



# Part 1: Exploring Gender Disruption in Societal Institutions and its Relevance in the Video Game Industry

Researcher: Fernando Torres

*Mentor: Patrick Tobin*

Southern  
New Hampshire  
University 

# Agenda

01

Research  
Objectives

02

Literature  
Review

03

Research  
Methodology

04

Findings &  
Implications

05

Q&A

# Gender Disruption & Research Objectives

- Gender Disruption: How uncommon gender roles challenge gender norms in today's society

## Research Objectives

- Understand gender concepts in the video game industry
- Understand a model of gender disruption



# Literature Review

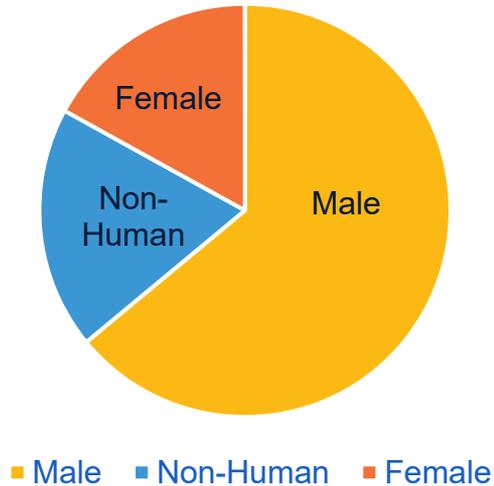
# Facts of the Video Game Industry

- Across the U.S. there are 214.4 million players
- Average ages of video game players are 34-44 years
- 65% of video game players play with others
- 65% play games because it's good opportunity to socialize with their children
  - 59% are male
  - 41% are female

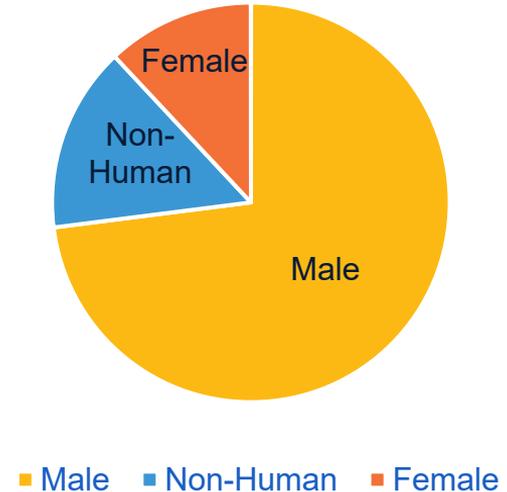


# Character Representation

- Male and Female Character in Total Sample



- Male and Female Player-Controlled Characters



# Gender Disruption Research

- Gender Discrimination and Inequality
- Fair Play? Violence, Gender and Race in Video Games
- Exploring gender discursive struggles about social inclusion in an online gaming community
- Loosening the GRIP (gender roles inhibiting prosociality) to promote gender equality.

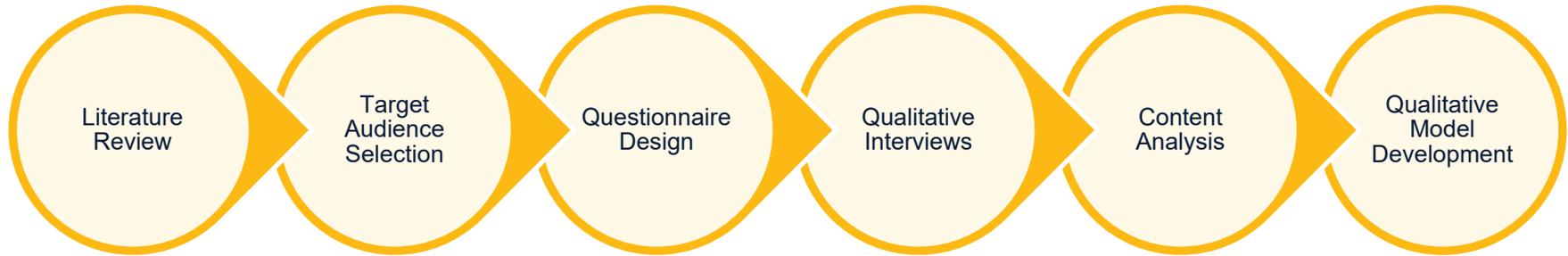
# Problem Statement

*In order to understand what causes gender disruption, a better understanding of the variables that contribute to gender disruption is needed.*



