

Corporate social responsibility and parental monitoring in the management of violent video game effects on juveniles: a study based on age and education in Chennai

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ABSTRACT

Games involving shooting and killing which contain gore scenes raised concerns about the impact it has on Juvenile Behaviour. In the view of companies, the prevailing issue is not only the responsibility of the parents, but also the responsibility of companies such as gaming and media, as they play a major role in it. Since gaming industries also have a responsibility to prevent the juveniles from getting affected by industry practices as well as power to place restrictions on games, it can minimise the impact that these games have on juveniles. The main objective of this research is to examine the impact of CSR on violent video games and also compared this with age groups. The researcher has followed the descriptive research method using a convenient sampling method. The sample size of the study is 200. The findings of the study is that most people think that to reduce the negative effects of these games companies should implement stricter age restrictions like this game is only suitable for certain age groups such as, the impact of violent video games that have been observed from this study is that children become more aggressive compared to before because of these games their aggression has been increased which is totally different from their usual character. In conclusion, although violent video games heavily impact children's behaviour it can be prevented by implementing CSR in gaming companies, and the role of parents also play a significant role in it. By balancing both the responsibilities of Companies and Parents, these measures can significantly reduce the negative effects these games have on juveniles.

Keywords: Corporate Social Responsibility, Video games, Society, Parental Responsibility, prevention.

1. Introduction

The evolution of the concept known as violent video games started in 2011, where the Associated Chambers of Commerce and Industry of India done a survey regarding whether the teenagers get affected by these games or not and the results of that survey was that nearly 90% of juveniles spend more than 15 hours per week in playing these games without carrying out their day-to-day activities and by playing games the parents also mentioned that they noticed changes in the character of their child. After playing these games, their children became more aggressive and started to imitate those characters by becoming violent like the gaming character. There also incident that happened in 2019 where the Supreme Court themselves banned games like PUBG and Blue whale games since it started to take lives of innocent children especially this Blue whale game where it would give tasks such cutting their wrist and committing suicide kind of tasks where the children literally got hypnotised by carrying out those tasks given by the game commander and PUBG also got banned due to the children's addiction towards this game and the tendency of this game to draw out the violent nature out of children where in one of the cases that happened in Foreign country, where a child known to be playing a PUBG game took gun from their parents and shot them dead thinking that it was a game. During COVID pandemic because of the conflict that happened between India and China, Indian government banned several Chinese apps including PUBG and TikTok because of security concerns which took place in 2020. The International Journal of Indian Psychology published an article regarding the link between children's aggressive behaviour and violent video games in 2022. The high court also urged the Central Government regarding banning these games for the future of juveniles to prevent them from getting affected in 2023. The government took many initiatives and even conducted awareness campaigns in schools and public places to raise awareness about how these games can affect juvenile behaviour and the measures that have to be taken by the parents in their household to prevent this.

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The All India Game Developers Forums which has been established to analyse the gaming system in India also recommended age restriction criteria to prevent the juveniles who have weak mindset, if they play these games when they don't have enough maturity they may be easily influenced by these games. Furthermore, because of the growing concerns all over India regarding this issue, the Meity formed a task force in MY 2022 to oversee and offer protection when it comes to online violent games. Comparison between India and USA revealed that the US government have clearly mentioned and classified when it comes to violent games there should be stringent age restriction if they are not followed then they would be punished with imprisonment and fine and this punishment applies for both the companies and the parents if they fail to oversee whether their children follow the restrictions or not.

2. Objectives

- To analyze the behavioral impact of violent video games on juveniles in Chennai and Educational qualification from a behavioral management perspective.
- To assess stakeholder perceptions (including parents, educators, and community members) on whether violent video games influence juvenile behaviour or not and age of the respondents.
- To explore regulatory and preventive strategies as management interventions that can minimize the potential negative effects of violent video games on juveniles in Chennai and the educational qualification of the respondents.
- To evaluate the effectiveness of parental monitoring as a household-level management practice in reducing the negative behavioral outcomes of violent video games on juveniles and delinquency and age of the respondents.

