

Conclusion

Judged by any standard, video games are enormously popular. If, in the past, video games were considered a supplement to such media mainstays as television and the movies, this is no longer the case. The April 2008 video game release of *Grand Theft Auto IV* grossed a staggering \$310 million in sales on its first day.⁸⁵ This was twice the largest domestic movie premiere to date.⁸⁶ Not only are these games popular, but they are often deeply engaging and, as a result, may well influence a wide range of attitudes and behaviors. Studying the nature of this influence is therefore of great importance, so that we can better understand and help guide engagement with this powerful force in youth culture.