# Research Methodology

# Research Methodology





# Findings & Implications

# Causes of Gender Disruption

Acknowledgement of  
dominant gender roles



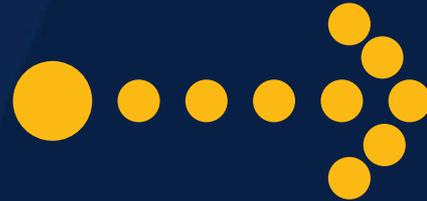
Concern for non-  
dominant gender roles



Family Culture



Gender  
Disruption



# Limitations, Opportunities, & Next Steps

## ■ Limitations

- Time
- Budget

## ■ Opportunities

- Similar to the GRIP model I can align my model with additional secondary research
- Interview more individuals for the study
- Leverage data to inform future interviews

# Limitations, Opportunities, & Next Steps (Cont.)

## ■ Next Steps

- Part 2: Applying this information to the video game industry
- Learn from the model in part 1 and align it with additional secondary model
- Develop a contact list with professionals in the video game industry
- Developed a questionnaire and survey tools to interview individuals in the video game industry and to survey consumers



# Q&A

LinkedIn: Fernando Torres  
Email: [Fernando.torres@snhu.edu](mailto:Fernando.torres@snhu.edu)

# Reference

- Clayton M. Christensen Michael E. Raynor Rory McDonald, & Clayton M. Christensen and Harvard Business Review. (2020, June 18). What is disruptive innovation? Retrieved February 11, 2021, from <https://hbr.org/2015/12/what-is-disruptive-innovation>
- E. (Ed.). (2020). 2020 ESSENTIAL FACTS About the Video Game Industry. Retrieved February 11, 2021, from [https://www.theesa.com/wp-content/uploads/2020/07/Final-Edited-2020-ESA\\_Essential\\_facts.pdf](https://www.theesa.com/wp-content/uploads/2020/07/Final-Edited-2020-ESA_Essential_facts.pdf)
- Glaubke, C. R., Miller, P., Parker, M. A., & Espejo, E. (2001). Fair play? Violence, Gender and Race in Video Games. Retrieved from <https://files.eric.ed.gov/fulltext/ED463092.pdf>
- Healey, J. (2014). *Gender Discrimination and Inequality*. Spinney Press.
- Naidoo, R., Coleman, K., & Guyo, C. (2019). Exploring gender discursive struggles about social inclusion in an online gaming community. *Information Technology & People*, 33(2), 576-601. doi:10.1108/itp-04-2019-0163



# Appendix

# Questionnaire Questions

- 1. Why is gender equality important?
- 2. How do gender misconception impact behaviors?
- 3. Does household culture affect the perspective of people on women?
- 4. Who is gender equality a concern for?
- 5. How do we break gender stereotypes?
- a. How have you seen stereotypes broken down?
- 6. How can education be used to drive gender equality?
- 7. Are there any current behaviors in society which limit gender equality?
- 8. What role does superiority play in gender equality?
- a. How does competition and superiority impact gender equality?
- 9. How can society better recognize gender equality?
- 10. Are the barriers in gender equality too big to surpass any time soon?
- 11. What are the most successful ways you've seen gender equality progressed?
- 12. Can you share any other experiences or insights that you think are relevant to this research?

# Interviews

Interview A	Interviews B	Interview C
<ul style="list-style-type: none"><li>• People of different genders bring diverse thoughts and if one gender is ruling everything not serving the population</li><li>• Concern for everyone as we would not be reaching our full potential</li><li>• Roles assigned in the household affect how the outside world is seen</li></ul>	<ul style="list-style-type: none"><li>• Patriarchy male or cisgender males are lifted as the most important</li><li>• Because we are patriarchal in nature it is a concern to women, individuals who are trans, and those who are non-binary, gender queer, or gender nonconformant</li><li>• Differs on peoples geographical locations and religious identity</li></ul>	<ul style="list-style-type: none"><li>• Men in most cultures are payed better and treated differently</li><li>• Concerning to everyone but mostly to women and transgender people</li><li>• The way you are brought up by your family affects how women are seen</li></ul>