3. Literature Review

Khalil et al. (2019) examined that Games involving violence took a toll on school students in the North side of India. The methodology used here was a survey method where 400 students were given questions regarding this topic. The study found that there exists extreme aggression in those children and also the solution for this problem is Parental monitoring. If the parents observe and take care of their children then it can be prevented. **Kapila & Singh (2022)** explored the relation that is between the violent games and the aggression that was exhibited by the juveniles. The methodology used here is qualitative research. The study found that compared to girls, boys exhibit aggressive behaviour because they play these games a lot compared to girls. **Marzo et al. (2019)** examined the negative effects these kinds of games have on school students. The sample size for this study is 390 students from different schools in Meghalaya. The study found that aggressive and imitation of their favourite game character was the negative effect of these games. **Hasan (2017)** examined their exits and a relation between students' worst behaviour in classrooms and violent video games in Qatar. The methodology used here is qualitative research. The study found that students started to get involved in physical violence just like the game characters and started to engage in games more deeply and started to neglect studies as a whole. **De Grove et al. (2015)** examined the impact these games have on juveniles. The methodology used here is a survey method where they conducted a survey in the US. The study found that other than aggression the juveniles also exhibited anti-social behaviour where they started to isolate themselves from their friends and family members. **Chakraborty & Sinha (2020)** examined the relation between violent games and Children behaviour. The methodology used here is non doctrinal research. The study found that to prevent these issues, parental supervision and duration of time like how long the children can play these games that kind of restriction should be put on them by their parents. **Rao & Menon (2018)** analysed the impact these games have on the behaviour of children in States in South India. It used a qualitative research method. The study found that most children neglect their studies and play these games for hours which is not at all good for their behaviour as well as health. **Sharma & Gupta (2017)** examined the negative effects of these games in New Delhi. The methodology used here is Doctrinal Research. The study found that most children do not interact with their friends and parents and get mad when parents even scold them a little and get involved in physical fights

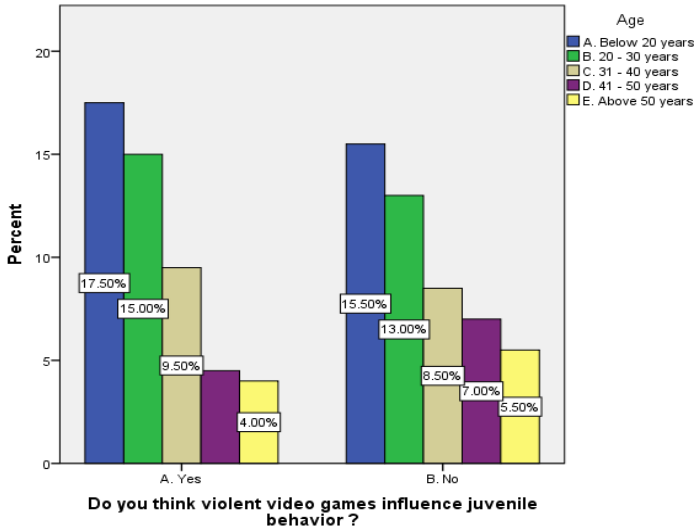
with their parents. **Patel & Desai (2019)** examined the impact of games that contain aggression and violence. The methodology used here is qualitative research. The study found that since the children get highly exposed to these kinds of video games, they suffer nightmares and it also affects their mental health as a whole which was observed from the reports of Psychologists. **Iyer & Kumar (2021)** examined the impact of CSR on violent video games. The study used a quantitative research method. The study found that the companies which use CSR have a positive impact compared to those who have not implemented CSR. **Saravanan & Balasravanan (2018)** examined the relation between video games and CSR. The methodology used here is qualitative research. The study found that most people think that CSR should be implemented in a manner to balance the behaviour of children and also the profit of the companies should also not be affected. **DeLisi et al. (2013)** analysed the impact of violent video games on psychology of children. The methodology used here is quantitative research. The study found that violent video games deeply affected the mentality of the children and make them depressed. **Yang et al. (2022)** examined the impact of mediation in violent video games. The methodology employed here is Doctrinal research. The study found that violent video games make children abandon their responsibilities and make them addicted to it. **Yao et al. (2019)** examined the role of CSR in prevention of aggression among children. The methodology used here is empirical research. The study found that most people think that setting time duration helps to reduce aggression among children. **Tian et al. (2020)** examined how parental monitoring helps to reduce aggressive behaviour of juveniles. The method used here is quantitative research. The study found that if parents monitor what kind of games their Children play and observe whether it is suitable for their mindset, then their aggression can be prevented. **Przybylski & Weinstein (2019)** examined the aggressive behaviour of children. The methodology used here is quantitative research. The study found that aggressive behaviour was found mostly on Adolescent kids.

