited to young viewers.

Thus the stratification of content presented in this report is based *both* on perceptions of age suitability, and on level of personal impact attributed to content.¹⁵

Kinds of personal impact

Several kinds of personal impact were attributed to the various stimuli including anger, disgust, disturbance, apprehension, shock, pathos, happiness, excitement and amusement.

However, in alignment with the principles underpinning classification in Australia, which centre on protecting minors from harmful material and informing adults about potentially offensive material, this study focusses on the extent to which content elicited these particular responses or concerns, and the factors which influenced the degree of offence or concern.

¹⁵ Very few people categorised content as ‘very high’ in impact.

Supplementary research: Community standards and media content, national survey

In June 2016, a representative online survey of 2,021 Australians aged 18–75 was conducted to augment the data gathered in the 2015 qualitative research that is documented in this report.

The survey focussed on:

- perceived suitable audiences for specific, commonly occurring content based on the classifiable elements of violence, drug use and references, sex, nudity coarse language and themes
- attitudes and preferred classification responses to concerns raised in the qualitative research about gambling in computer games, and content relating to discrimination, horror and scary scenes, as well as violence in computer games and children’s films.

To enable comparison with the 2015 qualitative research and with current classification guidelines and practice, respondents were asked to categorise written descriptions of commonly occurring content (for example, ‘passionate kissing between fully clothed adults’) using the following audience categories based on, but not labelled as, existing categories used by the Classification Board:

- All ages
- All ages with parental guidance
- Not recommended for persons under 15
- Restricted to persons aged 15+ unless accompanied by an adult
- Restricted to adults 18+
- Should not be available to the public.

In addition, questions relating to gambling in computer games and views on other specific issues raised in the qualitative research were included in order to gauge how widely held and how deep these concerns are in the community.

In relation to age suitability of content, there were some minor differences between qualitative participants and survey respondents as to specific audience categories applied in some instances (in particular, survey respondents were more likely than qualitative participants to allocate certain high level content to the *should not be available to the public* category). It is likely that the slightly more conservative response patterns for the survey are a result of a) the nature of the stimulus—survey respondents applied audience categories to simple descriptions of content, as opposed to actual extracts of film and games which may have elicited a more nuanced response—and b) the capacity of a large online survey to capture a broad range of views (including the most conservative). Despite these differences, for the most part the prevailing responses regarding audience categories were the same.

The way survey respondents ranked content from most to least suitable for children was consistent with the findings of the 2015 qualitative research which forms the basis of this report. For example, among examples of violent content, the content deemed least suited for younger audiences in both studies (by being categorised *restricted to persons aged 15+ unless accompanied by an adult*, or higher) included sexual violence, violence with blood and gore, and violence against a woman who is defenceless. Conversely, content such as fist fighting without blood or wound detail was considered less impactful and less deserving of restriction (often being categorised as *not recommended for persons under 15*).

The report on the 2016 survey, which contains a detailed comparison of results between the two studies, can be found in [Appendix F](#).

The conclusions of the survey findings are consistent with those of the 2015 research, including the existence of:

- widespread community concern about gambling in computer games, depictions of discriminatory language and behaviour, scary content in material for children, horror and violence, particularly against women
- more conservative views in relation to the treatment of content in computer games relative to comparable content in film.

Structure of this report

The main body of this report (pages 34 to 90) contains the findings, conclusions and implications of the large qualitative study on Community Standards conducted by the Classification Branch in 2015.

Reflecting the guidelines used by classifiers, the findings presented in the following five sections (pages 34 to 78) are organised by content type, based on the classifiable elements of violence, drug use, sex, nudity, language and themes. In the subsequent section (page 79), responses to gambling in apps and games are discussed.

For each content type, there is a discussion of the factors that influenced the degree of impact attributed to material containing that content. Note that in discussing individual clips, regardless of the prevailing age categorisation of the material, factors reported to both mitigate and heighten impact are shown, and general conclusions are drawn based on these.

Responses to content found in films and computer games are also compared.

The Other Issues section (page 81) discusses other concerns raised by participants in relation to media content and classification information.

To follow, there is a Summary of Findings (pages 83 to 88). Finally, in the Implications section (pages 89 to 90) there is a brief comparison of the findings with the assumptions underpinning the current guidelines, and where appropriate, suggestions are made as to implications for the guidelines, classification categories and consumer advice.

As noted earlier, results of a supplementary quantitative study (survey) conducted in June 2016 are attached to the main report in [Appendix F](#).

6. Violence

Overall view of violence in film and computer games

In comparison to other elements, violence (along with drug use and sex) was considered one of the more concerning content types.

Those most inclined to express concern about violence in media as a ‘front of mind’ issue were older participants (over 45) and some parents of young children. The latter group were most concerned about the presentation of violence in films and computer games aimed at young audiences. Interestingly, both demographics were mainly concerned about violent content being imitated. Parents held concerns about impacts on children’s behaviour and older participants were concerned that violence in media could impact the behaviour of adolescents and young adults.

Factors influencing the impact of violence in films

Figure 1 below presents the prevailing responses with regards to age suitability of the clips shown. Full descriptions of the content of all clips can be found in [Appendix E](#). The following pages summarise the factors reported to influence the impact of these clips. The main factors that influenced the impact of film violence are then discussed.

Figure 1: Relative age suitability of violent film clips.

ALL AGES	PARENTAL GUIDANCE	RECOMMENDED 15+ ONLY	RESTRICTED TO 15+	RESTRICTED TO 18+
Penguins of Madagascar (V, T)*	Percy Jackson Sea of Monsters (V)	Divergent (V)	Safe Haven (V, T)	The Take (V, T)
	Ben 10 (V, T)	Divergent (V, T)	Kidulthood (T, V)	Rome (V)
	Super Hero Squad (V, T)	The Assassins (V)		Taken 3 (V)
	Power Rangers (V)	Sky Fall (V)		
	SpongeBob SquarePants (V)		Crank 2 (V)	
	Enders Game (V,T)			
		Essex Boys** (V, L)		Essex Boys** (V,L)

*First initial of content type/s found in each clip. V= violence, T= themes, L= language. S= sex/sex references, N= nudity, D= drugs/drug references. ** Responses regarding age suitability were split in relation to this clip.

Factors influencing impact by clip

Note: the factors described below and in the other chapters are derived from both response sheets and comments during group discussions.

The Penguins of Madagascar

Concerning or heightening factors: scary dog; frenetic action (potentially frightening to young children); machine gun reference (the latter was only noticed by a few participants and many thought this would not be noticed by small children).

Mitigating factors: cartoon format; humour; penguins working together and thus, demonstrating positive behaviour.

SpongeBob SquarePants

Concerning or heightening factors: some parents were concerned about the duration and force of the beating and SpongeBob's cries for mercy being ignored by Patrick.

Mitigating factors: cartoon format; fantasy characters and setting; humour; slapstick/stylised violence with no injury detail shown; the fact that Patrick was beating SpongeBob due to mistaken identity; SpongeBob being disguised as a hamburger (i.e. an inanimate object).

Power Rangers

Concerning or heightening factors: continuous violence; more realistic live action format; potential for imitation, especially as the violence was depicted as having no consequences (a concern held largely by parents).

Mitigating factors: although it was in live action format, the characters were all dressed in heavily stylised costumes and the monsters looked 'fake'; no injury detail or suffering was shown and there was continuous humorous banter throughout.

Super Hero Squad

Concerning or heightening factors: villains attacking a female character; helplessness of the female character.

Mitigating factors: cartoon format; lack of injury detail; inclusion of familiar super hero characters; good versus evil, justifying violence to an extent.

Ben 10

Concerning or heightening factors: when Ben turns back into a human boy after being thrown to the ground he seemed more vulnerable.

Mitigating factors: cartoon format; lack of injury detail; non-human characters; fantasy setting.

Percy Jackson Sea of Monsters

Concerning or heightening factors: live action style and realistic setting made it seem less suited to young children; continuous nature of violence; use of weapons (batons) by adolescent characters.

Mitigating factors: stylised, choreographed action; humour; lack of injury detail or suffering; good versus evil theme.

Enders Game

Concerning or heightening factors: live action style; the main character (a child) using a weapon and force to defend himself; the main character kicking one of his assailants who is on the ground; the boy (again, a child) lying in broken glass; apprehension in the early stages of the clip about what was in store for the young boy at the hands of the gang; shock that the smaller boy was able to overcome his opponents and demonstrate such brutality.

Mitigating factors: relief that the main character manages to defend himself; the justifiable (to some) nature of the violence; lack of injury detail.

Skyfall

Concerning or heightening factors: mass shooting in a courtroom.

Mitigating factors: lack of injury detail; familiarity and predictability of a well-known action franchise (James Bond); stylised action.

The Assassins

Concerning or heightening factors: slow motion blood splatter (although wound detail was not shown).

Mitigating factors: historical setting; 'foreign' setting (Ancient China); context of battle; characters in full armour so they were anonymous; facial expressions depicting suffering could not be seen.

Divergent (1—fight)

Concerning or heightening factors: although they are combatants, the male/female dynamic was challenging and unsettling to most; the defeat of the female character by the male character, and his kicking of her while she was on the ground, increased participant discomfort with this dynamic.

Mitigating factors: very little injury detail shown; the two characters were combatants and there to fight, as opposed to one being attacked by the other.

Divergent (2—guns/mother)

Concerning or heightening factors: the young heroine shooting and killing another young person and then watching her mother die were considered more impactful for their emotional and thematic dimensions, whereas the violence was considered relatively mild in presentation.

Mitigating factors: absence of blood or injury detail for most of the clip; the futuristic setting.

Safe Haven

Concerning or heightening factors: male-on-female violence; the 'social issue' (theme) of domestic violence; the setting of violence in a familiar place (a home); the sudden escalation of the violence; the woman using a knife to defend herself.

Mitigating factors: the woman fighting back; relative lack of injury detail.

Kidulthood (1—Bullying)

Concerning or heightening factors: the social issue (theme) being depicted (bullying); youth of the characters involved; the unfairness of the girl being attacked by a group; the brutality and relentless nature of the attack (she is punched and slapped in the face repeatedly); the explicit nature of the violence (including a loud sound of a fist hitting the girl's face); the inclusion of injury detail; and the contempt and verbal humiliation the girl endures.

Mitigating factors: none mentioned.

Crank 2

Concerning or heightening factors: blood and gore including intestines protruding from a gunshot wound; rapid pace of action; blood splatter; close up camera angles.

Mitigating factors: rapid cuts obscure the gore to an extent; fast paced music and banter by the main character at the end of the clip add an element of humour.

Essex Boys

Note—this clip was contentious in that responses were split between it being recommendable to audiences 15 years and over, and restricted to audiences 18 and over.

Concerning or heightening factors: the unexpected nature of the shooting; the unfairness of shooting someone in the back; kicking the corpse after death; aggressive use of the word ‘cunt’, indicating the contempt the shooter had for his victim (note that participants found that the two elements of violence and language heightened each other in this clip).

Mitigating factors: none mentioned

Taken 3

Concerning or heightening factors: the clip was generally considered to be a fairly predictable piece of action content until the final moments when the antagonist puts the hero’s gun in his mouth and shoots himself, causing a spray of blood and gore out of the back of his head. Other impactful elements were copious amounts of broken glass and the setting of the action in a familiar place (a shop).

Mitigating factors: apart from the final content above, the scene involved fast paced editing, was highly choreographed and had mild injury detail.

Rome

Concerning or heightening factors: the strong impact of the clip was attributed largely to the explicit acts of violence and high levels of blood and gore, including beheading and dismemberment.

Mitigating factors: a few mentioned the historical setting and the expectation of violence due to the gladiatorial theme.

The Take

Concerning or heightening factors: this was one of the most impactful if not *the* most impactful piece of stimulus shown, mainly due to the violence being sexual, but also due to the intimidation of the woman prior the rape, her obvious terror and helplessness, her being attacked at home and the explicit presentation of the rape itself, including the woman’s facial expression during the attack.

Mitigating factors: none mentioned.

Summary of influences on impact of violence in film

Adult and young adult material

Concerning or heightening factors: blood and gore; suffering; familiar setting; emotional engagement/pathos and/or upsetting social topic; male-on-female violence; sexual violence; victim aggressor dynamic; multiple assailants against one victim; helpless victim; sudden or unexpected

escalation of violence; brutality and contempt; lengthy or relentless attack; violence involving young characters as either victims or perpetrators.

Mitigating factors: removed setting (e.g. fantasy, historic period); lack of injury detail or suffering; humour; choreographed rather than realistic action; use of rapid editing to obscure action and injury detail; predictability.

Children's material

Concerning or heightening factors: live action with realistic looking characters; use of weapons; unfair fights (e.g. several assailants against one person; kicking someone on the ground); violence against, or by, a child character.

Mitigating factors: cartoon format; fantasy setting and characters; humour; lack of injury detail or suffering; good versus evil; heroic intent.

Suitable for older children and young teens: for this group, live action violence was acceptable if it was stylised, lacked injury detail and involved good triumphing over evil.

Suitable for all ages: the range of violent material for all ages was limited and contentious due to concerns about imitability. Content suggested included slapstick cartoons with humour and no injury or suffering, no use of weapons by child characters, good triumphing over evil or 'silly' violence without malice (e.g. SpongeBob).

Alternative age ranges

Alternative age recommendations (outside the existing age categories) were most frequently made for the following clips:

- Percy Jackson Sea of Monsters: 7+, 8+, 12+, 13+
- Ben 10: 6+, 8+, 10+
- Super Hero Squad: 5+, 8+, 10+
- SpongeBob SquarePants: 5+, 10+.

Factors influencing the impact of violence in computer games

Figure 2 below presents the prevailing responses on age suitability of the violent game material. Full descriptions of the material are in [Appendix E](#). The following pages discuss drivers of impact.

Figure 2: Relative age suitability of violent computer game content.

ALL AGES	PARENTAL GUIDANCE	RECOMMENDED 15+ ONLY	RESTRICTED TO 15+	RESTRICTED TO 18+
Lego Marvel Superheroes (V)*	Code of Princess (V) Rollers of the Realm (V) Lara Croft Temple of Osiris (V) (Gameplay)	Call of Juarez (V) Heavy Fire Shattered Spear Orc Attack: Flatulent Rebellion NHL 15 (V) WWE2K15 (V) (Gameplay) Assassins Creed (V) (Gameplay)		Grand Theft Auto 5-killing a prostitute (V) The Last of Us (V) South Park: The Stick of Truth (V) Dying Light (V) (Gameplay) Grand Theft Auto 5- mission (V) (Gameplay)
Kokuga (V) Super Smash Brothers (V)		Hotline Miami 2: Wrong Number** (V)	Far Cry 4 (V) (Gameplay)	Hotline Miami 2: Wrong Number** (V)
			Call of Duty Ghosts (V) Saints Row (V)	

*First initial of content type/s found in each clip. V= violence, T= themes, L= language. S= sex/sex references, N= nudity, D= drugs/drug references. ** Responses regarding age suitability were split in relation to this clip.

Factors influencing impact by game clip (or play session)

Lego Marvel Superheroes

Concerning or heightening factors: some expressed concern over the use of guns in a children’s game.

Mitigating factors: characters were fantasy figures; they looked and moved exactly like familiar Lego characters and most importantly behaved like Lego when they received a hit (falling apart into Lego pieces) therefore avoiding any injury detail and creating a humorous, rather than disturbing impact.

Kokuga

Concerning or heightening factors: none mentioned.

Mitigating factors: the object of the game was to fire at and hit an inanimate target; the graphics were simple and the setting (outer space) was removed from reality.

Super Smash Bros

Concerning or heightening factors: none mentioned.

Mitigating factors: cartoon-like animation; cute characters; characters jumping around to avoid being hit; emphasis on skill rather than destruction.

Rollers of the Realm

Concerning or heightening factors: the phrase 'go hang yourself' was considered unsuitable for a children's game.

Mitigating factors: pinball-style and action of game; stylised; unthreatening-looking characters.

Code of Princess

Concerning or heightening factors: frequency of violence; skimpy clothing of the princess (the perceived sexualisation of the character was of greater impact than the depiction of violence).

Mitigating factors: cartoon style graphics; violence lacked detail.

Lara Croft: Tempe of Osiris (gameplay)

Concerning or heightening factors: none mentioned.

Mitigating factors: third person, elevated perspective; basic 'older style' graphics; focus on puzzle solving gameplay.

Call of Juarez

Concerning or heightening factors: the object of the game was shooting and killing people, with rewards for shooting opponents in the head; first person, close up perspective; blood splatter; loud sound effects.

Mitigating factors: arcade style graphics; 'western gunslinger' theme; 'corny' amusing style of narration; repetitiveness of the material.

Heavy Fire Shattered Spear

Concerning or heightening factors: frequency of shootings and apparent killing; realistic graphics; first-person perspective.

Mitigating factors: lack of blood and wound detail.

Orc Attack: Flatulent Rebellion

Concerning or heightening factors: blood splatter; hacking with weapons.

Mitigating factors: unthreatening, humorous, cartoon style characters; fantasy setting; flatulence sound effects.

NHL 15

Concerning or heightening factors: the presence of violence in a sporting game was considered in poor taste by many participants.

Mitigating factors: some found the fighting and commentary humorous.

WWE2K15 (Gameplay)

Concerning or heightening factors: brutal moves; relentless attacks; realistic sounds of impact; pointlessness of the violence; violence for its own sake; potential for this style of violence to be imitated by children.

Mitigating factors: unrealistic; staged violence; lack of blood and detail of injury; humour.

Assassins Creed (Gameplay)

Concerning or heightening factors: high quality graphics; blood splatter; putting swords through bodies; killing being an object of the game.

Mitigating factors: medieval setting; quest aspect of the game; being absorbed by problem solving.

Hotline Miami 2: Wrong Number

Note: This clip was contentious in that even numbers of participants considered it recommendable to audiences aged 15 and over and worthy of restriction to those aged 18 and over.

Concerning or heightening factors: depiction of sexual violence (where this was recognised); blood splatter; some interpreted the action as necrophilia.

Mitigating factors: heavily pixelated, arcade style graphics and aerial viewpoint; implied rather than explicit nature of sexual violence.

Far Cry 4 (Gameplay)

Concerning or heightening factors: high quality graphics; the ability to kill innocent people in the game; background details including people on fire.

Mitigating factors: focus on quest objectives of the game.

Call of Duty Ghosts

Concerning or heightening factors: the emotional and psychological impact due to the son being forced to watch and participate in his father's murder; the victims being restrained and brutally beaten; the protracted nature of the violence; the first person perspective; the blood splatter; and the use of abusive dialogue and strong language.

Mitigating factors: none mentioned.

Saints Row

Concerning or heightening factors: some found the material mildly offensive due to the anal probe weapon.

Mitigating factors: the ridiculousness of the weapon and the action of sending people flying into the air.

Grand Theft Auto 5 (1—Gameplay)¹⁶

Concerning or heightening factors: realistic graphics; assuming the character of a criminal; reckless disregard for bystanders; language (especially racist language).

Mitigating factors: participants being absorbed in gameplay and finding it entertaining and amusing; the over the top action and heightened excitement distracted from the seriousness of the violence.

South Park: The Stick of Truth

Concerning or heightening factors: implied forced anal penetration.

Mitigating factors: humour; familiarity with this type of content (including anal probes and over the top violence) being in the South Park 'universe' mitigated its shock value to an extent; characters didn't appear to be suffering.

Dying Light (Gameplay)

Concerning or heightening factors: realistic bludgeoning including sounds of impact; blood and gore; first person perspective; horror.

Mitigating factors: none mentioned.

The Last of Us

Concerning or heightening factors: explicitness of the violence, including cutting of the zombie's throat; pathos for the main characters who were revealed to have been bitten at the end of the clip; youth of one of the characters.

Mitigating factors: none mentioned.

Grand Theft Auto 5 (2—killing of a prostitute)

Concerning or heightening factors: this was one of the more impactful game clips due to the method of violence (repeatedly running over the prostitute); the lack of justification and innocence of the victim; the fact that it was violence against a woman; and the context (after sexual contact).

Mitigating factors: a few people said that the animated presentation of the material made it less offensive.

Summary of influences on impact of violence in computer games

Young adult material

Concerning or heightening factors: explicit blade or bludgeoning violence (showing connection with the target); blood spatter and gore; sounds of impact; horror; bystander violence and ability to kill innocent people; protracted violence; contempt or brutality towards victims; emotional involvement with characters; killing as an objective; violence for its own sake; first person perspective.

Mitigating factors: lack of injury detail; lack of suffering; inanimate target; monster or 'evil' target; non-life-like and arcade-style graphics (e.g. pixels, stilted movement, cartoon style animation); non-threatening characters; focus on problem solving or skill objectives in gameplay; removed setting; third person and/or elevated perspective; humour; absurdity.

¹⁶ Note that participants viewed clips, but did not play, content from Grand Theft Auto 5 featuring both sex with a prostitute and killing of the prostitute by running her over.

Violence featured in sports based games was considered unnecessary and in poor taste as it condoned violence in sport and could encourage poor sportsmanship.

Children's material

Concerning or heightening factors: use of guns.

Mitigating factors: cartoon format; inanimate targets; unthreatening characters; fantasy characters; humour; complete absence of injury detail.

Suitable for older children and young teens: all three titles (*Code of Princess*, *Rollers of the Realm* and *Lara Croft Temple of Osiris*) were considered suited to *all ages with parental guidance*. They featured low level violence but had mild depictions of injury detail and incorporated other content not suited to young children (e.g. revealing clothing on the main character in *Code of Princess*, the phrase 'go hang yourself' in *Rollers of the Realm*).

Suitable for all ages: only one game with violence, *Lego Marvel Superheroes*, was considered suited to all ages by a substantial portion of participants. However, participants were split between *all ages* and *all ages with parental guidance* as to the age suitability of *Kokuga* and *Super Smash Bros*. All three clips lack injury detail, contain non-life like characters or an inanimate target and two were considered 'cute' and humorous.

Alternative age ranges

Alternative ages were most frequently suggested for the following game material:

- Code of Princess: 8+
- Call of Jurarez: 10+,13+,16+
- Heavy Fire Shattered Spear: 10+
- Orc Attack: Flatulent Rebellion: 10+
- WWE2K15: 13+
- Call of Duty Ghosts: 16+, 17+.

Discussion

The results indicate that many of the same factors influence responses to violence in films and computer games, with the most impactful stimulus including:

- violence that is sexual in nature
- if the victim (or the target) is a woman or a helpless individual
- blood, gore and injury detail
- explicit blows and sound effects
- if the attack is unjustified (e.g. the victim is 'innocent')
- brutality and contempt for the victim
- emotional engagement/pathos and/or upsetting social topic
- a lengthy or relentless attack
- live action (or in games, realistic graphics)
- a familiar or realistic setting.

Additional heightening factors that apply to computer games include: the ability to kill innocent people; killing as an objective; violence for its own sake; first person perspective; high quality graphics and when the target is a human or other living creature.

Conversely, some mitigating factors are common to both platforms, including:

- lack of injury detail or suffering
- humour
- non-realistic, stylised graphics/animation
- less relatable setting.

Additional factors affecting films include the ability to edit for effect (in particular the use of quick cuts to minimise the impact of disturbing material) and the ability to build emotional engagement with characters.

Additional factors relevant to games included the use of first person perspective, and in particular, interactivity.

These factors are discussed in detail below.

Explicitness of violence and its results

One of the more powerful determinants of impact in relation to violence was explicitness, not only in the depiction of violent acts themselves, but also the extent to which the impact on victims was shown.

Violent material considered to be most impactful included explicit depictions of beheading and dismemberment, and copious blood and gore featured in a clip from the series *Rome*, and the final moments of a clip from the film *Taken 3*, where a character shoots himself in the mouth, and blood and gore are shown flying out of the back of his head. Conversely, material considered more moderate or mild in impact lacked injury detail (e.g. clips from *Sky Fall*, and *Divergent*).

Details such as facial expressions of suffering also contribute to impact. It was noted, for example, that clips such as *Taken 3* (as above) and *The Take*, feature close ups on the face, whereas in a clip for *The Assassins*, featuring combatants in full armour with faces covered, the impact of the violence on the fallen soldiers seemed less realistic.

Where the impact of violence on victims is unrealistic, this also mitigates impact. For example, while playing a *Grand Theft Auto 5* mission,¹⁷ participants noted that when they ran pedestrians over, their bodies did not look real, and some victims were observed to get up and run away after being run over, which lessened the impact of this content.

'I ran over about 20 people and there was lots of blood but it felt good, not real.'

Where a clip contained continuous violence this could either magnify impact (as some said in response to a physical bullying scene from the film *Kidulthood*) or lessen it, as people became desensitised. Showing violence in slow motion also tended to heighten impact (as mentioned in relation to *The Assassins*).

Realism of visual presentation

Generally the more lifelike the presentation of violence was, the harder it was for participants to dissociate themselves from it. Violence depicted in a live action format was almost always perceived as more impactful than violence in an animated format.

¹⁷ The mission was called *Franklin and Lamar*.

Partly as a result of this difference, film violence involving actors was generally perceived as more impactful than computer game violence (which is always rendered). In addition, computer game content that featured more lifelike presentation of characters was generally considered more impactful than more stylised animation.

This appears to be the case even for very strong content. For example, responses to a clip from *Hotline Miami 2: Wrong Number* (featuring rape and murder) indicated that the heavily pixelated style of animation both obscured the action (some in fact did not recognise what was happening) and made it feel more 'game-like', therefore making it less impactful than an extract from *Grand Theft Auto 5* featuring the murder of a prostitute, which featured more realistic graphics.

Perspective

The use of long shots in films such as *The Assassins* and aerial perspective in games such as *Lara Croft and the Temple of Osiris* was reported to mitigate the impact of the violence in this material, whereas close ups and a first person perspective, in games such as *Dying Light*, *Far Cry 4* and *Call of Duty Ghosts* heightened impact. It is noteworthy that during gameplay sessions, first person perspective was also noted to heighten impact.

'(Far Cry 4) is close up—total immersion... you are looking through their eyes so you connect with the character. It's exactly like what happens in war.'

Shock

Sudden or unexpected violence was more impactful than predictable violence. This was noted in relation to the sudden escalation into domestic violence contained in the film *Safe Haven* and the shooting in the back of a character in a clip from the film *Essex Boys*.

Action films tended to contain more predictable sequences of violence which were considered less impactful.

However, it was also noted that a build-up towards a violent act can create a sense of dread and anxiety (as reported in relation to a clip depicting a home invasion and rape in *The Take*, and a group of boys dragging a boy into an empty room in the film *Enders Game*).

Protagonist dynamic

The dynamic between characters emerged as one of the more important influences on the impact of violent material. Based on responses to content from the film *The Take*, sexual violence was a particularly impactful type of dynamic. In addition, violence perpetrated on a helpless victim was considered more impactful than between adversaries, especially when there were clear 'heroes' and 'villains'. Where the 'good' characters emerged victorious, the violence was considered less disturbing.

Put simply, some dynamics for violence were considered 'fair' and some were not, which influenced impact. The shooting of a character in the back in a clip from the film *Essex Boys* was thus considered more impactful than a boy defending himself from bullies in *Enders Game*, or the stabbing of an abusive husband depicted in *Safe Haven*.

Male-on-female violence was considered particularly unsettling in both film and games (*Safe Haven*, *Divergent*, *Grand Theft Auto 5*, *The Take*). Even where it occurred between combatants (as in *Divergent*), participants were uncomfortable. The latter clip was noted to be particularly impactful because the female character was defeated by her male opponent.

Target characteristics

A factor specific to gaming violence was the nature of the player's adversary or target in the game. Where the target was human, this tended to be more impactful than with targets such as zombies. The least impactful games featured inanimate or non-organic targets (e.g. *Kokuga*, *Lego Marvel Superheroes*).

Some characters in gaming (e.g. zombies, criminals) were considered more deserving of violence than others which affected impact to an extent.

It is noteworthy that the most impactful game material for participants was that taken from *Grand Theft Auto 5* involving the murder of a prostitute (by repeatedly driving over her). This violence was considered abhorrent and unjustified by almost all participants, including regular game players who described it as 'unnecessary'. Interestingly 'anonymous' bystander violence in the same game (perpetrated by participants themselves during gameplay) was not considered as impactful.

Emotional engagement and humour

Interestingly the most impactful game violence included two cut scenes where the emotional consequences of violence were quite prominent (*The Last of Us* and *Call of Duty: Ghosts*). Showing the distress of victims of violence in film also contributes significantly to the impact of violence, as discussed above.

Conversely, humour was noted to contain the impact of some violent material (but not necessarily affect its age suitability). This included banter from the main character in a gory shootout scene from *Crank 2*, and absurd humour featured in clips from the games *South Park: Stick of Truth* and *Saints Row* (both featuring depictions of forced anal penetration).

Relationship to game action: the effect of interactivity

The research involved participants both watching extracts of games and films, and playing games, which provided the opportunity to compare reactions to content in games (and films) being viewed with games being played.

A surprising finding was that interactivity appeared to *lessen* the impact of violence on participants. This was borne out in their comments on the personal impact of games they played, and in their feedback as to which stimulus (of all items they were exposed to) had been *most* impactful, which never included the items they played. In discussing with participants why this might be the case, several reasons were suggested:

- A sense of control over the action in games mitigated the impact of violence as opposed to film. *'You can't control what's happening in a film so you're more vulnerable to it'*
- Participants felt more comfortable with violence when they themselves were perpetrating it (or closely watching other participants do so) than when they saw it in a clip (be it from a film or game). *'You are more okay with violence if you are doing it than if you are watching'*
- Participants were focussed on the problem solving or skill objectives in gameplay, and were more likely to see violence as simply a means to an end. *'It's just a game'*
'Kill or be killed'
'When you watch a movie you take in all of the details. You have something else in mind when playing a game'

However, as shown in Figure 2 above, although interactivity lessened the impact of violence on participants themselves, it did not alter their views regarding age suitability of material.

‘Justified’ violence

Violence in pursuit of a broader goal, especially when fighting was combined with other skills such as problem solving, was often considered more acceptable than violence as an end in itself. For example mission-based play such as that in *Assassins Creed* or *Grand Theft Auto 5* was considered less concerning to some than the violence in the wrestling game *WWE2K15*, despite lack of fatalities in the latter game.

‘(Assassins Creed) is a very fast paced, thinking game; solving puzzles which was a lot of fun’

‘(WWE2K15) is really mindless violence for the sake of it’

Sporting violence in games was not considered ‘justified’, in fact it was arguably more concerning to parents as they disapproved of the association of sport with violence, and the tendency of violence in sport-based computer games to be presented in a positive light. In addition, this content was seen as more insidious and harder to protect kids from than that in more obviously violent games.

Media violence and behaviour

It was beyond the scope of this project to investigate questions relating to the impact of gaming violence on *behaviour*. However, participants shared their perceptions in relation to this issue.

Most parents felt that, as long as their children were engaging with age appropriate material, gaming violence and film violence were likely to have a similar degree of influence on children’s behaviour. In other words, their concerns were more about media violence in general than gaming violence specifically. Overall concerns about violent (child-targeted) media were reported by some, but not all, of the parents who took part in the research, usually from parents of pre-school and early primary school aged children.

However, while some parents were concerned about their children imitating violence in media, a more prevalent view was that they as parents were responsible for effectively educating their children about the unacceptability of violence in order to inoculate them from the influence of violent media, and that they were confident in their ability to do this.

In relation to the behaviour of adolescents and adults, the general principle expressed by the majority of participants was that most people can distinguish fantasy from reality and right from wrong enough for imitation not to be a major issue (people aged 45 and over were more likely to report concern about the influence of violence on behaviour than others).

7. Drugs

Overall views of drug use and references in film and computer games

Depictions and references to illicit drug use were considered among the more concerning types of content in film and computer games, particularly among older participants (45 plus) and parents. The main concern was that depictions of drugs could normalise or glamorise drug use.

However, as addressed in the Discussion section of this chapter, there appeared to be more widespread concern about the inclusion of drug related content in computer games than in films.

In contrast to illicit substances, the depiction of tobacco and alcohol use in media was not considered a major concern for most participants. It was noted that smoking was not as commonplace in films as it used to be, and was almost non-existent in media aimed at younger audiences. When smoking was featured in material aimed at mature and adult audiences, most people were unconcerned. Similarly, alcohol use was observed to occur almost exclusively in media aimed at adult and mature audiences and was not considered particularly impactful or concerning to many people.

Factors influencing the impact of drug depictions in film

Figure 3 below presents the prevailing responses on age suitability of the film material depicting or referring to drugs. Full descriptions of the clips can be found in [Appendix E](#). The following pages summarise the factors influencing the impact of each clip. The main factors influencing impact are then discussed.

Figure 3: relative age suitability of film content depicting drug use or references.

ALL AGES	PARENTAL GUIDANCE	RECOMMENDED 15+ ONLY	RESTRICTED TO 15+	RESTRICTED TO 18+
	Weeds (Smoking Drinking) (D)*	Ping Pong Summer (D, T) Sunshine Cleaning (D)	Varsity Blues (T, D)	Spiral (D) Flight (D, N, L)
		7 th Heaven (D)		
	Easy A** (T, D)	Easy A** (T, D)	Easy A** (T, D)	

*First initial of content type/s found in each clip. V= violence, T= themes, L= language. S= sex/sex references, N= nudity, D= drugs/drug references. ** Responses regarding age suitability were split in relation to this clip.

Factors influencing impact by clip

Weeds (Smoking, drinking)

Concerning or heightening factors: none mentioned.

Mitigating factors: smoking and drinking were being done by an adult in an appropriate place (a bar); alcohol consumption depicted was not excessive.

7th Heaven

Concerning or heightening factors: Young people taking drugs at school; the fact that it is a family show.

Mitigating factors: the boys were caught by the police and the police were not lenient in their response.

Easy A

Note—this clip was contentious in that responses on age suitability were split between *all ages with parental guidance, recommended 15 years and over* and *restricted 15 years and over*. It is important to note that this clip and the clip for *Varsity Blues* included thematic content (largely relating to underage drinking and sex) in addition to simply alcohol use. This contributed to considerations of age suitability. Other content in these clips is discussed under Themes in Chapter 7.

Concerning or heightening factors: slight concern was expressed by some about the depiction of underage drinking at the party and the inebriated state of the teenage girl.

Mitigating factors: Some participants found the clip humorous, and some found it typical of the ‘teen’ genre, therefore predictable rather than shocking.

Sunshine Cleaning

Concerning or heightening factors: some felt that because the main protagonist was the drug user that her (pro drugs) point of view was presented as ‘normal’.

Mitigating factors: the drug use was relatively discreet (it was suggested that the character could have been interpreted as smoking tobacco instead of cannabis); the scene focussed more attention on the conversation than the drug use; the drug being used was cannabis; the conversation, while containing drug references, included a point of view that was strongly against drugs.

Ping Pong Summer (Drugs)

Concerning or heightening factors: depiction of possible drug use by a child; the fact that the drug in question was cocaine.

Mitigating factors: it was uncertain whether the character was taking drugs or pretending to do so; the method of administration depicted (putting powder in a soft drink) was not confronting and was seen by some to reassuringly suggest naivety on the part of the girl.

Varsity Blues

Note—see *Easy A*.

Concerning or heightening factors: underage drinking; a shopkeeper encouraging underage drinking; general irresponsible behaviour associated with the drinking was mildly concerning or annoying to some participants, especially those who felt the behaviour was glorified.

Mitigating factors: some found the material humorous and satirical rather than glorifying the behaviour.

Flight

Concerning or heightening factors: snorting of cocaine; the sound of this occurring; the revelation that the character who has been taking drugs and drinking heavily is a pilot about to fly a plane. Some

considered the material to glorify drug use and recklessness. It is noteworthy that the cocaine use was considered far more impactful than the cannabis or alcohol use.

Mitigating factors: some considered the material darkly humorous rather than glorifying drug use.

Spiral

Concerning or heightening factors: detailed depiction of preparation and injection of heroin (including melting the heroin, applying a tourniquet and the needle going into the character's arm) which some considered to be instructive; the depiction of an overdose; the distress of the overdose victim's partner.

Mitigating factors: some noted that the clip showed a cautionary tale rather than glorifying drug use.

Summary of influences on impact of drug depictions in film

Adult and young adult material

Concerning or heightening factors: heroin and cocaine use (as opposed to cannabis); detailed depiction of preparation and administration of drugs; glorification of drugs; normalisation of drugs.

Mitigating factors: use of cannabis as opposed to heroin or cocaine; when the drug use is discreet (especially when it is not clear whether illicit drugs are in fact being used); when drug use is presented as having negative consequences.

Children's material

The only material considered suitable for children was the clip depicting tobacco smoking and drinking in a bar from *Weeds* which was thought suitable for all ages with parental guidance.

The only illicit drug material considered potentially suitable for older children and teens was the clip from *7th Heaven* featuring brief cannabis use (with no detail of preparation) and severe consequences (being caught in the act by police and arrested). As noted, prevailing views on the age suitability of this clip were split between *all ages with parental guidance* and *recommended 15 and over*.

Alternative age ranges

Few participants suggested alternative age ranges for the above material.

Factors influencing the impact of drug depictions in computer games

Figure 4 below presents prevailing responses on age suitability of the computer game material featuring drugs. Full descriptions of the clips can be found in [Appendix E](#). The main factors influencing the impact of this content are discussed in the following pages.

Figure 4: relative age suitability of computer game content depicting drug use or references.

ALL AGES	PARENTAL GUIDANCE	RECOMMENDED 15+ ONLY	RESTRICTED TO 15+	RESTRICTED TO 18+
		<div style="border: 1px solid blue; padding: 5px; text-align: center;">Saints Row IV* (D)**</div>		<div style="border: 1px solid gray; padding: 5px; text-align: center;">Saints Row IV* (D)</div>
		<div style="border: 1px solid red; padding: 5px; text-align: center;">Far Cry 3 (D)</div>	<div style="border: 1px solid red; padding: 5px; text-align: center;">Infamous: Second Son (D)</div>	<div style="border: 1px solid gray; padding: 5px; text-align: center;">Beyond: Two Souls (D)</div>

* Responses regarding age suitability were split in relation to this clip. **First initial of content type/s found in each clip. V= violence, T= themes, L= language. S= sex/sex references, N= nudity, D= drugs/drug references.

Factors influencing impact by clip

Saints Row IV (Drugs)

Note—this material was contentious, with equal proportions of participants categorising it as recommended to audiences aged 15 and over and restricted to audiences 18 and over.

Concerning or heightening factors: drug use; resemblance of the ‘alien narcotic’ to crack cocaine; presenting drugs in an aspirational light (one character mentions her ambition to try the drug); rewarding drug use through improved performance and health in the game.

Mitigating factors: a few people said the fact that the drug was not a ‘real world’ drug slightly mitigated its impact.

Far Cry 3

Concerning or heightening factors: a young character was taking drugs (cannabis) and appeared to be drug affected; he talked about taking other drugs (MDMA); drugs were presented in a casual way which some perceived as normalising their use.

Mitigating factors: the scene did not glorify drugs but instead implied the character’s drug use was symptomatic of his dysfunctional family history, thus the drug use was presented as being sad.

Infamous: Second Son

Concerning or heightening factors: descriptions of a drug that was clearly like heroin; images of needles.

Mitigating factors: the material did not include drug use, only drug references; presented drugs as having catastrophic consequences and drug takers as tragic figures.

Beyond: Two Souls

Concerning or heightening factors: that the choice to accept or refuse drugs was part of gameplay; that the graphics were very realistic; that the girl offered the drugs looked young and innocent.

Mitigating factors: a few people noted that the character appeared to be experiencing negative effects as a result of taking the drugs; some thought that there was educational merit in offering the choice to accept or decline drugs and showing the negative consequences of accepting.

