

Games are now marketed to a wider audience that has led to developments in the complexity of games being created. Play is how we learn, and when used in video games it allows the player to explore new experiences, which may not be physically possible. Ever advancing technology has fostered more lifelike and complex games, which in turn have introduced or enhanced possibilities (virtual pets), pushed the boundaries of existing video gaming or in some cases add new possibilities in play (using movement such as in Wii) to a wider audience. This in turn leads to new ethical responsibilities that technologists need to adhere to in order to promote games to a wider audience. ①

The original target market of games was children but now everyone can be a gamer. Gamemaker for example, is a free application which encourages students to create video games, and has a built in script language that allows students as they advance in understanding to create more complex games

This broader environment means technologists have a responsibility to address such factors like the protection and safeguarding of players emotional and physical wellbeing, regardless of age. ②

Original console games, such as Super Mario Brothers, are simple storyboard format games that can be played with one or two players. The responsibilities of technologists were mainly to do within the development of the game. For example, when creating the game, cultural, political or economic factors would have been considered before the game was sold, during the developmental stage. Now as online games are becoming more popular, broader reaching ethical responsibilities have to now also be considered. Web based games (such as (MMORPGs) like RuneScape, World of Warcraft, and EverQuest) have a wider audience that extends beyond the 2 person console games of previous platforms. Group playing has potential societal consequences that have to be addressed beyond the developmental stage. For example, games that are aimed at an older audience are R rated, needing login or passwords to play, while younger audiences need internet safe games to protect the wellbeing of players.

The recent impacts on the social world from technological developments have increased our understanding of the potential social and physical benefits of games. Gaming has traditionally been a social experience that is also a rapidly growing mainstream hobby and also as a learning media which may help students to learn traditional abstract concepts by making them visually appealing. Technological advances of gaming platforms (facebook, twitter) now allow social network games to be implemented on other platforms such as mobile devices, like the iPhone developed in 2007 the player interfaces with a multi-touch screen and virtual keyboard. This genre of browser games are amongst the most popular games played in the world, with millions of players, which strongly add to the appeal of games becoming mainstream. ③