4. Methodology

The research method used for this research is a descriptive method. A convenient sampling method was adopted where the samples were chosen based on convenience and ease of access. The sample size was 200 and the sample frame was Chennai. The independent variables collected from the people were age and educational qualification. The dependent variables used were violent video games influencing juvenile behaviour, measures taken to reduce the negative effects of violent video games on juveniles, the effectiveness towards the statement parental monitoring reduces the negative impact of violent video games and level of agreeability towards the impacts of violent video games on juvenile delinquency. Some of the tools for analysis in the research are complex charts.

5. Analysis

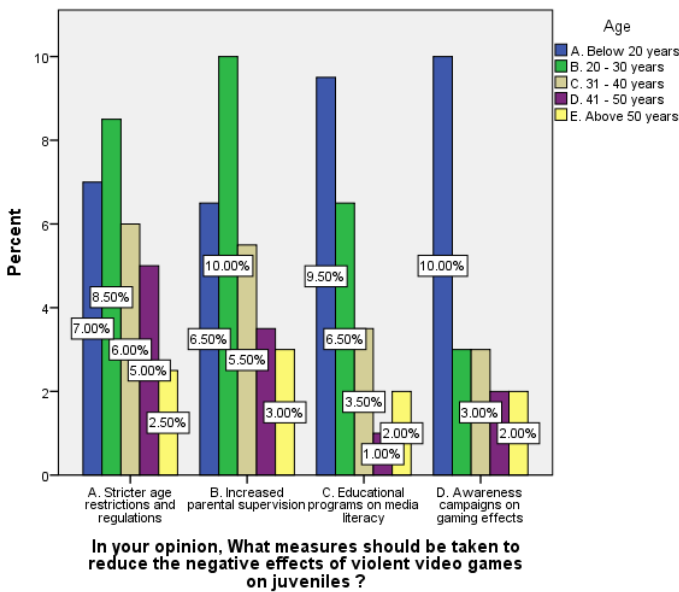
FIGURE 1



Legend:

Figure 1 represents the age of the respondents and their opinion regarding whether violent video games influence juvenile behavior or not.

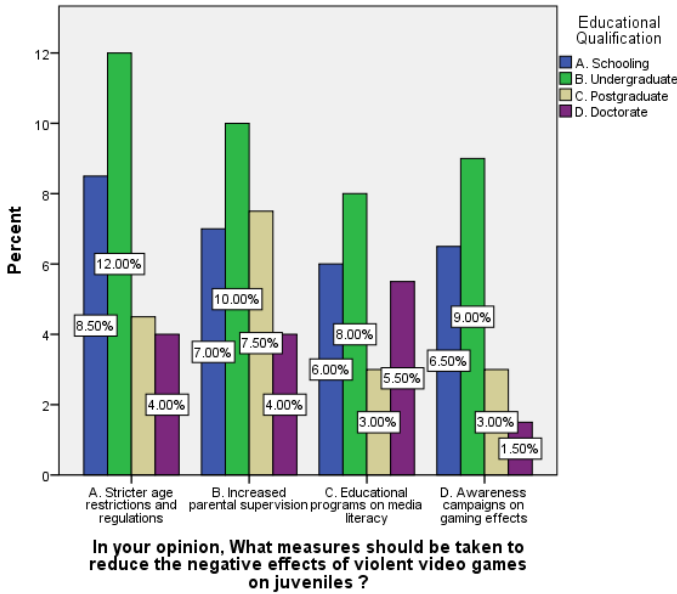
FIGURE 2



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Figure 2 represents the Age of the respondents and their opinion regarding the measures to be taken to reduce the negative effects of violent video games on juveniles.