Summary of influences on impact of drug depictions in computer games

Adult and young adult material

Concerning or heightening factors: drug use as part of gameplay; incentivising drug use (e.g. via improved performance or ability to win points); glamorisation of drugs; normalisation of drugs; drug use as opposed to drug references; use of drugs such as heroin as opposed to cannabis.

Mitigating factors: (to some extent) drug use presented with negative consequences or in a tragic light; educational intent.

Children's material

None of the games material featuring drugs was considered suitable for viewers under 15 years of age.

Alternative age ranges

Few participants mentioned alternative age ranges in relation to this material.

Discussion

The results indicate that many of the same factors influence responses to drugs in films and computer games, with the most impactful stimuli including the following:

- 'harder' drugs such as heroin, cocaine and crack cocaine
- drug use as opposed to drug references
- detailed depictions of drug preparation and use
- glamorisation of drugs.

Additional factors that heighten the impact of drug use in computer games are:

- drug use as part of gameplay
- drug use being rewarded in the game.

Factors that are less impactful or lessen impacts include:

- alcohol and tobacco use
- smoking cannabis, which is considered softer than other illicit drugs by some
- showing drug use to have negative consequences
- showing drug use to be associated with tragic or unfortunate circumstances.

In response to the depiction of drugs in film, personal impact and age suitability often diverged quite strongly; much of the drug related material was considered mild in impact but unsuited to audiences under 15 years of age.

Comments indicated that participants had a strong desire to protect children and young people from relatively mild drug-related content, or even content showing drugs in a negative light. Factors which were reported to potentially mitigate impact, such as showing an overdose in the clip from the film *Spiral* (as opposed to glorifying drugs), did not make the depiction of heroin use suitable for audiences under 18 years of age.

Participants also appeared to find drug related content in computer games more confronting than in film. While similar heightening and mitigating factors were mentioned, many participants were less likely to consider mitigating factors in relation to the depiction of drugs in games, and the overriding sentiment was clearly that the inclusion of even ‘soft’ drugs in computer games could not be justified on dramatic or educational grounds as it could in film.

‘Drugs shouldn’t be in games. No one should learn how to play with drugs.’

To illustrate this point, it is useful to compare reactions to broadly similar material in a film clip (7th Heaven) and game clip (*Beyond 2 Souls*) both of which feature young people of a similar age taking cannabis, with negative consequences. It is noteworthy that the drug use shown in the game clip is part of game play.

Participants found the content of the game clip far more concerning and personally impactful, which can in part be attributed to the lack of resolution in the game clip. The girl who has taken cannabis is seen to be disoriented as the clip ends and it is uncertain what happens next. By comparison, the boys taking cannabis in 7th Heaven are arrested—a resolution of sorts.

However, views on the relative age suitability of each clip were also contrasting, with the 7th Heaven clip sitting between *all ages with parental guidance* and *recommended for ages 15 and over*, and the *Beyond 2 Souls* clip categorised predominantly as being for audiences *18 years and over*.

It is also noteworthy, based on this and the example of *Saints Row IV*, that interactivity is clearly thought to increase the impact of this content in computer games (in contrast to the more nuanced effects of interactivity on violent content). This was especially problematic and concerning where drug use in games was rewarded, but even where this was not the case, the main perception appeared to be that inclusion of drugs in games would instruct players and encourage drug use in real life.

The findings relating to interactivity do need to be qualified, in that participants themselves did not actually play games featuring interactive drug use, which may have affected their judgement of this behaviour to an extent. However, unlike gaming violence, there appeared to be no circumstances where drug use in games was considered justified. Therefore it seems unlikely that taking part in gaming drug use would significantly soften impacts of this type of content on participants.

Tobacco and alcohol

Tobacco and alcohol use were noted to be absent from modern children’s films today, therefore exposure of young audiences to this type of content was not a topic of concern among parents. As noted, these substances were considered part of everyday life for adults, and therefore of little concern in content for mature and adult audiences.

‘Alcohol is a part of our culture so drinking isn’t really seen as a drug.’

However, it was suggested that smoking and excessive, obvious or prominent alcohol consumption should generally not feature in viewing for children under 15.

As discussed further in Chapter 7 on Themes, clips depicting underage alcohol use and drunkenness in ‘coming of age’ or ‘teen flicks’ *Varsity Blues* and *Easy A* were generally met with slightly bemused, but generally tolerant responses. A few participants, particularly older adults, expressed mild concern about glorification of underage drinking in this content, and it was generally agreed that such content was unsuited to viewers under 15 years of age.

8. Sex and nudity

Overall views of sex and nudity in film and computer games

Overall, the depiction of sex and nudity in film and computer games was moderately concerning to participants, and more so to older participants who considered sexual content and nudity overly explicit and prevalent. However, non-sexual nudity and discreet presentations of sex within appropriate contexts (described below) were considered acceptable by most participants.

Parents of young children were also concerned about perceived sexual references in media aimed at children, particularly perceived sexualisation of female characters.

In addition, several participants expressed concern about objectification of women in media for mature and adult audiences, particularly in computer games. These issues are discussed further in Chapter 9.

Factors influencing the impact of sex and nudity in film

Figure 5 below presents prevailing responses on age suitability of film material featuring sex and nudity. Full descriptions of the material can be found in [Appendix E](#). The main factors said to influence the impact of this type of content are discussed in the following pages.

Figure 5: Relative age suitability of film content containing sex, sexual references or nudity.

ALL AGES	PARENTAL GUIDANCE	RECOMMENDED 15+ ONLY	RESTRICTED TO 15+	RESTRICTED TO 18+
	Red Dog (S/N)*	Love is Now (S/N) I Give it a Year (S/N) Shred (S/N) American Mall (S/N) Love is all You Need (N) Afternoon Delight** (S/N)		¹⁸ Flight (D, N, L) Banshee (S/N) Weeds (Sex) (S/N) Afternoon Delight** (S/N)

*First initial of content type/s found in each clip. V= violence, T= themes, L= language. S= sex/sex references, N= nudity, D= drugs/drug references. ** Responses regarding age suitability were split in relation to this clip.

Factors influencing impact by clip

Red Dog

Concerning or heightening factors: none mentioned.

Mitigating factors: that the sex was very discreetly implied; that there was no nudity; that it was in the context of a romantic and loving relationship.

Love is Now

Concerning or heightening factors: implied full nudity and sexual intercourse.

Mitigating factors: romantic tone of the scene; lack of genital detail or breast nudity.

I Give it a Year

Concerning or heightening factors: full frontal male nudity.

Mitigating factors: humour.

Shred

Concerning or heightening factors: sexualised breast nudity and provocative dancing of the girl; lecherous responses of the drunk young men.

Mitigating factors: some found the scene humorous.

American Mall

Concerning or heightening factors: innuendo surrounding the female eating a hotdog which was interpretable as a reference to oral sex; that this was being done by an adolescent girl.

Mitigating factors: not all participants perceived the eating of the hotdog as a sexual reference; these participants found the material very mild.

Love is all You Need

Concerning or heightening factors: none mentioned.

Mitigating factors: long distance shots, shadows and poses obscuring the woman's breasts and genitals; the man's non-sexual reaction to her nakedness; the context of swimming as opposed to sex; context of the woman being bald due to chemotherapy.

Afternoon Delight

Note—this material was contentious in that it was categorised by equal proportions of participants as *recommended for viewers 15 and over* and *restricted to viewers aged 18 and over*.

Concerning or heightening factors: length of the scene; sex noises; depiction of the woman having an orgasm; implied full nudity; breast nudity; close up camera angles lending a voyeuristic tone to the scene.

Mitigating factors: lack of genital detail shown; context of a loving relationship; filming mostly from the waist up.

Flight

(Drug and language content in this clip are discussed separately in Chapters 4 and 6).

Concerning or heightening factors: full frontal female nudity shown repeatedly throughout the scene; clear sexual context of the nudity.

Mitigating factors: none mentioned.

Weeds (Sex)

Concerning or heightening factors: pulling of the woman's hair and smacking of her bottom by the man concerned some participants who interpreted this as a sign of coercion; rough sex; rapid progression to full sex.

Mitigating factors: the music made the clip seem humorous to some.

Banshee

Concerning or heightening factors: roughness of the sex, including both partners slapping each other; sudden cut from a scene showing a fully clothed conversation between the characters to explicit, aggressive sex.

Mitigating factors: none mentioned.

Summary of influences on impact of sex and nudity in film

Heightening or concerning aspects include:

- extensive nudity, even where genitals are not shown
- lengthy depictions of sex
- coercion or roughness
- sounds and implied orgasm
- full frontal nudity
- sexualised nudity.

Mitigating factors include:

- romance
- waist up camera angles
- humour
- natural nudity as opposed to sexual nudity.

Alternative age ranges

One clip, *American Mall* (Hotdog) received several suggestions in this area, most frequently 12+ and 13+.

Factors influencing the impact of sex and nudity in computer games

Figure 6 below presents prevailing responses on age suitability of game material featuring sex and nudity. Full descriptions can be found in [Appendix E](#). The main factors influencing impact of this type of content are discussed below.

Figure 6: Relative age suitability of computer game content containing sex, sexual references or nudity.

ALL AGES	PARENTAL GUIDANCE	RECOMMENDED 15+ ONLY	RESTRICTED TO 15+	RESTRICTED TO 18+
	<div style="border: 1px solid black; padding: 5px; background-color: #FFDAB9; display: inline-block;">Contrast (S)</div>			<div style="border: 1px solid black; padding: 5px; background-color: #D3D3D3; margin-bottom: 5px;">Grand Theft Auto 5 (V) (S/N)</div> <div style="border: 1px solid black; padding: 5px; background-color: #D3D3D3; margin-bottom: 5px;">Wolfenstein the New Order (S/N)</div> <div style="border: 1px solid black; padding: 5px; background-color: #D3D3D3;">Deadpool (S/N)</div>

***First initial of content type/s found in each clip. V= violence, T= themes, L= language. S= sex/sex references, N= nudity, D= drugs/drug references.*

Factors influencing impact by clip

Contrast

Concerning or heightening factors: a few people noted very mild sexual references in the clip in the form of the protagonist’s mother, a sultry cabaret singer. Although the content was mild, it was noted to be in the context of a game for children, making it potentially more impactful.

Mitigating factors: the character was fully clothed and presented in silhouette.

Grand Theft Auto 5

Concerning or heightening factors: depiction of implied oral sex and sexual intercourse; sexually explicit dialogue and sounds from the prostitute; first person perspective; interactive aspects (being able to choose to use the prostitute and which service to buy); use of a prostitute; shock at the inclusion of this type of material in a computer game.

Mitigating factors: none mentioned.

Wolfenstein the New Order

Concerning or heightening factors: implied sex; implied nudity; realistic graphics; shock at the inclusion of this type of material in a computer game.

Mitigating factors: the discreet nature of the depiction; the apparently loving relationship between the couple.

Deadpool

Concerning or heightening factors: semi naked, large breasted women; the objectification of women; the use of sexual innuendo; sexist remarks to the women; sexualisation of a superhero character.

Mitigating factors: humour (perceived by a few).

Summary of influences on impact of sex and nudity in computer games

The main response in relation to the portrayal of sex, sexual references and nudity in computer games was concern and many participants were shocked that material of this nature could be found in a computer game.

The main heightening factors—found in the content considered most extreme—were:

- sexual nudity¹⁸
- sexually explicit dialogue
- realistic graphics
- first person perspective
- interactivity.

However, mitigating factors, relating to sex being less explicitly portrayed, were not particularly influential on responses to sex in computer games.

Thus, while some aspects made sexual content especially impactful, participants did not differentiate the sexual computer game content with the same degree of deliberation that they applied to sexual content in film. Instead, they tended to take a fairly homogenous—and unanimous—view that almost all sex or sexual references in the game clips shown were at least moderately impactful and suited to adults only.

Alternative age ranges

Few people suggested alternative ages in relation to this material.

Discussion

Film

Overall, there appeared to be a much lower tolerance for sex, sexual references and nudity in computer games than in film.

The portrayal of sex in film elicited a range of responses based on particular factors. The main determinant of impact was the explicitness of the content. That is, the extent of nudity, explicitness of the sex act, whether the characters were shown below the waist, whether the depiction included noisy sounds of pleasure or orgasm, and the length of the scene.

In addition, the relationship and dynamic between the characters was a very important driver of responses. Material with an element of coercion (e.g. *Weeds*) was disturbing to watch (reflecting strong responses to sexual violence and violence against women discussed in Chapters 3 and 7). Even with consent, rough or aggressive sexual activity was considered highly impactful and suitable for adults only. In contrast, there was greater tolerance towards sex in a more romantic context.

In summary, a romantic tone and humour tended to soften the impact of sex scenes, but the explicitness of the sex was more powerful in influencing age suitability across the spectrum. If an act was unmistakably sex, regardless of mitigating factors, it was not suited to audiences under 15 years of age. Material with an element of coercion or roughness was suitable only for adult audiences.

Sexual innuendo and references were generally considered milder than sexual activity, but in most cases still not suitable for children below the teens, and parental guidance was an important consideration. For example, a clip from *American Mall* featuring a teenaged girl looking provocatively

¹⁸ Note that the stimulus material for computer games did not include non-sexual nudity.

at a boy while eating a hot dog was considered by some uncomfortable to watch—particularly given the age of the girl and that the material appeared to be aimed at an early teen audience.

In some cases, very discreetly implied sex such as that found in the clip from *Red Dog* would be considered more suitable for younger audiences than some sexual references. The clip in question included a couple kissing then cut to the next day with the woman in bed covered by a sheet and smiling at the man. It was suggested the sex was so discreetly implied it would not raise questions among many young children. In contrast, content with sexual nudity or innuendo was sometimes considered less discreet and often less innocent in the aspects of sexuality referred to.

As well as a desire to protect children from unsuitable content, responses to sexual content and nudity were driven by a desire to avoid discomfort and embarrassment (including the likelihood of needing to explain content to children). Thus a sex scene which was not considered particularly offensive from *Afternoon Delight*, was considered explicit enough to be uncomfortable viewing by some, contributing to views on both impact and age suitability.

'It's OK for me to watch with my partner but too uncomfortable to watch with anyone else'.

In contrast to lengthy sex scenes such as the one above, which were potentially embarrassing to watch, it was also noted that when sex was unexpected and/or progressed quickly (as in clips from *Weeds* and *Banshee*) it was both uncomfortable and more impactful due to shock.

Nudity

In relation to nudity, the least impactful nudity was generally non-sexual, regardless of whether it was full or partial nudity. For example, the depiction of full, non-sexual nudity in *Love is All You Need* was considered less concerning and suitable to a broader audience than the sexualised breast nudity in *Shred*. The latter clip was also found to depict the topless female character in a sleazy, rather than romantic or respectful light, which some participants found distasteful (objectification of women is discussed further in Chapter 9). It was also noted that in *Love is All You Need* the nudity was justified by context (the character is swimming in the ocean) and lacked genital detail.

Where genitals were shown, it was suggested that full frontal male nudity was potentially more impactful than the female equivalent, some suggesting that this was because it was less often seen. However, it was noted that the full frontal male nudity in *I Give it a Year* was shown briefly, to humorous effect and that the penis shown was in a flaccid state, which all mitigated the impact of this content.

For viewing by children, a limited range of sexual or nudity content was considered suitable, including natural nudity, with no genital detail, justified by context.

Computer games

As noted, the responses to the presentation of sex and nudity in computer games were far less nuanced, and could be summarised in stating that such content (with the exception of an extremely mild sexual reference in *Contrast*) was thought to be for adults only. This applied not only to controversial content such as that from *Grand Theft Auto 5*, but also to less explicit and more romantic content, and to sexual references.

Responses to sex and nudity in computer games appeared to be shaped by the view that such content was unnecessary, and without justification to include in computer games, and was anticipated to add nothing to the experience of game play (whereas in the context of a film, such content could potentially be justified as a plot device). This view was held by most participants, including several who were experienced gamers.

'The aim in a game should not be to get a blow job!'

'It has nothing to do with the game. It's not necessary.'

'It would be okay in movie but can't understand why it should be in game.'

The other consideration influencing views on sex and nudity in computer games was the perception of many participants (including those less familiar with computer games) that this form of entertainment is targeted at, and used mainly by, children and adolescents rather than by adults.

'Let kids be kids, why does there have to be sex and drugs in games?'

Comments made by participants, and their responses regarding the age suitability of sexual material in games, indicated that exposure to sexual material in computer games was also considered more likely to have a negative influence on attitudes and behaviour of teenagers than sexual content in film (which in contrast was often considered suitable for audiences 15 years and over). Not only was explicit sexual content considered unsuited to this group, but also sexual references, particularly in the form of sexualised portrayal of women, which was considered potentially concerning in its impact on the attitudes of teenage boys:

'15 year olds are very impressionable. It can't be degrading (for this age group).'

Concern about the objectification of women in media was centred on this platform in particular, and its influence on teenage and young adult males.

Finally, interactivity in sexual content was considered not only suitable for adults only, but for most, disturbing and distasteful.

9. Language

Overall views of language in film and computer games

Overall there was less concern relating to language in film and computer games than other types of content such as violence, drugs and sex; neither parents nor other community members considered the language content of media they regularly encountered to be problematic.

However, in responses to the research stimulus, there was a slightly higher degree of concern relating to coarse language in computer games than in film.

Attitudes to language appeared to be more varied between demographic groups than other types of content, particularly in relation to tolerance of the word ‘cunt’ by younger participants and males.

Factors influencing the impact of language in film

Figure 7 below presents prevailing responses with regards to age suitability of film material featuring coarse language. Full descriptions of the stimulus can be found in [Appendix E](#). The main influencing factors on the impact of this type of content are discussed below.

Figure 7: Relative age suitability of film content containing coarse language.

ALL AGES	PARENTAL GUIDANCE	RECOMMENDED 15+ ONLY	RESTRICTED TO 15+	RESTRICTED TO 18+
To the Top of Down Under (L)*	American Mall-Weiner boy (L)	In The Loop (L) Shaun of the Dead (L) Flight (D, N, L) Essex Boys** (V, L)	Essex Boys** (V, L)	

*First initial of content type/s found in each clip. V= violence, T= themes, L= language. S= sex/sex references, N= nudity, D= drugs/drug references. ** Responses regarding age suitability were split in relation to this clip.

Factors influencing impact by clip

To the Top of Down Under

Concerning or heightening factors: one person mentioned that they would not want their young child to hear the word ‘crap’.

Mitigating factors: none mentioned.

American Mall (Weiner boy)

Concerning or heightening factors: the language was considered a mild form of ‘name calling.’

Mitigating factors: none mentioned.

In The Loop

Concerning or heightening factors: aggression; inappropriate setting for coarse language (an office).

Mitigating factors: humour; satirical context.

Shaun of the Dead

Concerning or heightening factors: use of the word 'cunt.'

Mitigating factors: humour; lack of aggression in delivery.

Flight

Concerning or heightening factors: use of the word 'fuck'; use of coarse language by a character in a conversation about their child.

Mitigating factors: lack of aggression; use of 'fuck' as a form of emphasis ('fucking') rather than a verb or term of address.

Essex Boys

Concerning or heightening factors: use of the word 'cunt'; aggression; contempt; context (verbal abuse of someone the character had just killed).

Mitigating factors: none mentioned.

Summary of influences on impact of language in film

Heightening or concerning factors included:

- word used—some words are considered more offensive than others
- level of aggression
- frequency
- manner of use—as a noun/term of address is generally most offensive.

Mitigating factors included:

- lack of aggression
- humour
- use for emphasis (e.g. 'fucking terrible') or as an exclamation in anger or amazement (e.g. 'fuck!') rather than as a term of address ('you stupid fuck').

See the Discussion section below for an examination of age suitability of various aspects of coarse language.

Alternative age ranges

None mentioned specifically in relation to coarse language.

Factors influencing the impact of language in computer games

None of the games stimulus was chosen specifically for its language content, but several games contained swearing.

The main factor affecting the impact of language in computer games was that some participants were surprised to hear coarse language in this context and as a result, appeared to take more notice of the

language used, and often were less tolerant of it. That said, language seemed less concerning as an aspect of game content than violence, drugs or sex.

Otherwise, influencing factors, including the inherent strength of the word/s used and the tone in which they were used, were common across both platforms.

Discussion

Relative impact of specific expletives

Participant comments indicated that notwithstanding mitigating or heightening factors, some words were considered inherently more impactful than others.

Table 6 summarises the prevailing points of view on the relative age suitability of different words.

Table 6: Age suitability of specific items of coarse language.

Age category	Language Allowed (cumulative)
All ages	Poo, fart, bum, bugger, wee, boob, crap—infrequently used
All ages with parental guidance	Shit, bitch, bastard, dick, prick, wanker, slut, arsehole Repeated milder words (see all ages)
Recommended 15 years and over	Fuck, cunt, motherfucker, pussy
Restricted 15 years and over	Same as recommended 15+ but more frequent
Restricted 18 years and over	Unrestricted

There was some disagreement regarding the relative strength of the words ‘fuck’ and ‘cunt’, but the prevailing sentiment was that the words themselves were inherently equivalent, and both could be permitted in content recommended for viewers 15 years and over, but that ‘fuck’ was more frequently used without aggression than ‘cunt’, and therefore more of an ‘everyday’ word. However it is noteworthy that several young male participants mentioned using ‘cunt’ as a term of endearment. The idea of *everyday language* is discussed further below.

Frequency of use was thought to affect age suitability across the spectrum. Thus words used infrequently for *all ages* could be used more frequently only where there was *parental guidance*. Similarly, the strongest words are considered permissible in material that is recommended to audiences 15 years and over, however when these are in frequent use the age category becomes restricted. This consideration regarding occasional swearing also speaks to the idea of everyday coarse language discussed below.

Another factor differentiating attitudes to language in content for children from content for older audiences is that language could be the primary source of impact in material for younger viewers, largely due to the potential for imitation; but it merely tended to intensify the impact of material for mature audiences.

‘Everyday’ coarse language

There appeared to be greater tolerance for coarse language when depicted in a manner resembling everyday speech. For example, when one of the presenters in the documentary *To the Top of Down Under* exclaims ‘holy crap’ in response to discovering a large snake, the impact was negligible and the material was considered suitable for all ages.

The majority considered use of the word ‘cunt’ in *Shaun of the Dead* very mild or mild (in terms of impact on them personally) but that this material should be recommended for viewers 15 and over. The impact was contained due to a lack of aggression in delivery of the word. Several young males

noted that this was how they often spoke to their friends in social settings—in other words, this was everyday language in their circles.

Similarly, the use of ‘fuck’ in the clip from *Flight* was considered mild in impact and suited to audiences 15 and over as it was conversational in tone, and used for emphasis rather than as a term of abuse. It was also described as ‘everyday language’. Some participants in fact did not notice the coarse language in this clip (instead focussing on its drug use and nudity).

It was suggested that in everyday coarse language, usage is casual and not used to deride other people (at least not directly).

‘You can say ‘I’ve had a cunt of a day’ but not ‘You are a cunt.’

In contrast, the use of the word ‘cock’ in *In the Loop* was considered as impactful, if not more, than as the use of ‘fuck’ and ‘cunt’ in other clips due to the aggressiveness of its delivery, the vividly descriptive dialogue surrounding it and the inappropriateness of the social context (an office). This swearing was *not* considered to be everyday language.

Other forms of offensive language

Participants were equally offended—sometimes more so—by other forms of offensive dialogue encountered during the research, in particular racist language and sexually explicit language (the latter featured in a clip from *Grand Theft Auto 5* depicting sex with a prostitute).

Responses to racist dialogue are discussed in Chapter 7 on Themes.

Games

There seemed to be more sensitivity to coarse language and some dialogue in games than in films. Once again, it appeared that coarse language in the context of games was thought to lack the potential justification associated with films (where coarse language may be used to define a character or create dramatic momentum). Conservative responses to language in games were most prevalent among those who considered games a form of entertainment for children and young people.

10. Themes

Overall views of themes in film and computer games

An inexhaustible range of material is covered under the classifiable element of themes, and only a sample of this content was feasible to include in the research stimulus. The themes covered were:

- human trafficking
- sexual violence
- domestic violence/violence against women
- horror
- bullying
- racism
- animal cruelty
- suicide
- death
- family dysfunction
- misbehaving teens and Irresponsible behaviour
- scary scenes
- crude humour.

Some of the themes presented were particularly impactful to participants, in particular animal cruelty, suicide, violence against women and sexual violence. Participants also expressed concern about depictions of racism and the possibility that they might encourage imitation.

Horror differs from other kinds of themes presented, in that it describes a genre and intended audience response, rather than a social topic. Responses to this theme depended on whether participants were partial to this genre, however those who were not partial to this content considered it a matter of personal taste, and did not report any difficulties avoiding (or protecting children from) this sort of content. However, there were more mixed views among parents in relation to scary scenes in content aimed at children and young people, with some parents of young children finding this sort of content difficult to avoid or protect their children from.

Factors influencing the impact of themes in film

Figure 8 below presents prevailing responses on age suitability of film material featuring particular themes. Full descriptions can be found in [Appendix E](#). The main factors influencing the impact of various themes are discussed below.

Figure 8: Relative age suitability of film content containing certain themes.

ALL AGES	PARENTAL GUIDANCE	RECOMMENDED 15+ ONLY	RESTRICTED TO 15+	RESTRICTED TO 18+
Penguins of Madagascar (V, T)* Stoked (T)	Ben 10 (V, T) Tangled (T) Postman Pat (T) Jungle Safari (T) Star Wars: Clone Wars (T) Paddington (T) Scooby Doo (T)	Divergent- guns (V, T) Water for Elephants (T) Snow White and the Huntsman (T) Ping Pong Summer-Verbal Bullying (T)	Kidulthood - Suicide (T) Kidulthood - Bullying (V, T) Varsity Blues (T, D) Safe Haven (V, T)	The Take (V, T)
	Easy A** (T, D)	Easy A** (T, D)	Easy A** (T, D)	
	Adventure Time (T) Enders Game (T, V)			
		Mercy** (T)	Mercy** (T)	Mercy** (T)

*First initial of content type/s found in each clip. V= violence, T= themes, L= language. S= sex/sex references, N= nudity, D= drugs/drug references. ** Responses regarding age suitability were split in relation to this clip.

Factors influencing impact by clip

Note—several of these clips are also discussed in relation to other content types.

Penguins of Madagascar: scary scenes

Concerning or heightening factors: the vicious poodle could frighten young children; the action was frenetic.

Mitigating factors: none mentioned.

Stoked: crude humour

Concerning or heightening factors: crude humour; teenagers being mischievous.

Mitigating factors: none mentioned.

Ben 10: scary scenes

Concerning or heightening factors: humans turning into monsters might frighten young children.

Mitigating factors: none mentioned.

Tangled: death, scary scenes

Concerning or heightening factors: the hero being near death; violent death of the witch character (particularly the sound of her body hitting the ground); appearance of the witch character as she rapidly aged, which could disturb young children.

Mitigating factors: good versus evil.

Postman Pat: scary scenes

Concerning or heightening factors: robot Pats and robot Jesses; the cats with glowing eyes pursuing the real Pat and Jess; a close-up of laser beams shooting from the eyes of a robot cat; the use of a character considered to be aimed at preschool children in action that was too frightening for this audience.

Mitigating factors: none mentioned.

Jungle Safari: death, animal cruelty, scary scenes

Concerning or heightening factors: relentless pursuit of a family of leopards by earth movers creating a sustained sense of menace; shooting death of the father leopard in front of his family.

Mitigating factors: lack of blood detail.

Star Wars: Clone Wars: death

Concerning or heightening factors: character being pursued and jumping to his death in what could be seen as a suicide.

Mitigating factors: animation; lack of blood detail; fantasy setting; animation.

Paddington: scary scenes

Concerning or heightening factors: pursuit of a childlike character by adult villains; gas mask worn by the female villain; the noise and commotion were thought potentially frightening to young children.

Mitigating factors: humour.

Scooby Doo: scary scenes

Concerning or heightening factors: sudden appearance of the monster; loud growling of the monster.

Mitigating factors: cartoon; expectation of this content in this particular program.

Easy A: misbehaving teens and irresponsible behaviour

Note—this clip was contentious in that responses as to age suitability were evenly split between *all ages with parental guidance, recommended 15 years and over*, and *restricted 15 years and over*.

Concerning or heightening factors: underage, unsupervised partying and implied underage sex.

Mitigating factors: expectation of this content in a ‘teen film’; no-one appeared to be getting hurt.

Adventure Time: death, scary scenes

Concerning or heightening factors: dark mood; theme of death and mortality; supernatural appearance and deep voice of the Lich character; the vulnerability of and threat to the boy Finn from the Lich and the injury and possible death of Finn’s dog.

Mitigating factors: the hopeful ending, as Finn appears to be regaining his strength.

Enders game: bullying

Concerning or heightening factors: group of older boys forcing a small boy into an empty room creating a sense of anxiety for what was to happen to the small boy; intimidation of the boy; aggressiveness of the boy's retaliation.

Mitigating factors: the smaller boy overcomes his assailants.

Ping Pong Summer: verbal bullying

Concerning or heightening factors: use of racial abuse towards a small boy by a larger boy ('you black sissy'); intimidation of the two boys by the larger boys; sense of anxiety that the verbal taunts are about to escalate to physical violence; concern about verbal humiliation of the boys and its effects on them.

Mitigating factors: none mentioned; however the material, other than the racism, was considered fairly mild.

Snow White and the Huntsman: scary scenes

Concerning or heightening factors: choking sounds and visible suffering of Snow White after being poisoned; theme of betrayal; frightening appearance of the man morphing into the evil queen.

Mitigating factors: none mentioned.

Water for Elephants: animal cruelty

Concerning or heightening factors: implied beating of the elephant conveyed through the rocking of the carriage, the ringmaster carrying a whip, the elephant's bellows of pain and blood on the elephant after the ringmaster leaves; restraining of the young man who tries to help the elephant.

Mitigating factors: some mentioned the fact that the violence was implied mitigated its impact.

Divergent (guns/mother): death

Concerning or heightening factors: a young girl shooting and apparently killing one of her peers in a gun battle; the girl's distress at having killed him; the death of the girl's mother and the girl's anguish as she leaves her mother dying in order to escape to safety; the dystopian setting of the action.

Mitigating factors: none mentioned in relation to the thematic content (the impact of violence was mitigated by a lack of injury detail).

Mercy: horror

Note—this clip was contentious in that responses as to age suitability were evenly split between *recommended 15 years and over*, *restricted 15 years and over* and *restricted 18 years and over*.

Concerning or heightening factors: supernatural theme and action; blood pouring from the possessed grandmother's eyes and mouth; the boy being bound and in a state of terror; the fact that the 'demon' was the boy's grandmother.

Mitigating factors: none mentioned.

Safe Haven: domestic violence

Concerning or heightening factors: the theme of domestic violence presented in a realistic way.

Mitigating factors: none mentioned (the impacts of the violence in this clip are discussed in Chapter 3).

Varsity Blues: misbehaving teens and irresponsible behaviour

Concerning or heightening factors: underage drinking; teenage rebellion and misbehaviour directed at police; an adult shopkeeper knowingly supplying an underage person with alcohol.

Mitigating factors: humour, satire.

Kidulthood: Bullying

Concerning or heightening factors: realistic, graphic depiction of the vicious physical and verbal assault of a school girl by her peers in a school setting.

Mitigating factors: none mentioned.

Kidulthood: Suicide

Concerning or heightening factors: distress of the girl; lack of awareness and pre-occupation of the girl's family; showing the girl's hanging body after the suicide.

Mitigating factors: none mentioned.

The Take: sexual violence

Concerning or heightening factors: sexual violence and intimidation.

Mitigating factors: none mentioned.

Summary of influences on impact of themes in film

As a broad range of thematic content was covered in the research, it is not feasible to define common influences on the impact of themes per se in either film or computer games.

In addition, it was clear that some themes were considered inherently stronger, and more suited to mature audiences than others.

However there were factors influencing the impact of some material which are explored in the Discussion section of this chapter.

Alternative age ranges

A number of clips with particular thematic content received suggestions as to alternative age categories. The most frequent were:

- Jungle Safari: 8+, 12+
- Tangled: 8+,10+
- Adventure Time: 10+, 12+
- Ping Pong Summer—Verbal Bullying: 12+, 13+
- Snow White and the Huntsman: 13+
- Water for Elephants: 13+,16+
- Kidulthood—bullying: 12+, 17+
- Kidulthood—suicide: 12+, 16+.

Factors influencing the impact of themes in computer games

Figure 9 below presents prevailing responses with regards to age suitability of computer game material with particular thematic content. Full descriptions of the stimulus can be found in [Appendix E](#). The main influencing factors on the impact of this type of content are discussed below.

Figure 9: Relative age suitability of computer game content containing certain themes.

ALL AGES	PARENTAL GUIDANCE	RECOMMENDED 15+ ONLY	RESTRICTED TO 15+	RESTRICTED TO 18+
	Slender the Arrival* (T)**	Slender the Arrival* (T)	Slender the Arrival* (T)	Grand Theft Auto 5- mission (V) (Gameplay)
	Contrast- father (T)	Orc Attack: Flatulent Rebellion (V, T)		Grand Theft Auto 5- killing a prostitute (V)
	Rise of the Snow Queen (T)			Watch Dogs (T)
	The Crew (T)			Dying Light (V, T)

* Responses regarding age suitability were split in relation to this clip. **First initial of content type/s found in each clip. V= violence, T= themes, L= language. S= sex/sex references, N= nudity, D= drugs/drug references.

Factors influencing impact by clip

Slender the Arrival: horror

Note—this clip was controversial in that responses as to its age suitability were divided between all ages with parental guidance, recommended 15 years and over and restricted 15 years and over.

Concerning or heightening factors: the sense of menace; horror theme.

Mitigating factors: none mentioned.

Contrast (father): family dysfunction

Concerning or heightening factors: rejection of a child character by her father; general family dysfunction.

Mitigating factors: none mentioned.

Rise of the Snow Queen: scary scenes

Concerning or heightening factors: theme of abducted children; appearance of a large monster like character.

Mitigating factors: none mentioned.

The Crew: irresponsible behaviour

Concerning or heightening factors: high speed reckless driving in public places with no negative consequences; concern about imitation.

Mitigating factors: lack of human characters, meaning no injuries were shown to result from the reckless driving.

Watch Dogs: human trafficking

Concerning or heightening factors: human trafficking and sex slavery theme; implied sexual violence.

Mitigating factors: none mentioned.

Dying Light: horror

Concerning or heightening factors: post-apocalyptic setting; horror with blood and gore.

Mitigating factors: none relating to the themes.

Orc Attack: Flatulent Rebellion: crude humour

Concerning or heightening factors: none relating to the theme. Thoughts on age suitability and impact were driven by the violent content, with the humour a softening factor.

Mitigating factors: none relating to the theme.

Summary of influences on impact of themes in computer games

As noted in relation to films, it is not feasible to distil common factors influencing the impact of such a disparate range of thematic content. Types of themes are addressed in the Discussion section below.

Alternative age ranges

The following computer games with thematic content elicited several alternative suggestions on age suitability:

- The Crew 10+, 13+
- Rise of the Snow Queen 8+, 10+, 12+.

Discussion

Table 7 presents the types of themes covered in the research in descending order of minimum age suitability. While it is apparent that some topics are considered suitable only for adults or mature audiences, there are also factors which differentiated the impact and/or age suitability of content *within* several of the themes presented.

More than other classifiable elements, the impact of themes in film and computer games is often influenced heavily by the other elements present; for example, the impact of death may be influenced by the presence or absence of violence, which in turn may be influenced by blood and gore.

The relative age suitability and factors affecting the impact of the themes found in the research stimulus are discussed below.

Table 7: Types of themes included in research stimulus and range of suitable ages (in descending order of minimum age).

Theme	Film	Computer Games	Age range
Human trafficking		<i>Watch_dogs</i> (restricted 18+)	restricted 18+
Sexual violence	<i>The Take</i> (restricted 18+)		restricted 18+
Domestic violence/violence against women	<i>Safe Haven</i> (restricted 15+)	<i>Grand Theft Auto 5</i> — Murder (restricted 18+)	restricted 15+, restricted 18+
Suicide	<i>Kidulthood</i> —suicide (restricted 15+)		restricted 15+

Theme	Film	Computer Games	Age range
Horror	<i>Mercy</i> (recommended 15+, restricted 15+, restricted 18+)	<i>Slender the arrival</i> (all PG, recommended 15+, restricted 15+) <i>Dying Light</i> (restricted 18+),	all PG, recommended 15+, restricted 15+, restricted 18+
Racism	<i>Ping Pong Summer-Verbal Bullying</i> (recommended 15+)	<i>Grand Theft Auto 5</i> gameplay (restricted 18+) ¹⁹	recommended 15+, restricted 18+
Bullying	<i>Enders Game</i> (all PG/recommended 15+), <i>Kidulthood –Bullying</i> (restricted 15+), <i>Ping Pong Summer-Verbal Bullying</i> (recommended 15+)		all PG/recommended 15+, restricted 15+
Animal cruelty	<i>Water for Elephants</i> (recommended 15+) , <i>Jungle Safari</i> (all ages PG)		All ages PG, recommended 15+
Death	<i>Jungle Safari</i> (all ages PG), <i>Star Wars: Clone Wars</i> (all ages PG), <i>Tangled</i> (all ages PG), <i>Adventure Time</i> (all ages PG/recommended 15+), <i>Divergent-guns</i> (recommended 15+)		All ages PG—recommended 15+
Misbehaving teens and Irresponsible behaviour	<i>Easy A</i> (all ages PG/recommended 15+, restricted 15+), <i>Varsity Blues</i> (recommended 15+/restricted 15+),	<i>The Crew</i> (all ages PG/recommended 15+)	all ages PG—restricted 15+
Family dysfunction		<i>Contrast—father</i> (all ages PG)	all ages PG
Scary scenes	<i>Penguins of Madagascar</i> (all ages), <i>Ben 10</i> (all ages PG), <i>Tangled</i> (all ages PG), <i>Postman Pat</i> (all ages PG), <i>Paddington</i> (all ages PG), <i>Scooby Doo</i> (all ages PG), <i>Adventure Time</i> (all ages PG/recommended 15+), <i>Snow White</i> (recommended 15+)	<i>Rise of the Snow Queen</i> (all ages PG)	All ages
Crude humour	<i>Stoked</i> (all ages)	<i>Orc Attack: Flatulent Rebellion</i> (recommended 15+) ²⁰	All ages

¹⁹ Participants noted being offended by racist language used in *Grand Theft Auto 5* gameplay, but did not specify how this aspect contributed to its age suitability. However the game was predominantly considered worthy of restriction to players 18 and over.

²⁰ Due to violent rather than thematic content.

Human trafficking

This material featured in the game *Watch_Dogs* was considered distressing and unsuited to *audiences under 18 years*, although no actual violence was shown. Although the aim of the game was clearly to rescue the victims (rather than participate in human trafficking), there was some question as to the appropriateness of including this theme in the premise of a computer game.

Sexual violence

The theme of sexual violence was also considered inherently unsuited to young audiences, and participants believed that there was no way of presenting sexual violence to make it appropriate for viewers under 15 years of age (many considered it should be restricted to adults). The prevailing view was that the clip from *The Take* was very impactful and suited to *adults only*.

Domestic violence/violence against women

Some considered it appropriate to expose mature young people (aged 15 years and over) to content about violence against women as a means of highlighting an important social issue and encouraging discussion (there were similar views in relation to suicide, as discussed below). This view was expressed in relation to the clip from the film *Safe Haven*, which depicted a man intimidating and physically assaulting his wife. It is noteworthy however, that although the violence is shown without blood or injury detail, the prevailing view was that it was disturbing and should be restricted to viewers 15 and over. It appeared therefore, that the theme and fact that it was male-on-female violence made the content worthy of restriction to the minimum age of 15.

