

# Product Placement Ineffective in Violent Video Games

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## *Pacific Standard:*

In spite of the many studies that suggest they increase users' aggression and hostility, violent video games continue to be extremely popular, and thus extremely profitable. Clearly, they're going to continue to proliferate as long as companies are making so much money off of them.

Given that reality, a newly published study provides some interesting information. It finds one source of revenue—in-game advertisements—accomplish their intended purpose much more effectively when they're placed in non-violent, rather than violent, games.

“Killing characters may be fun for players,” writes a research team led by Robert Lull of the University of Pennsylvania and Brad Bushman of Ohio State University, “but may be bad for business.”

Read the whole story: [Pacific Standard](#)