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Women & Video Games

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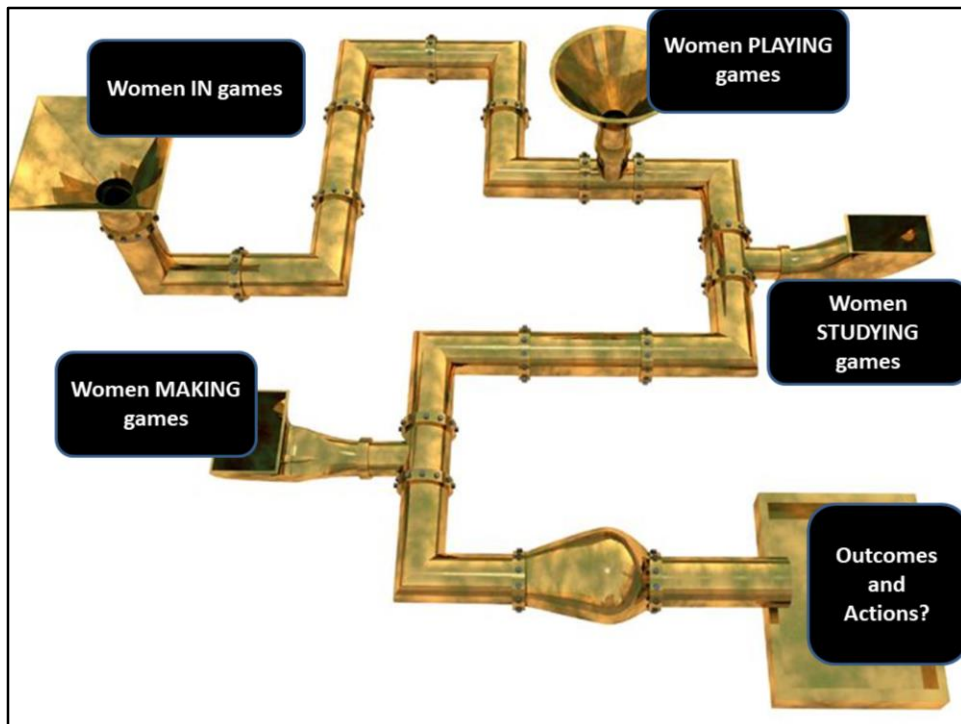
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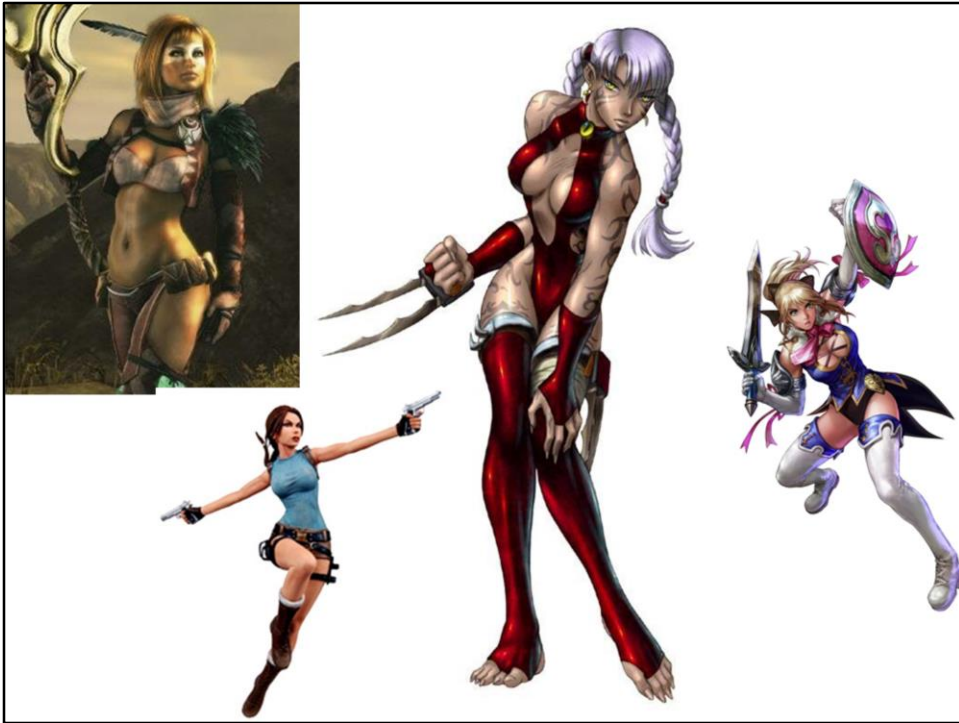