The violence against a female character that it is possible to *perpetrate* in *Grand Theft Auto 5* (shown in a clip) was received by most with shock and disgust. As noted, both regular 'gamers' and others considered this material abhorrent and without justification. Interestingly, despite comments received to this effect, the clip was predominantly considered suited to *adults only*, rather than '*should not be available*'.

Suicide

There were mixed responses regarding the age suitability of suicide related content. Many found the theme of suicide upsetting and were concerned about children and young people being exposed to it. However, it was also suggested that youth suicide was a problem that should be talked about openly with young people and that such material could be instrumental in facilitating discussion. A few people mentioned theories about 'copycat' suicides after exposure to suicide stories in media. However, most believed that the benefits of open discussion and education outweighed these risks, provided the material did not seem instructive, and was viewed in the company of parents or responsible adults. In relation to the clip featuring suicide from the film *Kidulthood*, the prevailing view was that it should be *restricted to viewers aged 15 and over*, largely because the hanging body of the young victim is in partial view at the end of the scene. Several participants thought that this part of the clip could have been omitted to make the material suitable for viewers in their early teens.

Horror

Unlike much of the other thematic material, horror does not refer to a social issue, but rather a genre of film with specific characteristics designed to elicit a particular response.

Horror was therefore polarising in terms of impact—many people considered it high impact and wished to avoid it, but fans of this genre found it entertaining. However, most horror material shown was considered suited to viewers under 15 years, and the clip from the film *Mercy* (despite the fairly mild level of violence) was predominantly considered *suitable for adults only*.

The zombie game *Dying Light* (featured in gameplay) was considered *suitable for adults only*, not only because of the frightening appearance of the zombies, but also due to the first person perspective, sudden attacks by the monsters, and strong violence with blood and gore. In this instance, the level of immersion produced by interactivity and the first person perspective intensified responses to the horror content.

However some considered the game *Slender: The Arrival*, a first person game featuring a ‘creepy’ character appearing randomly in view inside a deserted house, suited to a broader audience. Participants’ views on age suitability were spread between *all ages with parental guidance*, *recommended 15 and over*, and *restricted 15 and over*. Many participants found the material more menacing and suspenseful than terrifying, and noted that the character appeared for only a split second in the clip which made it much milder than the other horror material.²¹

Racism

Depictions of racism included in the research, which were limited to the use of racist language (as opposed to racially motivated violence, for example) were offensive and concerning to many participants. The use of the term ‘black sissy’ in a clip depicting verbal bullying from *Ping Pong Summer* was considered by some to lack justification even on educational grounds, as potential benefits (such as facilitating discussions about racism) were thought to be outweighed by exposure of children to this type of language and the potential for them to imitate it.

Racist language (‘nigger’) used between African American characters in *Grand Theft Auto 5* gameplay was also noted by participants as being somewhat offensive, and contributing to the game’s unsuitability for children.

Bullying and animal cruelty

Themes such as bullying and animal cruelty were acceptable viewing for older children and young teens, provided they were presented in a mild fashion, had an educational aspect and were watched with parents.

In the case of bullying, depictions of verbal bullying and mild violence (e.g. pushing), without use of expletives or racist/discriminatory terms would meet the above criteria. Depictions of animal cruelty would need to be discreetly implied, brief and mild. A clip from the cartoon *Jungle Safari* was an example of suitable content for children because it lacked injury detail, did not show the slaughtered animal after death and was animated.

However, other material depicting implied animal cruelty from *Water for Elephants* was considered strong in impact by many participants and suitable to be recommended for viewers 15 and over. Similarly, strong physical and verbal bullying from *Kidulthood* was considered worthy of restricting to viewers aged 15 and over, due to the language and impactful violence used. A scene from *Enders Game* depicting physical intimidation and verbal bullying of a young boy, who retaliates with surprising force, received a more mixed response (between the two extremes previously mentioned). Some suggested it was suited to all ages with parental guidance (due to its ‘just’ resolution) and others that it should be recommended to viewers 15 years and over (to those who felt the level of violence was not mitigated by the context of self—defence or were concerned about teaching that ‘violence is the answer’).

²¹ One participant thought the game should be restricted or even banned because of the association of the Slender Man character (as presented online rather than in the game) with an attempted murder case in the United States.

Death

A range of clips featuring death were presented, which elicited a range of responses regarding age suitability. It was clear that death in and of itself was less of an issue than the circumstances in which it occurs. Generally speaking it was the other elements accompanying the death event (relating to violence especially) that drove thoughts on age suitability. It was noted that death may be upsetting to children, but that it was a part of life which even young children need to know about (providing it was portrayed in a manner devoid of factors such as blood, gore or obvious suffering and in a suitably mild context).

Both *Jungle Safari* and *Divergent* (guns) featured the shooting death of a parent character, however the latter material was considered stronger and less suited to children as it was live action dealing with human characters, there was greater emphasis on and a more realistic portrayal of the bereavement of the child character, and the dystopian setting and surrounding action (including a the young character killing a peer) were also considered less suited for children.

Interestingly, the fairly violent death of a villain in *Tangled*, while considered potentially frightening to small children, did not stop the clip from being considered suitable for *all ages with parental guidance*. This was largely because the character was a villain and because no injury detail was shown. Another near death in the scene was thought to have minimal impact as it was 'reversed' by magic.

Aspects other than violence could affect the age suitability of material on death. A clip from *Adventure Time*, which did not include violence, was considered by some to be unsuited to children under 15 years, as it dealt with the more weighty topic of mortality, and depicted a threat to the life of a child character and his pet dog at the hands of a supernatural character. Some parents mentioned this program unprompted as an example of children's content that they found concerning and inappropriate for pre-teens.

Family dysfunction

The appropriate audience for exposure to the theme of family dysfunction was considered very dependent on the type of dysfunction and how it was presented; however participants found the emotionally distant father in the clip from *Contrast* to be fairly mild and suitable to children of *all ages, subject to parental guidance*.

Misbehaving teens and irresponsible behaviour

Clips featuring underage drinking and irresponsible (but apparently harmless) behaviour by teenagers were considered mildly concerning to some participants, who were worried about the glorification of such behaviour, and many found the content mildly annoying; but it seemed to be accepted and tolerated for teenage audiences by most participants.

Similar to the action genre, it was noted such films had a specific audience and predictable characteristics, and were usually humorous and fairly mild in their presentation of teenage escapades.

A few participants expressed concern about the imitability of reckless driving in the game *The Crew*, but others noted that it lacked human characters which made it seem less real and milder (as there were no casualties). The material was compared with *Grand Theft Auto 5* which featured mass bystander casualties, and was acknowledged to be a more 'pure' driving game which made it acceptable for a broader audience.

Scary scenes

The stimulus included items aimed at children with potentially scary content. Concern about this content was expressed by a few parents, primarily in relation to preschool aged and younger children, although some felt that it was up to individual parents to judge how their own child would respond. Overall, the inclusion of *mildly* scary material in children's entertainment did not seem to be a topic of significant concern to parents, although generally this material was considered unsuited to very young (preschool and younger) children.

There was moderate concern expressed by a few participants over potential scariness of material such as *Postman Pat* (being pursued by robot Pats and cats with glowing eyes) and *Paddington* (pursuit of a childlike figure by someone in a gas mask)—especially as these were adaptations of material using characters usually aimed at small children, involved in action that seemed suited to a slightly older audience.

In addition to scary characters, frenetic action (such as that in the *Penguins of Madagascar*) was also mentioned by a few parents as potentially unsettling to very young children.

However, several participants including some parents thought that there was a place in children's entertainment for some scary content, including supernatural content such as in *Scooby Doo*, just as there was for content that would elicit sadness and other emotions:

'Kids need to experience scary stuff in a safe environment, not in a threatening way.'

It is noteworthy that the scary content in another adaptation of a well-known children's fairy tale, *Tangled*, was not overly concerning to participants, who acknowledged there were dark aspects to many traditional fairy tales. However, such material was more suited to school aged children.

Some participants were less tolerant of the scariness of computer games such as *Rise of the Snow Queen*, largely because the premise involved abducted children; however, this was not pronounced, and most felt that this content, which was presented briefly, was simply an intriguing premise for a puzzle solving game. The prevailing view regarding age suitability was that this material was suited to *all ages with parental guidance*.

While the dark content in another fairy tale adaptation, *Snow White and the Huntsman*, was considered unsuited to audiences below 15 years of age, participants were generally unconcerned about this material as they believed it was clearly not targeted at children, and they did not view it as strong enough to be considered horror.

Crude humour

Two clips showing crude humour were included in the stimulus. These were from a cartoon called *Stoked* and a computer game *Orc Attack: Flatulent Rebellion*. The toilet humour in these clips was considered quite harmless, if mildly annoying to participants.

'It's just part of being a kid.'

As noted earlier, humour was thought to potentially soften the impact of violence, as evidenced by the effect of the flatulence sound effects in *Orc Attack: Flatulent Rebellion*.

Themes in films and computer games

There was insufficient stimulus to make comparisons between platforms across all types of themes. However, the available evidence suggests that there is less tolerance for higher level themes in computer games than in film. This was apparent in responses to the presentation of themes such as

human trafficking, which some felt did not belong in computer games, and the tendency of participants to categorise computer games with stronger themes as suitable for adults only, when often equivalent content in films was considered suitable for audiences 15 years and over (sometimes restricted).

11. Gambling in games and apps

Gambling in games and apps was not mentioned as a ‘top of mind’ issue for participants. However, when shown examples, many parents found the presence of gambling content in games, and in particular the ready accessibility of gambling apps, concerning. Some participants also considered access to gambling apps equally concerning for adults, due to concerns about the potential social impacts of gambling.

Thus a lack of awareness that such material could be accessed in games or apps was evident—and concerning upon discovery—but it was also apparent that participants had not heard of anyone being adversely affected by such material.

Overall, parents indicated particular concern about the presence of gambling in apps, but also believed they had sufficient information at hand to regulate their children’s acquisition of and exposure to apps.

Gambling in games and apps was thus less of a concerning issue to parents than violence in games because it was considered easier to avoid. However it was generally agreed that *gambling apps and games should not target children*.

Figure 10 below presents prevailing responses on age suitability of computer game and app material with gambling content. Full descriptions can be found in [Appendix E](#). The main factors influencing the impact of this type of content are discussed below.

Figure 10: Relative age suitability of computer game and apps containing gambling content.

ALL AGES	PARENTAL GUIDANCE	RECOMMENDED 15+ ONLY	RESTRICTED TO 15+	RESTRICTED TO 18+
		<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Full House Poker</div> <div style="border: 1px solid black; padding: 5px;">Brandish Dark Revenant</div>		<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">World Poker Texas Hold'em</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px;">Farm Slots</div> <div style="border: 1px solid black; padding: 5px;">Dragon Play Slots</div>

There was particular concern about an app called *Farm Slots* which featured a child character and cartoon like imagery, incorporated into a slots (poker machine) game. The app was free to download but included an option for in app purchases of additional credit. Participants perceived the visuals and free availability of the app as means of (inappropriately) targeting young children.

Participants were also concerned about a gambling game called *Full House Poker*, which featured large-headed animated characters also considered potentially appealing to small children.

Comments indicated people did not make a firm distinction between simulated gambling and actual gambling (where real money was gambled using a credit card or through a card linked to a storefront account), possibly because this line is effectively blurred in some gambling apps; for example large numbers of credits may be purchased with small amounts of money in some gambling apps. In addition, some people thought that simulated gambling could refer to any gambling outside a physical

gambling venue. However all three gambling apps were predominantly considered *suited for adults only* due to the use of money in play.

A distinction was also made between games and apps that were purely about gambling and those where gambling was one component of a multifaceted game (e.g. *Brandish: The Dark Revenant*). The latter were considered generally less concerning, provided advancement in the game was not dependent on taking part and players were not rewarded with bonus points for engaging in simulated gambling.

It was also suggested that simulated gambling could be considered acceptable for audiences under 15 if it did not overtly represent 'real world' gambling (with slots, roulette wheels, poker cards and so on). However, simulated gambling featuring such apparatus (such as in *Full House Poker*) was considered a means of normalizing and encouraging gambling, which was considered potentially harmful to players *under 15 years of age*.

12. Other issues

A number of general points were uncovered by the research that did not relate to specific stimulus or content types. It is noteworthy that not all of these issues relate directly to classification.

Limitations of the PG classification and lack of ‘G content’

When asked about age suitability for each item of stimulus, participants were given the option to recommend alternative categories of their own devising. Most frequently the alternative age categories were allocated to material for viewers under 15 years—what might be termed ‘PG’ material. The most frequently suggested were 8+, 10+, 12+ and 13+. The one exception is the frequent suggestion of a 16+ category—this is discussed below.

Parents participating in the research reported that it was increasingly rare to find G-rated content in children’s entertainment, instead finding that much of the film and television content available is classified PG. Parents reported that there was a wide variety of content aimed at children and given the PG classification, including material that was potentially disturbing to younger or even primary school aged children. Titles such as *Adventure Time* were given as examples. This left them in a difficult position, as they did not necessarily have the opportunity to research or watch shows with their children. Participants in Darwin estimated that they watched content with their children just under half the time.

‘Who has time to watch everything with them?’

One area that parents noted as being especially complex was the age suitability of animated material, some of which was considered suited to children of approximately 12 years and up but was easily accessible (via various television channels such as ABC3, Cartoon Network and other commercial free to air television) and potentially disturbing to younger children.

Some parents had encountered a lack of age suitable content for children in early primary school, giving as an example a perceived gap in the age suitability of content found on ABC For Kids (which was considered appealing for preschool aged children) and ABC3 (which was considered suited to children in late primary school and early high school).

15+ versus 16+

It is noteworthy that one of the most frequently mentioned alternative age categories was 16+. Some participants believed that an extra year between 15 and 16 made a significant difference in terms of a young person’s maturity.

Depictions of women and girls

Several participants expressed concern about the portrayal of women in films and computer games. In computer games, women were said to be frequently portrayed as sexual objects with accentuated anatomical features and scant clothing. Similarly, in films for teens and adults, female characters were described as often lacking personality or being present only for the titillation of male viewers. Women were offended by these depictions, and several participants—male and female—expressed concern about the impact of this content on how young men perceive women.

In programs aimed at young children such as *Super Hero Squad* there was concern about the presentation of female characters as helpless, or overly preoccupied with stereotypical, vacuous or 'girly' pursuits. Parents worried about the influence of these depictions on girls' social development, and to a lesser extent on boys' attitudes to their female peers.

Social impact of games versus film

Older participants (45 years and over) believed that games were more immersive than films and were potentially addictive. However, others tended to view films as more immersive and were less concerned about the potential for people to become addicted to game play, or to develop negative behaviours as a result of gameplay.

Some suggested that games were potentially more impactful on children than films due to the increasing amount of time children spent on games relative to films, rather than inherent properties of each platform.

Perceptions of classification and other available information

Community views on classification were not a focus of the research, but parents were asked about their perceived ability to protect children from harmful or disturbing material. Comments indicated that parents of children up to late primary school age did not find it difficult to protect their children from the *most* harmful material, but that they would like more readily accessible guidance on content above the 'G' level (see above).

From the age of about 13 years, parents found it was considerably harder to influence their children's media consumption, and some were resigned to having to trust their children's judgement (this was noted to be in alignment with other aspects of adolescent behaviour as they become increasingly independent).

13. Summary of findings

Violence

In comparison to other elements, violence (along with drug use and sex) was considered one of the more concerning content types overall. Those most inclined to express concern about violence in media as a ‘front of mind’ issue were older participants (over 45) and some parents of young children.

The results indicate that many of the same factors influence responses to violence in films and computer games, with the most impactful stimulus including:

- violence that is sexual in nature
- if the victim or (or sometimes in games the target) is a woman or helpless individual
- blood and gore and injury detail
- explicit blows and sound effects
- if the attack is unjustified (e.g. the victim is ‘innocent’)
- brutality and contempt for the victim
- emotional engagement/pathos and/or upsetting social topic
- a lengthy or relentless attack
- live action (or in games, realistic graphics)
- a familiar or realistic setting.

Additional heightening factors that apply to computer games include: the ability to kill innocent people, killing as an objective, violence for its own sake, first person perspective, high quality graphics and when the target is a human or other living creature.

Conversely, some mitigating factors are common to both platforms, including:

- lack of injury detail or suffering
- humour
- non-realistic, stylised graphics/animation
- a less relatable setting.

Additional factors affecting films include the ability to edit for effect (in particular the use of quick cuts to minimise the impact of disturbing material) and greater ability to build emotional engagement with characters.

Additional factors relevant to games include the use of first person perspective and in particular, interactivity.

One of the surprising findings of the research was that interactivity appeared to *lessen* the impact of violence on participants, reportedly due to a sense of control over the action in games, greater tolerance of violence when they themselves were perpetrating it (or closely watching other participants do so), and being focussed on the problem solving and skills aspects of gameplay while seeing violence as simply a means to an end. However, although interactivity lessened the impact of violence on participants themselves, it did not soften their views regarding age suitability of material.

It was beyond the scope of this project to scientifically investigate questions relating to the impact of gaming violence on *behaviour*. However, participants shared their perceptions in relation to this issue. Most parents felt that *as long as their children were engaging with age appropriate material* that gaming violence and film violence were likely to have a similar degree of influence on children’s behaviour—in other words, their concerns were more about media violence in general than gaming

violence specifically. It was also noted that parents needed to ensure their children understood the dangers of imitating violent content—and parents involved in the research believed that they were effective in this role.

Most participants did not believe that violent games and films had a significant influence on adult behaviour because most adults could distinguish ‘fantasy’ from ‘reality’.

Drugs

Depictions and references to illicit drug use were considered among the more concerning types of content in film and computer games. The main concern was that depictions of drugs could normalise or glamorise drug use. While concern about drug use in films was most prevalent among older people, there appeared to be more widespread concern about the inclusion of such content in computer games, with many considering this sort of content to lack justification in the context of computer games.

In addition, while people were generally tolerant of some drug related content for their own viewing, they had a strong desire to protect children and young people from even fairly mild drug-related content, or content showing drugs in a negative light.

In contrast to illicit substances, the depiction of tobacco and alcohol use in media was not considered a major concern. It was noted that smoking was not as commonplace in films as it used to be, and was almost non-existent in media aimed at child and adolescent audiences. Similarly, depictions of alcohol use were observed to occur almost exclusively in media aimed at adult and mature audiences and those included in the stimulus were not considered particularly impactful or concerning to many people.

Many of the same factors influenced responses to drugs in films and computer games, with the most impactful stimulus including the following:

- ‘harder’ drugs such as heroin, cocaine and crack cocaine
- drug use as opposed to drug references
- detailed depictions of drug preparation and use
- glamorisation of drugs.

Additional factors heightening the impact of drug use in computer games included:

- drug use as part of gameplay
- drug use being rewarded in the game.

Factors that are less impactful or lessen impacts included:

- alcohol and tobacco use
- smoking cannabis (which is considered softer than other illicit drugs by some)
- showing drug use to have negative consequences
- showing drug use to be associated with tragic or unfortunate circumstances.

Sex and nudity

Overall, the depiction of sex and nudity in film and computer games was moderately concerning to participants, and more so to older participants who considered sexual content and nudity overly explicit and prevalent. However, non-sexual nudity and discreet presentations of sex within appropriate contexts were considered acceptable by most participants.

Parents of young children were concerned about sex in media aimed at children, particularly perceived sexualisation of female characters.

In addition, several participants expressed concern about objectification of women in media for mature and adult audiences, particularly in computer games.

Heightening or concerning aspects of sex and nudity in film included:

- extensive nudity, even where genitals are not shown
- lengthy depictions of sex
- coercion or roughness
- sounds and implied orgasm
- full frontal nudity
- sexualised nudity.

Mitigating or less impactful factors relating to film included:

- romance
- camera angles focussed above the waist
- humour
- natural nudity as opposed to sexual nudity.

The main heightening factors in relation to sex and nudity in computer games were:

- sexual nudity²²
- sexually explicit dialogue
- realistic graphics
- first person perspective
- interactivity.

However mitigating factors, relating to sex being less explicitly portrayed, were not particularly influential on responses to sex in computer games, with many expressing the view that sexual content should not be in computer games at all.

Language

Overall there was less concern relating to language in film and computer games than other types of content such as violence, drugs and sex; neither parents nor other community members considered the language content of media they regularly encountered to be problematic.

However, in responses to the research stimulus, there was a slightly higher degree of concern relating to coarse language in computer games than in film.

Attitudes to language appeared to be more subject to variation between demographic groups than other types of content, particularly in relation to tolerance of the word 'cunt' by younger participants and males.

Heightening or concerning factors applicable to film:

- word used—some words (e.g. fuck, cunt) are considered more offensive than others
- level of aggression

²² Note that the stimulus material for computer games did not include non-sexual nudity.

- frequency
- manner of use—as a noun/term of address is generally most offensive.

Mitigating factors in film:

- lack of aggression
- humour
- use for emphasis (e.g. ‘fucking terrible’) or as an exclamation in anger or amazement (e.g. ‘fuck!’) rather than as a term of address (‘you dumb fuck’).
- use resembling everyday speech.

Participants appeared to be more sensitive to and less forgiving of coarse language in computer games, however thoughts on age suitability of specific terms were aligned.

The table below gives examples of perceived age suitability for specific items of coarse language.

Table 8: Perceived age suitability of specific items of coarse language.

Age category	Language Allowed (cumulative)
All ages	Poo, fart, bum, bugger, wee, boob, crap—isolated
All ages parental guidance	Shit, bitch, bastard, dick, prick, wanker, slut, arsehole Repeated milder words (see all ages)
Recommended 15 years and over	Fuck, cunt, motherfucker, pussy
Restricted 15 years and over	Same as recommended 15+ but more frequent
Restricted 18 years and over	Unrestricted

Participants were equally offended—sometimes more so—by other forms of offensive dialogue encountered during the research, in particular racist language and sexually explicit language.

Themes

A selection of themes was included in the stimuli. Some of the themes presented were particularly impactful to participants, such as animal cruelty, suicide, violence against women and sexual violence. Participants also expressed concern about depictions of racism and the possibility that they might encourage imitation.

Responses to horror depended on whether participants were fans of this genre, however those who were not aficionados of this content considered it a matter of personal taste, and did not report any difficulties avoiding (or protecting children from) this sort of content.

However, there were more mixed views among parents in relation to scary scenes in content aimed at children and young people, with some parents of young children finding this sort of content difficult to avoid or protect their children from.

As the classifiable element of themes represents a disparate range of content, including some content that was considered inherently more impactful and adult than other content, it was not feasible to distil common heightening or mitigating factors influencing responses to all of the stimulus. However, the age suitability of stimulus with particular thematic content is shown in descending order (by minimum age) in the table overleaf.

It is noteworthy that moderate presentation of some stronger themes, such as suicide, bullying and domestic violence, was thought to have potential benefit for viewing by young people (e.g. in their

early teens), especially when viewed with responsible adults. However depictions of racism and discrimination were not considered justifiable on such grounds due to the perceived risk of imitation.

There was insufficient stimulus to make comparisons between platforms across all types of themes. However, the available evidence (including participant comments, as well as the greater tendency to categorise themes in games as being for adults only) suggests that there is more concern about higher level themes in computer games than in film.

The table below gives examples of specific themes in stimulus provided and the perceived age suitability of the stimulus.

Table 9: Perceived age suitability of stimulus containing certain themes.

Theme	Perceived age suitability of stimulus
Human trafficking	restricted 18+ (computer game)
Sexual violence	restricted 18+ (film)
Domestic violence/violence against women	restricted 15+ (film), restricted 18+ (computer game)
Suicide	restricted 15+ (film)
Horror	All PG/ recommended 15+/restricted 15+ (tied) (computer game)
Racism	recommended 15+ (film), restricted 18+ (computer game)
Bullying	All PG/recommended 15+ (film)
Animal cruelty	All PG (film)
Death	All PG (film)
Misbehaving teens and Irresponsible behaviour	All PG (film)
Family dysfunction	All PG (computer game)
Scary scenes	All ages (film)
Crude humour	All ages (film)

Gambling in games and apps

Gambling games and apps were not mentioned unprompted as a ‘top of mind’ issue for participants. However, when shown examples, many parents found the ready accessibility of gambling apps—and apparent marketing of some of them towards children—concerning. Some participants also worried about adults using gambling apps and games, due to concerns about the potential social impacts of gambling.

All three gambling *apps* shown were predominantly considered suitable for adults only, because they involved money. It is noteworthy however that there was some confusion around what distinguished *simulated* from *actual* gambling, possibly due to the influence of in-app purchases which enabled large game credit purchases with small amounts of money, and also due to the action being outside of a physical gambling venue.

A distinction was also made between games and apps that were purely about gambling, and those where gambling was one component of a multifaceted game. The latter was potentially suitable for audiences below 15 years of age, especially if it did not involve 'real world' gambling apparatus or settings (e.g. casinos). Simulated gambling without the involvement of money but resembling 'real world' gambling was considered potentially harmful to players under 15 years of age.

Other issues raised

Participants raised other issues, not relating to particular content types or stimulus. These included the following:

- The large volume and wide variety of material covered by the PG rating and the implied need to vet children's content or supervise media consumption at this classification, which was considered impractical by parents. Many people advocated alternative age ranges for PG material included in the stimulus, the most common being 8+, 10+, 12+ and 13+.
- Another of the most frequently suggested alternative age categories was 16+ (as opposed to 15+ which is currently associated with the categories PG, M and MA 15+); participants suggested that one year at this age made a significant difference to levels of maturity.
- Demeaning and/or stereotypical depictions of female characters, particularly in computer games, was of concern in terms of its potential influence on young males.
- Passive, vacuous girl characters in programs and films aimed at children was of concern mainly in terms of its influence on girls' self-perception and development.

14. Implications

The Guidelines, Classification and Community Standards

A summary of the legal framework for classification in Australia, including the role of the guidelines, is provided in the Background section of this report. Any potential changes to classification raised by this research must be considered in the context of this framework, and the fact that the NCS is a cooperative scheme between the Commonwealth and state and territory governments.

As noted in the Background section, the guidelines are intentionally broad and designed to provide a high level framework for classification decision-making regarding an almost infinite variety of content. Therefore, it is not possible to make a comprehensive set of detailed comparisons between specific research findings and provisions of the guidelines. However, it is appropriate to compare the findings with the broad principles underpinning the guidelines, and to consider potential implications for future reform.

The Guidelines are largely aligned with community standards

- The principles underpinning the guidelines generally align with community views and there does not appear to be a need for significant reform of the classification guidelines for either films or computer games. For example, the following are reflected in both the research findings and the guidelines:
 - factors that heighten or lessen impact (such as repetition, duration, realism and detail)
 - the importance of context, for example in relation to sexual versus ‘natural’ nudity
 - the need to consider educational merit
 - the need to consider the cumulative effect of classifiable elements (as noted in relation to community views on language and themes)
 - considering strength, frequency and tone in relation to language that can be permitted in film and computer games for various age groups
 - the recognition that some themes are inherently stronger and more suited to mature or adult audiences (in particular the allowance for strong themes at MA 15+ and above)
 - the recognition that milder themes than those allowed at MA 15+ need to be treated differently in the various lower categories (e.g. the level of threat or menace must be very low for G rated material)
 - the particularly high impact of depictions of sexual violence (e.g. the guidelines provide that this is not suitable for audiences below 15 years and that it should be ‘*very limited*’ at M).
- Both the findings and the guidelines shared similar positions on suitable audiences and age appropriate depictions of violence and sex. For example, violence should have a low sense of threat or menace, sexual activity should be very mild and very discreetly implied and both must be justified by context to be permitted in material for children.
- Views on particular classifiable elements as they appear in films versus computer games appear to reflect what is in the guidelines and it is clear that retaining separate guidelines does align with different levels of tolerance to equivalent content in both platforms. This is particularly apparent with sex and drugs (with heightened sensitivity to the interactive treatment of these elements in games) and in regards to stronger themes.
- Despite the finding that interactivity appeared to decrease the impact of violence on the people perpetrating it (during gameplay), the guidelines are aligned with perceptions as to the effect of interactivity on the age suitability of content.

However, further consideration may be required in relation to the following:

- scary scenes and in particular their impact on small children
- community concern around gambling in computer games and apps, and confusion about the difference between simulated and actual gambling, particularly in the context of apps where purchases can be made
- concerns about the portrayal of women, especially in computer games, and its impact on the attitudes and perceptions of young men
- concerns about male-on-female violence in both film and computer games, including the ability to perpetrate violence against women in computer games
- concerns about racist language (or other discriminatory language or behaviour) in both film and computer games and the potential for imitation by children
- the potentially high impact of some specific content currently covered under the classifiable element of themes (e.g. bullying, racism, animal cruelty)
- attitudes to horror and its impact on age suitability, as well as the extent to which horror fits within the classifiable element of themes
- the view that drug use should never be depicted in content for all ages (i.e. content rated G)
- apparent dissatisfaction of some parents with the current PG classification due to a lack of age guidance and with the use of the age of 15 as a threshold for audience maturity.

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Appendix A: Matrices of stimulus

Sydney panel: film clips

	G	PG	M	MA 15+	R 18+	RC
Themes			* <i>Mercy</i> (horror) * <i>Water for Elephants</i> (animal cruelty) * <i>Enders Game</i> (boy against bullies, wins)	* <i>Kidulthood</i> (suicide)		
Violence			* <i>The Assassins</i> (battle-blood but no detail) * <i>Skyfall</i> (guns) * <i>Safe Haven</i> (DV)	* <i>Taken</i> (guns, fists)	* <i>Rome</i> (gladiators) * <i>Essex Boys</i> (shooting) * <i>Crank</i> (shooting—brains—action)	
Sex/Nudity			* <i>I Give it a Year</i> (nudity, sexual images, humour) * <i>Love is Now</i> (sex)	* <i>Weeds</i> (in bar) * <i>Afternoon Delight</i> (prolonged realistic, climax) * <i>Banshee</i> (rough, full body nudity)		
Language				Incidental in the following clips: * <i>Flight</i> (fuck) * <i>Weeds</i> (piss)	*Incidental in: <i>Essex Boys</i> (menacing) (cunt) *Second clip in <i>Essex Boys</i> (humorous) (cunt)	
Drug Use/Refs		* <i>Sunshine Cleaning</i> (cannabis smoking)		* <i>Flight</i> (same long scene as above—coke) * <i>Spiral</i> (heroin)		
Smoking/drinking				* <i>Flight</i> (same long scene as above) * <i>Weeds</i> (same scene as above)		
Animal cruelty			* <i>Water for Elephants</i>			

Sydney panel: game clips

	G	PG	M	MA 15+	R 18+	RC
Themes					<i>Watch_dogs</i> (human trafficking—woman on bed-sexual violence implied)	
Violence				* <i>Call of Juarez</i> (first person shooter) * <i>Call of Duty Ghosts</i> (cut scene-beating, shooting tied up soldiers)	* <i>The Last of Us</i> (cut scene—graphic zombie fight woman and girl) * <i>Watch_dogs</i> (human trafficking—woman on bed-sexual violence implied) * <i>Grand Theft Auto 5</i> (running over prostitute)	* <i>Hotline Miami 2 Wrong Number</i> (rape, low level graphics) * <i>Saints Row 4</i> (anal dildo weapon) * <i>South Park Stick of Truth</i>
Sex/Nudity			* <i>Dead Pool</i> (refs—in spa complex with girls)	* <i>Wolfenstein : the New Order</i> (cut scene, realistic graphics)	* <i>Grand Theft Auto 5</i> (first person sex with prostitute)	
Language				* <i>Call of Duty Ghosts</i> (cut scene-beating, shooting tied up soldiers) (motherfucker)	<i>Grand Theft Auto 5</i> —sex with prostitute; gameplay: (fuck, pussy, nigger, shit)	
Drug Use/Refs				* <i>Far Cry 3</i> (cannabis use and refs to MDMA)	* <i>Beyond 2 Souls</i> (kids using at party, choice to use)	* <i>Saints Row 4</i> (incentivised use—narcotic gives powers)

Gameplay: Session A: Grand Theft Auto 5 mission (M–MA 15+ violence in R 18+ game); Session B: Dying Light (R 18+ violence)

Launceston Panel: film clips

	G	PG	M	MA 15+	R 18+	RC
Drug Use/Refs, Smoking/drinking		<ul style="list-style-type: none"> *<i>Sunshine Cleaning</i> (cannabis smoking) *<i>7th Heaven</i> (cannabis smoking—teens) *<i>Ping Pong Summer</i> 	<ul style="list-style-type: none"> *<i>Varsity Blues</i> (teenage drinking and misbehaviour) *<i>Easy A</i> 	<ul style="list-style-type: none"> *<i>Flight</i> (coke, drinking, smoking) *<i>Weeds</i> (no sex) 		
Language/crudeness	<ul style="list-style-type: none"> *<i>To the Top of Down Under</i> (Holy Crap) *<i>American Mall</i> (2-weiner boy) 	<ul style="list-style-type: none"> *<i>Stoked Vol 4</i> (crude humour) 	<ul style="list-style-type: none"> *<i>Varsity Blues</i> (shit, arse, sonofabitch (same clip)) 	<ul style="list-style-type: none"> *<i>Flight</i> (fuck—same long scene as above) *<i>Shaun of the Dead</i> (Cunt) *<i>In The Loop</i>—(Cock, Fuck—abusive) 		
Themes (scary/horror)	<ul style="list-style-type: none"> *<i>Paddington</i> (intruder/sticky tape) *<i>Postman pat</i> (robots) *<i>Superhero squad</i> *<i>Scooby Do 13 spooky tales -for the love of snack: Dead meat</i> *<i>Penguins of Madagascar</i> (gun ref, scary poodle) 	<ul style="list-style-type: none"> *<i>Adventure time: Fall: the Lich’s Speech</i> *<i>Tangled</i> (Eugene saves Repunzel (mother turns to witch)) 	<ul style="list-style-type: none"> *<i>Snow White and the Huntsman</i> (scary) *<i>Mercy</i> (grandma) 			
Violence	<ul style="list-style-type: none"> *<i>Penguins of Madagascar</i> (gun ref, scary poodle) *<i>SpongeBob SquarePants</i> 	<ul style="list-style-type: none"> *<i>Power Rangers</i> (cartoonish monsters fighting) *<i>Percy Jackson</i> (weapons, kung fu) *<i>Ben 10</i> (transformation and fight) 	<ul style="list-style-type: none"> *<i>Divergent</i>(fight) *<i>Divergent</i> (guns/mother) *<i>Assassins</i> 	<ul style="list-style-type: none"> *<i>Taken</i> (guns, fists) 		

	G	PG	M	MA 15+	R 18+	RC
Themes (social issues)		* <i>Clone Wars</i> * <i>Ping Pong Summer</i> (verbal bullying) * <i>Jungle Safari</i> (death)	* <i>Water for Elephants</i> (animal cruelty) * <i>Safe Haven</i> (DV) * <i>Easy A</i> (refs, teens) (same clip)	* <i>Kidulthood</i> (teenage issues) * <i>Kidulthood</i> (girl being bullied)		
Sex/Nudity	* <i>The American Mall</i> (sex ref) (1 hotdot)	* <i>Red Dog</i> (sex)	* <i>Love is Now</i> (sex) * <i>Love is all you need</i> (natural nudity) * <i>Shred</i> (sexualised partial nudity) * <i>Easy A</i> (refs, teens) (same clip)	* <i>Flight</i> (nudity)		

Launceston Panel: game clips

	G	PG	M	MA 15+	R 18+	RC
Themes	* <i>Rise of the Snow Queen</i>	* <i>Contrast</i> (father) * <i>The Crew</i>	* <i>Slender: the arrival</i> (horror)			
Violence	* <i>Kokuga</i>	* <i>Rollers of the realm</i> * <i>Code of Princess</i> * <i>NHL 15</i> * <i>Super Smash Bros</i>	* <i>Orc Flatulence Rebellion</i> * <i>Heavy Fire Shattered Spear</i>	* <i>Call of Juarez</i> (first person shooter) * <i>Call of Duty Ghosts</i> (cut scene-beating, shooting tied up soldiers)		
Sex/Nudity		* <i>Contrast</i> (mother)	* <i>Dead Pool</i> (refs—in spa complex with girls)			
Language				* <i>Call of Duty</i> (above)		
Drug Use/Refs			* <i>Infamous Second Son</i> (heroin addiction refs)	* <i>Far Cry 3</i> (cannabis used and refs to MDMA)		
Gambling	* <i>Full House Poker</i>		* <i>Brandish Dark Revenant</i>			

Gameplay: 1) ASSASSINS CREED UNITY (MA 15+ hand to hand violence) 2) WWE2K15 (M sporting/hand to hand violence) Game.

Darwin panel: film clips

	G	PG	M	MA 15+	R 18+	RC
Drug Use/Refs, Smoking/drinking		* <i>Sunshine Cleaning</i> (cannabis smoking) * <i>7th Heaven</i> (cannabis smoking—teens)	* <i>Varsity Blues</i> (teenage drinking and misbehaviour)	* <i>Flight</i> (coke, drinking, smoking) * <i>Spiral</i> (heroin)		
Language			* <i>Varsity Blues</i> —shit, arse, sonofabitch (same clip)	* <i>Flight</i> (fuck—same long scene as above) * <i>Shaun of the Dead</i> (Cunt) * <i>In The Loop</i> —(Cock, Fuck—abusive)		
Themes (scary/horror)	* <i>Postman pat</i> (robots)	* <i>Adventure time: Fall: the Lich’s Speech</i> (scary, death) * <i>Tangled—Eugene saves Repunzel</i> (mother turns to witch)	* <i>Snow White and the Huntsman</i> (scary) * <i>Varsity Blues</i> (teenage drinking and misbehaviour)			
Violence	* <i>Penguins of Madagascar</i> (gun ref) * <i>Spongebob SquarePants</i> * <i>Superhero squad</i>	* <i>Percy Jackson</i> (weapons, kung fu) * <i>Ben 10 amphibian transformation and fight</i>	* <i>Divergent</i> —(fight) * <i>Divergent</i> (guns/mother) * <i>Assassins</i> * <i>Safe Haven</i> (DV)	* <i>Taken</i> (guns, fists) * <i>Kidulthood</i> (girl being bullied) * <i>The Take</i> (sexual violence)		
Themes (social issues)		* <i>Ping Pong Summer</i> (verbal bullying) * <i>Jungle Safari</i> (death)	* <i>Water for Elephants</i> (animal cruelty)	* <i>Kidulthood</i> (suicide)		
Sex/Nudity	* <i>The American Mall</i> (sex ref) (1-hotdog)	* <i>Red Dog</i> (sex)	* <i>Love is all you need</i> (natural nudity) * <i>Shred</i> (sexualised partial nudity)	* <i>Flight</i> (nudity) * <i>Weeds</i>		

Darwin panel: game clips

	G	PG	M	MA 15+	R 18+	RC
Themes	*Rise of the Snow Queen	*The Crew				
Violence		*Code of Princess *NHL 15 *Lego Marvel Superheroes	*Orc Flatulence Rebellion *Heavy Fire Shattered Spear	*Call of Juarez (first person shooter) *Call of Duty Ghosts (cut scene-beating, shooting tied up soldier)	*Grand Theft Auto 5 (run over prostitute) *The Last of Us (cut scene—graphic zombie fight woman and girl)	
Sex/Nudity			*Dead Pool (refs—in spa complex with tropes)		*Grand Theft Auto 5 (sex with prostitute)	
Language				*Call of Duty (above)		
Drug Use/Refs					*Beyond 2 Souls (kids using at party, choice to use)	*Saints Row 4 (incentivised)
Gambling		*Brandish Dark Revenant				

Gameplay: 1) *FARCRY 4* (MA 15+gun violence) 2) *LARA CROFT AND THE TEMPLE OF OSIRUS* (PG gun violence) Demo: **Gambling apps—*Farm Slots, Dragon Play Slots, World Poker Texas Holdem.***

Appendix B Recruitment screener

Good morning/afternoon/evening, my name is _____, from _____. We're looking for people to participate in some research about entertainment. The research would involve attending three sessions of around four hours each in (Sydney/Launceston/Darwin) on Friday xx, Saturday xx and Sunday xx. You will be offered \$450 to reimburse you for your costs in attending, if you come to all three sessions. Refreshments will also be provided. Are you interested in attending?

