

# THE GENDER GAP

Women make up a large portion of video-game players\*...

AMOUNT SPENT ON VIDEO-GAME CONTENT IN 2013

**\$15.4 billion**

THE PLAYERS



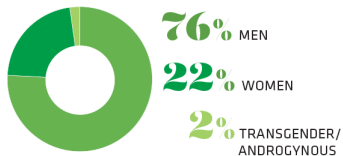
WHO'S PLAYING THE GAMES

**52%**  
MALE



...but they account for a much smaller share of video-game developers.\*\*

WHO'S MAKING THE GAMES



INEQUALITY IN THE INDUSTRY

**47%**

of developers say there is not equal treatment and opportunity in the industry

## Gender, Race, and Bodies in Video Games

- gender politics, gender identity, and female stereotypes
- racialized stereotypes that affirm racial inequalities via the unequal distribution of resources and privileges
- underrepresentation of women and minorities, especially Latino, Asian/Pacific Islander, and Native Americans. Black characters within sport games
- stereotypical body types
- huge body of research on video games—the effects of video game violence and the impact of video games on hand-eye coordination development and child obesity, to name a few.

Adapted from: “Live in Your World, Play in Ours”: Race, Video Games, and Consuming the Other,” David Leonard, *Studies in Media & Information Literacy Education* 3(4) Nov 2003, 1–9.

# Create a feminist rubric for analyzing video games

incorporate threshold concepts like privilege, oppression and intersectionality

## Create a feminist rubric for analyzing video games

incorporate threshold concepts like privilege, oppression and intersectionality

- who is creating the game? playing the game?
- privilege and oppression: power structures and distribution of resources? gaze?
- intersectionality: culture and identity representations like race, class, gender, sexuality, nationality, and citizenship?
- social construction of gender & social change?

# Male Protagonist Bingo



<http://bikiniarmorbattledamage.tumblr.com/>



For the very first time, researchers are seriously investigating what exactly gaming can do for you. Scientists, therapists, and sociologists alike are discovering that **GAMING CAN CHANGE YOU FOR THE BETTER.** With 1.6 gamers to every U.S. household, the case for video games deserves some serious consideration.



Video games can **improve early literacy** in 4 and 5 year olds, especially letter recognition and story comprehension.

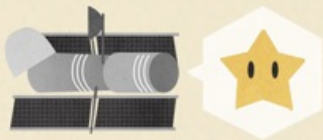
More than **100**

**Fortune 500 companies**, like IBM, Cisco, and Cold Stone Creamery, use some form of gaming for training purposes.



### EDUCATIONAL GAMES CONTRIBUTE TO MAJOR RESEARCH EFFORTS:

In **Galaxy Zoo**, people classify objects seen by the Hubble telescope.



**50MILLION**

**real galaxies** and **celestial bodies** were classified in the game's first year.

In **Eterna** and **FoldIt**, players solve biochemical puzzles, helping scientists better understand genetics.





# Videogames ...and their advantages



Videogames prepare people to make decisions faster

They also improve creativity and imagination



They improve coordination “hand-eye” and the ability to drive in foggy weather

People that play videogames make decisions 25% faster



They can also focus on 6 things at a time without confusing them and they develop the capacity to solve several problems in different situations

## Gender Differences

*Sex differences in achievement in and attitude toward mathematics result from superior male mathematical ability, which may in turn be related to greater male ability in spatial tasks. [Benbow and Stanley, 1980]*

Choose 2 that are the same as the figure on the left  
(Vandenburg and Kuse, 1978):

## Gender Differences

*Sex differences in achievement in and attitude toward mathematics result from superior male mathematical ability, which may in turn be related to greater male ability in spatial tasks. [Benbow and Stanley, 1980]*

Choose 2 that are the same as the figure on the left  
(Vandenburg and Kuse, 1978):



A



B



C



D

# Performance Factors

The way that we test can have an affect on the performance and spatial ability can be learned through training and experience.

- Video Games. (Subrahmanyam and Greenfield, 1994)