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DWA Essay: Pokemon Go and It's Effects on Consumers

The advancements of game design have shown through the latest popular app "Pokemon Go" but theses advancements come with a price. "Pokemon Go" a mobile app designed by Niantic in Japan that allows players to catch monsters in their area has blown up in popularity recently. The idea of being able to catch and battle Pokemon anywhere is what gained this app its global popularity. Articles such as Document A by Sarah E. Needleman, Document B by Bernard Marr, Document D adapted from ProCon.org, and Document E from Psychology Today further talk about this mobile app. Although this game seems harmless teenagers should not play "Pokemon Go" since the app invades privacy, causes physical injuries, and makes players face psychological stress.

First of all, Pokemon Go invades the player's privacy since the main feature needed to play this game is location. In the article Document B written by Bernard Marr he states "Pokemon Go uses your phone's location, your IP address and the web page you most recently visited before playing, all connected with your real name and account information, according to the game's privacy policy." it may not seem like using all this information is a big deal but it is. With the use of all this information the consumer is left vulnerable to many online possible attacks, from scams to possible address leaks. I personally have red multiple stories of users who thought they were purchasing in game pokeballs but in reality got scammed for their money in

return had the app crash. Bernard also states that the game relies on Google Maps and the player's "real-world GPS location" which can lead to the individual's information being "misused" which is true since the company itself can take advantage of this or even third- parties could gain access of this information. With thousands of player's information being kept misusage of this factor for company growth can lead to disastrous end results and not only bring damage to the company for doing so but, the consumer as well.

Second of all, the player can not only face the risk of having private information leaked but face having physical injuries as well. There have been countless cases of people harming themselves in the act of trying to catch a certain pokemon. While some people may argue that having the player be active outside has beneficial effects the chance of them ending up with an injury whether minor or serious is more likely. The Article Document D states "News reports say that users have tripped, fallen into a lake, crashed a car, and sustained other injuries while playing", this app has proven to be a safety hazard to the point where news reports have been made to be cautious. The feature that the game relies on the most, location is something that leads to most of these injuries play face. Document D also states that the game has "players interact with strangers" which some people may argue is a "good way to make friends" it really isn't and is more of a safety problem bound to happen. Another thing to take into consideration is the fact that Pokemon Go as Document A states "it doesn't warn players if a Pokestop is an area that recently suffered storm damage or has a high rate of crime" this in fact is a huge problem in the design of the game itself. Not only that but the stress of interacting with strangers can cause huge damage to individuals.

Overall, Pokemon Go has multiple health and hazard risks such as invading privacy of the player, physical injuries caused and psychological stress caused from having to interact with unfamiliar people that ultimately put the consumer at risk.