(If respondent is interested) The research will be held between 6.00pm and 9.30pm on Friday xx, between 10am and 2pm on Saturday xx, and between 10am and 2.30pm on Sunday xx. Would you be able to attend at these times?

*(If respondent asks what the research is about, tell them **entertainment activities like films and computer games**).*

*(If respondent asks who the client is, tell them **the Australian Government**)*

If **no**, thank and terminate.

If **yes**:

I just need to ask you a few questions to see if you are eligible to attend.

1. Gender

1 Male

2 Female

2. How old are you?.....

Sydney: If younger than 18 years or older than 55 years, thank and **terminate**.

Launceston, Darwin: If younger than 16 years or older than 55 years, thank and **terminate**.

3. If you are currently employed, please describe your usual occupation in detail. If you are retired, please describe what you did prior to retirement. If you are a dependant, please describe the occupation of the main income earner in the household.

.....

4. Are you: (Circle one response)

1 Single (never married)?

2 Married / In a de facto relationship?

4 Divorced/Separated/Widowed?

5. Do you have any children? (Circle one response)

1 Yes

2 No Go to q7

6. How old are your children? (Circle all that apply)

1 Under 6 years

2 6 to 11 years

3 12 to 17 years

3 18 or over

7. Have you seen a movie at the cinema or watched a video or DVD in the last six months?

1 Yes.....**Continue**

2 No**Thank and terminate**

8 How would you describe your level of skill playing computer games? By computer games we mean console games such as PlayStation or Xbox, or PC games similar to those played on a console (not tablet, mobile or handheld games) (Circle one response)

1 Advanced (regularly play console or PC games)

2 Intermediate (have played console or PC games on two or more occasions)

3 Beginner or non-player (played console or PC games on less than two occasions)

9. (If not played a computer game in the last six months) Are you opposed to having a try at playing computer games (if given straightforward instructions)? (Circle one response)

1 Yes..... **Thank and terminate**

2 No **Continue**

10. Is there a language other than English spoken in your household? (Circle one response)

1 Yes (specify).....

2 No

11. Are you of Aboriginal or Torres Strait Islander descent?

1 Yes.....

2 No

12. What suburb or town do you live in?

..... Postcode:.....

13. Have you participated in a focus group in the last six months?

1 Yes**Thank and terminate**

2 No**Continue**

14. Do you or anyone in your household work in market research, advertising, film production or distribution or the computer game industry?

1 Yes.....**Thank and terminate**

2 No**Continue**

15. The research will involve viewing short clips from films, television programs and computer games and short sessions of computer game play. Material will range from ‘family friendly’ items through to more confronting content. People taking part will be warned about the nature of the more potentially upsetting material and have the opportunity to step out of the viewing area temporarily while this material is covered—however they will still need to take part in discussion afterwards. Would you have an objection to taking part in the research under these circumstances?

1 Yes.....**Thank and terminate**

2 No**Continue**

Appendix C Response sheets for clips and gameplay

Your name: _____

Extract 1: (title)

1. How would you describe the level of impact this material had on you?
 - Very Mild
 - Mild
 - Moderate/Medium
 - Strong
 - High
 - Very High—should not be available to the public

2. What are the *main* aspects of the clip that had an impact on you?

3. In a few words, *how* did what you saw affect you?

4. For which audience would this material be suitable?
 - All ages
 - All ages with parental guidance
 - Recommended for 15+ only
 - Restricted to 15+ unless accompanied by an adult*
 - Restricted to 18+*
 - Another age limit (please specify the youngest age the material would be suitable for) _____
 - None (it should not be available to the public)

Your name: _____

Game 1: (*Title*)

- I played at least some of the game
 - I observed my partner playing the game and did not play
5. How would you describe the level of impact this material had on you?

Very Mild

- Mild
 - Moderate/Medium
 - Strong
 - High
 - Very High—should not be available to the public
6. What are the *main* aspects of the clip that had an impact on you?

7. In a few words, *how* did what you saw affect you?

8. For which audience would this material be suitable?

- All ages
- All ages with parental guidance
- Recommended for 15+ only
- Restricted to 15+ unless accompanied by an adult*
- Restricted to 18+*
- Another age limit (please specify the youngest age the material would be suitable for) _____
- None (it should not be available to the public)

Appendix D Sample discussion guides

Darwin Panel: discussion guide—films

Friday: SESSION A: G and PG Violence (45 mins)

Introduction (7 minutes)

Welcome everyone.

Shortly I am going to break you up into smaller groups to discuss the clips, but first let's all introduce ourselves. Can we go around the room and give your first name, who you live with (kids, flatmates etc) and favourite TV show.

That's great, thanks.

We will now break up into groups to discuss the clips you just saw and your reactions to them. Remember—there are no right or wrong answers. In the discussion, just try to let one person at a time speak so everyone can hear. We hope and expect you all to take part in the discussion, so please don't be shy.

(Allocate groups of 3–4 and distribute response sheets).

We will now discuss the material you just saw in your groups. There are a few questions on your sheets to discuss—I will give you a few minutes to answer each one in your group and one person from the group can write down responses on the sheet. I have a screen shot of each clip to jog your memory. You can refer to them by their code—A1, A2 and so on.

Show screenshots:

-
1. Penguins of Madagascar (gun ref)
 2. SpongeBob SquarePants
 3. Superhero squad
 4. Percy Jackson (weapons, kung fu)
 5. *Ben 10 amphibian transformation and fight*
-

Group activity on age appropriateness and impact (30 minutes—approx. 7m each)—*Note: no coming together after this activity*

- | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none">1. Based on what you saw, what age group do you feel each of these is aimed at? Is it suited to this group?2. What specifically would the film maker have to change to make this clip suitable for a younger audience?3. Do you think these would have varying levels of impact on a 10 yo child? Please rank them in order of the impact you think they would have by placing numbers 1 (most impactful) to 5 (least impactful) in the spaces. If there are disagreements, note this down.4. What makes each one more impactful than the ones below it? |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

General group discussion—8 minutes—*not related to activity*

All of your comments will remain anonymous, but I would like to record the latter part of the discussion if that's OK with everyone—just to help with writing our research report (get agreement).

1. When it comes to children's films, are some sorts of violence more palatable than others? Can you give examples? (prompt—slapstick, cartoons, punching vs weapons)? How does the style of violence influence age suitability? Can you give examples?
2. How concerned are you about the level of violence in children's programs? Do you ever take steps to limit the amount of violence they watch (in children's programs)?
3. Are there any programs—perhaps other than those we've seen—that are particularly concerning to you as a parent due to violence? What is it that is concerning?
4. Are there any other comments on these clips before we have a break?

Thanks and close

Darwin panel: discussion guide—games

Sunday SESSION E—Gameplay and M + Violence (45m)

Group activity on clips, general discussion of clips and play comparison

Introduction (1 m)

Welcome everyone.

We will now break up into groups again to discuss the clips you just saw and your reactions to them.

(Allocate groups of 3–4 and distribute response sheets).

We will now discuss the clips in your groups, and fill out the sheets, as before. I have a screen shot of each clip to jog your memory. You can refer to them by their code—E1, E2 and so on. Later on we will discuss the games you played.

Show screenshots:

1. Orc Flatulence Rebellion
2. Heavy Fire Shattered Spear
3. Call of Juarez
4. Call of Duty Ghosts
5. Grand Theft Auto 5 (run over prostitute)
6. The Last of Us

Group activity on age appropriateness and impact of clips (24 minutes—approx. 6m each)—*followed by coming together to share findings*

1. Based on what you saw, for what age group do you feel each of these is aimed at? Is it suitable for that age?
2. What specifically would the game producer have to change to make this material suitable for a younger audience?
3. Do you think these would have varying levels of impact on someone playing the game? Please rank them in order of the impact you think they would have by placing numbers 1 (most impactful) to 6 (least impactful) in the spaces. If there are disagreements, note this down.
4. What makes each one more/less impactful than the others?

Group discussion of responses –10 minutes

All of your comments will remain anonymous, but I would like to record the latter part of the discussion if that's OK with everyone—just to help with writing our research report (get agreement).

For this part of the session I would like to bring everyone back together to discuss your responses.

- Group 1—tell us your responses to the first question. Did anyone have a different view?
- Group 2—question 2—your responses? Does anyone have something to add?
- Group 3—Q3. The ranking question. Do you want to get up and rearrange them on the board? Did anyone have a different view on any of these rankings? Why did you think it should be ranked differently?
- Group 4—Do you want to rearrange the ranking on the board? Can you tell us about what distinguished each clip in terms of impact? What do others think?

Gameplay—10 minutes (doesn't relate to activity)

Show screenshots:

- 1) FARCRY 4 (MA 15+gun violence)
 - 2) LARA CROFT AND THE TEMPLE OF OSIRUS (PG gun violence)
1. How would you compare the experience of playing the first game, FARCRY 4, with the second game, LARA CROFT AND THE TEMPLE OF OSIRUS? Was one more impactful than the other? Why/why not?
 2. When you were playing the games, you were—to some extent at least—making things happen, whereas the clips you were watching. What sort of influence did this have on the way the material impacted you?
 3. What ages are these two games suitable for? What would have to change to make these games suitable for a younger audience?
 4. Any other comments before we take a break?

Sydney Panel: discussion guide—films

Friday: Session A—Drugs, Smoking, Drinking, Language (45mins)

Introduction (7m):

First go around the group and have people introduce themselves.

I am XX from the Classification Branch of the Attorney General's Department. This is my colleague YY who is going to be taking notes.

We will now have a general discussion about the clips you just saw and your reactions to them. Remember this is about your opinions—there are no right or wrong answers. In the discussion, just try to let one person at a time speak so we can all hear. We hope and expect you all to take part in the discussion.

All of your comments will remain anonymous, but I would like to record the discussion if that's OK with everyone—just to help with writing our research report (get agreement).

We will now discuss the material you just saw. I have a screen shot of each clip to jog your memory.

Show screenshots: Sunshine Cleaning (D), Spiral (D), Weeds (Sm, Dr), Flight (Sm, Dr, D)

Impact (20m)

1. What did these clips have in common?
2. Did they have varying levels of impact on you? Which was the most impactful and why? The least impactful and why?
(check for agreement/seek alternate opinions on most and least)
For most—how would that/those compare with (insert similar content)? Why?
For least—how would that/those compare with (insert similar content)? Why?
(prompts—substance, setting, effects of substance, instructiveness on drug preparation, tone—glamorising, cautionary tale etc)?
3. (show Weeds)—was this one different from the others? Why/why not? (prompt—Smoking, drinking)
4. Was there anything that you found especially confronting or troubling in any of these clips?

Age appropriateness/restrictions (10m)

1. Based on what you saw, what age group do you feel each of these is or is not suitable for? (Go through clips individually) Why do you say that? What do others think?
2. (Take the most impactful/high level clip/s as chosen by participants): What would the film maker have to change to make this clip suitable for a broader audience?

Language (7m)

1. What sort of course language do you recall from these clips? How would you describe the impact of the language specifically? What made it more/less impactful? (prompt—tone, word used, frequency)
2. Any other comments before we take a break?

End

Appendix E Responses by clip and descriptions of stimulus— detailed

Films

Violence

The Take

Description

This TV series focuses on a criminal fresh out of prison. This clip begins with a woman relaxing in a bath. She is startled and becomes very uncomfortable when she realises a man is standing over her. The man begins speaking to her, calling her by name. He implicitly penetrates her with his fingers under the bath water; she winces and cries out telling him to leave. He pulls her out of the bath and drags her to her bedroom while she screams violently. Meanwhile an answering message is heard being left by the woman's partner. The man rapes her in her bedroom and states, 'that's how you make a fucking baby', causing her to gag and begin to cry.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
0	1	1	4	12	1	19

The majority of people said this material had a high impact on them.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	0	1	17	0	1	19

The vast majority of participants thought that this material should be restricted to viewers aged 18 and over.

What are the main aspects of the clip that had an impact on you?

Participants said that the helplessness of the woman, the rape, intimidation and violence, were most impactful.

In a few words, how did what you saw affect you?

Participants said the clip was very confronting, disturbing, distressing, disgusting and made them feel angry.

Rome

Description

This series revolves around the transformation of the Roman Republic into the Roman Empire and the rise and fall of Julius Caesar. In the clip a former soldier is forced to fight to the death against numerous gladiators. As he becomes exhausted and is wounded, his colleague jumps into the arena to defend him. The scene features multiple acts of explicit violence, blood and gore, including a gladiator being beheaded with a shield while he lies on the ground. It ends with a man cutting another's leg off and stabbing him deeply in the neck.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
0	1	2	6	7	4	20*

* One participant did not respond to this question.

Most participants thought the impact of the content was strong or higher. Approximately 1 in 3 participants said the content had a high impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	1	5	12	0	3	21

More than 1 in 2 participants thought the content should be restricted to viewers over the age of 18. Approximately 1 in 4 thought the content should be restricted to viewers over 15 unless accompanied by an adult.

What are the main aspects of the clip that had an impact on you?

Participants indicated that the graphic depictions of dismembering, decapitation and blood spurting had an impact on them.

In a few words, how did what you saw affect you?

Most participants said they felt confronted and uncomfortable. Some said they felt shocked and squeamish.

Taken 3

Description

This film follows the protagonist as he attempts to find a murderer. This clip takes place in a grocery store, where two men are shooting at one another causing glass bottles to break all over the shop. Finally the men begin to punch each other until one is on the ground. The man who is still standing points a gun at the man on the ground and demands to know who sent him. The man on the ground suddenly pulls the gun into his mouth and pulls the trigger, causing blood and gore to shoot out the back of his head.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
1	7	15	25	12	1	61

The largest proportion, about 4 in 10 people, said the scene had a strong impact on them. However, substantial numbers reported a moderate impact or a high impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	1	19	14	22	5	0	61

More than 1 in 3 participants thought the material should be restricted to viewers 18 and over. A slightly smaller proportion thought it should be recommended for viewers aged 15 and over. About 1 in 4 thought it should be restricted to viewers aged 15 and over. 5 people suggested alternate ages, including 16+.

What are the main aspects of the clip that had an impact on you?

Participants noted that the close up of the man's face, the repetitive shooting, loud gunfire and fight sounds, the suicide, specifically the gun firing in the man's mouth and the depiction of brains and blood were impactful. The realistic setting of the shop added impact.

In a few words, how did what you saw affect you?

Participants said the clip was intense but also described it as a typical action movie in that it had the same tone and was predictable and unrealistic. As a result participants said they were excited, scared and amused for most of the clip. However, they also said that the end scene and the suicide were shocking, confronting and upsetting.

Essex Boys

(NOTE: also contains language)

Description

This film is based on the events that followed the murder of three drug dealers in Essex. This clip begins with a man and woman being shot in the back as they walk into a room. Large exit wounds can be seen on their chests, and as their bodies fall to the ground, blood is seen on the floor. One of the gunmen repeatedly kicks one of the dead bodies, yelling 'You fucking cunt! You cunt, you cunt, you fucking cunt!'

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
0	4	4	7	5	0	20

The majority of participants thought this content had an impact level of strong or higher. Approximately 1 in 3 thought the content was strong in impact, while 1 in 4 thought it was high in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	6	3	7	3	0	19*

* One participant did not respond to this question.

More than 1 in 3 participants thought the content should be restricted to over 18s. Slightly less than 1 in 3 thought the content should be recommended for viewers over 15.

What are the main aspects of the clip that had an impact on you?

Participants said the language in the clip had an impact on them and that the amount of blood and method of attack had an impact on them. Particularly the sudden shooting from behind and then sustained assault on victim's body after death was impactful.

In a few words, how did what you saw affect you?

Most participants said they felt disturbed and confronted. Some participants said the clip made them feel anxious.

Crank 2**Description**

This film features hit-man Chev Chelios, who battles gangsters while constantly recharging his artificial heart with jolts of electricity. The clip shows a shootout in a limousine which involves multiple blood burst bullet wounds and copious blood spray. The driver is depicted holding his own intestines. At the end of the clip, one character, the hero, is heard making a quip about 'chicken and broccoli'.

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
0	3	3	8	5	1	20

The majority of participants felt that this material had an impact of strong or higher. 2 in 5 participants thought the content was strong, while 1 in 4 thought the content was high in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	5	7	6	2	0	20

More than 1 in 3 participants thought the content should be restricted to viewers over 15 unless accompanied by an adult. Slightly less than 1 in 3 thought the content should be restricted to over 18s, while 1 in 4 thought the content should be recommended for viewers aged over 15.

What are the main aspects of the clip that had an impact on you?

Participants said the detailed blood and gore, frequency of shooting and close ups had the most impact on them. However a couple noted the use of music and banter lessened the impact slightly.

In a few words, how did what you saw affect you?

Most participants said they felt confronted and nauseated.

Safe Haven**Description**

Safe Haven is about a young woman who must face her dark history. Here, she is having a flash back to a past encounter where she is in a dining room with her husband who is sitting at the dining table. Suddenly, he becomes very aggressive towards her. In a fit of rage the man smashes glassware on the dining table. He then pushes his wife into a cabinet. The man grabs his wife around the neck and pushes her to the floor, apparently strangling her. The woman reaches for a knife and stabs her husband in the side. The man falls back and the woman runs from the room.

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
1	3	14	23	15	3	59

Over 1 in 3 respondents said the impact level on them was strong, and about 1 in 4 described it as either high or moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	10	23	19	4	3	59

Over 1 in 3 respondents said the material should be restricted to viewers aged 15 and over. Close to 1 in 3 said the material should be restricted to viewers 18 and over.

What are the main aspects of the clip that had an impact on you?

Participants said that the most impactful aspects of the clip related to the intimidation of and violence towards the woman, and the stabbing of the man. They also noted that the sudden change in pace and intensity was impactful.

In a few words, how did what you saw affect you?

Participants said they felt distressed, uncomfortable, confronted, shocked, sad, disturbed and tense. They noted that in particular they felt afraid for the woman. For some participants the dismay and fear was mitigated by seeing the woman defend herself. It was noted that the realism of the situation and portrayal heightened impact.

Divergent (1 fight)

Description

In this futuristic film, a young woman learns that she is Divergent and thus will not fit in with any faction of society, but must hide her differences in order to survive. This clip shows the training she must endure to secure her place in one of the factions. The clip depicts a fighting match between the woman and a young man. They begin to punch each other and after a short time the young man gains the upper hand. He knocks the young woman to the ground, causing her nose to bleed. From her perspective we see the man's foot strike her head while she lies on the ground.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
4	4	19	10	3	0	40

Approximately 1 in 2 viewers described the impact as moderate and 1 in 4 described it as strong.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	1	21	12	4	1	1	40

Just over 1 in 2 thought the material should be recommended for viewers 15 and over and over 1 in 4 thought it should be restricted viewers 15 and over.

What are the main aspects of the clip that had an impact on you?

Viewers were impacted by the brutality of the fight, the context of male-on-female violence, the male stomping on the female's head when she was down and that the girl lost the fight.

In a few words, how did what you saw affect you?

Respondents were angry, disturbed, repulsed and uncomfortable by the content, specifically at the male being violent towards the female character. The impact was heightened by the female character's defeat, that she was kicked while on the ground and the documentary style of filming. However, the effects were mitigated by the combative dynamic of the clip and the lack of blood and injury detail that was shown.

The Assassin

Description

The Assassin is set in the Chinese Tang Dynasty. This clip depicts the retelling of a battle involving swords, knives and pikes that the father was involved in. It shows an ancient battle scene, where soldiers in armour and the opposition attempt to stab each other and push one another into the water. At one point a soldier is struck with a sword and blood splatters in slow motion across the scene.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
6	12	22	15	5	0	60

Over 1 in 3 respondents reported that the content had a moderate/medium level of impact. 1 in 4 described the impact on them as strong. 1 in 5 considered the content mild. Thus there was some variation in response.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	2	31	17	7	2	0	59*

* One participant did not respond to this question.

The largest proportion, about 1 in 2 participants thought the content should be recommended for viewers aged 15 and over. A substantial number thought it should be restricted to this age group.

What are the main aspects of the clip that had an impact on you?

Participants identified blood spatter, swords going through bodies, and death as impactful. The use of slow motion magnified the impact of the sword blow and blood.

In a few words, how did what you saw affect you?

There were mostly negative reactions to the violence, but these were generally not severe. The historical context and war setting appeared to mitigate the impact of the violence, partly as it led viewers to anticipate violence (thus removing shock value). The violence was noted to be largely implied in the clip which also lessened its impact.

Divergent (2—guns/mother)

Description

In this film, a woman learns that she is Divergent and thus will not fit in with any faction of society. This clip shows a gun battle in which the protagonist and her Mother are caught in the crossfire. As they try to escape, the young heroine has to shoot and kill a young man who is pursuing them. She is visibly shaken at having killed the young man but she and her mother continue to run for safety. Shortly afterwards they find cover but the mother has been shot. Soon the mother falls to the ground dying. The young woman cries out in anguish for her mother, but is forced to leave her and escape to save herself.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
4	9	12	10	5	0	40

Slightly more than 1 in 4 respondents found the impact of the material to be moderate. However, there was some variation in response with proportions of approximately 1 in 4 describing it as strong or mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	1	17	10	8	4	0	40

Close to 1 in 2 viewers said the material should be recommended for viewers 15 and over, 1 in 4 said it should be restricted to viewers aged 15 or over, and slightly less than 1 in 4 said that it should be restricted to viewers 18 or over.

What are the main aspects of the clip that had an impact on you?

Viewers found the most impactful aspects of the material the young heroine shooting another young person, her reaction to taking his life and witnessing and reacting to her mother's death.

In a few words, how did what you saw affect you?

Some respondents found the impact minimal. However, others responded emotionally to the young person losing her mother and the circumstances in which this occurred; they found this to be considerably more vivid than aspects of violence in the clip. It was noted the violence was mitigated by a lack of injury detail.

Skyfall

Description

Skyfall is a James Bond film, where Bond must investigate an attack on MI6. The clip begins with an abrupt shooting in a court room. Several men and women attempt to shoot each other in the court house. The clip ends with innocent bystanders frantically attempting to escape the building.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
3	6	6	5	0	0	20*

* One participant did not respond to this question.

Responses to the material were varied. Similar proportions considered the material to be mild, moderate or strong.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	2	12	5	1	0	1	21

More than 1 in 2 respondents thought the material should be recommended for viewers 15 and over. About 1 in 4 thought it should be restricted to viewers 15 and over.

What are the main aspects of the clip that had an impact on you?

Viewers were mainly impacted by the amount of shooting and the occurrence of shooting in a crowded courtroom.

In a few words, how did what you saw affect you?

Several respondents said the material had little or no effect, while others mentioned being excited or tense and apprehensive. The lack of blood mitigated the impact of the shooting for some, as did the predictability of the Hollywood-style action.

Percy Jackson—Sea of Monsters

Description

This film follows the son of Poseidon as he attempts to find the mythical Golden Fleece while attempting to prevent an ancient evil force from rising. This clip shows a group of young people punching and fighting, some with long batons, on a yacht. Some end up in the water but no injury detail is shown.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
10	19	11	0	0	0	40

Approximately 1 in 2 respondents considered the material to be mild, 1 in 4 considered it very mild and 1 in 4 considered it moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	25	8	3	0	4	0	40

More than 1 in 2 respondents thought the material was suited to all ages with parental guidance. 1 in 5 thought it should be recommended for viewers 15+. 1 in 10 suggested other ages of 7+, 8+, 12+ and 13+.

What are the main aspects of the clip that had an impact on you?

Viewers were impacted by the continuous violence and were concerned about the use of batons and weapons by child characters. This was mitigated as the violence was choreographed and stylised, making it less realistic; and because there was little detail of injury or pain being inflicted. However, the impact was heightened because there were several characters fighting against one individual and because the characters were live actors (not animated).

In a few words, how did what you saw affect you?

Several participants considered the clip to be mild but expressed reservations about the suitability for young viewers, especially due to use of weapons and imitability. Others were impressed and entertained by the athleticism of the characters.

Ben 10**Description**

This animated series follows Ben Tennyson, a boy who discovers the Omnitrix, a mysterious alien device with the power to transform the wearer into ten different alien species. This scene shows Ben trying to help an adult he knows who has been turned into an evil creature. However, the man succumbs to the evil force and throws Ben against a wall, where he turns back into the form of a human child.

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
16	18	5	0	1	0	40

Approximately 7 in 8 viewers described the impact as either mild or very mild and a small percentage thought it was moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
10	19	2	0	0	9	0	40

About 1 in 2 participants said the material would be suited to all ages with parental guidance, 1 in 4 said it was suitable for all ages and slightly less than 1 in 4 suggested alternative ages of 6+, 8+ and 10+.

What are the main aspects of the clip that had an impact on you?

Several viewers found nothing in the clip to be impactful. Others found that one character turning into a monster, one character being electrocuted, violence towards Ben in 'child' form, scary sound effects and Ben being deceived was impactful.

In a few words, how did what you saw affect you?

Some viewers thought the clip would frighten children. However, others were not concerned about the content and found it appropriate for children. It was found the violence was mitigated through the animation of characters and the good vs evil theme.

Super Hero Squad

Description

In Super Hero Squad, Marvel's comic book heroes and villains battle through alternate-universe style adventures. This clip shows cartoon mummies fighting with robots as a young girl looks on. At one point, the mummies pin down Iron Man while one of them smashes his head on the ground. A young woman is also shown being pinned by the arms, unable to break free. The depictions of violence are highly stylised and do not depict any wound detail. The characters always bounce back from being struck.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
17	17	5	1	0	0	40

The vast majority of respondents described the impact on them as either very mild or mild. However, it is noteworthy, given that this is a children's program, that more than 1 in 10 said it had a moderate impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
9	18	4	2	0	6	1	40

Just under 1 in 2 participants said the material was suited to all ages with parental guidance and about 1 in 4 thought it was suited to all ages. Note that 6 people suggested alternative ages in relation to this material, including 5+, 8+ and 10+.

What are the main aspects of the clip that had an impact on you?

Some participants noted the most impactful aspects of the clip to be the violence inflicted on, and helplessness of, the female character. This was considered a sexist, negative stereotype. A few mentioned a superhero character having their head slammed on the ground to be impactful. However, others found the clip to be humorous.

In a few words, how did what you saw affect you?

Many viewers found this clip to have little or no impact. Some thought it would be entertaining for children, while others thought it could cause slight disturbance for children who attempt to imitate the violent scenes.

Power Rangers

Description

Power Rangers is about a group of young adults with superpowers who attempt to save the world. This clip shows the Power Rangers fighting off monsters with their super powers. Explosions and laser attacks, depicted as impact flashes, cause the Rangers or their enemies to fly through the air, landing some distance away. No blood or wound detail is shown. Both heroes and monsters exchange banter as they are fighting. The monsters have a cartoon like appearance and are apparently played by actors in costume.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
8	11	2	0	0	0	21

The vast majority of participants thought the content had a mild or very mild impact. More than 1 in 2 participants thought the content was mild, while more than 1 in 3 thought the content was very mild. No participants thought the content had an impact higher than moderate/medium.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
4	14	0	0	0	3	0	21

Almost 3 in 4 participants thought the content was suitable for all ages with parental guidance and approximately 1 in 5 thought the content was suitable for all ages. 1 in 7 suggested alternative ages, most commonly 6+.

What are the main aspects of the clip that had an impact on you?

Participants noted the simulated/unrealistic violence and the fantasy/cartoonish nature of the clip.

In a few words, how did what you saw affect you?

Most participants felt the content had little to no impact on them. The stylised nature of the violence, lack of injury (characters appeared to receive no injuries in the fighting) and the humorous banter of the heroes were thought to mitigate its impact. A few people noted the frequency of the violence and concerns about young children viewing the material.

SpongeBob SquarePants

Description

This comedic movie follows SpongeBob Squarepants and his friends as they attempt to retrieve a stolen 'secret Krabby Patty' formula. Here, SpongeBob is mistaken for another character (he is dressed as a hamburger) and his friend hits him repeatedly, swings him around and kicks him into the distance, while SpongeBob tries in vain to explain the situation.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
20	16	3	1	0	0	40

Most people found the material very mild or mild. Less than 1 in 10 found it moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
16	16	2	0	0	5	1	40

Slightly less than half the participants thought the material was suited to all ages, while the same proportion thought it was suitable for all ages *with parental guidance*. 1 in 8 suggested alternative ages including 5+ and 10+.

What are the main aspects of the clip that had an impact on you?

Viewers were mildly concerned about the level of violence in a children's program, the use of the word 'die' and the slapstick humour.

In a few words, how did what you saw affect you?

Some viewers had mild concern regarding the level of violence in a cartoon for young children. However, several found the use of animation made the content more slapstick and less impactful and that as the violence was not intended against SpongeBob the impact was mitigated. Other participants found the clip to be entertaining and/or amusing.

Penguins of Madagascar

Description

In this animation, the penguins of the Central Park Zoo find themselves free of their confines and have an adventure in the city on Christmas Eve. Here, a pet poodle with vicious teeth attempts to harm the penguins. The penguins work together industriously to escape while their leader makes various humorous comments. At one point a penguin holds another under his wing and balls shoot rapidly out of the held penguin's beak resembling machine gun fire.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
26	11	3	0	0	0	40

More than 1 in 2 respondents considered the material very mild, while approximately 1 in 4 considered it to be mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
20	16	1	0	0	3	0	40

Approximately 1 in 2 participants said the material was suited to all ages and a slightly smaller proportion said it was suited to all ages with parental guidance.

What are the main aspects of the clip that had an impact on you?

The aspects that impacted viewers was the use of slapstick, fast flowing action, the simulated machine gun and the crazy, vicious dog bearing its teeth. It was also found it to be humorous.

In a few words, how did what you saw affect you?

While the viewers were very mildly impacted themselves, some thought the clip was potentially upsetting for young children. It was noted that the dog could be viewed as scary and the clip had a frenetic pace and sound. Some also noted a simulated gun was used. However, most noted the impact of violence was mitigated by the use of animation and humour and because the penguins were helping each other. Further, some thought the gun reference would not be noticed by young children.

Sex and nudity

Weeds (Sex)

Description

Weeds is a TV show that follows a mother who begins dealing marijuana to support her family. Here, the protagonist lights up a cigarette inside a bar after being asked not to by the bar tender. The bar tender asks the only other person in the bar to leave and shuts the door leaving just he and the woman in the bar. The two then proceed to have sex against the counter of the bar. At one point, the man pulls her by the hair. A soundtrack of cheerful pop music plays in the background during the sex scene.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
0	5	17	10	5	3	40

Slightly less than 1 in 2 respondents found the material to be moderate in impact and 1 in 4 found it strong.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	2	7	24	4	3	40

More than 1 in 2 respondents thought the material should be restricted to viewers aged 18 and over. Approximately 1 in 6 thought it should be restricted to viewers aged 15 and over.

What are the main aspects of the clip that had an impact on you?

The most impactful aspects of the clip were the graphic depiction of sex, the man pulling the woman's hair and smacking her bottom.

In a few words, how did what you saw affect you?

The responses were varied. Some respondents were affronted by the material, some were moderately uncomfortable, some reported minimal effect and some were amused. The impact was heightened by the unexpected and rapid progress of the sexual action.

Banshee

Description

This American TV series set in Amish country Pennsylvania follows the activities and relationships of an ex-con turned sheriff. In the clip, a man and woman are having a conversation. The clip then cuts to the couple having sex. The naked woman is viewed from side on as she straddles the naked man and thrusts down in implied sexual intercourse. She slaps the man's face. He rolls over, buttocks to camera and is viewed lying between her widely splayed legs as he thrusts vigorously in implied sexual intercourse. Both of them moan passionately throughout and the close up view increases the impact of the scene.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
1	0	6	9	4	1	21

2 in 3 participants felt the content was strong or higher and 1 in 3 thought the content had a moderate impact. Slightly less than 1 in 2 participants stated that the content was strong.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	2	5	12	1	1	21

More than 1 in 2 participants thought the content should be restricted to viewers over the age of 18. Approximately 1 in 4 thought the content should be restricted to viewers over the age of 15.

What are the main aspects of the clip that had an impact on you?

Most participants noted that the rough, aggressive nature of the sex scene and the quick cut from the couple looking at each other, fully clothed, to a scene depicting aggressive, explicit sex had an impact on them.

In a few words, how did what you saw affect you?

Participants said the clip made them feel shocked and uncomfortable.

Afternoon Delight

Description

This comedy-drama follows Rachel, a frustrated stay-at-home Mum and her attempts to get back her and her husband's 'pre-child' intimacy. In the clip, Rachel is depicted breast nude lying underneath her husband as they engage in intercourse. Rachel is then shown sitting astride Jeff as she throws her head back in an orgasm, her bare breasts again visible. At one point they look towards their dog sitting in the corner and laugh. The couple is seen from the chest up throughout the scene.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
1	5	7	5	2	1	21

The largest proportion of participants, 1 in 3, thought the content was moderate in impact. Approximately 1 in 4 participants selected strong, while another 1 in 4 selected mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	8	3	8	1	1	21

Views on the suitable audience for this content were split, with equal numbers of participants (just over 1 in 3) stating that the content should be recommended for viewers over 15 or restricted to viewers over 18.

What are the main aspects of the clip that had an impact on you?

Participants said the joyousness of the sex scene had an impact on them, including the love between the couple and the orgasm and noises from the woman.

In a few words, how did what you saw affect you?

Many participants said the scene made them feel happy, while some said viewing the sex scene made them feel uncomfortable.

Love is Now

Description

This is a road movie about two young photographers, Dean and Audrey, who follow the fruit picking harvest from Sydney to Queensland. The clip shows the couple having sex by a bonfire. Dean is briefly depicted laying upon Audrey in an upper-body shot before the camera cuts to depict Audrey sitting on Dean's hips in a full-shot at mid-distance (breasts and genitals obscured by body position and shadow). The couple kiss for several moments before the camera cuts to an image of the fire. Romantic music plays in the background.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
8	16	14	4	0	0	42

Most people thought this content was either mild or moderate/medium in impact, approximately 2 in 5 participants found it mild and 1 in 3 found it moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	5	15	11	9	2	0	42

The majority of people thought the content was not suitable for viewers under 15 years. 1 in 3 people thought the content should be recommended for 15+ only, while about 1 in 4 thought it should be restricted to 15+ unless accompanied by an adult. About 1 in 5 thought it should be restricted to 18+.

What are the main aspects of the clip that had an impact on you?

Most people noted that the depiction of nudity and sexual activity was impactful. A number of people noted that the romantic music accompanying the scene impacted on them.

In a few words, how did what you saw affect you?

Responses to this scene were mostly positive due to the romantic nature of the scene. The discreet depiction of the sexual activity and nudity also lessened the impact of the scene.

I Give it a Year

Description

This film is a comedy about the trials and tribulations of a pair of newlyweds during their first year as a married couple. In this clip, the couple sits in the living room of the woman's parents' home looking at pictures that were taken while on honeymoon. The family looks on in shock, as one of the photos reveals a close up of the groom's flaccid penis and another seen from further away appears to show the couple having sex.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
3	8	8	2	0	0	21

The vast majority of respondents thought this content was moderate or lower. Slightly more than 1 in 3 found it moderate and the same proportion found it moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	3	10	4	2	2	0	21

Approximately 1 in 2 participants thought the content should be recommended for viewers aged 15 and over. The next largest cohort of participants, approximately 1 in 5, thought the content should be restricted to viewers aged 15 and over.

What are the main aspects of the clip that had an impact on you?

Participants said that the nudity in the clip (particularly the close up of a penis) and the humour of the clip were most impactful.

In a few words, how did what you saw affect you?

Most participants found the clip humorous. Some stated they were shocked to see the full frontal male nudity, but noted that the comedic nature of the clip lessened the impact of the content.

Shred

Description

Shred is about two ex-snowboarders who decide to start a snowboard camp to rebuild their career. This clip is set at a party, where a young woman is dancing topless on a bar as a predominately young male crowd cheer her on.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
9	16	9	6	0	0	40

Responses to the material were varied. 2 in 5 respondents considered the material to be mild, approximately 1 in 4 described the impact as very mild and a similar proportion described it as moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
1	0	16	10	8	4	1	40

Views on age suitability of the material varied. 2 in 5 believed it should be recommended for viewers 15 and over, 1 in 4 thought that it should be restricted viewers 15 and over and 1 in 5 thought it should be restricted to viewers 18 and over.

What are the main aspects of the clip that had an impact on you?

The key aspect that impacted viewers was the female character's nudity. This was heightened as she was surrounded by drunk young men and the men displaying unsavoury reactions towards her nudity.

In a few words, how did what you saw affect you?

Some viewers found the material to have minimal or mild impact and some found it humorous. However, there was mild disapproval and annoyance amongst some at the provocative behaviour of the naked girl in front of drunk young men and the men's reaction to her nudity. It was noted as not suitable for children.

American Mall (hotdog)**Description**

This movie is set in a mall and follows a group of teenagers. In this clip a young woman is sitting with her friends. When two young men come over she begins to flirt with them before taking a bite of her hotdog in a sexual manner.

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
15	19	2	4	0	0	40

Almost 1 in 2 respondents described the impact as mild, while a substantial proportion found the content to be very mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
3	7	16	7	1	5	0	39*

* One participant did not respond to this question.

Despite consistencies in the above findings, there was some variation in opinions about age suitability of the material. The largest proportion, about 2 in 5, thought the material should be recommended for viewers 15 and over, while about 1 in 5 thought it should be for all ages with parental guidance or restricted to viewers aged 15+. Some respondents suggested alternative ages of 12+ and 13+.

What are the main aspects of the clip that had an impact on you?

The key impacting aspects of the clip were the female character's interest in the male, the awkward teenage interaction, the innuendo surrounding the female eating a hotdog and the male's nervousness.

In a few words, how did what you saw affect you?

Some respondents found there to be little or no impact, rather considering the material funny, harmless and silly. Others found the content uncomfortable as they perceived the eating of the hotdog to be a sexual reference. Those who perceived a reference to oral sex were particularly concerned about it being acted out in the context of a show aimed at teens.

Love is all You Need**Description**

In Love is all You Need a woman who has battled breast cancer travels to Italy where she experiences a life changing sense of freedom and meets a lonely widow. The clip begins with the man walking along a cliff; as he peers over the edge he watches the woman swimming naked in the ocean below. Her head is bald from chemotherapy. The man calls for her to come ashore, as he is worried for her safety. She walks out of the water with her naked body fully exposed, her breasts and genitals are obscured from view. She gathers her clothes to cover herself from the man, who is looking away in an apparent attempt not to stare at her nakedness.

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
17	20	3	0	0	0	40

Overall the material had a minor impact on most. 1 in 2 respondents described it as mild and a similar proportion described it as very mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
3	10	13	10	1	3	0	40

Responses on age suitability were varied. Similar proportions believed it should be recommended for viewers 15 and over, restricted to viewers 15 and over or suited to all ages with parental guidance.

What are the main aspects of the clip that had an impact on you?

Viewers were impacted by the woman's nudity, the man's concern for the woman, the scenery and the sense of freedom conveyed by the act of swimming naked in the ocean. Notably, some were more impacted by her bald head and its clear association with cancer than by the nudity.

