

Technological development in video gaming have impacted on the made world through the rapid development of gaming products, which are a direct result of consumer preferences linking to technological innovations. Ever advancing technology and production values related to video game development have fostered more lifelike and complex games, which in turn have has led to technologists now having more ethical responsibilities to safeguard the players in this broader developing environment. ①

At the start of the industry, it was more common for a single person to manage all of the roles in creating a video game that was mostly developed for teenage boys. But now games are developed in teams and marketed to a wider audience (children, teenagers and adults) depending on the nature of the game.

The game Quake was one of the first games to be played over the Internet, beginning the trend for password protected and multiplayer capability now in most FPS (first person shooter) games. This genre although is centered on gun and weapon based combat through first-person perspective, was one of the first examples of technologist needing to be able to restrict access to players who were unsuitable due to the violence in the game.

In multiplayer mode players on several computers connect to a server, where they can either play together or against each other. The most popular mode is a form called 'death-match', consisting of either free-for-all (no organisation or teams involved), one on one duels or organised team play. This game was unique for its time because of the different ways a player can maneuver through the game. For example, the non-realistic behavior idea that the player can start and stop moving suddenly, jump unnaturally high, and change direction while moving through the air appealed to gamers.

With the growth in the industry, development studios have needed to define acceptable behaviors that promote high standards in the software being developed to ensure profitability of the video game for the intended target market, thus ensuring the protection of the player's emotional and physical wellbeing. For example, the protection of players has evolved to include such things as, R rated or web-based games needing a logon or password to play the game, allowing technologists to control who the games are being created for. "The R 18+ category will inform consumers, parents and retailers about which games are not suitable for minors to play, and will prevent minors from purchasing unsuitable material". ②

As broadband became more affordable, an increase in the popularity of online games like World of Warcraft has changed how gamers interact named 'massive multiplayer online role-playing games' (MMORPGs) for the number of players, technologists also have developed technology to restrict access to unsuitable players.

Human characteristics such as movement, environmental adaptability and natural evolution in body characteristics have been implemented into video games, and over time becoming realistic as technology develops. The next evolution in video games is challenging what it means to be human by creating alternative realities. It challenges our perception of human characteristics and how we spend our leisure time. For example, in the next evolution of the popular SimCity games, Spore allows the player to choose their characteristics, beginning with a single cell organism. By adapting this cell to different environments the player then develops flexibility of movement and so begins a natural evolution of the characters body characteristics The appeal of these games is in the choosing of an alternative reality, which has no limit on physical form or environment; it challenges how we make decisions and the importance of personal choice. ③