



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

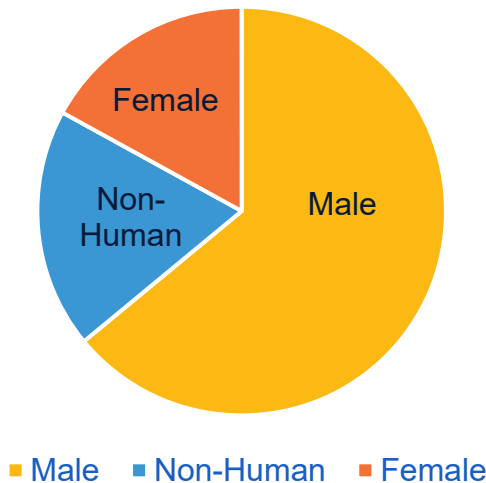
Facts of the Video Game Industry

- 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

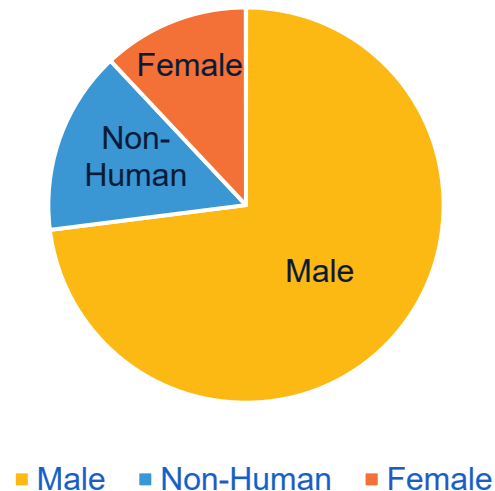


Character Representation

- 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.

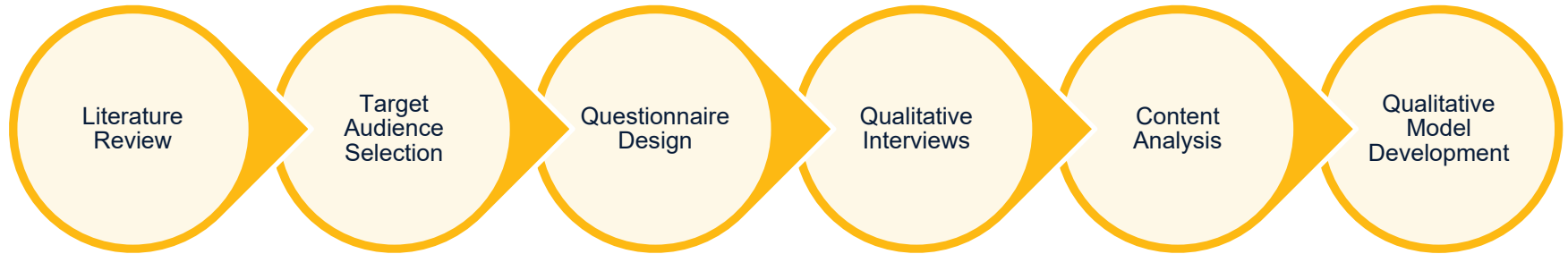
Problem Statement

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

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
- 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">• People of different genders bring diverse thoughts and if one gender is ruling everything not serving the population• Concern for everyone as we would not be reaching our full potential• Roles assigned in the household affect how the outside world is seen	<ul style="list-style-type: none">• Patriarchy male or cisgender males are lifted as the most important• 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• Differs on peoples geographical locations and religious identity	<ul style="list-style-type: none">• Men in most cultures are paid better and treated differently• Concerning to everyone but mostly to women and transgender people• The way you are brought up by your family affects how women are seen