

Audiences do not receive that violent content in a vacuum. It is mediated by things such as education, class and gender, and we need to understand how those roles mediate the interpretation and understanding of violence. How that then enters into an intervention strategy depends on how we teach people, viewers, critical media literacy skills, organized around the question of violence, and the kinds of resources needed to teach that kind of media literacy.⁶¹

The Canadian Association of Broadcasters (CAB) suggested that the research should be extended beyond television. In his appearance before the Committee, Al MacKay, CAB Vice-President and CJOH-TV Station Manager, said of video games:

Video games were unheard of a generation ago. The penetration is now better than 25% of Canadian households. It's a \$243 million a year business in Canada for Nintendo alone. What are some of the titles these kids are playing? Final Fight and Bionic Commando are just a couple. Do the hours spent playing these games foster aggressive behaviour? There is very little research on that, and I think it's worth investigating.⁶²

Testifying before the Committee, Professor Vincent Sacco agreed that too little attention has been paid to video games and went on to paint another dimension of the violence in video games:

... the concern there of course, it seems undeniable in the case of video games, as in the case of television aimed at teenagers and youth, that there's an extremely high level of violent content. What seems somewhat more frightening to people in the case of video games is the fact that those games are interactive, they are drawing people in. I don't think the jury is even out, let alone in, on the question of video games.⁶³

For his part, Michael McCabe, President and Chief Executive Officer of the CAB, suggested that more research on the effects of television violence would only give results proving or disproving the cause and effect relationship. He suggested there "should be studies on how we help solve the problem [of violence]."⁶⁴ Ken Stein, President of the Canadian Cable Television Association, echoed the belief that solutions were needed and that the time had come for all the industry members to participate in the provision of solutions. In his view, television itself was a solution:

We must look to how television can provide solutions. Television is a powerful medium that communicates, teaches and influences many aspects of our lives. Those of us in the industry must consciously work to ensure that television is a positive medium.⁶⁵

The Committee took into serious consideration the words of advice given by Professor Eileen Saunders:

Now I really think the committee needs to be very clear here about what the concern is and what the priority is. It will be difficult to construct a viable intervention strategy unless we take seriously the issue of why we are concerned about television violence and what it is we're trying to prevent. Once that is done, in terms of the problem, the question is the appropriate level of intervention.⁶⁶