In a few words, how did what you saw affect you?

The nudity had minimal impact on most viewers as it was mitigated by long distance shots, shadows and poses obscuring the woman's body parts, the man's non-sexual reaction to her nakedness, the context of swimming as opposed to sex and knowing that the woman was suffering from cancer. Several respondents indicated their main response was compassion for the woman's situation.

Red Dog

Description

In this Australian film a young couple's relationship develops in an outback town under the watchful eyes of the town's stray dog. In the clip, John and Nancy are embracing after a party when Nancy says, 'I think we should go to my place.' John responds, 'Or we could just go to my bed.' In the following dawn scene, John sits on the side of a bed, puts on his shirt and leans over to kiss Nancy who lies under the sheets. They both look at the dog and laugh.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
34	4	1	1	0	0	40

Most participants said that the content had a very mild impact on them. Only approximately 1 in 8 participants thought the content had an impact exceeding very mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
12	20	4	0	0	3	0	40

1 in 2 participants thought the content should be for all ages with parental guidance, while over 1 in 4 participants thought the content should be for all ages.

What are the main aspects of the clip that had an impact on you?

The main aspects noted by participants were the happiness and loving relationship of the couple, the implied sex, and the couple's relationship with the dog.

In a few words, how did what you saw affect you?

Some participants noted that the material made them happy. Others noted that the clip had a mild to negligible impact on them.

Drug use and references

Spiral

Description

In this French TV drama series, a man is shown preparing heroin for injection. He proceeds to tie a belt around his upper arm before injecting the heroin filled syringe into his arm. A young woman enters the room and watches as he falls to the ground, having suffered an overdose. Panicked, she runs to get help.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
1	3	9	20	5	2	40

1 in 2 respondents said the material had a strong impact on them, approximately 1 in 4 said the impact was moderate and 1 in 8 said the impact was high.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	7	8	21	2	2	40

Just over 1 in 2 viewers thought the material should be restricted to viewers 18 and over. Slightly less than 1 in 4 viewers thought it should be restricted to viewers aged 15 and over and a similar proportion thought it should be recommended for viewers 15 and over.

What are the main aspects of the clip that had an impact on you?

Respondents were mainly impacted by the injection of drugs, specifically, the detailed process of injection and the showing of needles and other equipment, a character overdosing and the distress that the woman had towards her partner's overdose.

In a few words, how did what you saw affect you?

Viewers were fairly strongly affected by the material. Some were shocked and uncomfortable at witnessing the process of injecting, upset for the bereaved female character and concerned that the material was instructive given its detail. However, some found the material to be a 'cautionary tale' due to the depiction of the overdose and female character's distress.

Flight

(NOTE: also contains nudity, language, alcohol and tobacco use)

Description

Flight follows Whip Whitaker, an airline pilot. This clip begins with a naked woman, breasts and genitals exposed, getting out of bed with Whip after they are awoken in the early morning by his phone ringing. He answers, while reaching for a half-finished bottle of beer and it becomes evident that he is talking to his estranged wife about their son. Throughout the call the woman walks breast-nude across the screen and as the call ends, straddles Whip as they smoke cigarettes. The scene ends with Whip snorting cocaine, receiving a head rush, and then leaving his hotel room in a pilot's uniform, impliedly about to fly an aeroplane.

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
4	18	22	8	7	0	59*

* One participant did not respond to this question.

More than 1 in 3 respondents said this material had a moderate impact, however, slightly less than 1 in 3 found the impact mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	14	14	29	2	1	60

Despite having a moderate impact on participants, about 1 in 2 thought the material should be restricted to viewers 18 or over. About 1 in 4 thought it should be restricted to 15+, a further 1 in 4 thought it should be recommended for 15+.

What are the main aspects of the clip that had an impact on you?

The main aspects that impacted the participants were the scenario of a pilot taking drugs before flying, which appeared to heighten the impacts of the drug use and the action of snorting cocaine, which was more impactful than drinking alcohol or cannabis use. Other aspects that were impactful were the language, the contempt/lack of care the character showed for his former wife and family, and the extensive full frontal and sexual nudity.

In a few words, how did what you saw affect you?

There were a broad range of responses from participants, ranging from little affect, to amusement, to concern about what would happen next as a result of the pilot's drug taking. Some participants noted they were shocked at the cocaine use and felt anxious and uneasy about what would happen next, while others found the clip to be darkly humorous.

Varsity Blues

Description

Varsity Blues follows a High School football team from a small-town. This clip is set at a party, where school aged teenagers are shown drinking alcohol. Police arrive at the scene and talk to a young man; they state that they have come to ensure that no one drinks and drives. The young man assures them that he won't, but proceeds to run to the police car and drives off in it at high speed, swerving the car across the road. The scene then cuts to another young man in a school varsity jacket exiting a shop with a pack of beer which the shopkeeper has allowed him to take for free. The police car speeds up to him with the other young man still driving, he is now naked and accompanied by three naked women who are all drinking alcohol.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
11	14	13	1	0	0	39*

* One participant did not respond to this question.

There was some variation in response, however, similar proportions found the material to be very mild, mild or moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
1	7	13	12	4	3	0	40

Similar proportions thought the material should be recommended for viewers aged 15 and over or should be restricted to viewers 15+.

What are the main aspects of the clip that had an impact on you?

Participants were mainly impacted by the aspects of underage drinking, nudity, stealing of a police car, a shopkeeper handing over beer to minor, drink driving and general irresponsible behaviour. Some were concerned that such behaviour was glorified and presented as normal. However, others found it to be humorous.

In a few words, how did what you saw affect you?

Overall there was minimal impact to this material, whereby most participants considered it amusing and entertaining. However, there was some annoyance at the behaviour of the youths.

Ping Pong Summer (drugs)**Description**

This is a film about 13 year old hip hop and ping pong—loving Rad, who goes on a life-changing family vacation during the summer of 1985. In the clip, Rad and Stacey are sitting at a restaurant. Rad asks Stacey if she snorts cocaine, and Stacey responds angrily. She is then shown sitting on the toilet alone adding white powder to her drink. She takes a sip and puts her head back with a look of pleasure on her face.

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
6	10	4	0	0	0	20*

*One participant did not respond to this question.

1 in 2 participants said that the content had a mild impact on them and approximately 3 in 4 participants thought the content had a mild or very mild impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
2	2	9	6	1	1	0	21

Approximately 1 in 2 participants thought the content should be recommended for persons aged 15 and over. Approximately 1 in 4 participants thought the content should be restricted to persons aged 15 and over unless they are accompanied by an adult.

What are the main aspects of the clip that had an impact on you?

Most participants noted that the depiction of the girl taking drugs in the toilet was the main aspect of the clip that had an impact on them.

In a few words, how did what you saw affect you?

Some participants noted that they felt concerned about the young girls' drug use—although others weren't sure if it was in fact drug use. Some noted that the clip had a mild to negligible impact on them.

Easy A**Description**

In this high school comedy Olive is trying to improve her social standing with the popular crowd. The clip shows Olive and her friend Brandon at an unsupervised party. Olive appears to be drunk and she asks a girl where the bedrooms are, implying that she intends to have sex with Brandon. She then drags Brandon into the bedroom.

Analysis

How would you describe the level of impact this material had on you?

Very mild	Mild	Moderate/Medium	Strong	High	Very High	Total
9	8	3	1	0	0	21

The majority of participants thought the content was mild or very mild in impact. Approximately 2 in 5 participants thought the content was very mild in impact, while just over 1 in 3 thought the content was mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
1	5	7	5	3	0	0	21

1 in 3 participants thought the content should be recommended for viewers over the age of 15. Approximately 1 in 4 thought the content should be restricted to viewers over 15, while another 1 in 4 thought the content was suitable for all ages with parental guidance.

What are the main aspects of the clip that had an impact on you?

Participants found that the depiction of underage drinking and the girl's need to impress by having sex with a boy had an impact on them.

In a few words, how did what you saw affect you?

Some participants found the material amusing. A few expressed concern about the behaviour displayed by the teenagers.

Sunshine Cleaning

Description

Sunshine Cleaning follows a young woman and her sister as they establish a crime scene clean-up service in order to raise the money to send her son to school. In this clip two women are depicted at a party, passing a joint of marijuana around and having a conversation. One woman rejects the offer of the joint and states that she believes '(drugs and alcohol) weakens you psychologically... creates cracks and bad stuff can creep into those cracks and never go away'.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
25	27	7	0	1	1	61

The vast majority found this material either mild or very mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
1	10	28	11	6	4	1	61

A large proportion, approximately 1 in 2, said the material should be recommended for viewers aged 15 and over. About 1 in 6 thought it was suited to all ages with parental guidance and the same proportion thought it should be restricted to over 15s.

What are the main aspects of the clip that had an impact on you?

The discussion appeared to have a greater impact than the drug use on most, although drugs were mentioned. A few participants were concerned that one character's drug taking was presented as normal.

In a few words, how did what you saw affect you?

Most participants said the clip did not have much of an impact and that the clip was interesting and amusing.

Weeds (smoking, drinking)

Description

This TV series is about a single mother who sells marijuana to support her three sons. In this clip, the main character Nancy can be seen sitting in a bar. She lights up a cigarette after being asked by the bar tender not to.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
15	4	1	1	0	0	21

3 in 4 participants stated that the content had a very mild impact on them. Very few participants noted that the content had an impact which was more than mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
2	10	5	3	1	0	0	21

Approximately 1 in 2 participants believed the material would be suitable for all ages with parental guidance. Approximately 1 in 4 thought the material should be recommended for 15+ only.

What are the main aspects of the clip that had an impact on you?

There were mixed responses to this material. About 1 in 4 participants said that the woman's smoking was the main aspect that had an impact on them. A few participants stated that her disregard of the bartender's request was most impactful.

In a few words, how did what you saw affect you?

Most participants stated that the content had little to no impact on them. A few participants stated that they did not like the depiction of smoking.

7th Heaven

Description

7th Heaven is a family television drama. In this clip, two girls watch some boys in a car who are sharing a joint of marijuana. A police car pulls up and the boys are ordered out of the car. A police officer then pulls a bag of marijuana out of one of the boys' pockets.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
20	13	4	2	0	0	39

Approximately 1 in 2 participants considered the material very mild and a significant proportion considered it to be mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
9	14	13	2	0	1	0	39

Participants were relatively evenly divided on whether the material was suited to all ages with parental guidance or should be recommended for those aged 15 and over.

What are the main aspects of the clip that had an impact on you?

The key impacting aspects of the material were that school children were using drugs, the boy getting caught with drugs and using drugs in public, however some considered this to be so unrealistic as to have a mitigating affect.

In a few words, how did what you saw affect you?

Viewers found the content to have a minimal impact, some were pleased that the drug takers were caught as this indicated that there are consequences for such behaviour. However, some asserted that the material was not suited to young children due to the drug theme.

Language

In the Loop

Description

In this foul-mouthed political comedy Malcom Tucker is the British Prime Minister's Director of Communications and all-round attack-dog. In this clip, he tells both a young male colleague and a female colleague to 'fuck off.' The woman objects to Tucker's attempts to dismiss her from a discussion which she believes is 'within her purview'; he then replies with a tirade of abuse, ending with, 'allow me to put a jaunty little bonnet on your purview and run it out to the shitter with a lubricated horse cock.'

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
6	13	15	5	0	0	39

More than 1 in 2 respondents found the material to be moderate in impact and a similar proportion found it mild in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	3	15	10	5	4	0	37*

* Two participants did not respond to this question.

More than 1 in 2 respondents thought the material should be recommended for viewers 15 and over and approximately 1 in 4 found that it should be restricted to viewers 15 and over.

What are the main aspects of the clip that had an impact on you?

Viewers found the main impacting aspects of the clip to be swearing, aggression, disrespect, lack of professionalism and humour.

In a few words, how did what you saw affect you?

While several respondents found the material humorous, others were uncomfortable or irritated by excessive swearing and even some who found it humorous thought the language 'went too far'. Some were mildly affronted or annoyed by the aggressiveness of the main character, particularly in a professional setting. However some found the excessiveness of the language and aggression funny. Overall the humour and satirical context appeared to have mitigated the impact of the strong language and aggression to some extent.

Shaun of the Dead**Description**

This British comedy set in London follows the story of two young men whose lives centre on their time at the local pub, until a zombie invasion ensues. In this clip, one of the men approaches a table at the bar where his friends are sitting and asks, 'Can I get any of you cunts a drink?'

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
12	12	8	6	1	0	39

Equal proportions of approximately 1 in 3 considered the material to be very mild or mild. Approximately 1 in 5 described the impact as moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
1	2	20	7	7	2	0	39

A little over 1 in 2 participants thought the material should be recommended for viewers aged 15 and over, approximately 1 in 5 thought it should be restricted to viewers aged 15 years and over and approximately 1 in 5 found that it should be restricted to viewers 18 and over.

What are the main aspects of the clip that had an impact on you?

The main aspect that impacted viewers was the use of coarse language, specifically use of the word cunt.

In a few words, how did what you saw affect you?

Many were unaffected by the language, some noted that the humorous and non-aggressive use of the language minimised its impact. However, others were moderately offended. In Darwin more participants were amused than offended, while, a more substantial number were offended in Launceston.

Note: Clips in addition to those below contained language as well as other classifiable elements. The language in these clips was discussed in focus groups.

American Mall (1—Weiner Boy)**Description**

This film follows teens working and hanging out at a mall. In this clip, a boy is staring at a girl who is standing a short distance away side on to him, ordering an ice-cream. She turns and sees him staring, and says in an irritated tone ‘what are you looking at Weiner boy?’

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
15	5	0	1	0	0	21

The vast majority, approximately 3 in 4, considered the material to be very mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
3	15	2	0	0	0	0	20*

* One participant did not respond to this question.

Approximately 3 in 4 thought the material was suited to all ages with parental guidance.

What are the main aspects of the clip that had an impact on you?

The main impacting aspects were the boy staring at the girl and the girl calling the boy names.

In a few words, how did what you saw affect you?

Most respondents found the material had little or no impact.

To the Top of Down Under**Description**

This documentary film follows Penny Wells and her friends on a 4WD trip to Cape York. In the clip, a snake passes the camp and Penny says, ‘Holy crap, Kurt. Did you see that?’

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
19	2	0	0	0	0	21

All participants thought this content was mild or very mild in impact. The vast majority of participants thought the content was very mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
13	6	1	0	0	1	0	21

More than 1 in 2 participants thought the content was suitable for all ages and more than 1 in 4 participants thought the content was suitable for all ages, with parental guidance.

What are the main aspects of the clip that had an impact on you?

Participants identified the outback setting as having an impact on them, specifically the man picking up the snake.

In a few words, how did what you saw affect you?

Most participants reported the content had little to no impact on them. Some expressed concern about the snake. Only one participant noted they would not want their child to hear the word 'crap' on television.

Themes

Mercy

Description

The film Mercy features the story of a single mother and her two sons who help take care of their sick grandmother and find she has past dealings with a demonic presence. In this clip a young boy can be seen bound to the floor as an elderly woman, who appears to be possessed, stands over him and chants as her eyes bleed. The boy pleads for mercy before she vomits a black substance onto his face.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
1	7	6	15	8	5	42

2 in 3 participants thought the material had an impact of strong or higher. The most commonly selected impact level was strong, with almost 1 in 3 participants choosing this category.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	1	11	11	12	1	5	41*

* One participant did not respond to this question.

The majority of people thought the content would not be suitable for viewers under 15 years. Over 1 in 4 thought the content should be restricted to viewers over 18 years, with similar numbers thinking the content should be restricted to 15+ unless accompanied by an adult or recommended for 15+ only.

What are the main aspects of the clip that had an impact on you?

The key aspects that impacted participants were the blood coming from the possessed grandmother's eyes and mouth, the helplessness of the boy, the threat of violence, supernatural themes and horror.

In a few words, how did what you saw affect you?

While most participants noted feeling disturbed, frightened, and disgusted, some participants noted that the unrealistic nature of the scene mitigated the impact of the blood and threat of violence.

Kidulthood (2—suicide)**Description**

In this film, a young group of school students struggle their way through issues such as teenage pregnancy, violence, drugs and sex. The clip shows a montage of scenes featuring teenagers, including a girl in a school uniform taking a pregnancy test and a boy smoking. There is a particular focus on Katie, who is shown in her room with cuts on her face and lip after being beaten up at school. She writes a letter and sits on the floor crying. Her parents then come to tell her to turn down the music and she is shown hanging from the roof, apparently dead.

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/ Medium	Strong	High	Very High	Total
3	10	11	21	13	3	61

Approximately 1 in 3 participants said that the clip had a strong impact on them. Approximately 2 in 3 participants said the content had an impact of strong or higher, while approximately 1 in 3 felt that the impact of the content was moderate or lower.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	4	15	20	14	6	2	61

Approximately 1 in 3 participants thought that the content in the clip should be restricted to persons aged 15 and over unless accompanied by an adult. Approximately 1 in 4 participants thought the content should be restricted to persons aged 18 and over, a similar proportion thought the content should be recommended for, but not restricted to, persons aged 15 and over. The responses of 6 participants who selected 'other' for the age group varied between 12+ and 16+.

What are the main aspects of the clip that had an impact on you?

The majority of participants noted that the depiction of Katie's hanging body had the greatest impact on them. Many participants noted that the portrayal of parenting and teen issues was impactful, in particular several were disturbed by the parents' lack of awareness of their daughter's plight. A few participants noted that the music and the build up to the suicide were impactful.

In a few words, how did what you saw affect you?

The majority of participants noted that the clip made them feel sad or distressed. Some participants felt concerned or confronted by the scene. A few participants said the clip made them feel angry.

Kidulthood (1—Bullying scene)

Description

In this film, a young group of school students struggle their way through issues such as teenage pregnancy, violence, drugs and sex. The clip begins with a teenaged girl being thrown around, punched and slapped in the face repeatedly by other girls in a classroom, eventually wounding her face and causing her to fall to the ground. One girl calls the victim a 'bitch', ordering her to say she is a virgin. The scene cuts to a teenaged boy in a hood talking to another boy stating, 'I fucked her hard, better understand me, bareback, no rubbers nothing, what are you going to do about it?'. The two boys then begin to hit each other. The boy in the hood then approaches another and violently takes his phone from his pocket. The clip continues to cut between the two fight scenes.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
0	1	12	16	9	2	40

2 in 5 participants considered the impact strong and 1 in 3 considered the impact moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	1	11	15	5	5	3	40

Over 1 in 3 participants thought the material should be restricted to viewers aged 15 and over. Approximately 1 in 4 thought it should be recommended for this age group and 1 in 8 suggested alternative ages including 12+ and 17+.

What are the main aspects of the clip that had an impact on you?

The respondents were impacted by the realism of the scene, the sustained violence, the sounds of impact from the blows, helplessness of the bullying victim and the aggressive language used.

In a few words, how did what you saw affect you?

Participants said they felt distressed, confronted and concerned. They also noted that the realism of situation and portrayal heightened impact.

Water for Elephants

Description

This film is set in the 1930s and follows a man who works in a travelling circus and falls in love with the ringmaster's wife. In this clip the ringmaster charges towards the elephant's carriage with a whip. The protagonist attempts to stop him but is held back. As the carriage shakes, sounds of impact and the elephant bellowing in pain can be heard. The scene ends with the protagonist looking helplessly at the bleeding elephant as another man states 'we need to get a lot of whisky.'

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
3	10	19	22	6	1	61

The highest proportion, about 1 in 3, said the material had a strong impact, however, close to 1 in 3 said it had a moderate impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	14	18	13	7	8	1	61

Slightly less than 1 in 3 thought the material should be recommended for those aged 15 and over, however, about 1 in 4 thought that it was either suited to all ages with parental guidance or should be restricted to viewers 15 and over. 8 suggested alternative ages including 13+ and 16+.

What are the main aspects of the clip that had an impact on you?

Participants were most impacted by the animal cruelty, the implied severe violence and the sounds of the elephant suffering. They were also impacted by the response of witnesses who let the cruelty happen, and the defenceless of the elephant.

In a few words, how did what you saw affect you?

Participants mostly indicated that they felt sad, distressed, angry and sick. They said the clip was shocking and confronting. However, where the animal cruelty was implied and not seen the impact was mitigated. Some participants indicated they were not greatly affected.

Snow White and Huntsman

Description

This film is a dark adaptation of the Snow White fairy-tale. Snow White is seen having a conversation with a handsome man who gives her an apple. Soon she begins to choke and falls to the ground, apparently poisoned. The man begins to morph into the shape of an old woman, the wicked Queen. The Queen speaks to Snow White, but turns into a flock of crows as the real handsome prince arrives, waving the crows away with his sword.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
5	5	21	8	1	0	40

While there was some variation among responses, more than 1 in 2 considered the material moderate in impact. 1 in 5 indicated the impact was strong and 1 in 4 considered it mild or very mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
1	5	17	12	0	5	0	40

Almost 1 in 2 participants believed the material should be recommended for viewers 15+, and more than 1 in 4 thought it should be restricted to viewers 15+. 1 in 8 suggested alternative ages, the most common being 13+.

What are the main aspects of the clip that had an impact on you?

Participants found they were impacted by the dark themes and mood. The key impacting aspects were Snow White's suffering, the male character morphing into an evil old woman, the crows being chopped and the notion of betrayal.

In a few words, how did what you saw affect you?

Viewers were somewhat apprehensive towards the content, finding it mildly disturbing but interesting. Some thought that the material was more suited to a teen and adult audience despite the story being based on a children's' fairy tale.

Enders Game

Description

In this futuristic science fiction film, Earth's gifted children are drafted into a military academy where they are taught to engage in virtual combat in preparation for the return of an invading force. This scene shows a group of boys approach a smaller boy who is walking alone in a corridor. The group threaten him to a fight and take him into an empty classroom. The smaller boy picks up a long, sharp object and whacks it across another's face, who then falls to the floor. While the larger boy lies on the floor in broken glass, the smaller boy continues to hit him with the object and kick him in the stomach, threatening to kill the older boy.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
3	6	5	6	0	1	21

Responses to this material were varied. Similar proportions described the impact as mild, moderate or strong.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
1	7	8	2	2	0	1	21

Approximately 2 in 5 respondents thought the material should be recommended for viewers aged 15 and over and a similar proportion thought it was suited to all ages with parental guidance.

What are the main aspects of the clip that had an impact on you?

The aspects that viewers found most impactful were young people engaging in violence, specifically, a boy using an object to beat his bully and kicking the bully on the ground saying, 'I will kill you'. Some found that the bully becoming the victim and the smaller boy becoming the aggressor to be impactful, especially as it was unexpected.

In a few words, how did what you saw affect you?

There were mixed responses to this material. Some respondents were anxious, but then relieved for the boy, while others were unsettled at the extent of the boy's retaliation. Some thought the action was fairly mild however others found the impact was heightened by the boy's use of a weapon and kicking the older boy when he was on the ground.

Ping Pong Summer (verbal bullying)

Description

This is a film about 13 year old hip hop and ping pong loving boy, who goes on a life-changing family vacation during the summer of 1985. This clip begins with a bully forcing another boy to play a match of ping pong. The boy's friend attempts to help his friend leave the game by stating they need to be somewhere. The bully approaches him and states, 'shut up you black sissy'.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
7	17	9	5	0	0	38*

* One participant did not respond to this question.

Approximately 1 in 2 participants said the material had a mild impact on them. However there was some variation in responses. Approximately 1 in 4 said the impact was moderate, and proportions of about 1 in 7 described the impact as very mild or strong.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
1	7	14	6	0	10	1	39

There was some variation in opinions regarding age suitability of this material. The largest portion considered the material should be recommended for viewers 15+. 1 in 4 suggested alternative ages, including 12 + and 13+.

What are the main aspects of the clip that had an impact on you?

The key aspects that impacted respondents were racism, the power imbalance between bullies and victims, apprehension about what the bullies would do next and the theme of intimidation.

In a few words, how did what you saw affect you?

Several respondents noted that the racism was most confronting and upsetting and the other elements were fairly mild. Respondents were mainly apprehensive about future events, rather than impacted by the content viewed.

Tangled

Description

Tangled is an animated film about Rapunzel, who befriends an orphan, Eugene, after spending the first 18 years of her life locked in a tower. This clip shows Rapunzel leaning over Eugene, who has a large wound in his stomach. Rapunzel begins to cry and Eugene leans towards her before suddenly cutting off Rapunzel's long hair. As this happens, Rapunzel's evil step mother cries out and turns into an old witch-like character. The witch loses her footing and falls from a long tower before heavily hitting the ground below (only her cloak is seen to hit the ground).

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
14	15	7	4	0	0	40

Although approximately 3 in 4 said the impact was mild or very mild, close to 1 in 5 thought the material had a moderate impact and 1 in 10 felt the material had a strong impact, which is noteworthy considering the nature of the film.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
10	21	2	1	0	6	0	40

More than 1 in 2 participants thought the material was suited to all ages with parental guidance and 1 in 4 said it was suited to all ages. More than 1 in 10 suggested alternative ages, including 8+ and 10+.

What are the main aspects of the clip that had an impact on you?

Viewers found the key impacting aspects of the clip were the witch's anger, the male character cutting the female character's hair without permission and the death of the witch, in particular, her fall from the tower and the sound of her hitting the ground. Further, the injured state and apparent death of the male character and the emotion relating to this event was found to be impactful.

In a few words, how did what you saw affect you?

Many found the impact was mild. However, some were concerned that violence (especially the sound of the witch hitting the ground after falling from the tower), dark themes and emotion surrounding the character's death could be impactful for young children. However, some felt the impact was lessened by the theme of love triumphing over evil.

Adventure Time

Description

This animated series focuses on the adventures of a boy Finn and his dog Jake. This clip introduces the Lich, a skeleton like creature with horns. At the start of the clip, the Lich says 'fall' and Finn lies on the ground. Finn tries to get up and sees Jake lying unconscious. The Lich continues, 'there is only darkness for you and only death for your people...I will command a great and terrible army, we will sail to a billion worlds. We will sail until every light has been extinguished. You are strong child but I am beyond strength. I am the end and I have come for you.'

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
9	12	10	7	2	0	40

There was considerable variance in the level of impact attributed to this material. More than 1 in 4 considered the material to be mild, 1 in 4 considered the impact moderate, slightly less than 1 in 4 found it very mild, and slightly more than 1 in 5 considered it strong.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
4	12	11	4	0	9	0	40

Approximately 1 in 4 considered the material suitable for all ages with parental guidance and a similar proportion considered the material suitable for ages 15+. About 1 in 4 recommended alternative ages including 10+ and 12+.

What are the main aspects of the clip that had an impact on you?

Aspects that had an impact on viewers were the dark mood of the clip and the theme of death. Additionally, the frightening appearance and voice of the Lich, the vulnerability and threat to the boy from the Lich and the injury and possible death of the dog were impactful.

In a few words, how did what you saw affect you?

Some viewers found the dark tone of the clip to be unsettling and scary but that the hopeful ending mitigated the impact. Several felt strongly that the frightening and disturbing themes and visuals ensured the material was unsuitable for children.

Postman Pat

Description

This feature-length model animation is based on the children's series, *Postman Pat*. In this clip an army of Robot Pats and pet cats pursue the real Pat and his pet cat. At the end, a robot cat's eyes glow red and laser beams shoot from them.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
18	15	4	3	0	0	40

Almost 1 in 2 viewers found the material to be very mild, while slightly less than 1 in 3 found it to be mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
12	21	1	0	0	4	1	39*

* One participant did not respond to this question.

More than 1 in 2 considered the material suitable for all ages with parental guidance, and just over 1 in 4 thought it was suitable for all ages.

What are the main aspects of the clip that had an impact on you?

Viewers found the most impactful aspects of the material to be the scary eyes of the robots, the evil-looking cat and the robots chasing Pat with a potential intent to kill. Several mentioned that the level of violence and suspense was inconsistent with the well-known children's television program featuring the same character and that such inconsistency could potentially increase the impact.

In a few words, how did what you saw affect you?

While there was little impact on the participants themselves, some expressed concern that the content was unsuitable for young children.

Jungle safari

Description

This film depicts the destruction of a jungle and its animal habitats as the city of Delhi expands to accommodate the people who live there. Yuvi the leopard cub is being taught the lessons of bravery by his father Sultan, when an excavator is seen ripping through the forest in their direction. Almost run down by the monstrous machine, Yuvi is pulled from the destructive claws, only to be chased into the human's camp. The father and son are surrounded by excavators. A shot gun is pointed at the two leopards, and Sultan is shot dead after throwing Yuvi to safety.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
1	11	13	12	3	0	40

There were mixed responses to this clip, just over 1 in 4 participants selected either mild, moderate or strong.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
1	16	4	3	0	14	0	38*

*Two participants did not respond to this question

The highest number of participants, approximately 2 in 5, thought that the content was suitable for all ages with parental guidance. Almost as many people selected 'other age'. These responses ranged between 5+ and 13+, with the most common ages being 8+ and 12+.

What are the main aspects of the clip that had an impact on you?

Participants were impacted by the killing of the father leopard as he tried to save his cub, the animals' vulnerability and fear and the destruction of the environment.

In a few words, how did what you saw affect you?

Participants noted that the clip made them feel distressed, confronted and sad.

Star Wars: Clone Wars

Description

This science fiction series follows Obi-Wan Kenobi, Anakin Skywalker and other Jedi knights as they lead the Clone Army of the Galactic Republic against the separatist droid forces. In this clip, two warriors battle on a terrace with a gun and a light sabre. One of the fighters moves to the edge of the terrace and jumps off the fence, falling some distance before landing heavily on his back. He struggles to speak, then dies. No injury detail is shown.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
5	12	4	0	0	0	21

More than 1 in 2 participants thought the content was mild in impact. Approximately 1 in 4 thought the content was very mild. No participants thought the content had an impact higher than moderate or medium.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	13	4	0	0	4	0	21

Almost 2 in 3 participants thought the content was suitable for all ages, with parental guidance and approximately 1 in 5 thought the content should be recommended for ages 15 and over. Another 1 in 5 selected 'other ages', the majority selected 8+.

What are the main aspects of the clip that had an impact on you?

Most participants noted that the warrior's suicide, by jumping off a wall was most impactful. Some noted that the sound of the warrior's body hitting the ground was impactful.

In a few words, how did what you saw affect you?

Some participants noted that the fantasy genre, including 'alien' language spoken by the dying character, and lack of detailed injuries lessened the impact of the scene. Some felt sad about the suicide.

Paddington

Description

Paddington is a live action family adventure about a talking bear from Peru who travels to London looking for a new home. In the clip, Paddington has become stuck, with sticky tape wrapped around his hands and body. Madame Director, a taxidermist, is shown lowering herself through the roof of Paddington's home. Paddington sees the taxidermist and runs to hide. She blows tranquilizer darts towards him and misses. While searching for Paddington, Madame drops a gas canister that lets out what appears to be tear gas, and later, when she opens the door of the oven, an explosion with fire is seen and Madame is blown from the kitchen.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
13	5	2	1	0	0	21

More than 1 in 2 participants considered the material very mild, while approximately 1 in 4 considered it to be mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
8	13	0	0	0	0	0	21

More than 1 in 2 participants said the material was suitable for all ages with parental guidance and the remainder, approximately 2 in 5, said it was suited to all ages.

What are the main aspects of the clip that had an impact on you?

Participants found the impact to be light as it was silly and not realistic. However, aspects that were noted as causing impact were the slapstick comedy, the suspense due to threat against Paddington, the scary mask on the woman and the explosion.

In a few words, how did what you saw affect you?

Viewers found that the elements of violence, threat and menace were potentially scary for children, but not to a concerning extent. However, the comedic and fantasy elements mitigated the impacts of violence and moreover, the viewers were amused and entertained.

Scooby Doo**Description**

This classic cartoon features a group of young adults and their dog travelling the countryside in search of spooky mysteries to solve. In this clip the gang are happily sitting at a table eating when suddenly the lights go off and a zombie like monster staggers through the door, groaning menacingly.

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
12	4	5	0	0	0	21

More than 1 in 2 respondents considered the impact very mild, 1 in 4 said it was moderate and 1 in 5 thought it was mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
6	11	1	1	0	2	0	21

Slightly more than 1 in 2 respondents thought the material was suitable for all ages with parental guidance and just over 1 in 4 thought it was suited to all ages.

What are the main aspects of the clip that had an impact on you?

Some respondents found there were no impactful aspects. However, others found the sudden transition from funny to scary and loud sounds from the monster to have some impact.

In a few words, how did what you saw affect you?

There was little or no effect on adults. While some viewers found the material to be moderately scary for young children, others thought the material was suitable for children as it was 'just a typical cartoon'.

Stoked

Description

Stoked is an animated television series about a group of teenagers who work at a hotel on Sunset Island and surf in their spare time. In the clip, two boys pretend to be women in the stalls of the ladies' bathroom. They play a prank on an unsuspecting woman by pretending to be out of toilet paper and asking her to pass some under the stalls until she has none herself. The pair then leave the women stranded in the cubicle with no toilet paper. The scene contains numerous sound effects to convey flatulence.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
16	5	0	0	0	0	21

All participants thought this content was mild or very mild in impact. The vast majority of participants thought the content was very mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
12	7	1	1	0	0	0	21

More than 1 in 2 respondents thought the material was suitable for all ages, 1 in 3 thought it suitable for all ages with parental guidance.

What are the main aspects of the clip that had an impact on you?

The participants identified that the juvenile/toilet humour of the clip, and the prank played on the woman had the most impact on them.

In a few words, how did what you saw affect you?

Participants were divided in their opinion of the clip. Some found the clip humorous but others thought it was in bad taste. No one considered the clip harmful.

Computer games

Violence

Grand Theft Auto (GTA) 5 (1—killing a prostitute)

Description

This first person action game is set in a fictional city, where the protagonists plan and execute a number of high-stakes heists and engage in numerous leisure activities. This clip shows a woman—apparently a prostitute—stepping out of the player's car. As she walks away, the car (with the player as driver) reverses at speed into her, causing her body to hit the windscreen and bounce off onto the ground. The car then drives back and reverses over her again. The clip ends with the player pulling out a gun and walking towards her dead body.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
1	3	8	14	12	2	40

Slightly less than 1 in 3 found the impact of the material strong. A slightly smaller proportion described the impact as high.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	2	5	29	2	1	39*

* One participant did not respond to this question.

Approximately 3 in 4 participants thought the material should be restricted to players aged 18 or over.

What are the main aspects of the clip that had an impact on you?

The respondents were mainly impacted by random killing with no justification, the casual nature of murder, cold blooded murder, killing a woman after sexual contact, deliberately running someone over and reversing back over them and the first person perspective.

In a few words, how did what you saw affect you?

Some respondents were revolted by the degradation of women, shocked, disturbed, disgusted and gobsmacked by the material. However, a few said the material was mild or moderate due to the cartoon like graphics.

The Last of Us

Description

In the Last of Us, players must escort a young woman through a post-apocalyptic city, where most people have become zombies. The clip begins with two blood-drenched characters attempting to escape from zombies. One character falls from a ladder and is pinned down by a zombie. The other proceeds to shoot the zombie in the head. The shot is seen entering the side of the head, and blood splatter is shown coming out the other side. One then holds the zombie in front of her and slits its throat with a dagger. The scene ends with both characters finding a graphically depicted 'zombie bite' on their arms and looking helplessly at each other.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
0	3	10	12	13	2	40

The majority of participants thought the impact of the content was strong or higher. Slightly less than 1 in 3 thought the content was high in impact. A similar number thought the content was strong in impact, while 1 in 4 thought the content was moderate in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	3	7	25	4	1	40

Almost 2 in 3 participants thought the content should be restricted to adults. Approximately 1 in 5 thought the content should be restricted to viewers over 15 unless accompanied by an adult.

What are the main aspects of the clip that had an impact on you?

Most participants noted that the graphic nature of the violence was impactful. Many noted that the cutting of the zombie’s throat was particularly impactful.

In a few words, how did what you saw affect you?

Most participants felt disgusted, sickened, or disturbed by the violence. A few felt sad about the fate of the girls who had been bitten by the zombies.

Call of Duty: Ghosts

(NOTE: also contains language)

Description

Call of Duty: Ghosts is a first person shooter game set within a military storyline, where players control soldiers conducting clandestine missions. This clip begins with a man forcefully punching a father and son who are sitting, tied-up on a chair. The man forces the son to shoot and kill his father. The clip ends with the man swearing, ‘mother fucker’ and stepping on the dead father’s face.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
0	7	13	25	14	2	61

More than 1 in 3 participants described the impact of this material as strong. Similar proportions of slightly less than 1 in 4 described the impact as either moderate or high.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	1	10	19	19	7	5	61

Equal proportions of about 1 in 3 thought the material should be either restricted to players aged 15 and over or restricted to players aged 18 and over. 1 in 6 respondents thought the material should be recommended for players aged 15 and over. Seven participants suggested alternate ages, most frequently 16+ or 17+.

What are the main aspects of the clip that had an impact on you?

The most impactful aspects of the material were that it was brutal in nature, used sadistic violence, the situation of a father being tortured in front on his son and the son being forced to kill his father, blood hitting the screen when the father was killed, the use of violence against restrained victims, mental and

physical torture, the first person perspective, the dialogue between characters, the language used and that it was repetitive.

In a few words, how did what you saw affect you?

Some respondents found the material to have a moderate affect, similar to an action movie. However, others reacted strongly, stating that they were sickened, emotional, confronted, squeamish, repulsed and thought the impactful aspects were unnecessary. Some found that they were emotionally involved as a result of dialogue and storyline and the realistic graphics. The factors that magnified the impact were the first person perspective, the blood splatter, the emotional and psychological impact, the victims being restrained, the repetition of violence and the use of dialogue and strong language.

South Park: The Stick of Truth

Description

This is a comedic, action adventure game based on the characters and storylines of the television series, South Park. The clip features several buttock-nude male characters, captured by aliens and strapped to tables. Phallic-like probes are thrust in and out of their buttocks. The adult characters' voices and comments suggest that some are sedated. While one character seems to find the probing pleasurable, no explicit or implicit consent is conveyed. A child character is viewed being dragged across the ground by aliens before being placed on the table. As the probe enters his anus, he grimaces in pain. A flatulent sound is accompanied by flames which destroy the probe. The probe then breaks off in the child's anus. Another character comments that 'this is the kind of stuff you put up with living in a remote mountain town'.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
2	6	5	7	0	1	21

1 in 3 participants thought the content was strong in impact, while slightly less than 1 in 3 thought the content was mild in impact and approximately 1 in 4 thought the content was moderate/medium in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	1	6	3	9	1	1	21

Slightly less than 1 in 2 participants thought the content should be restricted to adults and slightly less than 1 in 3 thought the content should be recommended for viewers aged 15 or over.

What are the main aspects of the clip that had an impact on you?

Most participants noted that the depiction of implied anal penetration with a penis-shaped object was the most impactful aspect of the clip.

In a few words, how did what you saw affect you?

The majority of participants found the clip humorous. However, a number of participants felt disgusted by the depiction of implied anal penetration. Some participants noted that the context of the clip within the 'universe' of the South Park series mitigated the impact of the content.

Saints Row (Sex/Violence)

Description

This clip begins with a woman running naked through darkened streets, being verbally abused by onlookers. The player enters the street with a large 'alien anal probe'. The lower half of the weapon resembles a sword hilt and the upper part contains prong-like appendages that enclose a large phallic-like object. The player then approaches a (clothed) woman from behind and thrusts the weapon between her legs and lifts her off the ground before pulling a trigger, launching her into the air. After the probe has been implicitly inserted into the victim's anus, the area around her buttocks becomes pixelated highlighting that the aim of the weapon is to penetrate the victim's anus.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
1	6	7	5	1	1	21

1 in 3 participants found the material to be moderate in impact. While slightly more than 1 in 4 found it to be mild in impact, a similar proportion considered it to be strong in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	2	2	7	9	0	1	21

Slightly less than 1 in 2 participants thought the material should be restricted to players aged 18 and over, however, 1 in 3 thought it should be restricted to viewers aged 15 and over.