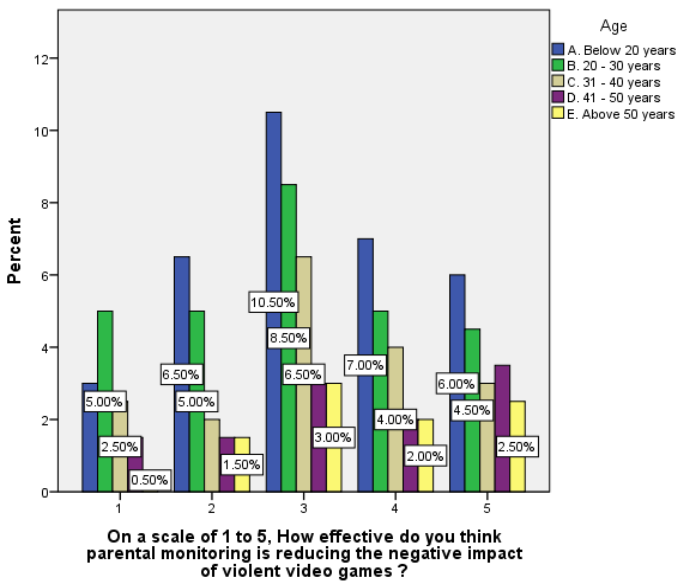
FIGURE 3



Legend:

Figure 3 represents the Educational qualification of the respondents and their opinion regarding the measures to be taken to reduce the negative effects of violent video games on juveniles.

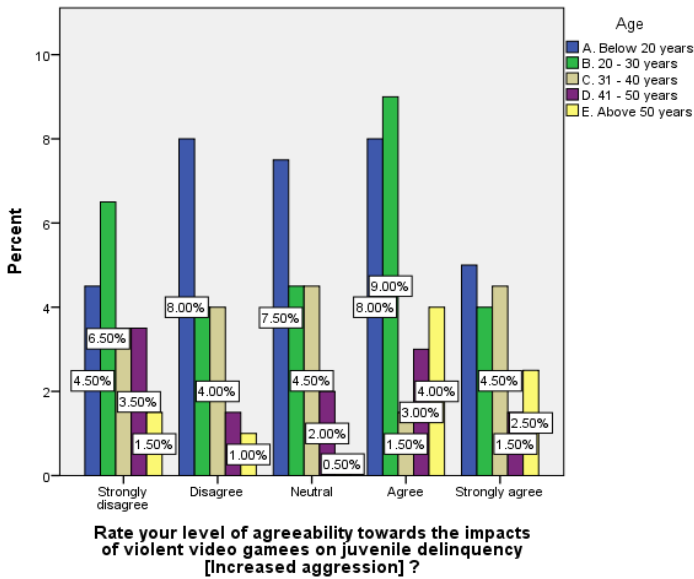
FIGURE 4



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Figure 4 represents the Age of the respondents and their effectiveness towards the statement parental monitoring reduces the negative impact of violent video games.

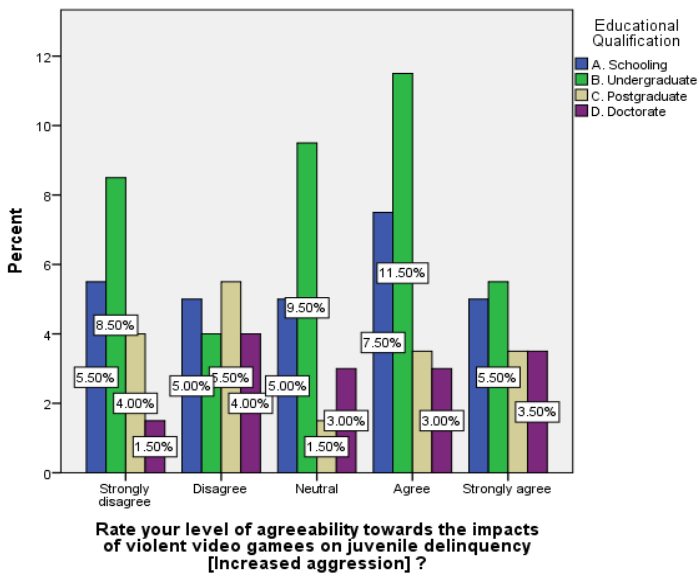
FIGURE 5



Legend:

Figure 5 represents the Age of the respondents and their agreeability towards Increased aggression as the impact of violent video games on Juvenile delinquency.