I am going to discuss the state of women and the video game industry using this pipeline format because ultimately that is what we are interested in – getting women into equitable jobs within the industry

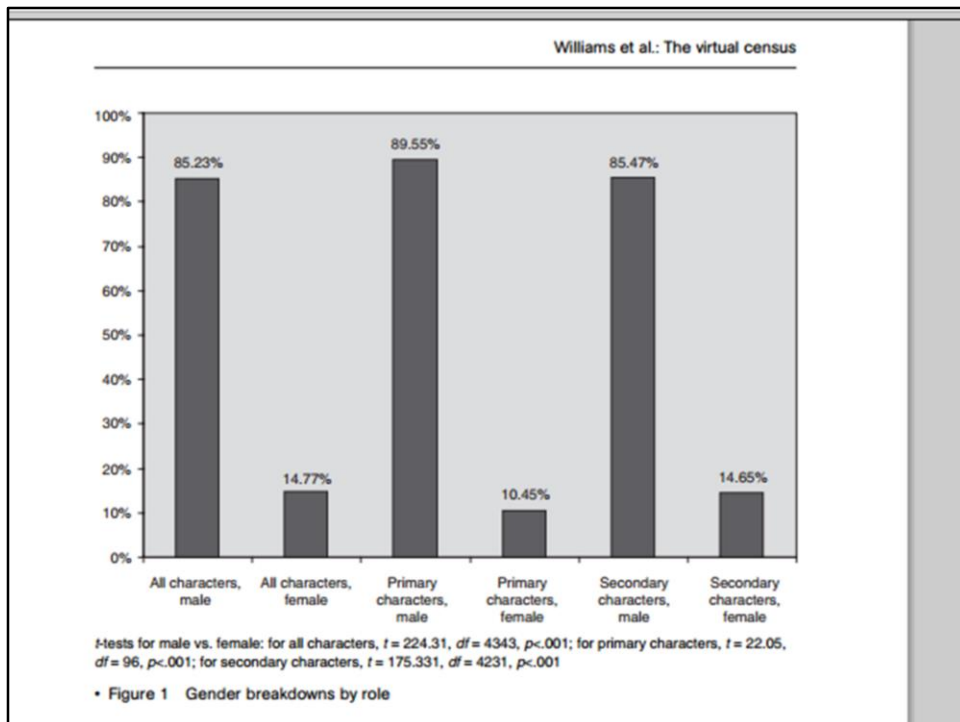
Studies and anecdotes show that careers in game development often start with a passion for playing games. Playing games is an entry point to computers and technology literacy

We know virtually nothing about women studying games per se – though stats for women in higher ed are good and stats for women in some tech fields are improving...unclear whether formal educational requirements might help or hinder entry.

We do know that women are underrep in comp sci and eng though.



Here is what girls and women see when they play video games. Here is what the makers of video games (mostly men) are making.