What are the main aspects of the clip that had an impact on you?

The respondents found the nudity, ridiculous weapon, use of an anal probe and propelling people into the air to be the main impactful aspects of the clip.

In a few words, how did what you saw affect you?

There were varied responses to the affect that the material had on respondents. Responses ranged from mildly amused to moderately shocked or annoyed.

Hotline Miami 2: Wrong Number

Description

This is a third person shooter game featuring a man responding to calls instructing him to kill the Russian Mafia. The game is viewed from above and the graphics are set in very low resolution, similar to a 1980s arcade style game. In this clip, a man runs into what appears to be a movie set and shoots five men. Each shot causes blood to surround them as they lie dead on the floor. After stomping on the head of a fifth male character, he strikes a female character wearing a red bikini. She is knocked to the floor and is viewed lying face down in a pool of copious blood. The male character is shown in a spotlight with his pants halfway down, partially exposing his buttocks. He is pinning the female down by the arms and lying on top of her thrusting, implicitly raping her while her legs are viewed kicking as she struggles beneath him.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
4	6	6	4	1	0	21

Approximately 3 in 4 participants thought the impact of the content was moderate or lower. An equal portion of participants, slightly less than 1 in 3, thought the content was moderate or mild. A further 1 in 5 thought the content was strong, with the same proportion stating the impact to be mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
1	1	7	3	8	0	0	20*

* One participant did not respond to this question.

Responses were varied. Approximately 2 in 5 participants thought the content should be restricted to adults, while a slightly smaller group thought it should be recommended for viewers aged 15 and over.

What are the main aspects of the clip that had an impact on you?

Approximately 1 in 2 participants noted that the implied sexual violence was impactful. Others noted the amount of blood shown was impactful. Some participants appeared not to recognise the depiction of sexual violence possibly due to the heavily pixelated graphics and aerial viewpoint.

In a few words, how did what you saw affect you?

Some participants noted that they were upset by the depiction of sexual violence and noted that the scene was impactful despite the poor graphics. Others noted that the scene had little impact on them.

Call of Juarez: *Gunslinger*

Description

Call of Juarez: *Gunslinger* is a first person shooting game set in 'The Wild West'. The player controls a Gunslinger who must shoot his way through the different levels in the game. The clip shows the player shooting men who fall immediately to their death, as blood splatters from their wound. A voiceover says 'headshot' when players hit this target.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
11	18	23	6	2	1	61

More than 1 in 3 respondents described the impact of the material as moderate, a slightly smaller proportion described it as mild and about 1 in 6 described it as very mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
2	10	22	14	3	7	2	60*

* One participant did not respond to this question.

More than 1 in 3 respondents thought the material should be recommended for players aged 15 and over. However, 1 in 4 thought it should be restricted to players aged 15 and over and 1 in 6 thought it was suited to all ages with parental guidance. Seven people suggested alternate ages for this material, most frequently suggested were 10+, 13+ and 16+.

What are the main aspects of the clip that had an impact on you?

Some participants found that there was no impact; the material was boring with moderate violence and corny narration. However, some were impacted by the action of shooting and killing people, the loud sound effects, being the first person shooter, the close up perspective, the imagery of blood splattering and having an acknowledgment and reward for shooting others in the head.

In a few words, how did what you saw affect you?

There was a range of responses to the material. Some found there was minimal effect and the game was boring, however others were uncomfortable with the level of violence and that killing was the key object of the game. Factors that magnified the impact were the ability to shoot others in the head and the incentive of doing so, imagery of blood splatter and using people as targets. The mitigating factors were that arcade style graphics were used, the gunslinger context, the style of narration and the repetitiveness of the material.

Heavy Fire Shattered Spear

Description

In this game, players attempt to search for spies who hold information regarding a secret Iranian nuclear weapons facility. This clip follows the player as he continues to shoot down enemy soldiers on top of a tall city building. The soldiers generally appear a few metres from the player, and are seen falling to the ground after being hit. No blood or wound detail is seen.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
8	13	13	5	1	0	40

An equal portion of participants, of slightly less than 1 in 3, thought the content was either moderate or mild in impact. 1 in 5 participants thought the content was very mild in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	5	18	8	2	6	1	40

Slightly less than 1 in 2 participants thought the content should be recommended for viewers 15 and over and approximately 1 in 5 thought the content should be restricted to viewers over 15 unless in the company of an adult.

What are the main aspects of the clip that had an impact on you?

Many participants noted that the frequency of shootings was impactful. Some noted the realistic graphics were impactful. A few thought the first-person perspective of the clip was impactful.

In a few words, how did what you saw affect you?

A significant cohort felt the clip had minimal impact, with some noting that the lack of blood and wound detail mitigated the impact of the violence. Some participants were concerned at the amount of killing in the game.

Orc Attack: Flatulent Rebellion**Description**

Orc Attack follows a team of gnome-like cartoon orcs as they battle against humans and evil robots. Here, several orcs battle armoured men using weapons such as spiked clubs and battle-axes. When enemies are hit with weapons, they emit large sprays of red, jelly-like blood that remains on the ground after the enemies disappear. Additionally, gaseous fart attacks emit green clouds of gas to ward off the other groups.

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
10	19	8	2	0	0	39*

* One participant did not respond to this question.

Approximately 1 in 2 of the participants felt that the impact of the content was mild. About 1 in 4 thought the content was very mild, while 1 in 5 thought the content was moderate in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	12	18	5	0	5	0	40

Just under 1 in 2 participants thought the content should be recommended for players aged 15 and over. A little less than 1 in 3 participants thought that the content was suitable for all ages, with parental guidance. 1 in 8 participants selected 'other ages', the majority elected 10+.

What are the main aspects of the clip that had an impact on you?

Many participants noted that the depiction of blood was impactful. A significant number thought the hacking with weapons was impactful. Some noted the frequency of the violence.

In a few words, how did what you saw affect you?

Most participants said the violence had little impact on them, with some noting the fantasy / cartoonish nature of the game mitigated the impact of the violence.

NHL 15**Description**

NHL 15 is a simulation hockey game based on the American National Hockey League and its teams. In this clip, two players begin to punch each other in the middle of a game, while a commentator eagerly describes the brawl. Following this, a man is knocked over during the hockey game-play and another man is punched in the stomach.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
9	15	12	2	1	0	39*

* One participant did not respond to this question.

More than 1 in 3 respondents described the impact of the material as mild and a slightly smaller proportion described it as moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
3	8	15	8	0	4	2	40

More than 1 in 3 respondents thought the material should be recommended for players aged 15 and over, 1 in 5 thought the material should be restricted to players aged 15 and over and 1 in 5 thought it was suited to all ages with parental guidance. 1 in 10 respondents suggested alternative ages of 10+ and 12+.

What are the main aspects of the clip that had an impact on you?

The impacting aspect of the clip was the use of fighting, which was considered unnecessary as it seemed to overshadow the sporting content. Further, the lifelike graphics and realistic commentary impacted participants and some were surprised that commentators in the material encouraged the fighting.

In a few words, how did what you saw affect you?

Participants were largely surprised and annoyed at the inclusion of violence in a sporting game. Most thought it was unnecessary and inappropriate as it detracted from, rather than added to the sporting action and skill required. Some participants found the violent aspect of the material humorous or thought it heightened the realism of the game.

Code of Princess

Description

Code of Princess follows the protagonist, a cartoon princess, as she attempts to battle against monsters and soldiers who have attacked her kingdom. In this clip, the princess is dressed in a large cape, long boots and underwear. She fights a number of armoured knights using a sword. Sword hits are highlighted using coloured light explosions, and impact sounds and cries can be heard. No blood or wounds are shown.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
11	23	5	1	0	0	40*

* One participant did not respond to this question.

More than 1 in 2 participants thought this content was mild in impact. About 1 in 4 thought the content was very mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
3	17	9	2	0	9	1	41

About 2 in 5 participants thought the content was suitable for all ages, with parental guidance. Just under 1 in 4 thought the content should be recommended for viewers less than 15 years of age. The same proportion of participants nominated alternative ages, including 8+.

What are the main aspects of the clip that had an impact on you?

Many participants noted the skimpy clothing of the princess. Some noted the fact that a female was playing the lead in an action game and some noted the frequency of the violence.

In a few words, how did what you saw affect you?

Many participants were concerned about the sexualisation of the female character. However, it is interesting to note that several other participants thought the character could be empowering to women.

Rollers of the Realm

(NOTE: also contains language)

Description

Rollers of the Realm is a pinball role playing game where players navigate a series of medieval-themed pinball tables. The playable characters take the form of pinballs. In this clip, the drunken knight (depicted as a pinball) appears belching. Another character yells 'beat some sense into him, boys!' Four characters begin beating the knight with fists and batons. The knight says 'you can't hurt me!' The knight also says 'go hang yourself.'

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
14	6	1	0	0	0	21

2 in 3 participants thought the content was very mild and slightly less than 1 in 3 thought the content was mild. Only 1 participant thought the content was moderate/medium.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
3	10	4	1	0	3	0	21

Slightly less than 1 in 2 participants thought the content was suitable for all ages, with parental guidance. Approximately 1 in 5 thought the content should be recommended for 15 and over.

What are the main aspects of the clip that had an impact on you?

A number of participants noted that the use of language such as 'go hang yourself' was impactful. A few noted that the violence was impactful.

In a few words, how did what you saw affect you?

Most participants noted that the clip had little to no impact on them. However, a few were offended by the statement 'go hang yourself'.

Kokuga**Description**

This is a science fiction shooter game in which the player controls a tank, which is depicted using basic graphics from a top-down perspective. All enemies are tanks or machines. In the clip, the tank fires lasers at larger enemy tanks, which return fire. When enemy tanks or machines are destroyed, they explode and stylised, triangular shards of metal fly across the screen and disappear.

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
14	4	2	1	0	0	21

Almost 3 in 4 participants considered the content to be very mild. A further 1 in 5 considered it mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
6	7	2	0	0	4	2	21

1 in 3 participants considered the content to be suitable for all ages with parental guidance and a similar proportion considered it suitable to all ages. Four respondents suggested alternative ages, including 8+ and 10+.

What are the main aspects of the clip that had an impact on you?

Respondents found the main impacting aspects to be the space theme, the simple graphics, basic action and the aspect of shooting at a target.

In a few words, how did what you saw affect you?

There was largely no impact on participants and no concern about the suitability of the material for children. The impact was mitigated due to the lack of a 'living' target, the cartoon style graphics and the fantasy theme.

Lego Marvel Superheroes**Description**

This game combines a comic book series and a popular building block game. This clip shows super heroes running to various points and shooting their enemies. When a character is hit, they turn into separate Lego pieces. No blood or injury detail is shown.

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
16	2	1	0	0	0	19

More than 3 in 4 participants described the impact of the material as very mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
14	3	0	0	0	2	0	19

Approximately 3 in 4 participants considered the material to be suitable for all ages.

What are the main aspects of the clip that had an impact on you?

Participants found the material to be humorous and have a low level of violence. Some found the aspect of characters turning into Lego pieces when shot to have some impact.

In a few words, how did what you saw affect you?

Respondents largely found the material to be fun and cute and to have minimal impact. Almost all considered it appropriate for children of various ages. The impact of violence was mitigated by the effect of the characters turning into Lego pieces on impact.

Super Smash Bros

Description

This game features cute characters such as Sonic the Hedgehog engaging in cartoon style fight sequences, involving throwing objects at each other. Sonic bounces up and down to avoid being hit. An excitable narrator describes the action and a crowd cheers in the background. No blood, injury detail or realistic weapons are used.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
14	6	1	0	0	0	21

Slightly less than 3 in 4 participants found the material very mild in impact, less than 1 in 3 found it to be mild in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
9	7	1	0	0	3	0	20*

* One participant did not respond to this question.

Slightly less than 1 in 2 participants thought the material was suited for all ages and a slightly smaller proportion thought it was suited to all ages with parental guidance.

What are the main aspects of the clip that had an impact on you?

Some participants found the material to be harmless. Some found the main impacting aspects to be its cartoon like nature, the cute characters, the character jumping around and that there was a low level of violence.

In a few words, how did what you saw affect you?

Participants found there to be minimal impact. Some respondents noted the material appeared to be a game of skill with some very mild violence and cute characters.

Gameplay

Dying Light

Description

Dying Lights is a zombie apocalypse themed game. Players follow the protagonist, an undercover agent, who must travel across his city in order to defend fellow citizens against a vicious epidemic. The game is played in first person, features realistic graphics and allows players to craft weapons, including guns, and perform various action moves, such as drop kicking and bludgeoning zombies as they appear suddenly in close view.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
3	3	4	8	2	0	20*

* One participant did not respond to this question.

2 in 5 respondents considered the material strong in impact, while similar proportions considered it to be moderate, mild or very mild in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
2	1	3	4	11	0	0	21

Approximately 1 in 2 participants thought the material should be restricted to players aged 18 and over. Similar proportions of approximately 1 in 5 thought it should be restricted to players aged 15 and over or recommended for players aged 15 and over.

What are the main aspects of the clip that had an impact on you?

Respondents were mainly impacted by the high impact violence, bludgeoning zombies, blood and gore, first person perspective, the horror and post-apocalyptic setting.

In a few words, how did what you saw affect you?

There was a range of responses as to the effect on participants. Some found there to be minimal impact or were bored. Others were revolted, confronted, squeamish, excited or tense.

Grand Theft Auto V

(NOTE: also contains language)

Description

Grand Theft Auto V allows players to choose particular missions. Here, the participants played the 'Franklin and Lamar' mission whereby they are attempting to repossess cars for an Armenian car dealer. Lamar challenges Franklin to a race through the city; however, Franklin has an advantage of the ability

to slow down time while driving. The police approach the pair and Lamar speeds off to the dealership, leaving Franklin wanted by the authorities. Eventually the players reach a safe house where they can choose to save a car in the garage, sleep, change clothes or watch television. There is the option for dangerous driving and shooting as well as some coarse language in the sequence.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
4	5	8	2	2	0	21

Approximately 2 in 5 respondents described the impact of the material as moderate, while approximately 1 in 4 considered it mild and 1 in 5 found it very mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	1	6	2	10	1	0	20*

* One participant did not respond to this question.

1 in 2 participants believed that the material should be restricted to players aged 18 years and over. Whereas slightly more than 1 in 4 thought it should be recommended for players 15 years and over.

What are the main aspects of the clip that had an impact on you?

Participants were impacted by the realistic graphics, use of guns, violence and punching, crime, coarse language, style of driving and disregard for public safety.

In a few words, how did what you saw affect you?

Some participants were shocked by the violence and did not find the material suitable for children. However, participants generally enjoyed the game and found it exciting, engaging and intriguing.

Far Cry 4

Description

Far Cry 4 is set in a fictional mountainous terrain in central Asia and follows the story of a man who is involved in a civil war. Players must battle enemy soldiers and dangerous wildlife using various weapons, such as shotguns, crossbows, sniper rifles and throwing knives. Further, players must complete side missions such as exploring the terrain and collecting useful items. This session involved driving in a jungle, shooting, explosions and included bystander violence.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
6	6	5	1	1	0	19

Responses to the material were varied. Similar proportions considered the material to be very mild, mild or moderate in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
1	0	8	7	0	3	0	19

Approximately 2 in 5 respondents thought the material should be recommended for players aged 15 and over and a similar proportion thought it should be restricted to players aged 15 and over.

What are the main aspects of the clip that had an impact on you?

The aspects that impacted respondents were the people on fire, the high quality graphics and the ability to kill innocent people

In a few words, how did what you saw affect you?

Several respondents experienced little effect with some mild concern and discomfort. Some noted it had a mild effect on them but would not want a child to play or see it.

Assassin's Creed**Description**

Assassins Creed is an action-adventure game, whereby players assume the role of historic assassins. It features high quality detailed graphics depicting a medieval European setting. Players must complete a variety of missions in order to assassinate various characters. Missions include eavesdropping, interrogating, pick-pocketing, climbing tall objects and saving fellow citizens. If a player successfully completes a mission they are rewarded with a better weapon and harder missions.

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
3	12	4	1	1	0	21

More than 1 in 2 respondents described the material as mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	11	5	1	4	0	21

More than 1 in 2 respondents thought the material should be recommended for players aged 15 years and over. Approximately 1 in 4 thought it should be restricted to players aged 15 years and over. Four participants recommended alternative ages, including 10+.

What are the main aspects of the clip that had an impact on you?

Participants found the detail, high quality graphics, medieval setting, blood splatter, putting swords through bodies and that killing was the main object of the game to be the key aspects of impact.

In a few words, how did what you saw affect you?

Some participants found they were focussed on the main task or goal, were involved, fascinated or excited by the game. Some considered the level of violence relatively moderate and not unusual.

However, some were shocked at the level of violence and found this impact was magnified by the high level graphics, the style of violence and showing blood as a result.

WWE—_2K15

Description

This is a wrestling video game which realistically allows players to compete in simulated wrestling matches. Each match begins with a 'collar-and-elbow tie up' and then players simultaneously choose to either place their opponent in a headlock, wrist lock or waist lock. Whichever player's move defeats the other has the opportunity to hold the opponent in that move and attempt to find the other's 'sweet spot'. A commentator narrates in comic style in the background. This is repeated a 2–3 times within a match.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
7	2	5	5	2	0	21

The level of impact on participants was varied. While 1 in 3 described the impact as very mild, comparable proportions of approximately 1 in 4 described it as moderate or strong.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	3	11	1	1	5	0	21

Approximately 1 in 2 participants thought the material should be recommended for players aged 15 years and over. Approximately 1 in 4 participants suggested alternative age limits, including 13+.

What are the main aspects of the clip that had an impact on you?

Participants found the impactful aspects of the clip were the brutal moves, relentless attacks and realistic sounds of impact. However some found the material to be unrealistic, staged violence and that there was a lack of blood and detail of injury.

In a few words, how did what you saw affect you?

Participants had varied responses; some were amused, entertained or slightly shocked. However, others were disgusted or sickened, especially at the potential for this style of violence to be imitated by children. Some noted that the extreme moves appeared to have no serious effect on the victims and this lack of consequences both mitigated the impact of the violence and heightened concerns about imitability.

Lara Croft Temple of Osiris

Description

This is a cooperative action-adventure game, starring Lara Croft from the Tomb Raider series. The game is set in ancient Egypt, where Lara Croft has mistakenly awoken the Egyptian God of Darkness, Set. Players must solve a series of puzzles, for example, reincarnating Osiris by collecting his body parts in order to put Set back to sleep. Throughout the game players are interrupted by Gods, skeletons and wild animals. The game is played through an aerial, third person perspective.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
13	4	2	0	0	0	19

Approximately 2 in 3 participants found the material to be very mild in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
3	10	2	2	0	2	0	19

Approximately 1 in 2 respondents considered the material to be suitable for all ages with parental guidance.

What are the main aspects of the clip that had an impact on you?

Respondents found the main aspects that impacted them were the elevated third person perspective, puzzle solving gameplay, a low level of violence, the mild supernatural themes and the older-style game play.

In a few words, how did what you saw affect you?

Most participants said that the material had almost no impact on them, some noted it was exciting and absorbing.

Sex and nudity

Grand Theft Auto 5—sex with a prostitute

Description

In this scene, the player is in a car with a woman who appears to be a prostitute. This clip shows the woman giving oral sex to the player. Her head is seen moving towards his crotch and moving up and down as he moans. The player can then choose an amount to pay for the woman's services before the two engage in full intercourse, where the woman is seen from the chest up, straddling the man and thrusting while making noises and sexually explicit comments (such as 'fuck me').

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
0	3	4	18	11	4	40

The vast majority of participants thought the impact of the content was strong or higher. Just under 1 in 2 thought the content was strong in impact, while just over 1 in 4 thought the content was high in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	1	3	30	2	4	40

3 in 4 participants thought the content should be restricted to adults and 1 in 10 thought the content should not be available to the public at all.

What are the main aspects of the clip that had an impact on you?

Most participants found the depiction of implied oral sex and sexual intercourse most impactful. Some noted that the use of a prostitute was impactful.

In a few words, how did what you saw affect you?

Most participants indicated that the clip made them feel shocked, uncomfortable, and confronted. Some noted that they did not expect such content to be in a game.

Wolfenstein the New Order

Description

This is a first person action-adventure game set in post-World War Two Europe. In this clip a man offers a woman tea outside her house before being invited in to share her bed. The scene then flashes to the two characters implicitly having intercourse in bed together. The woman is shown from behind, sitting astride the male and moving up and down. The male’s body is obscured and the woman’s buttocks are covered by a sheet.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
2	5	9	4	0	1	21

The majority of participants thought the content was of moderate impact or lower. Slightly less than 1 in 2 thought the content was moderate. Approximately 1 in 4 thought the content was mild in impact, while 1 in 5 thought the content was strong in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	1	4	5	10	0	1	21

Approximately 1 in 2 participants thought the content should be restricted to players aged over 18 and about 1 in 4 thought the content should be restricted to players 15 and over unless accompanied by an adult.

What are the main aspects of the clip that had an impact on you?

Most participants noted that the depiction of implied sexual activity was impactful. Some participants noted the realistic graphics.

In a few words, how did what you saw affect you?

Many participants noted that the scene had limited impact on them, with some noting that the impact of the sexual activity was mitigated by the discreet nature of the depiction, and the apparently loving relationship between the couple. A few participants were surprised that a computer game would contain sexual activity.

Deadpool

Description

This game follows the superhero comic character Deadpool in his mission to assassinate a corrupt media mogul. This clip shows Deadpool's interactions with curvaceous, scantily clad female characters at a spa pool party, who are having inane conversations and ignoring Deadpool. Deadpool makes sexually suggestive comments to the women, such as 'if a flip a coin, what are the chances I can get some tail?'

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
4	24	18	11	1	2	60

Approximately 2 in 5 participants found the material to be mild and slightly less than 1 in 3 found it moderate in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	1	18	12	22	4	3	60

More than 1 in 3 participants thought the material should be restricted to players aged 18 and over, a slightly lower proportion thought it should be recommended for players aged 15 and over and approximately 1 in 5 thought it should be restricted to players aged 15 and over. Four people suggested alternative ages, including 16+.

What are the main aspects of the clip that had an impact on you?

Respondents found the key aspects of the material that impacted them were the notions of sexism and sexual connotations, and that as sexual content is the main aspect of the material it should not be for children. Specifically, the key impacting aspects were the semi naked women, the objectification of women, the use of sexual innuendo and deliberately crude humour, the man being sexist towards women and the sexualisation of a superhero character. However, some found the material to be comedic with cheesy humour.

In a few words, how did what you saw affect you?

There were a range of views on the affect that the material had. Such views ranged from minimal impact, mildly amused, bemused, silly, funny but stupid and tongue in cheek to mildly uncomfortable, annoyed at the sexism and objectification of women, offensive but comedic, unnecessary content and distasteful.

Contrast (2—Mum)

Description

Contrast is a puzzle-based platform style video game where players can move between two worlds. This clip features the silhouette of a woman singing seductively in an old fashioned cabaret venue. At times she approaches men and dances provocatively around them.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
5	9	5	0	1	0	20

Slightly fewer than 1 in 2 respondents considered the impact of the material on them to be mild, 1 in 4 said it was very mild, and the same proportion found it to be moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	9	6	1	1	2	0	19*

* One participant did not respond to this question.

Just under 1 in 2 respondents said the material was suited to all ages with parental guidance and slightly less than 1 in 3 thought it should be recommended for players aged 15 and over.

What are the main aspects of the clip that had an impact on you?

Participants reported that there was a slightly adult theme conveyed by the sexy character of the mother and the cabaret setting, which caused some impact. Also, the use of shadows in the animation was impactful.

In a few words, how did what you saw affect you?

Overall the impacts were considered to be minimal. However, there was some consternation at the sexualisation of the mother and some respondents felt this aspect made it slightly less suitable for children, although, some thought the use of shadows lessened the impact.

Drug use and references

Beyond: Two Souls

Description

In this game, the player assumes the role of a young female character and follows her over 15 years of her life. The player has the option to choose different actions throughout the game, which impacts how her life unfolds. This scene shows the protagonist being offered a joint of marijuana in a party setting. After she accepts, there is a close up of her smoking the marijuana and coughing violently. The young man who gave her the drugs says, 'First time, huh?' she then becomes visibly intoxicated, walking unsteadily. As she stumbles around, others question her appearance as ask if she is okay.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
3	14	12	6	4	1	40

Slightly more than 1 in 3 participants considered the impact of the material to be mild and a slightly smaller proportion described it as moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	2	9	8	19	1	1	40

Approximately 1 in 2 participants thought the material should be restricted to players aged 18 and over. The other half thought that the material should either be restricted to players aged 15 and over or recommended for players aged 15 and over.

What are the main aspects of the clip that had an impact on you?

There were differing views as to whether drugs were being normalised and promoted through their inclusion in the game or whether showing the unpleasant after effects was educational. Some found the key impacting aspects were the ability to choose whether to accept drugs as part of a game, the depiction of teenagers taking drugs and the realism of the graphics. It was found that the realistic graphics magnified the impact.

In a few words, how did what you saw affect you?

Overall, participants were concerned and disturbed by the content and the idea of it being available to young people and concerned that the target audience is potentially young people. Specifically, some considered the content inappropriate and some were uncomfortable that the situation depicted was included in gameplay.

Infamous: Second Son**Description**

This clip of Infamous: Second Son is a comic-book style sequence, where a woman tells the player about her past drug addiction. She says 'We met some dealers and man, they hooked us up' as a close-up of a male holding a syringe is shown and then two people are seen lying on the ground with a syringe, a small bag and a spoon between them. The female says 'The drugs were heaven but then we always wanted more. The withdrawals were agony, always looking for a fix...' A stylised depiction of a skull next to several syringes that control people as marionettes is displayed.

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
1	7	4	2	6	1	21

Approximately 1 in 3 participants thought the content had a mild impact, just under 1 in 3 thought the content had a high impact and about 1 in 5 thought the content had a moderate impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	5	7	7	0	2	21

An equal portion of participants of 1 in 3 thought the content should be restricted to adults, or restricted to viewers aged 15 and over unless accompanied by an adult. About 1 in 4 thought the content should be recommended for viewers aged 15 and over.

What are the main aspects of the clip that had an impact on you?

Most participants noted that the description of heroin addiction and withdrawal was impactful. Some noted that the depiction of drug paraphernalia (needles) was impactful.

In a few words, how did what you saw affect you?

Some participants felt confronted by the drug reference and a few were shocked that this content could be found in a computer game. Some participants were concerned that the clip was glamorising drug use, however, a number of participants noted that the depiction of the negative impacts of drug use mitigated the impact of the drug reference.

Far Cry 3

Description

Far Cry 3 follows the story of the protagonist, whose main aim is to rescue his friends from pirates and survive a hostile island environment. The non-interactive clip shown involves two men talking about losing their family and having to cope alone. The protagonist, who is visibly intoxicated, is holding a joint of marijuana and says, 'This is some wicked fine shit'. He then goes on to talk about how he still feels high from the MDMA he took a number of days ago. Another man asks for a 'hit' of the joint, but the man refuses, telling him that it "won't help their situation."

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
6	16	9	3	5	1	40

Approximately 2 in 5 respondents found the impact of the material to be mild. However, there was some variation in views. Slightly less than 1 in 4 found the impact moderate and similar proportions of approximately 1 in 8 found it either very mild or high in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	1	16	15	3	2	3	40

Similar proportions of participants of approximately 2 in 5 thought the material should be recommended to players aged 15 and over or restricted to players aged 15 and over.

What are the main aspects of the clip that had an impact on you?

The aspects that were most impactful to respondents were drug use (especially as it is used to cope with problems), the backstory of family dysfunction and child neglect, sadness of the main character, the realistic conversation, the type of language and the normalisation of drug use.

In a few words, how did what you saw affect you?

The material had a mild impact on many participants. However, there was some a distinction between participants who were concerned about the normalisation of drugs and the depiction of casual drug use in a life-like setting and other participants who were upset for the character.

Saints Row IV (2—drugs)

Description

Saints Row allows players to control gang members as they attempt to defeat the forces of an alien empire that has attacked earth. This clip shows a man and two women exiting a moving car while shooting down people nearby in an attempt to find alien narcotics that will enhance their abilities and give them a 'wicked buzz'. After killing the dealer the player is shown smoking from a small glass pipe. When the players do not immediately feel the desired effects, they locate and kill a dealer. However, soon after the players begin to feel the effects of the drug, commenting 'my powers feel limitless', 'I feel like every muscle inside me is going to burst' and 'holy crap we have superpowers'.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
1	4	11	3	1	1	21

Approximately 1 in 2 participants thought the content had a moderate/medium impact, approximately 1 in 5 thought the content had a mild impact and 1 in 7 thought the content was strong in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	8	4	7	1	1	21

Slightly more than 1 in 3 participants thought the content should be recommended for viewers aged 15 years and over. Another 1 in 3 thought that the content should be restricted to viewers aged over 18 years. Approximately 1 in 5 thought the content should be restricted to players aged 15 and over unless accompanied by an adult.

What are the main aspects of the clip that had an impact on you?

Most participants said that the drug use (smoking of the alien drug) had an impact of them. Some participants said the glamorisation of drug use had an impact on them.

In a few words, how did what you saw affect you?

Many participants noted that they would not want children having access to this content and were concerned it sent the wrong message about drugs.

Language

No specific content.

Themes

Watch Dogs

Description

This is a third person action adventure game in which the player assumes the role of a vigilante on a mission to identify his niece's killer. Here, the player has infiltrated a human trafficking ring. The clip shows him walking into a dishevelled brothel, where women are sitting topless attempting to cover themselves up and appear uncomfortable and worried. A male character is briefly seen inspecting one of the women, touching her breasts and spreading her legs before he grabs the hand of the woman

sitting next to her and pulls her into a nearby room. The scene is immediately followed by a post-action visual which depicts the woman (a Romanian Immigrant) from behind, dressed in only her underpants, huddled on a bed hugging her knees toward her chest as she sobs. The room is set up with video cameras and filming equipment. Several blood spots are visible on the bed sheets.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
2	3	6	4	5	1	21

Responses to the level of impact on respondents were varied. Approximately 3 in 4 participants thought the impact of the content was moderate or higher, slightly less than 1 in 3 thought the content was moderate in impact, approximately 1 in 4 thought the content was high in impact and 1 in 5 thought the content was strong in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	0	3	3	13	0	2	21

The vast majority of participants thought the content should be restricted to adults. 1 in 7 thought the content should be restricted to players over 15 unless accompanied by an adult and a further 1 in 7 thought the content should be recommended for players over 15 years.

What are the main aspects of the clip that had an impact on you?

Most participants noted that the theme of human trafficking and implied sexual violence was impactful. Some participants noted that the breast nudity was impactful.

In a few words, how did what you saw affect you?

Most participants felt disturbed or confronted by the treatment of the woman.

Slender: The Arrival

Description

Slender: The Arrival is a horror video game set in abandoned buildings. This scene shows the player walking through a house on a dark and stormy night. Dead bodies are lying on the ground, hits of lightning and thunder are coming through the window and scary music is playing. The viewpoint is through the player's camera, with the room lit only by torchlight. At one point, moaning can be heard. Suddenly, a man in a dark suit, the Slender Man, appears in front of the camera. The camera then cuts out as the player is implicitly taken by the Slender Man.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
2	6	7	2	3	1	21

1 in 3 participants thought the content was moderate in impact and slightly less than 1 in 3 thought the content was mild in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	4	4	4	2	5	2	21

Responses to this material were mixed. About 1 in 4 suggested alternate ages ranging from 10+ to 17+, with 13+ being the most commonly chosen age.

What are the main aspects of the clip that had an impact on you?

Most participants noted that the sense of menace and horror themes within the clip were impactful.

In a few words, how did what you saw affect you?

Most participants noted that they felt somewhat frightened. Some noted that the clip was not suitable for young children.

The Crew

Description

The Crew is a car racing video game. The clip involves a car driving recklessly in various urban and open air landscapes.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
11	17	10	1	0	0	39*

* One participant did not respond to this question.

Approximately 2 in 5 respondents considered the material to be mild, approximately 1 in 4 considered it very mild and a similar proportion considered it moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
7	10	12	4	0	7	0	40

More than 1 in 4 respondents thought the material should be recommended for players aged 15 and over, while 1 in 4 considered the material suitable for all ages with parental guidance. Four participants suggested alternate ages including 10+ and 13+.

What are the main aspects of the clip that had an impact on you?

Respondents found the key impacting aspects to be the realistic action and graphics, the reckless driving in public places and the lack of human characters.

In a few words, how did what you saw affect you?

Several respondents said the material had little or no impact on them. Some were concerned over the lack of consequences shown for reckless driving and that this might encourage imitation, however, the lack of gore and violence was also said to mitigate the impact. The impact was lessened by the lack of human characters, lack of injury and lack of engagement. Some respondents were interested and excited by the action, while others thought it was repetitive and boring.

Contrast (1—dad)

Description

Contrast is a puzzle-based platform style video game where players can move between two worlds. This clip begins with a young girl talking to her dad, who is a tall shadowy figure. The girl goes to meet the father but he states he did not want a child and has no time for her. The father then leaves the room and begins talking to the girl's mother.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
7	9	5	0	0	0	21

Almost 1 in 2 respondents described the impact as mild, a slightly smaller proportion considered it very mild and about 1 in 4 considered the impact moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
1	9	5	2	0	3	0	20*

* One participant did not respond to this question.

Close to 1 in 2 participants considered the material suited to all ages with parental guidance and 1 in 4 thought it should be recommended for players aged 15 and over.

What are the main aspects of the clip that had an impact on you?

The aspect that impacted respondents was that the father was depicted as a shadow and appeared very large in comparison to the child, making the atmosphere mysterious, spooky and ominous. Additionally, the father rejecting and speaking cruelly to his child was impactful.

In a few words, how did what you saw affect you?

Most respondents reported minimal impact; however, some reported mild impact such as empathy for the child and intrigue. Further, some were concerned the themes presented would upset children.

Rise of the Snow Queen

Description

This is a role play puzzle game set in the Swiss Alps. Children are missing and as players take on the role of The Detective, they must solve puzzles to unravel the mystery and find the missing children. This clip provides a background explaining the mystery of the missing children. A large figure with glowing eyes briefly appears behind some children but does not move. The clip then moves on to introduce the gameplay.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
19	14	6	1	0	0	40

Slightly less than 1 in 2 respondents described the impact as very mild. A slightly smaller proportion felt it was mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
8	12	9	2	0	9	0	40

More than 1 in 4 respondents thought the material was suited to all ages with parental guidance. However, just under 1 in 4 thought it should be recommended for viewers aged 15 and over. 1 in 4 also recommended alternative ages including 8+, 10+ and 12+.

What are the main aspects of the clip that had an impact on you?

The main aspects that impacted participants were the central theme of child abduction, the monster looming behind the children, the glowing eyes of the female character and the detective aspect of the game.

In a few words, how did what you saw affect you?

Participants found there to be no negative impact or mild impact and considered the material okay for older children but too scary and disturbing for small children.

Gambling

Full House Poker

Description

This is a Texas Hold'em Poker simulation game which allows a player to engage in simulated gambling at poker as well as other casino games. The clip shows a group of players at a table playing poker and using chips to gamble with.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
11	4	4	1	1	0	21

Most participants thought the content had impact of moderate or lower. Approximately 1 in 2 thought the content was very mild in impact.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
1	0	8	2	4	4	2	21

More than 1 in 3 thought the content should be recommended for viewers aged over 15, while about 1 in 5 thought the content should be restricted to adults. Another 1 in 5 selected 'other age', of those, suggested ages ranged from 8+ to 16+, with 8+ being the most common suggestion.

What are the main aspects of the clip that had an impact on you?

Most participants noted that the simulated gambling was impactful. A number of participants noted the cartoonish nature of characters in the clip. Some participants thought the aggressive reaction of the eventual winner was impactful.

In a few words, how did what you saw affect you?

The majority of participants were concerned that the game encouraged gambling and made it accessible. Many participants were particularly concerned that the game appeared to be designed to appeal to children.

Brandish Dark Revenant**Description**

The objective of this game is to pass through several mazelike staircases and attempt to defeat the enemy. This clip shows a player in a casino. He chooses to play a slot machine and is able to bet before each round. The player is greeted by a female character wearing a strapless leotard and bunny ears who invites him to enjoy all the casino has to offer. Gaming tables and slot machines can be seen. There is also a 'medal exchange' where the player buys tokens using gold earned during gameplay. Onscreen text imparts rules with regard to the card games and betting maximums.

Analysis*How would you describe the level of impact this material had on you?*

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
18	15	3	3	0	0	39*

* One participant did not respond to this question.

Approximately 1 in 2 participants described the impact of the material as very mild. A slightly smaller proportion described it as mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
6	5	10	7	6	4	2	40

There was considerable variation in views on the age suitability of the material. While 1 in 4 thought it should be recommended for players 15 and over, the remaining participants were fairly evenly distributed across all categories. The same proportion of respondents considered the material suited to all ages as those who felt it should be restricted to players aged 18 and over. Four alternative ages were suggested in relation to this material: 5+, 8+, 10+ and 16+.

What are the main aspects of the clip that had an impact on you?

The key aspects that impacted participants were the theme of gambling, the childlike visuals and music and the use of the term 'dicking'.

In a few words, how did what you saw affect you?

There was a minimal impact for many participants, however, there was some concern that the game appeared to target children and promote gambling.

Gambling apps**Dragon Play Slots****Description**

Dragon Play Slots is a free slot machine and slot tournament app set in a Las Vegas style casino where players can play realistic video slots with various themes. Players can earn free coins and bonus wheel spins, move up experience ranking levels and compete with others.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
8	4	4	3	0	0	19

Approximately 2 in 5 participants considered the impact of the material to be very mild. Proportions of 1 in 5 found the material to be mild or moderate.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
1	1	2	3	12	0	0	19

Most participants thought the material should be restricted to players aged 18 or over.

World Poker Texas Hold'em

Description

This game allows players to play Texas Hold'em poker, purchasing game credits to gamble on demand. The game has a 'live' capability, meaning players can verse others in rounds of poker.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
12	3	1	3	0	0	19

Most participants considered the impact of the material to be very mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
0	2	1	4	10	1	1	19

Approximately 1 in 2 respondents thought the material should be restricted to players aged 18 and over, while approximately 1 in 5 thought it should be restricted to players aged 15 and over.

What are the main aspects of the clip that had an impact on you?

Respondents were impacted by the aspects of gambling and specifically, ease of gambling and playing poker with real people.

In a few words, how did what you saw affect you?

Seven participants had minimal or no affect from the material. Some were concerned at the addictive potential of game. Others were simply uninterested in the gambling aspect, while a few thought it looked appealing as a pastime.

Farm Slots

Description

This free app features several farm themed slot games, with cartoon like graphics including a cow and a farm girl with freckles.

Analysis

How would you describe the level of impact this material had on you?

Very Mild	Mild	Moderate/Medium	Strong	High	Very High	Total
6	4	7	1	0	1	19

More than 1 in 3 respondents considered the material moderate in impact, however, a similar proportion considered it very mild.

For which audience would this material be suitable?

All ages	All ages with parental guidance	Recommended for 15+ only	Restricted to 15+ unless accompanied by an adult	Restricted to 18+	Other age	None (should not be available)	Total
1	0	5	2	9	1	0	18*

* One participant did not respond to this question.