FIGURE 6



Legend:

Figure 6 represents the Educational qualification of the respondents and their agreeability towards Increased aggression as the impact of violent video games on Juvenile delinquency.

6. Result

Figure 1 represents the respondent age of the respondents. The Below 20 years age group think that violent video games influence juvenile behaviour, with 17.5% of the votes. The 21-30 age groups also think like that, with 15%, respectively. **Figure 2** represents that most of them think that Increased parental supervision and Awareness campaigns on gaming effects as the measures to be taken to reduce the negative effects of violent video games on juveniles with 10% of votes. **Figure 3** represents that most of the people in the population irrespective of their Educational qualification think that Stricter age restrictions and regulation as the measures to be taken to reduce the negative effects of violent video games on juveniles with 12% votes from undergraduate students. **Figure 4** represents that most of the people in the population irrespective of their age were neutral about the effectiveness towards the statement that parental monitoring reduces negative impact of violent video games with 10.50% votes from Below 20 years. **Figure 5** represents that most of the people in the population irrespective of their age agreed with Increased aggression as the impact of violent video games on Juvenile delinquency with 9% votes from 20-30 years. **Figure 6** represents that most of the people in the population irrespective of their Educational qualification agreed with Increased aggression as the impact of violent video games on Juvenile delinquency with 11.50% votes from Undergraduate students.

Discussion

People think like that because younger individuals are either directly involved in gaming or exposed to peers who are. They observe behavioral changes within their own age group, making them more aware of the potential influence violent games might have **Figure 1**. People think like that because it was the responsibility of the parents to supervise and monitor the behaviour of children **Figure 2**. People think like that because undergraduates are aware that regulations are often not enforced properly in India. So, they believe stricter rules could provide an institutional safeguard **Figure 3**. People think like that because those below 20 may not yet have the perspective to judge parental strategies and hence opt for a neutral stance, acknowledging the issue without taking a firm stand **Figure 4**. People think like that because they may have witnessed or even experienced behavioral changes, linking it to increased aggression **Figure 5**. People think like that because undergraduates are closely linked with teenage environments and are more capable of observing or experiencing increased irritability or aggression due to gaming habits **Figure 6**.

7. Limitations

One of the major limitations of the study is the study frame. There is a major constraint in the sample frame as it is limited to a small area. Thus, it proves to be difficult to extrapolate it to a larger population. Another limitation is the sample size of 200 which cannot be used to assume the thinking of the entire population in a particular country, state, or city. The physical factors have a larger impact, thus, limiting the study.

8. Suggestions

To protect juveniles from getting affected by these games, the companies like media and gaming related companies should implement CSR mechanisms in their companies as CSR is not only about protecting the environment, it also includes protection of society, by protecting children from these games it benefits society as a whole. The companies should implement age restrictions and warnings regarding the gore scenes that take place in games and should also set a duration of time like if they exceed the duration time set by the company it would automatically get turned off. The parents should also monitor and supervise the games played by their children and if they find their children behaviour even slightly different then they should bring their children to psychologists for counselling.

9. Conclusion

Companies like gaming and other VR games started to evolve as the technological advancement where even children below 10 yrs knows how to play these games and get influenced easily by these games. To prevent this companies should also take initiatives like CSR to imo,event age restrictions and duration of time. The main objective of the study is to examine the impact of CR on violent video games and how it varies on different age groups. The findings of the study is that most people think that to reduce the negative effects of these games companies should implement stricter age restrictions like this game is only suitable for certain age groups such as, the impact of violent video games that have been observed from this study is that children become more aggressive compared to before because of these games their aggression has been increased which is totally different from their usual character. In conclusion, although violent video games heavily impact children's behaviour it can be prevented by implementing CSR in gaming companies, and the role of parents also play a significant role in it. By balancing both the responsibilities of Companies and Parents, these measures can significantly reduce the negative effects these games have on juveniles.

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