

What Little League can Learn from Nintendo. Organized youth sport and video games play a prominent role in the lives of many children. Both forms of recreation can provide opportunities for children to enjoy a challenging activity, improve their skills, and spend time with friends. While organized youth sport remains a valued form of recreation, video games have received criticism for promoting aggression (Anderson & Bushman, 2001), obesity (Deheeger & Rolland-Cachera, 1997), and for distracting children from their schoolwork (Kent, 2001). Rather than blaming the video game industry for social problems, I will suggest two ways in which examining the success of companies like Nintendo® can help improve youth sport. First, increased popularity of video games since the early 1980's provides insight into the play motives of children. Second, the type of market research used by Nintendo® can be adapted for use in youth sport if parents and coaches simply Ask, Believe, and Change. *Jens Omli.*