1 in 2 participants thought the material should be restricted to players aged 18 and over and just over 1 in 4 thought it should be recommended for players aged 15 and over.

What are the main aspects of the clip that had an impact on you?

Some respondents were not impacted by the clip. Others found the aspects of gambling, the option to use real money, in-game advertising and that the game had childlike graphics and was aimed at children to be impactful.

In a few words, how did what you saw affect you?

Most respondents were concerned, shocked or angered at the game being targeted to children. However, 6 in 19 said they were unaffected by the app in any way.



Australian Government
Department of Communications and the Arts

Appendix F Supplementary quantitative study: Report

Summary

Aims and methodology

In June 2016 a national online survey of 2,021 Australian adults was conducted by the Classification Branch, to supplement findings from a major study on Community Standards conducted in 2015. The survey was designed to augment the data gathered in the 2015 study with quantitative data in relation to:

- perceived age suitability of specific, commonly occurring content variations within the classifiable elements of violence, drug use, sex, nudity, coarse language and themes
- the level of concern and preferred classification responses to concerns raised about issues such as gambling, discrimination, horror and scary scenes.

To maintain consistency with the 2015 Community Standards study, age categories used in the survey were based on the existing classification categories, but were not labelled with classification markings. As with the Community Standards study, survey respondents were given the option to enter alternative age groups if they felt this was warranted.

Key findings on age suitability and comparison with the 2015 study

The results of the survey were similar to those of the 2015 study, although in some instances the range of categories chosen by survey respondents was slightly higher on the category 'spectrum' than that by qualitative participants. This is possibly due to the nature of the stimulus: survey participants responded to brief verbal descriptions of content whereas qualitative participants viewed clips of actual content, which inherently contained more information on tone and context. The higher incidence of *should not be available to the public* responses in the survey may also be symptomatic of a broader range of views that may result from a large national survey and the absence of group effects that are sometimes found in focus group research.

Of all the examples listed in the survey, two relating to playable character actions in computer games emerged as being most offensive and concerning. These were 'male characters committing violence against female characters who are defenceless' and 'committing sexual violence against other characters', which were each categorised by over one in three respondents as *should not be available to the public*.

Other high level content was either predominantly categorised as *restricted to adults 18+* or had responses spread across the four highest categories (ranging from *not recommended for persons under 15* to *should not be available to the public*). Predominantly *restricted to adults 18+* content included violence with blood and gore in film, gambling in computer games and online, explicit sex and full frontal nudity and strong coarse language in computer games. More varied responses were received in relation to high level content including drug use and references and bloody violence in computer games.

Consistent with the 2015 study, across many content types, conceptions as to age suitability of comparable content tended to involve at least slightly more conservative responses for computer games than film (although it is noteworthy that high level violence in games received a more varied response than in film, including both more and less restrictive categorisations).

The similarity of results in relation to age suitability of content *within* classifiable elements (e.g. what violent content is considered worthy of restriction to adults and what is considered potentially suitable for younger audiences) suggests that similar factors were taken into account when considering the potential impact and suitable audience for content by participants in both studies.

Violence

Overall in relation to violent content, survey participants tended to make similar determinations about suitable audience to participants in the qualitative research. Both qualitative participants and survey respondents placed violence with blood and gore, sexual violence and violence against defenceless women in the highest three categories (*restricted to persons aged 15+ unless accompanied by an adult, restricted to adults 18+ and should not be available*). Bloodless gun violence tended to be categorised between *not recommended for persons under 15* and *restricted to persons aged 15+ unless accompanied by an adult*, and fist fighting between men between *all ages with parental guidance* and *not recommended for persons under 15*. Qualitative results show a tendency for higher categorisation of violent content in computer games than in film, whereas quantitative responses suggest a broader range of views (including more and less conservative categorisations) for bloody violence in games than in film.

Drug use and references

In relation to drug use and references, quantitative and qualitative responses on audience suitability were broadly similar, with illicit drug depictions being unsuited to audiences below 15 years and tobacco and alcohol use depictions being seen as potentially acceptable for younger audiences. However, qualitative responses tended to treat marijuana use as potentially milder (not recommended for persons under 15) than other illicit substances (placed mainly in the two restricted categories), whereas survey respondents categorised all illicit drug use as either restricted to persons aged 15+ unless accompanied by an adult or restricted to adults 18+.

While in both qualitative and quantitative research depictions of tobacco and alcohol use, especially in film, were seen as more potentially suitable for younger audiences than illicit drug depictions, there was a broader range of views in the quantitative study, especially in relation to tobacco use, with some placing this content in the *restricted 18+* and *should not be available* categories.

In both studies, drug use was placed in higher categories for computer games than film (mainly in the two restricted categories, *15+* and *18+*).

Sex and nudity

Both qualitative and quantitative responses placed depictions of “rough but consensual sex” and sex with extensive nudity mainly in the *restricted to adults 18+* category. In the qualitative research, a clip featuring non-sexual nudity was predominantly categorised as *not recommended for persons under 15*. In the survey, breast nudity which was interpretable as sexual or non-sexual was categorised in a similar way by respondents. Responses in both qualitative and quantitative research to sexual references such as conversational references to sex were clustered around *not recommended for persons under 15*, with substantial responses also in the categories above and below (*all ages with parental guidance* and *restricted to persons aged 15+ unless accompanied by an adult*). Responses to implied sex, without the act shown, were more mixed in the survey, ranging from *not recommended for persons under 15* to *restricted to adults 18+*. Responses to a clip of such content shown in the qualitative research was mainly categorised as *all ages with parental guidance*. This latter tendency may be due to an absence of contextual detail in the survey relative to the qualitative research.

Again, in both qualitative and quantitative studies, sexual content in computer games was viewed more conservatively than that in film. In particular, “playable characters engaging in sex” was largely categorised as either *restricted to adults 18+* or *should not be available to the public*.

Coarse language

Responses regarding the actual terms which would be considered strong, medium level and mild coarse language were very similar in the qualitative and quantitative studies.

Categorisation of strong coarse language was slightly more permissive in the qualitative study, for example strong coarse language with aggression was mainly categorised as *restricted to persons aged 15+ unless accompanied by an adult*, whereas in the survey such content was largely categorised as *restricted to adults 18+* with a secondary group selecting *restricted to persons aged 15+ unless accompanied*.

Medium level coarse language was generally categorised as either *not recommended for persons under 15* or *restricted to persons aged 15+ unless accompanied by an adult* in both qualitative and quantitative studies.

For mild coarse language, participants in the qualitative research were again slightly more permissive in that responses included both *all ages* and *all ages with parental guidance*, whereas few survey respondents categorised any coarse language as *all ages*.

In relation to computer games, although no specific language content was shown in the qualitative research, in discussion participants said they were more confronted by such language when it occurred incidentally in games than in film.

In both film and games, qualitative research participants found the use of racist terms offensive. The use of racist language in one film clip (depicting verbal bullying between teenagers) was suggested to make it unsuited to younger audiences regardless of any educational intent or merit, due to concerns about imitability. Similarly, in the survey, the theme of racial discrimination was mainly categorised in the two restricted categories (*15+* and *18+*) and as discussed below, a high proportion of respondents indicated they would like to be informed specifically about racist content in film and games.

Themes

In both qualitative and quantitative studies:

- responses to themes of teen suicide were clustered around the *restricted to persons aged 15+* category
- animal cruelty was clustered between the *not recommended for persons under 15* and *restricted to persons aged 15+* categories
- responses to supernatural phenomena with horror were clustered between *not recommended for persons under 15*, *restricted to persons aged 15+ unless accompanied by an adult* and *restricted to adults 18+*.

Verbal bullying was categorised similarly but not identically by participants in the two studies, with qualitative participants mainly categorising such content as *not recommended for persons under 15* and survey respondents tending towards the lower category of *all ages with parental guidance*. In this case it is likely that the clips shown to qualitative participants were impactful enough to elicit a more conservative response regarding age suitability in comparison to the label “verbal bullying” seen by survey respondents.

In both qualitative and quantitative studies, supernatural phenomena with horror in computer games was categorised predominantly as *restricted to persons aged 15+ unless accompanied by an adult* and *restricted to adults 18+*, again a slightly more conservative response than to similar content in film.

Community concern about gambling and other specific content matters

Gambling

All forms of gambling content mentioned in the survey were predominantly considered suitable for adults only even where there is no money involved. In addition, a majority of respondents were concerned about gambling content listed which involved money (using actual money in a game to buy virtual prizes of unknown value—70%, casino-style gambling websites—60%, and apps for a tablet or mobile where you can engage in gambling play with or without actual money—54%).

Violence

The findings suggest some concern about violent media, particularly computer games, within the community. Over two in three community members (67%) are concerned about the level of violence in games, particularly against women (61%), and more than half believe that computer game content is more potentially impactful than film content (54%). A substantial minority also agreed that children's films are often too violent (43%). However, there was also agreement that some violent content may be acceptable for younger audiences if the material was educational (50%), and that violence against monsters in computer games was generally less disturbing than violence against human characters (61%).

Horror and scary content

The results regarding horror and scary content suggest this sort of content is seen to strongly affect suitability of media for children and is of concern to community members.

A majority of respondents (59%) said the level of horror would influence their choice of film or game as much as the level of violence, indicating that horror is considered an important factor in media choice. In relation to children's films, a substantial percentage (45%) also indicated they were concerned about scary content.

Discrimination

Close to seven in ten respondents indicated they would like more information about the existence of discriminatory language or behaviour (sexist/misogynistic content 68%, racist content 67%) in classification, suggesting that this thematic content is potentially confronting for many community members and that it may affect their decisions regarding suitability for themselves or children.

Implications

The findings of both studies indicate the following areas for consideration in future:

- Community concern about gambling in computer games, discriminatory content and content dealing with discrimination, horror and for children, scary content and violence.
- More conservative views in relation to the content of computer games than film.

Possible strategies for responding to the above in future may include:

- Continuation of separate more stringent guidelines for the classification of computer games.
- More specific classification guidelines in relation to gambling.
- Treatment of discriminatory language as medium or high level coarse language.
- Consideration of incorporating discrimination, horror, and scary content as separate classifiable elements.
- Including specific references in consumer advice on discrimination themes and content.

Further research, including specific consultation with culturally and linguistically diverse community members and women, may be required in relation to views on discriminatory content.

1. Introduction

1.1 Research aims

In 2015 the Classification Branch conducted a major qualitative study of community standards in relation to media content. The study explored the factors which influence the impact and perceived age suitability of content including violence, drug use, sex, nudity, coarse language and themes, and sought input from community members on areas of particular concern in relation to film and computer games. The results were then considered alongside the Guidelines for Classification of Film and Guidelines for Classification of Computer Games, to assess the alignment of community views on impact and concerns about media content with the assumptions that underpin the Guidelines.

In June 2016 a national online survey of 2,021 Australian adults was conducted. The survey was designed to augment the data gathered in the 2015 study with quantitative data in relation to:

- perceived age suitability of specific, commonly occurring content variations within the classifiable elements of violence, drug use, sex, nudity, coarse language and themes
- the level of concern and preferred classification responses to concerns raised about issues such as gambling, discrimination, horror and scary scenes.

1.2 Methodology

The survey of 2,021 Australian adults aged 18–75 was conducted in June 2016. It was designed by the Classification Branch. Quality Online Research (QOR) hosted the survey and provided the survey sample and data files.

To take part in the survey, respondents needed to have watched a DVD/Blu-ray, Netflix or other streaming service, attended the cinema to see a film, or played a computer game in the last month.

The sample was weighted to reflect ABS profiles on age and gender. In addition, to ensure a diverse range of respondents, the survey included questions on location (categorised as metro and non-metro for each state and territory), languages spoken in the family, Indigenous status, educational attainment, occupational category, labour force participation and household type.

1.2.1 About the respondents

The following tables provide key characteristics of the survey sample.

Table 1.2: Child carer status of respondents

Carer status	Percentage of respondents
Parent	21%
Grandparent/other	6%
No child caring responsibilities	72%

Table 1.3: Age of respondents

Age range	Percentage of respondents
18–29	24%
30–39	20%
40–49	19%
50–59	18%
60–75	20%

Table 1.4: Respondents' use of computer games

Computer game use	Percentage of respondents (multiple responses allowed)
Play games on a tablet or mobile	49%
Play games on a console or computer	45%
No computer game use	30%

Table 1.5: Location of respondents

State/territory	Percentage of respondents
ACT	2%
NSW	33%
Vic	27%
Qld	18%
SA	8%
WA	9%
NT	<1%
Tas	3%

1.2.1 Presentation of tables and result key

Tables in this report relating to age suitability are presented by classifiable element (sex and sex references, nudity, drug use, violence, coarse language and themes). Within each classifiable element, descriptions of specific content featured in the survey are listed in descending order, according to the most frequently chosen age category or level of restriction. For example, violent content which the highest percentage of respondents thought should be *restricted to adults 18+* or *should not be available to the public* is listed at the top of the table, and content which a high proportion considered *suitable for all ages with parental guidance* is listed at the bottom.

Generally responses were concentrated within two or more neighbouring age categories, with lower proportions across the remaining age categories. There were only a few instances where a majority of respondents agreed on a single age category for a piece of content.

Due to this response pattern, cells in the result tables have been shaded as indicated in the key below, to assist recognition of the most frequently selected age categories for each type of content covered and comparison of responses to each item of content.

Results key table

Percentage of responses	Per cent
0–9% of responses	0% +
10%–19% of responses	10% +
20%–29% of responses	20% +
30%–39% of responses	30% +
40%–49% of responses	40% +
50% of responses or more	50% +

1.2.2 Age categories

To maintain consistency with the 2015 Community Standards study, age categories used in the survey were based on the existing classification categories, but were not labelled with classification markings.

As with the Community Standards study, survey respondents were given the option to enter alternative age groups if they felt this was warranted. However, in the current survey, no responses of this nature were received, and therefore this category is not included in the result tables.

1.2.3 Film and computer games content

It is important to note that the content examples given are not a replica of the examples of film content, but instead reflect a range of content more likely to appear in computer games —so there is a limit to how much survey responses can be compared across the two types of media.

2. Violence

2.1 2.1 Violence in film

Table 2.1 overleaf lists the various examples of violent content in film covered in the survey.

- Respondents predominantly thought decapitation or dismemberment with blood and gore should be *restricted to adults aged 18+* (42%) and about one in five thought instead such material should be either *restricted to persons aged 15+ unless accompanied* or *unavailable to the public*. Just over one in ten categorised it as *not recommended for persons under 15*.
- Depictions of sexual assault were also mainly categorised (36%) as *restricted to adults 18+*, however respondents were also inclined to categorise this content as *restricted to persons aged 15+ unless accompanied* (28%). Over one in ten also categorised it as either *not recommended for persons under 15* or *should not be available to the public*.
- A man being punched and kicked by a group of other men was also mainly categorised as either suitable for *restriction to persons aged 15+* (28%) or *adults 18+* (31%). Close to one in five chose the *not recommended for persons under 15* category, and over one in ten *should not be available to the public*.
- A man pushing and slapping his wife and a man and a woman punching and kicking each other attracted a similar response pattern, predominantly categorised as *not recommended for persons under 15* (both 21%), *restricted to persons aged 15+ unless accompanied* (both 27%) or *restricted to adults 18+* (22% and 24% respectively). In both cases, just under one in five selected *should not be available to the public*.
- A child being slapped in the face by an adult was mainly categorised as either *all ages with parental guidance* (20%), *not recommended for persons under 15* (27%) or *restricted to persons aged 15+ unless accompanied* (23%). However, more than one in ten also thought it should be *restricted to adults 18+* or *not be available to the public*.
- A battle scene with multiple deaths in an historic film was mainly categorised as *not recommended for persons under 15* (30%) but also *all ages with parental guidance* (20%), and *restricted to persons aged 15+ unless accompanied* (28%). More than one in ten also thought it should be *restricted to adults 18+*.
- Two men punching and kicking each other was categorised mainly as *not recommended for persons under 15* (33%) and *restricted to persons aged 15+ unless accompanied* (26%), with substantial numbers also choosing *all ages with parental guidance* (17%) and *restricted to adults 18+* (16%).
- Gun fighting with no wounds being shown was mainly categorised as either *all ages with parental guidance* (22%), *not recommended for persons under 15* (27%) or *restricted to persons aged 15+ unless accompanied* (25%). More than one in ten also chose *restricted to adults 18+*.
- Two boys fighting in a school yard was mainly categorised as *all ages with parental guidance* (30%) but also as *not recommended for persons under 15* (28%) or *restricted to persons aged 15+ unless accompanied* (21%).

Table 2.1: Violent content in film

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Decapitation or dismemberment with blood and gore	2%	3%	12%	20%	42%	21%
Sexual assault of one adult by another adult	1%	4%	15%	28%	36%	16%
A man being punched and kicked by a group of other men	2%	6%	18%	28%	31%	14%
A man pushing and slapping his wife	2%	9%	21%	27%	22%	19%
A man and a woman punching and kicking each other	2%	8%	21%	27%	24%	17%
A child being slapped in the face by an adult	4%	20%	27%	23%	13%	13%
Battle scene with multiple deaths in an historic film	4%	20%	30%	28%	16%	2%
Two men punching and kicking each other	3%	17%	33%	26%	16%	5%
Gun fighting with no wounds being shown	7%	22%	27%	25%	15%	4%
Two boys fighting in a school yard	6%	30%	28%	21%	9%	5%

2.2 Violence in computer games

Table 2.2 overleaf presents responses relating to violent content in computer games —specifically actions in which playable characters can engage.

- A high proportion of respondents, 38%, thought male characters committing violence against female characters who are defenceless was a form of computer game content that should not be available to the public. A further 31% thought this content should be restricted to adults 18+. Lower proportions categorised this content as restricted to persons aged 15+ unless accompanied (16%) and not recommended for persons under 15 (10%).
- Responses in relation to playable characters committing sexual violence were similar: 36% restricted to adults 18+; 35% that it should not be available. About one in ten categorised this content as restricted to persons aged 15+ unless accompanied or not recommended for persons under 15 (10%).
- Playable characters engaging in combat featuring decapitation, dismemberment, blood and gore was categorised by more than a third (34%) as restricted to adults 18+. In addition, 24% thought it should be restricted to persons aged 15+ unless accompanied and 21% that it should not be available. A smaller number, 15% chose the lower not recommended for persons under 15 category.
- Being violently killed by an opponent was predominantly categorised restricted to adults 18+ (40%). This content was categorised as restricted to persons aged 15+ unless accompanied and should not be available to the public by about one in five respondents, and not recommended for persons under 15 by one in ten.
- Killing bystander characters was categorised by similar proportions of respondents, as either not recommended for persons under 15 (23%), restricted to persons aged 15+ unless accompanied (25%) or restricted to adults 18+ (26%). About one in ten thought this material should not be available.
- Shooting opponents and combating other characters with punching and kicking were categorised in a similar manner by respondents. Similar proportions of respondents viewed these content types as either not recommended for persons under 15 (28% and 26%), restricted to persons aged 15+ unless accompanied (24% and 26%) or restricted to adults 18+ (23% and 22%). In addition just over one in ten thought each was suited to all ages with parental guidance.

Table 2.2: Violent content in computer games

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Male characters committing violence against female characters who are defenceless	2%	2%	10%	16%	31%	38%
Commit sexual violence against other characters	2%	2%	10%	14%	36%	35%
Dismember or decapitate others in combat with blood and gore	2%	5%	15%	24%	34%	21%
Being violently killed by an opponent	2%	4%	12%	21%	40%	20%
Killing bystander characters	3%	9%	23%	25%	26%	14%
Shooting opponents	4%	13%	28%	24%	23%	8%
Combat other characters with punching and kicking	4%	14%	26%	26%	22%	7%

3. Drug use and references

3.1 Drug use and references in film

Table 3.1 overleaf lists the various examples of drug related content from film covered in the survey.

- Depictions of illicit drug taking were generally considered either suitable for restricted audiences only (*15+ unless accompanied or 18+*).
- Adults taking 'other illicit drugs'²³ was categorised mainly as either *restricted to persons aged 15+ unless accompanied* (23%), *restricted to 18+* (28%) or *should not be available to the public* (23%). Just under one in five also considered it *not recommended for persons under 15*.
- Similarly, adults taking performance enhancing drugs for sport was generally categorised as either *restricted to persons aged 15+ unless accompanied* (21%), *restricted to 18+* (24%) or *should not be available to the public* (22%). Again, close to one in five also considered it *not recommended for persons under 15* and a further one in ten considered it suitable for *all ages with parental guidance*.
- Marijuana smoking was categorised similarly whether by teenagers or adults, however there was a slightly broader range of responses to the teenager-related content, with slightly higher numbers thinking it should be either banned or *not recommended for persons under 15*. Marijuana smoking by teenagers was mainly categorised as suitable for restriction to *persons aged 15+ unless accompanied* (25%) or to *adults 18+* (23%) or *should not be made available to the public* (21%). Adult cannabis use was predominantly categorised as *restricted to persons aged 15+ unless accompanied* (25%) or to *adults 18+* (26%), however almost one in five chose the neighbouring *not recommended for persons under 15* and *should not be available to the public* categories.
- An overdose after drug taking was categorised by 28% as *restricted to persons aged 15+ unless accompanied* and by 30% as *restricted to adults 18+*. In addition, more than one in ten chose the lower *not recommended for persons under 15* and higher *should not be available to the public* categories.
- Depictions of drug taking equipment but not drug use were largely *restricted to persons aged 15+ unless accompanied* (26%) and *restricted to adults 18+* (27%), but close to one in five chose *not recommended for persons under 15* and over one in ten chose *all ages with parental guidance*.
- Views on adults taking prescription sleeping pills were also clustered around the two restricted categories (25% *15+ unless accompanied* and 25% *18+*), however about one in ten also chose the lower *not recommended for persons under 15* category and more than one in ten chose both the *all ages with parental guidance* and *should not be available to the public* categories.
- A person being caught by police buying *illicit* drugs had a similar response profile (20% *not recommended for persons under 15*, 29% *restricted to persons aged 15+ unless accompanied* and 21% *restricted to adults 18+*). Close to one in five also chose *all ages with parental guidance*.
- Verbal references to illicit drugs were mainly categorised as *not recommended for persons under 15* (22%), *restricted to persons aged 15+ unless accompanied* (26%), and *restricted to adults 18+* 24%. In addition more than one in ten categorised this content as either *all ages with parental guidance* or *should not be available to the public*.
- Adults consuming excessive alcohol was categorised mainly as *not recommended for persons under 15* (27%), *restricted to persons aged 15+ unless accompanied* (21%) and *restricted to adults 18+* (22%). This content had a similar profile to verbal references to illicit drugs, including one in ten or more categorising it as either *all ages with parental guidance* or *should not be available to the public*.
- Teenagers consuming alcohol was categorised mainly as *not recommended for persons under 15* (27%) or *restricted to persons aged 15+ unless accompanied* (25%). Almost one in five also

²³ Referred to illicit drugs other than cannabis and performance enhancing drugs, which were asked about first in the survey.

thought it should be *restricted to adults 18+*. More than one in ten also categorised it as either *all ages with parental guidance* or *should not be available to the public*.

- Responses on tobacco smoking were concentrated in the *all ages with parental guidance* (24%) and *not recommended for persons under 15* (20%) categories. However, more than one in ten chose each of the remaining categories, including *all ages* and *should not be available to the public*.
- Adults consuming alcohol with dinner was considered suitable for *all ages with parental guidance* by 33% of respondents; however almost one in five considered it suitable for *all ages* and over one in ten placed it in either the *not recommended for persons under 15*, *restricted to persons aged 15+ unless accompanied* or *restricted to adults 18+* categories.

Table 3.1: Drug content in films

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Adults taking other illicit drugs	2%	6%	17%	23%	28%	23%
Adults taking performance enhancing drugs for sport	4%	11%	18%	21%	24%	22%
Teenagers smoking marijuana	3%	8%	20%	25%	23%	21%
Adults smoking marijuana	3%	8%	19%	25%	26%	19%
A person using drugs then having an overdose	2%	8%	15%	28%	30%	17%
Drug taking equipment (e.g. syringes) being shown but not drug use	3%	10%	19%	26%	27%	15%
Adults taking prescription sleeping pills	5%	15%	19%	25%	25%	11%
Verbal references to illicit drugs	3%	13%	22%	26%	24%	11%
Adults consuming excessive alcohol	4%	15%	27%	21%	22%	10%
A person being caught by police buying illicit drugs	6%	17%	20%	29%	21%	7%
Teenagers consuming alcohol	4%	12%	27%	25%	19%	13%
Adults smoking tobacco	13%	24%	20%	15%	16%	12%
Adults consuming alcohol with dinner	19%	33%	15%	16%	14%	3%

3.2 Drug use in computer games

Table 3.2 below presents responses in relation to drug use by playable characters in computer games.

- Views on this content were less varied than views on drug use and references in film, probably due to listed content relating only to the use of drugs.
- Smoking marijuana, using other illicit drugs, buying or selling illicit drugs and using performance enhancing substances were all categorised as for *restriction to adults 18+* by about one in three respondents and as *should not be available to the public, restricted to persons 15+ unless accompanied* or *should not be recommended for persons under 15* by about one in five each.
- Playable characters smoking tobacco and drinking alcohol had responses clustered around *not recommended for persons under 15* (24% and 23%), *restricted to persons 15+ unless accompanied* (21% and 26%) and *restricted to adults 18+* (26% and 30%). Compared with the other drug use content, respondents were less likely to think tobacco or alcohol use *should be unavailable to the public* and more likely to think that it was *suited to all ages with parental guidance*. However, more than one in ten did think tobacco use by playable characters should be banned.

Table 3.2: Drug use content in computer games

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Using other illicit drugs	2%	5%	18%	21%	33%	21%
Buying illicit drugs	2%	5%	17%	22%	33%	21%
Selling illicit drugs	2%	5%	19%	22%	32%	20%
Smoking marijuana	2%	6%	19%	23%	32%	19%
Using performance enhancing substances	3%	7%	20%	21%	30%	19%
Smoking tobacco	5%	12%	24%	21%	26%	12%
Drinking alcohol	3%	11%	23%	26%	30%	8%

4. Sex

4.1 Sex in film

Table 4.1 overleaf lists the various examples of sex content from film covered in the survey.

- The majority (63%) considered sex with full frontal nudity as suitable only for *adults 18+*. In addition more than one in ten thought this content should be either *restricted to persons aged 15+ unless accompanied by an adult* or *should not be available to the public*. Similarly, rough but consensual sex was considered by 50% to be suitable only for *adults aged 18+*. A further 20% thought that rough but consensual sex should be in the lower category *restricted to persons aged 15+ unless accompanied*. In addition, more than one in ten categorised this content as either *not recommended for persons under 15* or *should not be available to the public*.
- The largest group (37%) thought sex with partial nudity was suitable for *adults aged 18+*, but a slightly smaller group (31%) also considered this content could be *restricted to persons aged 15+ unless accompanied by an adult*. Just under one in five also thought this content should be in the lower category *not recommended for persons under 15*.
- About a third thought that implied sexual activity should be *restricted to persons aged 15+ unless accompanied* (30%) and slightly fewer respondents also categorised this content as *not recommended for persons under 15* (24%) or *restricted to adults 18+* (22%). More than one in ten also considered it suitable for *all ages with parental guidance*.
- Sexual references were apparently considered milder than the above content. Respondents mainly considered a woman dancing seductively suitable either for *all ages with parental guidance* (21%), *not recommended for persons under 15* (28%), or to be *restricted to persons aged 15+ unless accompanied* (25%). A man staring at a woman's bottom was approached similarly: *all ages with parental guidance* (22%), *not recommended for persons under 15* (29%), or *restricted to persons aged 15+ unless accompanied* (24%). Friends referring to sex in conversation was considered potentially milder still: it was predominantly categorised as *not recommended for persons under 15* (35%) with a slightly smaller group choosing *all ages with parental guidance* (26%). However, close to one in five thought a woman dancing seductively should be *restricted to adults 18+*, and more than one in ten thought the other two types of sexual reference should also be in this category.
- Fully clothed adults kissing passionately was mainly thought suitable either for *all ages with parental guidance* (27%), *not recommended for persons under 15* (27%), or to be *restricted to persons aged 15+ unless accompanied* (26%). About one in ten also thought this content should be *restricted to adults 18+*.
- Teenagers kissing briefly was mostly considered to be suitable content either for *all ages with parental guidance* (33%) or as *not recommended for persons under 15* (21%). Just under one in five also considered it either suitable for *all ages* or *restricted to persons aged 15+ unless accompanied*.
- Cartoon characters kissing briefly was mainly considered *suitable for all ages with parental guidance* (38%), with a slightly smaller group believing this content was suited to *all ages* (30%). More than one in ten also placed this content in the *not recommended for persons under 15* and *restricted to persons aged 15+ unless accompanied* categories.

Table 4.1: Sex content in film

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Sex with full frontal nudity	2%	2%	6%	11%	63%	16%
Rough but consensual sex (e.g. hair pulling)	1%	2%	11%	20%	50%	16%
Sex with partial nudity (no genitals shown)	2%	5%	19%	31%	37%	5%
Implied sexual activity without showing the sex act itself	5%	16%	24%	30%	22%	3%
Sexual references, e.g. a woman dancing seductively	6%	21%	28%	25%	18%	2%
Sexual references e.g. a man staring at a woman's bottom	6%	22%	29%	24%	16%	3%
Passionate kissing between adults, fully clothed	7%	27%	27%	26%	13%	1%
Sexual references, e.g. friends referring to sex in conversation	6%	26%	35%	18%	13%	2%
Teenagers kissing briefly	17%	33%	21%	19%	8%	1%
Cartoon characters kissing briefly	30%	38%	13%	11%	7%	2%

4.2 Sex in computer games

As shown in Table 4.2 below:

- Almost half of the respondents (48%), thought playable characters engaging in sexual intercourse should be *restricted to adults aged 18+*. Between one in five and one in ten chose the categories *not recommended for persons under 15*, *restricted to persons 15+* or *should not be available to the public*.
- Respondents mainly categorised playable characters kissing as suited to *all ages with parental guidance* (21%), *not recommended for persons under 15* (26%) or *restricted to persons 15+ unless accompanied by an adult* (27%). A further 15% categorised it as *should not be available to the public*.

Table 4.2: Sexual content in computer games

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Engaging in sexual intercourse	2%	3%	13%	18%	48%	16%
Engaging in kissing	8%	21%	26%	27%	15%	3%

5. Nudity

5.1 Nudity in film

Table 5.1 below lists the various examples of nudity content from film covered in the survey.

- The majority of respondents (53%) believed full frontal nudity (male or female) should be *restricted to adults 18+*. In addition, more than one in ten respondents categorised this content *not recommended for persons under 15*, *restricted to persons aged 15+ unless accompanied by an adult* or *should not be available to the public*.
- Respondents mainly believed breast nudity should be either *not recommended for persons under 15* (26%), *restricted to persons aged 15+ unless accompanied by an adult* (22%) or *restricted to adults 18+* (27%); more than one in ten also thought this content was suited to *all ages with parental guidance*.
- Responses to a woman wearing revealing clothing were similar: responses were clustered mainly around *not recommended for persons under 15* (25%), *restricted to persons aged 15+ unless accompanied* (27%) and *restricted to adults 18+* (20%), however close to 1 in 5 thought this content was suited to *all ages with parental guidance*.
- A bare bottom (male or female) was considered potentially suitable for a younger audience by some. Perceived suitable audiences included *all ages with parental guidance* (both 22%), *not recommended for persons under 15* (25% and 26%) and *restricted to persons aged 15+ unless accompanied* (21% and 22%). About one in five also thought both should be *restricted to adults 18+*.

Table 5.1: Nudity content in film

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Full frontal male nudity	3%	5%	12%	16%	53%	11%
Full frontal female nudity	3%	5%	11%	16%	53%	11%
Breast nudity	5%	16%	26%	22%	27%	3%
Woman wearing revealing clothing	7%	19%	25%	27%	20%	2%
A woman's bare bottom	7%	22%	26%	21%	20%	3%
A man's bare bottom	8%	22%	25%	22%	19%	3%

5.2 Nudity in computer games

Table 5.2 below presents responses in relation to nudity in computer games, where only one content example was listed. Responses indicated that a playable character wearing revealing clothes was mainly categorised as *not recommended for persons under 15* (34%). Slightly fewer chose the *restricted to persons 15+ unless accompanied* category (22%). Smaller numbers chose *all ages with parental guidance* (15%) and *restricted to adults aged 18+* (18%).

Table 5.2: Nudity content in computer games

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Playable character wearing revealing clothes	7%	15%	34%	22%	18%	4%

6. Coarse language

6.1 Coarse language in film

Respondents were instructed as follows:

Please record the main terms you would classify as *strong* coarse language, those you would consider *medium level* coarse language and those you would consider *mild* coarse language.

Table 6.1 below shows the most frequently given responses to this open ended question.

Respondents were then asked to bear in mind their own definitions or examples of coarse language in considering their treatment in various contexts (see the following section).

Table 6.1: Terms categorised by respondents as strong, medium and mild coarse language

Impact Level	Most frequent mentions (random 500 respondents)
Strong coarse language	Fuck 55% Cunt 47% Other 23% (multiple mentions include: motherfucker, cocksucker, nigger/black, slut/whore/bitch, and 'any coarse language used profusely or frequently')
Medium Level coarse language	Shit 23% Fuck 20% Bastard 8% Arsehole 6% Other 31% (includes bugger, prick, piss, dick, wanker, bitch and slut. Note: there is a wider variety of material considered medium than strong)
Mild coarse language	Shit 21% Bloody 23% Bugger 12% Damn 8% Bitch 6% Other 28% (includes crap, dick, poo, Jesus, wanker, piss and bum. Note: there is a wider variety of material considered mild than medium or strong.)

Table 6.2 overleaf lists the various depictions of coarse language from film covered in the survey.

- A large proportion of respondents (39%) believed strong coarse language used with aggression should be *restricted to adults 18+*, and a smaller group (27%) believed it should be *restricted to persons aged 15+ unless accompanied*. More than one in ten placed it in the categories *not recommended for persons under 15* or *should not be available to the public*.
- Strong language used frequently was most likely to be categorised as either *restricted to persons 15+* (30%) or *restricted to adults 18+* (34%).
- The response profile for strong coarse language used with humour and medium level coarse language used with aggression was very similar, with responses mainly distributed between the *not recommended for persons under 15*, *restricted to persons 15+ unless accompanied* and *restricted to adults 18+* categories. For strong coarse language used with humour the figures were 25%, 33% and 26%. For medium level coarse language used with aggression they were 26%, 30% and 25%.
- Medium level coarse language used frequently, or used with humour, and strong coarse language used once or twice all had responses concentrated in the *not recommended for persons under 15* and *restricted to persons 15+ unless accompanied* categories, suggesting frequency can influence the impact of such language. About one in three respondents categorised the each of these content types in either category. In addition, between 11% and 20% also categorised these language examples as *all ages with parental guidance* or *restricted to adults 18+*.
- Mild coarse language used with aggression had a similar response profile to strong language used once or twice: 31% *not recommended for persons under 15*, 23% *restricted to persons 15+ unless accompanied*, and just under one in five *all ages with parental guidance* and *restricted to adults 18+*. Responses to medium level coarse language used once or twice, mild coarse language used frequently and mild course language used with humour also followed a similar pattern, with about one in three categorising them as *not recommended for persons under 15*, between 20% and 28% as either *all ages with parental guidance* or *restricted to persons 15+ unless accompanied*, and between 10% and 16% *restricted to adults 18+*.
- Mild coarse language used once or twice was considered milder than the other types of language content, with 31% categorising it as *all ages with parental guidance*, 28% as *not recommended for persons under 15* and 20% as *restricted to persons 15+ unless accompanied*. One in ten considered it suitable for *all ages*.

Table 6.2: Coarse language content in film

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Strong coarse language used with aggression	2%	3%	15%	27%	39%	14%
Strong coarse language used frequently	1%	6%	20%	30%	34%	9%
Strong coarse language used with humour	2%	8%	25%	33%	26%	6%
Medium level coarse language used with aggression	2%	8%	26%	30%	25%	9%
Medium level coarse language used frequently	2%	11%	30%	31%	20%	4%
Medium level coarse language used with humour	3%	16%	30%	31%	16%	3%
Strong coarse language used once or twice	3%	13%	31%	29%	19%	4%
Mild coarse language used with aggression	5%	17%	31%	23%	16%	8%
Medium level coarse language used once or twice	4%	20%	32%	28%	14%	2%
Mild coarse language used frequently	7%	22%	34%	21%	12%	3%
Mild coarse language used with humour	8%	26%	30%	22%	10%	3%
Mild coarse language used once or twice	10%	31%	28%	20%	9%	2%

6.2 Coarse language in computer games

Table 6.3 below presents responses to examples of coarse language content in computer games.

- Responses in relation to coarse language in computer games suggested a less nuanced and more conservative attitude to this content in computer games as opposed to in film, although this is in part due to the computer game content lacking detail on tone or frequency which was included under film content.
- Nearly half of the respondents (48%) thought strong coarse language should be *restricted to adults 18+*. A further 21% thought it placed it in the lower *restricted 15+* category. Just over one in ten categorised it as either *not recommended for persons under 15* or *should not be available to the public*.

- Over a third of respondents (37%) thought medium level coarse language in games should be *restricted to persons aged 15+ unless accompanied*. Another 25% thought it was *not recommended for persons under 15* and 22% thought it should be *restricted to adults 18+*.
- In relation to mild coarse language, 30% thought that games with such content were *not recommended for persons under 15*. A further 24% considered it suited to *all ages with parental guidance* and 23% that it *should be restricted to persons aged 15+ unless accompanied*. Just over one in ten categorised it as *restricted to adults 18+*.

Table 6.3: Coarse language content in computer games

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Strong coarse language	2%	3%	13%	21%	48%	13%
Medium level coarse language	3%	8%	25%	37%	22%	5%
Mild coarse language	7%	24%	30%	23%	12%	3%

7. Themes

7.1 Themes in film

Table 7.1 overleaf lists the various examples of thematic content in film covered in the survey.

- Both paedophilia (discussed but no acts shown) and adultery were mainly categorised as *not recommended for persons under 15* (both 20%), *restricted to persons aged 15+ unless accompanied by an adult* (26% and 27% respectively) or *restricted to adults 18+* (23% and 32% respectively). Paedophilia received a diverse range of responses however, with more than one in ten considering it *suitable for all ages with parental guidance* and at the other end of the spectrum, thinking it *should not be available to the public*.
- Supernatural phenomena with horror and crude humour were mainly categorised as *not recommended for persons under 15* (25% and 28% respectively), *restricted to persons 15 unless accompanied* (29% and 30% respectively) or *restricted to adults aged 18+* (26% and 22% respectively). However more than one in ten also considered crude humour potentially suited to *all ages with parental guidance*—thus this content was viewed by some as potentially milder than horror.
- Gambling at a casino in film received a range of responses, categorised as *all ages with parental guidance* (20%), *not recommended for persons under 15* (23%), *restricted to persons 15+ unless accompanied* (24%), or *restricted to adults aged 18+* (22%).
- Cruelty against animals in a circus received a very diverse range of responses, ranging from *all ages with parental guidance* (16%) to *should not be available to the public* (19%). However, higher percentages of responses fell in the categories *not recommended for persons under 15* (22%) and *restricted to persons 15+ unless accompanied* (24%).
- Alcoholism was mainly categorised as *not recommended for persons under 15* (25%) or *restricted to persons 15+ unless accompanied* (26%), with about one in five categorising it lower (*all ages with parental guidance*) and a similar number categorising it higher (*restricted to adults aged 18+*).
- Teenage suicide and workplace sexual harassment attracted a similar profile of responses to alcoholism, mainly categorised as *not recommended for persons under 15* (23% and 27%) or *restricted to persons 15+ unless accompanied* (29% and 25%). Again about one in five categorised these lower (*all ages with parental guidance*) and higher (*restricted to adults aged 18+*).
- Supernatural phenomena with humour was apparently considered milder than supernatural phenomena with horror, as 30% thought it was suited to *all ages with parental guidance*. About one in five thought it should be *not recommended for persons under 15* or *restricted to persons 15+ unless accompanied* categories. In addition, one in ten thought it was suited to *all ages*, or in contrast that it should be *restricted to adults aged 18+*.
- Racial discrimination was considered suitable for *all ages with parental guidance* by 31% of respondents, with slightly smaller percentages placing this content in the higher two categories (22% *not recommended for persons under 15* and 19% *restricted to persons 15+ unless accompanied*).
- Marital breakdown and divorce, job loss and unemployment and in particular, bullying at school were considered suited to *all ages with parental guidance* by high proportions of respondents (38%, 37% and 44% respectively) indicating that these content types were generally considered milder than other thematic content listed. A further 20% considered marital breakdown *not recommended for persons under 15* Just under one in five thought these content types should be *restricted to persons 15+ unless accompanied*. Although 22% categorised job loss and unemployment as *all ages*, closer to one in ten applied this category to bullying or marital breakdown.