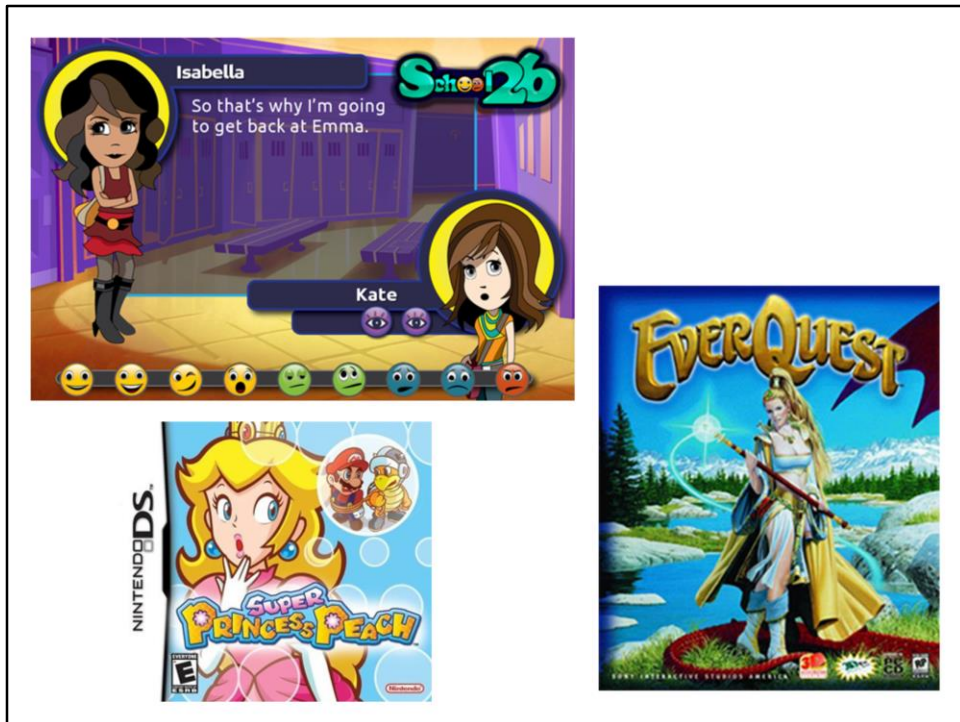


More detailed stats show not only a hyper-feminized, hyper-sexualized depiction, but also a reduced role – a bystander or ancillary character



What about games for girls and women or casual games? These are the games women play aren't they?

Well great – the industry responded to make 'female friendly' games that are highly gender stereotyped or require so little skill as to be devalued in terms of real status as a player.



School 26 in particular – the point is to engage in social engineering to make new friends at a new school

Princess Peach was an interesting adaptation where Peach saves Mario and Luigi, but she does so by getting power from 4 emotional states

EverQuest is an MMORPG very popular among women – still bad visuals and many women report sexist experiences in the game play

KOTAKU TOP STORIES

ASSASSIN'S CREED

Jade Smells Pretty At London Games Fest

Visitors to the London Games Festival this weekend will get a rare opportunity to get close enough to Ubisoft's Jade Raymond to bathe in the warm, flowery scent she leaves in her wake everywhere she goes. She'll be making an appearance at the flagship HMV store on Oxford Street on Saturday afternoon to promote some game about assassins doing some sort of thing, possibly killing that band that sang the "Can You Take Me Higher" song. The press release says something about showcasing new levels from the latest version of the game, but that's neither here nor there. I'm personally hoping she announces a new game where you just move the camera around a 3D model of her person for hours at a time. I'd pay a hundred dollars. Or pounds. A hundred pounds of dollars. Hit the jump for the considerably more sensible press release.



BY MIKE FAHEY 👤 OCT 23, 2007 10:40 AM

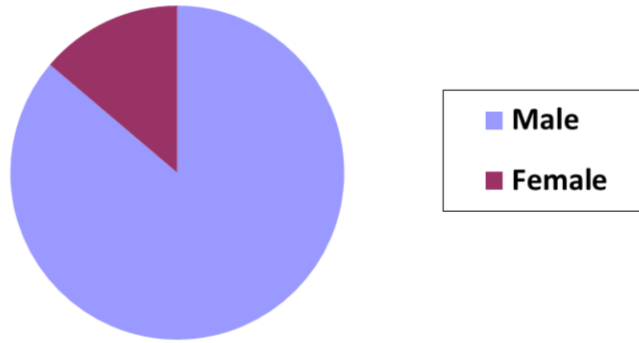
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So, despite your early experiences and exposure you get a job in the industry...you have to weather computer science and engineering courses first...

And you get to the top of your game as the manager of a large new studio in Toronto and...you smell pretty.

Gender distribution

Source: IGDA Survey, 2009



And you are underrepresented in a big way

Gender wage gap among Videogame developers

Source: IGDA, 2005:14

	Male	Female
Compensation	\$57,719	\$48,763
Years-in-industry	5.5 yrs	4.8 yrs

And you get paid less than your male peers

Job Types by Gender

Source: IGDA, 2005:13

Job title	Male	Female
Operations/IT/HR	53%	47%
Writing	70%	30%
Marketing/PR/Sales	75%	25%
Production	79%	21%
Quality Assurance	87%	13%
Executive	88%	12%
Visual Arts	89%	11%
Design	90%	10%
Audio	90%	10%
Programming	95%	5%

And you face vertical and horizontal segregation

What we need to know...

- Specialized and focussed data on VG industry by sex
 - Distribution among industry's professions, trades and studios
 - Wages, promotion rates
 - Differences between the geographical clusters?
 - Hours of work
 - Size of studio
 - Types of games made
- Understand the pipeline – interests, education, training, career paths, access to networks
- Understand the culture of the workplace and women's experiences within it

So...

We also need to realize that this industry is not unionized so there is less going on in terms of equity than in the industries you will hear about from the other panelists.

What Needs to Be Done

- Unionize ?? 😊
- Connect the IGDA Women in Games SIG and WIGI (Women in Games International) with other unions and advocacy groups in the screen-based industries
- Expand and leverage the work of these groups