

# Video Games:

## Violence and Beyond

3 & 4 March 2015  
Brisbane



### 3 Wise Men...3 fresh perspectives

'Video Games: Violence and Beyond' is delighted to welcome three cluey presenters to the conference program :

**Professor Jeffrey Brand, Bond University** has spent a decade developing a career focused on exploring the cognitive and behavioural effects of electronic media on young audiences. The program of research has focussed on stereotyping in the media and stereotypic attitudes of youth, on effects of advertising on the materialistic values of youth, and on the effects of news on youth knowledge about social and political reality.

**Ron Curry, CEO, Interactive Games & Entertainment Association** is the Chief Executive Officer of the Interactive Games & Entertainment Association (IGEA), the industry body representing the business and public policy interests of Australian and New Zealand companies that publish, develop, market and distribute interactive games and entertainment content. Since joining IGEA in 2008, Ron has played an instrumental role in tackling the emerging issues surrounding interactive entertainment and demonstrating the positive influence of computer and video games in the broader community particularly within the education and health sector.

**Dan Golding** is a critic, academic, and the director of the *Freeplay Independent Games Festival*. Dan is also currently completing a Ph.D. in the School of Culture and Communication at the University of Melbourne, where he teaches and researches in the fields of videogames, cinema, and digital media. Dan also writes about videogames, music, and film for a variety of publications, and in 2012 won the 'Best Games Journalism' award at the 11<sup>th</sup> annual Australian IT Journalism Awards. His writing regularly appears at *ABC Arts*, *Hyper Magazine*, and *Metro Magazine*, where he is a contributing editor and many online publications.

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Website: <http://www.griffith.edu.au/conference/video-games-violence-beyond>

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