Table 7.1: Thematic content in film

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Paedophilia (discussed but no acts shown)	4%	14%	20%	27%	23%	13%
Adultery	4%	12%	20%	26%	32%	6%
Supernatural phenomena with horror	3%	10%	25%	29%	26%	8%
Crude humour	3%	12%	28%	30%	22%	5%
Gambling at a casino	6%	20%	23%	24%	22%	4%
Cruelty against animals in a circus, e.g. whipping	3%	16%	22%	24%	15%	19%
Alcoholism	5%	19%	25%	26%	19%	5%
Teenage suicide	4%	19%	23%	29%	17%	9%
Workplace sexual harassment	5%	20%	27%	25%	17%	6%
Supernatural phenomena with humour	10%	30%	23%	21%	12%	3%
Racial discrimination	8%	31%	22%	19%	13%	7%
Marital breakdown and divorce	12%	38%	20%	19%	9%	1%
Bullying at school	12%	44%	16%	16%	6%	5%
Job loss and unemployment	22%	37%	16%	17%	7%	1%

7.2 Themes in computer games

Table 7.2 overleaf presents responses to thematic content from computer games featured in the survey.

- Game content relating to drug addiction and criminal gangs received a similar response. Each of these was categorised as *restricted to adults 18+* by about a third of respondents (34% and 33%) and *restricted to persons aged 15+ unless accompanied by an adult* by about one in four (25% and 26%). Substantial proportions also placed each type in the lower *not recommended for persons under 15* and higher *should not be available to the public* categories.
- Supernatural phenomena with horror in games was also categorised *restricted to adults 18+* by about a third of respondents (30%) but responses were slightly more diverse with 28% choosing *restricted to persons aged 15+ unless accompanied* and 21% *not recommended for persons under 15*. A further one in ten thought it *should not be available to the public*.
- Teenage suicide was mainly categorised as *restricted to persons aged 15+ unless accompanied* (30%) and *restricted to adults 18+* (22%). However just under one in five also said this content *should not be available to the public* or that it was *not recommended for persons under 15*.
- A teenage party with underage drinking and crude humour were both categorised by about one in three respondents (31% and 30%) as *restricted to persons aged 15+ unless accompanied by an adult*. A further 1 in 4 (24% and 25%) thought each content type should be *restricted to adults 18+*, and similar proportions (21% and 25%) categorised each as *not recommended for persons*

under 15. In addition, more than one in ten thought the teenage party content *should not be available to the public*.

- Responses regarding racial discrimination were more diverse than those above. While most responses were clustered around the two *restricted* categories (25% 15+ and 21% 18+), close to one in five also categorised this content as *not recommended for persons under 15* and *should not be available to the public* and over one in ten also considered it suitable for *all ages with parental guidance*.
- Supernatural phenomena with humour was mainly categorised as *not recommended for persons under 15* (24%), *restricted to persons aged 15+ unless accompanied by an adult* (28%) or *restricted to adults 18+* (20%). More than one in ten also categorised this content as *all ages with parental guidance*.
- Bullying at school, like racial discrimination, was predominantly categorised as either *all ages with parental guidance* (24%), *not recommended for persons under 15* (21%) or *restricted to persons aged 15+ unless accompanied by an adult* (25%). However more than 10% instead categorised this content as *restricted to adults 18+* and *should not be available to the public*.

Table 7.2: Thematic content in computer games

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Drug addiction	3%	6%	16%	25%	34%	16%
Criminal gangs	3%	7%	19%	26%	33%	12%
Supernatural phenomena with horror	3%	8%	21%	28%	30%	10%
Teenage suicide	3%	8%	19%	30%	22%	18%
A teenage party with underage drinking	2%	9%	21%	31%	24%	13%
Crude humour	3%	9%	25%	30%	25%	8%
Racial discrimination	4%	13%	19%	25%	21%	18%
Modern warfare	3%	9%	22%	29%	28%	8%
Supernatural phenomena with humour	5%	16%	24%	28%	20%	6%
Bullying at school	5%	24%	21%	25%	13%	11%

8. Attitudes to gambling content in games and online

8.1 Age suitability

Respondents were asked about the age suitability of specific types of gambling activity or content either as part of computer games or online. The results are shown in Table 8.1 below.

- Using actual money in a game to buy virtual prizes of unknown value, casino-style gambling websites, and apps for a tablet or mobile where you can engage in gambling play with or without actual money were all considered by a majority of respondents (52%, 59% and 52%) suitable for *adults only*. In addition about one in five thought using actual money in a game to buy virtual prizes of unknown value and casino-style gambling websites *should not be available to the public* and about one in ten placed both in the lower *restricted to persons aged 15+* category. There was a slightly more varied response to apps for a tablet or mobile where you can engage in gambling play with or without actual money, with about one in ten also placing this content in the lower *not recommended for persons under 15* category.
- Responses were also slightly more varied in relation to gambling as a component of games, where players win or lose points or items in the game, but not actual money. While the largest percentage thought this content should be *restricted to adults 18+*, more than one in five also thought this content should be *restricted to persons aged 15+*. In addition, about one in ten thought that this material was either *not recommended for persons under 15* or *should not be available to the public*.

Table 8.1: Gambling content in computer games

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Using actual money in a game to buy virtual prizes of unknown value	1%	3%	7%	14%	52%	22%
Casino-style gambling websites	1%	2%	9%	11%	59%	18%
Apps for a tablet or mobile where you can engage in gambling play with or without actual money	2%	4%	12%	16%	52%	14%
Gambling as a component of games, where players win or lose points or items in the game, but not actual money	3%	7%	14%	22%	44%	10%

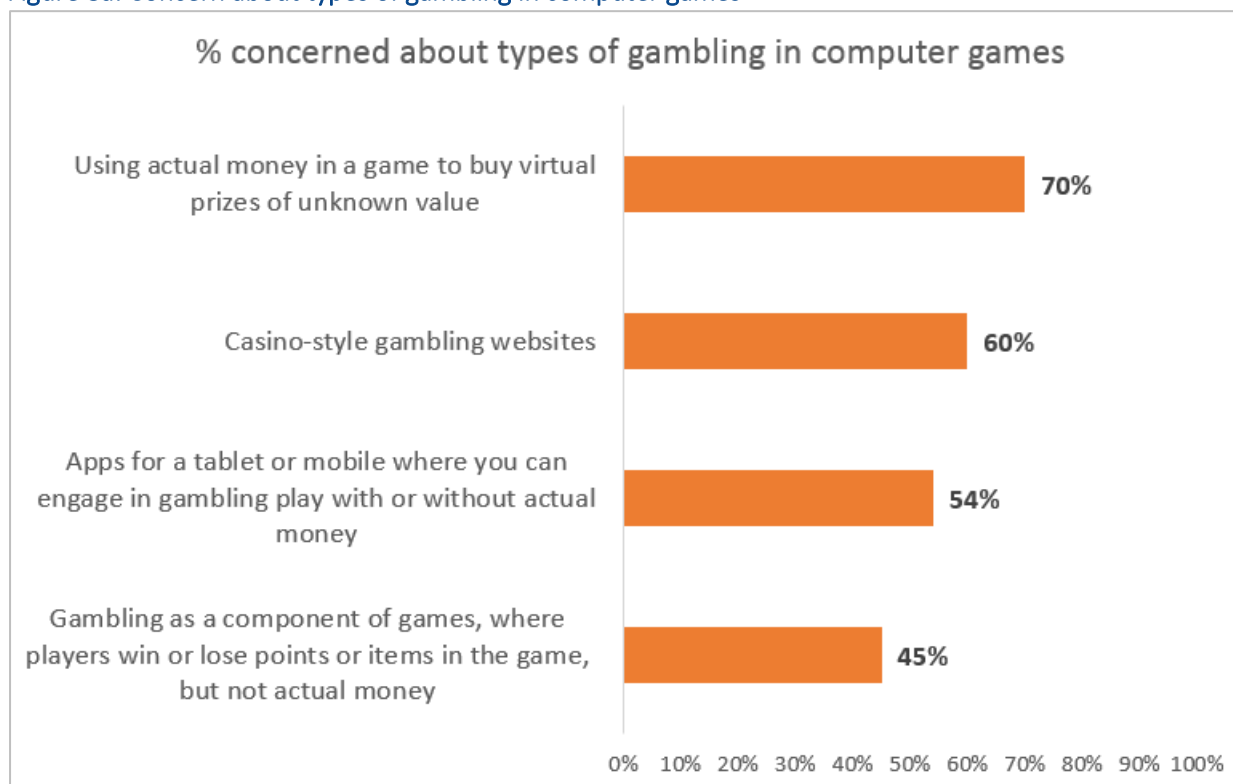
Concern about various forms of gambling in computer games

Respondents were asked about their level of concern in relation to the same types of gambling content.

The percentages of respondents who indicated that they were somewhat or very concerned are shown in Figure 8a below.

- The results indicate that concern is quite widespread about each form of gambling content, including when money is not involved.
- The highest percentage, 70%, were concerned about using actual money in a game to buy virtual prizes of unknown value.
- Slightly fewer, 60%, were concerned about casino-style gambling websites.
- Just over half, 54% were concerned about apps for a tablet or mobile where you can engage in gambling play with or without actual money.
- Just under half, 45% were concerned about gambling as a component of games, where players win or lose points or items in the game, but not actual money.

Figure 8a: Concern about types of gambling in computer games

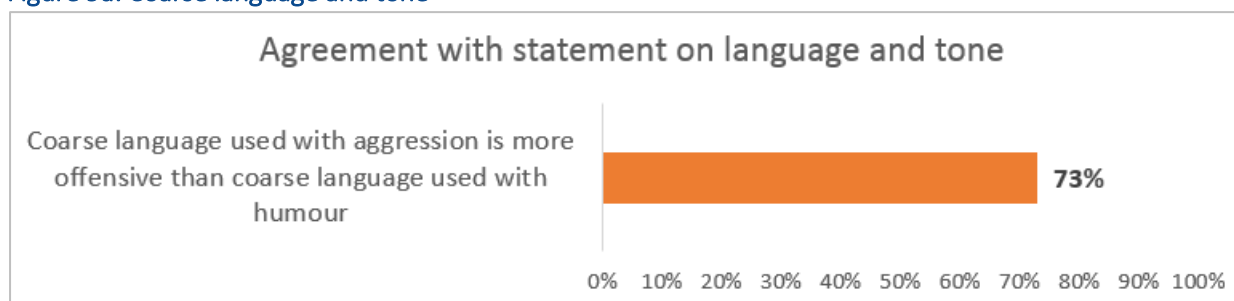


9. Attitudes to specific content matters

9.1 Respondents’ level of agreement with statements about various content

Nearly three quarters of respondents, 73%, agreed that coarse language used with aggression is more offensive than coarse language used with humour (see Figure 9a below).

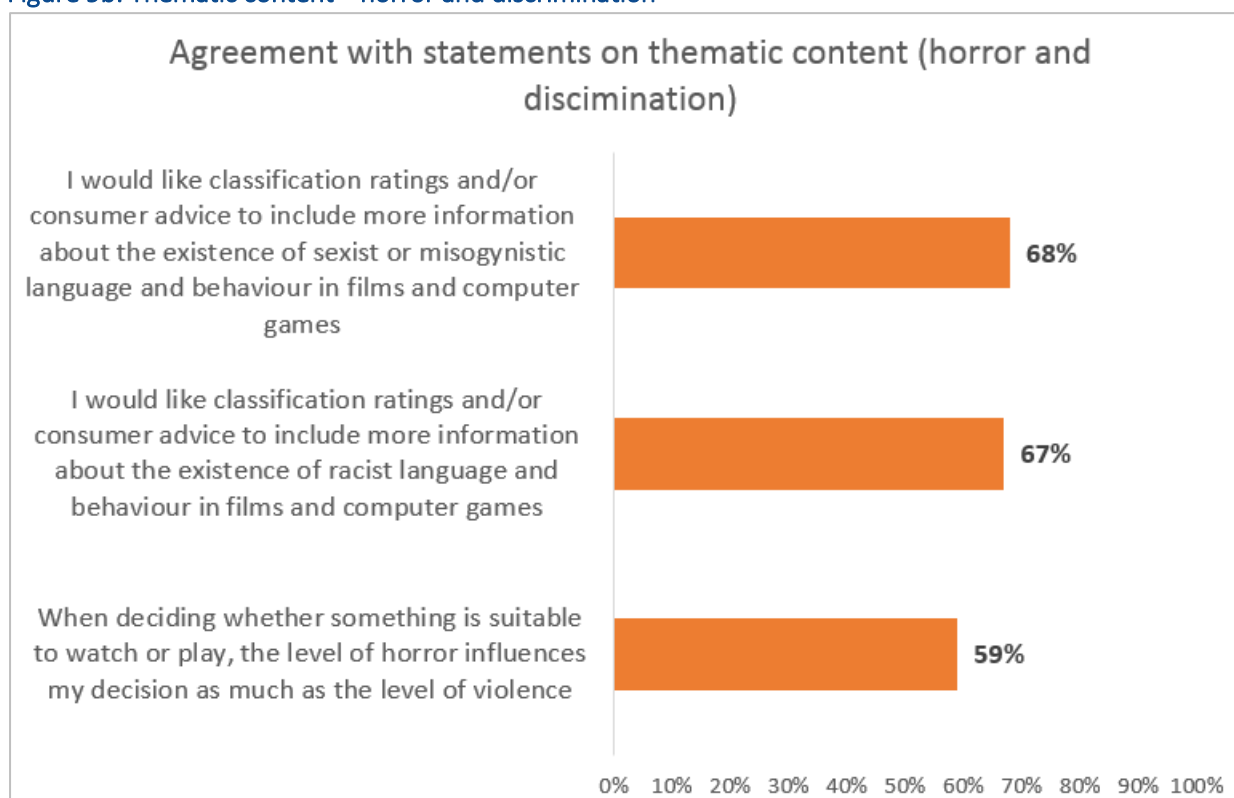
Figure 9a: Coarse language and tone



In relation to thematic content (see figure 9b below):

- Nearly seven out of ten respondents (68% and 67% respectively) agreed with statements indicating they would like more information about the existence of sexist or misogynistic content, and racist content, to be included in classification information.
- Nearly six in ten respondents (59%) indicated that the level of horror in film or computer games influenced their decisions regarding suitability as much as the level of violence.

Figure 9b: Thematic content—horror and discrimination



In relation to statements on computer games and violence (Figure 9c below):

- Close to seven in ten (67%) indicated that they worry about the level of violence in computer games.
- Over 60% indicated that they were particularly concerned about violence against women in computer games, but the same proportion also indicated that they were less concerned or offended about violence against monsters than against human characters in games.
- More than half (54%) agreed that content in computer games is more impactful on players than content in films is on audiences.
- A smaller proportion, just over a third (36%) agreed that violence against a villain character is less disturbing than violence against a hero character.

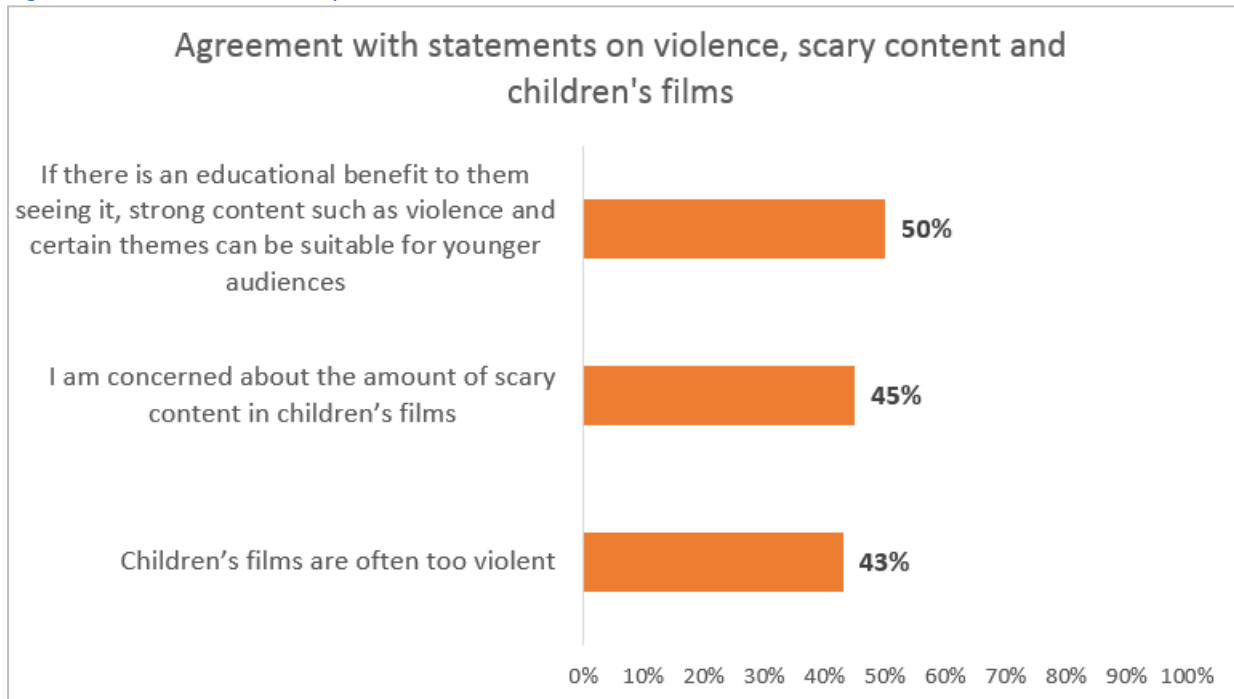
Figure 9c: Violence and computer games



In relation to children’s films and scary or violent content (Figure 9d below):

- Half (50%) agreed that some stronger thematic or violent content can be suitable for younger audiences if there is educational benefit to them seeing it.
- Just under half (45%) indicated they were concerned about the amount of scary content in children’s films, and a similar percentage (43%) agreed that children’s films are often too violent.

Figure 9d: Violence and scary content in children’s films



10. Key findings

10.1 Highest level material

The following section identifies the content respondents considered most concerning/least suited to younger audiences²⁴. Due to the varied response patterns that have emerged, rather than attempting to rank individual content examples from highest to lowest perceived impact, high impact content has been grouped according to response pattern.

The content types shown in table 10.1 below received the most *should not be available to the public* responses. This content was clearly considered more potentially harmful and concerning than the other content covered in the survey.

Table 10.1: Material most frequently categorised as 'should not be available to the public'

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Male characters committing violence against female characters who are defenceless	2%	2%	10%	16%	31%	38%
Commit sexual violence against other characters	2%	2%	10%	14%	36%	35%

²⁴ This content was categorised by 30% or more as *restricted to adults 18+* or 10% or more as *should not be available to the public*.

The next cluster of content, shown in table 10.2, included material which was predominantly categorised as for adults only, but also received a substantial proportion (approximately one in five) of *should not be available to the public* responses. Such content was therefore of concern to a substantial minority, but was more likely to be considered simply unsuitable for young audiences.

Table 10.2: Material predominantly categorised as ‘restricted to adults only’ but with substantial response of ‘should not be available to the public’

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Using actual money in a game to buy virtual prizes of unknown value	1%	3%	7%	14%	52%	22%
Decapitation or dismemberment with blood and gore (film)	2%	3%	12%	20%	42%	21%
Being violently killed by an opponent (computer games)	2%	4%	12%	21%	40%	20%
Casino-style gambling websites	1%	2%	9%	11%	59%	18%

The content shown in table 10.3 below was also most likely to be considered suitable for *adults only*, with a smaller but still notable group of respondents (about one in ten) considering this content unsuitable for the public. Such content could therefore be described as less concerning overall, but clearly unsuitable for children.

Table 10.3: Material predominantly categorised as restricted to adults only

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Rough but consensual sex (e.g. hair pulling) (film)	1%	2%	11%	20%	50%	16%
Engaging in sexual intercourse (computer game)	2%	3%	13%	18%	48%	16%
Apps for a tablet or mobile where you can engage in gambling play with or without actual money	2%	4%	12%	16%	52%	14%
Strong coarse language (computer game)	2%	3%	13%	21%	48%	13%
Full frontal male nudity (film)	3%	5%	12%	16%	53%	11%
Full frontal female nudity (film)	3%	5%	11%	16%	53%	11%
Gambling as a component of games, where players win or lose points or items in the game, but not actual money	3%	7%	14%	22%	44%	10%

In both Table 10.4 and 10.5, about one in three respondents categorised content as restricted to adults 18+. However, the overall response patterns suggest that the content in table 10.4 was of greater potential concern and considered to be more impactful than that listed in table 10.5.

The material listed in Table 10.4 below received substantial responses across the four highest audience categories, ranging from *not recommended for persons under 15* to *should not be available to the public*. There was thus more divergence in opinion on suitable audience for this material than in the previous three clusters, including substantial proportions (approximately one in five) who considered it unsuitable for the public and a similar proportion who placed it in the unrestricted *not recommended for persons under 15* category. It is unhelpful to suggest this content is more or less impactful than that in 10.3, because response the content in 10.4 attracted such a diverse response.

Table 10.4: Material with substantial responses in the restricted to persons aged 15+, restricted to adults 18+ and should not be available to the public categories

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Dismember or decapitate others in combat with blood and gore (computer games)	2%	5%	15%	24%	34%	21%
Using other illicit drugs (computer games) ²⁵	2%	5%	18%	21%	33%	21%
Buying illicit drugs (computer games)	2%	5%	17%	22%	33%	21%
Selling illicit drugs (computer games)	2%	5%	19%	22%	32%	20%
Smoking marijuana (computer games)	2%	6%	19%	23%	32%	19%
Using performance enhancing substances (computer games)	3%	7%	20%	21%	30%	19%
A person using drugs then having an overdose (film)	2%	8%	15%	28%	30%	17%
Drug addiction (computer games)	3%	6%	16%	25%	34%	16%

²⁵ Other than marijuana and performance enhancing drugs listed earlier in the questionnaire.

The material in Table 10.5 was less likely to receive a *should not be available to the public* response than that in Table 10.4. It is also noteworthy that two content types listed in Table 10.5 were categorised as *all ages with parental guidance* by one in ten respondents. Thus this material would be considered overall slightly less impactful than the material clustered in the previous tables (10.1 to 10.4), but still of a high impact.

Table 10.5: Material predominantly categorised for adults 18+ or to be restricted to persons 15+, with a smaller percentage of should not be available responses

Content description	All ages	All ages with parental guidance	Not recommended for persons under 15	Restricted to persons aged 15+ unless accompanied by an adult	Restricted to adults 18+	Should not be available to the public
Criminal gangs (computer games)	3%	7%	19%	26%	33%	12%
Supernatural phenomena with horror (film)	3%	8%	21%	28%	30%	10%
Strong coarse language used with aggression (film)	2%	4%	16%	27%	39%	9%
Drinking alcohol (computer games)	3%	11%	23%	26%	30%	8%
Adultery (film)	4%	12%	20%	26%	32%	6%
Sex with partial nudity (no genitals shown)	2%	5%	19%	31%	37%	5%

10.2 Areas of disagreement on suitable audience

As noted previously, in most cases responses to content were clustered around two or more adjacent audience categories as opposed to approaching a majority or even predominant view as to the most appropriate audience. However, some content types attracted a particularly broad range of responses.

The *broadest* range of responses (with more than 10% per category) was adults smoking tobacco, for which all categories —from *all ages* to *should not be available to the public*—were selected by 10% of respondents or more. While the largest portion (24%) categorised this content as *all ages with parental guidance*, the results indicate that there are sections of the community who feel that depictions of smoking are potentially harmful.

The following content received responses from 10% or more of the sample in categories ranging from *all ages with parental guidance* (the second lowest category) to *should not be available to the public* (the highest category):

Film—

- Adults taking performance enhancing drugs for sport
- Adults taking prescription sleeping pills
- Verbal references to illicit drugs
- Teenagers consuming alcohol
- A child being slapped in the face by an adult
- Paedophilia (discussed but no acts shown)
- Cruelty against animals in a circus, e.g. whipping

Computer games—

- Smoking tobacco.

Adults consuming alcohol with dinner (in film) ranged from *all ages* to *restricted to adults 18+*.

10.3 Factors influencing age suitability

Because of the brief nature of the survey, and the existence of recent research on factors that influence impact and age suitability of media content, the survey did not seek to explain respondents' assessments of the age suitability of content.

However the response patterns themselves suggest that, like participants in the qualitative research, survey respondents took several factors into account when assessing age suitability of content described.

For example, with content involving drug use and references, responses suggest that the type of substance being taken (in particular whether or not it was illicit) influenced respondents' assessments of each item's age suitability.

Similarly, with *film* content described under 'Themes', response patterns suggest that certain themes (such as paedophilia and adultery) were considered inherently adult or for mature audiences, but other themes (such as racial discrimination or bullying, which may be potentially presented in an educational context) were potentially suitable for younger audiences. As discussed below, responses to certain themes in games were somewhat more conservative.

The findings on language indicate that frequency and tone (being aggressive or humorous) tend to have a strong influence on the age suitability of coarse language in film. In addition, close to three quarters of respondents (73%) considered coarse language with aggression more offensive than coarse language with humour.

10.4 Views on age suitability of film versus computer game content

As noted earlier, the computer game content examples used in the survey were not a replica of the examples of film content, instead reflecting a range of content more likely to appear in computer games. This limits the extent to which survey responses can be compared and differentiated across the two types of media.

Across many content types, conceptions as to age suitability of comparable content tended to involve at least slightly more conservative responses for computer games than film.

In relation to violence, sexual and male-on-female violence were considered on both platforms to be higher level material, however in computer games there was a greater inclination towards categorising such content as either *restricted to adults 18+* or *should not be available to the public*. This is possibly due to differentiation between interactive experience of this content (playable characters being able to *do* these things) as opposed to depictions of such content in film. Even forms of violence which respondents apparently considered milder (punching, kicking and shooting) were more likely to be categorised as being for *adults 18+* in computer games than in film.

In relation to drug use, approaches to illicit drugs were more closely aligned, with the main categories ranging from *not recommended for persons under 15* to *should not be available to the public*. However there was a slightly higher tendency to categorise various illicit drug examples as *restricted to adults 18+* in computer games. Differences in relation to tobacco and alcohol use were more marked between the two platforms. For example in film, tobacco use was mainly placed in categories between *all ages with parental guidance* and *not recommended for persons under 15*, whereas in games the range of responses was mainly *not recommended for persons under 15* to *restricted to adults aged 18+*.

In relation to themes, there was a slightly higher tendency in most cases to categorise computer game content as *restricted to adults 18+*. Differences were more marked in relation to racial discrimination and supernatural phenomena with humour which were both placed in a higher range of categories for games than film.

Responses were more aligned in relation to mild and medium level coarse language, but again more conservative for computer games in relation to strong coarse language (it is noteworthy that no information on tone or frequency was given in the computer game examples, which may have led to more conservative responses).

Finally, depictions of gambling at a casino in film were broadly categorised, with similar numbers selecting categories between *all ages with parental guidance* and *restricted to adults 18+*, while interactive gambling content in games was overwhelmingly considered suitable only for adults. This may be due to the interactive nature of the latter and its association with 'real' gambling.

10.5 Community concern about gambling and other specific content matters

10.5.1 Gambling

As discussed, the responses on gambling indicate that gambling-related gaming activity is considered suitable for adults only, even where there is no money involved. It appears that there is also widespread concern about gambling in games, especially where it involves actual money.

10.5.2 Violence

The findings suggest some concern about violent media, particularly computer games, within the community. Over two in three community members (67%) are concerned about the level of violence in games, particularly against women (61%), and more than half believe that computer game content is more potentially impactful than film content (54%). A substantial minority also agreed that children's films are often too violent (43%). However, there was also agreement that some violent content may be acceptable for younger audiences if the material was educational (50%), and that violence against monsters in computer games was generally less disturbing than violence against human characters (61%).

10.5.3 Horror and scary content

The results regarding horror and scary content suggest this sort of content is seen to strongly affect suitability of media for children and is of concern to community members.

A majority of respondents (59%) said the level of horror would influence their choice of film or game as much as the level of violence, indicating that horror is considered an important factor in media choice. In relation to children's films, a substantial percentage (45%) also indicated they were concerned about scary content.

10.5.4 Discrimination

Close to seven in ten respondents indicated they would like more information about the existence of discriminatory language or behaviour (sexist/misogynistic content 68%, racist content 67%) in classification, suggesting that this thematic content is potentially confronting for many community members and that it may affect their decisions regarding suitability for themselves or children.

11. Conclusion

11.1 Comparison with findings of the qualitative Community Standards study

11.1.1 Audience suitability

The following section compares the way in which participants in the qualitative and quantitative studies categorised comparable content according to suitable audience.

Although the results are broadly similar, in several instances the range of categories chosen by survey respondents was slightly higher on the category 'spectrum' than that by qualitative participants. This is possibly due to the nature of the stimulus: survey participants responded to brief verbal descriptions of content whereas qualitative participants viewed clips of actual content, which inherently contained more information on tone and context.

The higher incidence of *should not be available to the public* responses in the survey also reflects the broader range of views to be found in a large national survey in comparison to most qualitative research projects.

Violence

Overall in relation to violent content, survey participants tended to make similar determinations about suitable audience to participants in the qualitative research. Both qualitative participants and survey respondents placed violence with blood and gore, sexual violence and violence against defenceless women in the highest three categories (*restricted to persons aged 15+ unless accompanied by an adult*, *restricted to adults 18+* and *should not be available*). Bloodless gun violence tended to be categorised between *not recommended for persons under 15* and *restricted to persons aged 15+ unless accompanied by an adult*, and fist fighting between men between *all ages with parental guidance* and *not recommended for persons under 15*. Qualitative results show a tendency for higher categorisation of violent content in computer games than in film, whereas quantitative responses suggest a broader range of views (including more and less conservative categorisations) for bloody violence in games than in film.

Drug use and references

In relation to drug use and references, quantitative and qualitative responses on audience suitability were broadly similar, with illicit drug depictions being unsuited to audiences below 15 years and tobacco and alcohol use depictions being seen as potentially acceptable for younger audiences. However, qualitative responses tended to treat marijuana use as potentially milder (not recommended for persons under 15) than other illicit substances (placed mainly in the two restricted categories), whereas survey respondents categorised all illicit drug use as either restricted to persons aged 15+ unless accompanied by an adult or restricted to adults 18+.

While in both qualitative and quantitative research depictions of tobacco and alcohol use, especially in film, were seen as more potentially suitable for younger audiences than illicit drug depictions, there was a broader range of views in the quantitative study, especially in relation to tobacco use, with some placing this content in the *restricted 18+* and *should not be available* categories.

In both studies, drug use was placed in higher categories for computer games than film (mainly in the two restricted categories, *15+* and *18+*).

Sex and nudity

Both qualitative and quantitative responses placed depictions of "rough but consensual sex" and sex with extensive nudity mainly in the *restricted to adults 18+* category. In the qualitative research, a clip featuring non-sexual nudity was predominantly categorised as *not recommended for persons under 15*. In the survey, breast nudity which was interpretable as sexual or non-sexual was categorised in a similar way by respondents. Responses in both qualitative and quantitative research to sexual references such

as conversational references to sex were clustered around *not recommended for persons under 15*, with substantial responses also in the categories above and below (*all ages with parental guidance* and *restricted to persons aged 15+ unless accompanied by an adult*). Responses to implied sex, without the act shown, were more mixed in the survey, ranging from *not recommended for persons under 15* to *restricted to adults 18+*. Responses to a clip of such content shown in the qualitative research was mainly categorised as *all ages with parental guidance*. This latter tendency may be due to an absence of contextual detail in the survey relative to the qualitative research.

Again, in both qualitative and quantitative studies, sexual content in computer games was viewed more conservatively than that in film. In particular, “playable characters engaging in sex” was largely categorised as either *restricted to adults 18+* or *should not be available to the public*.

Coarse language

Responses regarding the actual terms which would be considered strong, medium level and mild coarse language were very similar in the qualitative and quantitative studies.

Categorisation of strong coarse language was slightly more permissive in the qualitative study, for example strong coarse language with aggression was mainly categorised as *restricted to persons aged 15+ unless accompanied by an adult*, whereas in the survey such content was largely categorised as *restricted to adults 18+* with a secondary group selecting *restricted to persons aged 15+ unless accompanied*.

Medium level coarse language was generally categorised as either *not recommended for persons under 15* or *restricted to persons aged 15+ unless accompanied by an adult* in both qualitative and quantitative studies.

For mild coarse language, participants in the qualitative research were again slightly more permissive in that responses included both *all ages* and *all ages with parental guidance*, whereas few survey respondents categorised any coarse language as *all ages*.

In relation to computer games, although no specific language content was shown in the qualitative research, in discussion participants said they were more confronted by such language when it occurred incidentally in games than in film.

In both film and games, qualitative research participants found the use of racist terms offensive. The use of racist language in one film clip (depicting verbal bullying between teenagers) was suggested to make it unsuited to younger audiences regardless of any educational intent or merit, due to concerns about imitability. Similarly, in the survey, the theme of racial discrimination was mainly categorised in the two restricted categories (*15+* and *18+*) and as discussed below, a high proportion of respondents indicated they would like to be informed specifically about racist content in film and games.

Themes

In both qualitative and quantitative studies:

- responses to themes of teen suicide were clustered around the *restricted to persons aged 15+* category
- animal cruelty was clustered between the *not recommended for persons under 15* and *restricted to persons aged 15+* categories
- responses to supernatural phenomena with horror were clustered between *not recommended for persons under 15*, *restricted to persons aged 15+ unless accompanied by an adult* and *restricted to adults 18+*.

Verbal bullying was categorised similarly but not identically by participants in the two studies, with qualitative participants mainly categorising such content as *not recommended for persons under 15* and survey respondents tending towards the lower category of *all ages with parental guidance*. In this case

it is likely that the clips shown to qualitative participants were impactful enough to elicit a more conservative response regarding age suitability in comparison to the label “verbal bullying” seen by survey respondents.

In both qualitative and quantitative studies, supernatural phenomena with horror in computer games was categorised predominantly as *restricted to persons aged 15+ unless accompanied by an adult* and *restricted to adults 18+*, again a slightly more conservative response than to similar content in film.

Gambling in apps and computer games

Responses as to age suitability of various types of gambling content were consistent between the qualitative and quantitative studies. All content involving gambling of actual money was categorised predominantly as *restricted to adults 18+*. Gambling as a component of a game, where money was not necessarily involved, was considered milder and categorised mainly as *not recommended for persons under 15* by qualitative participants. However, although a lower proportion of survey respondents thought the latter content should be restricted to adults, they still predominantly categorised it as *restricted to persons aged 18+*.

11.1.2 Determinants of impact and areas of concern

Assessments of the relative impact and suitability for younger audiences of different content were consistent across both qualitative and quantitative studies.

Violence and drug use

Broadly speaking, there seems to be greater concern about children’s exposure to violence and drug use than other content.

The violent content that is considered most impactful is sexual violence against a woman or defenceless victim or violence with blood and gore.

Depictions of drug use are considered more impactful than drug references. Even when depictions of drug use are shown in a negative light they are generally seen as not suited to children. However, most people are less concerned about children seeing depictions of tobacco and moderate alcohol use.

Sex and nudity

Depictions of nudity that are non-sexual are potentially less impactful, as are depictions of breast nudity. However, full frontal nudity is generally only suited to adults.

Extensive nudity heightens the impact of depictions of sex as does anything making the sex more explicit (prolonged sequences, sounds and so on).

Coarse language and themes

Coarse language is generally less concerning than violence or drug use content provided it is not excessive. Both qualitative and quantitative research participants identified strong coarse language as comprising the same main words (especially fuck and cunt). The words shit and asshole are generally considered medium level, but both medium level and mild coarse language appeared to contain a much larger variety of words and a higher degree of overlap than strong coarse language. The results of both studies demonstrated that aggression and frequency heighten the impact of medium and strong coarse language in particular, but that humour softens the impact of even strong coarse language.

As mentioned previously, results of both studies indicate concern in the community about the offensiveness of racist and other discriminatory language. Discrimination as a theme is also concerning to many people and there are differing views as to the extent to which educational merit outweighs considerations of offensiveness or imitability, particularly regarding racist content.

The results of both studies suggest that some themes (e.g. sexual violence) are considered inherently adult whereas the age suitability of other themes (e.g. bullying, animal cruelty) is more dependent on the manner in which they are depicted. There was agreement that some stronger material was potentially suitable for younger audiences if it had educational merit and was presented in a sensitive fashion. Similarly, some potentially upsetting themes, such as animal cruelty, were not necessarily considered to be for adults only. However, there is a degree of concern about scary content in children's films, and generally horror is not only considered unsuited to children but considered too confronting for many adults.

Gambling

As discussed, views on gambling in computer games from both studies are fairly clear: gambling content is generally concerning to many community members, and content involving the use of actual money is considered suitable for adults only.

Depictions of women

Qualitative participants expressed concern about demeaning and stereotypical depictions of female characters, especially in computer games. Reflecting this concern, nearly 7 on 10 survey respondents indicated they would like to be notified about the existence of sexist or misogynistic language and behaviour in film and computer games.

Computer games and film

Audience suitability responses in relation to almost all content types were as a rule more conservative for computer games than film, and substantial numbers thought depictions of, and in particular engaging in, sex and drug use should not feature in games. The responses regarding violent content were more closely aligned (as opposed to the equivalent game content being placed in a higher age category than film). However, qualitative participants tended to think that, provided the material was age appropriate, the level of impact of violence in games and film *on behaviour* was much the same. On the other hand, more than half of the survey respondents agreed that "computer game content has a greater impact on game players than film content has on film audiences".²⁶

11.2 Implications

The findings of both studies indicate the following areas for consideration in future:

- Community concern about gambling in computer games, discriminatory content and content dealing with discrimination, horror and for children, scary content and violence.
- More conservative views in relation to the content of computer games than film.

Possible strategies for responding to the above in future may include:

- Continuation of separate more stringent guidelines for the classification of computer games.
- More specific classification guidelines in relation to gambling.
- Treatment of discriminatory language as medium or high level coarse language.
- Consideration of incorporating discrimination, horror, and scary content as separate classifiable elements.
- Including specific references in consumer advice on discrimination themes and content.

Further research, including specific consultation with culturally and linguistically diverse community members and women, may be required in relation to views on discriminatory content.

²⁶ The studies were not intended to investigate correlation or causality between violence in media and community behaviour but instead to measure the community's views about this relationship.