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A MODEL FOR GENDER-INCLUSIVITY IN GAMES

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A progress report submitted for continuation towards a PhD

ABSTRACT

This report describes a model for gender-inclusivity in games. The model is based on theoretical framework derived from issues identified in previous research concerning gender and games. One of the issues found is the tendency of popular games to be designed for the male players in mind and as a result deter female players due to somewhat excessive masculine design e.g. violence and hyper-sexualized characters. Although there are some games for the female market, these custom-made games were too feminized e.g. wedding theme; shopping; and in pink colour, which consequently may tend to exclude the male players. Designing a gender-neutral game for learning is important to ensure that both genders are learning as well as the other. The proposed research aims to design a model for gender-inclusivity in games. It is based on a critical analysis of current game design models and principles that represent the composition of a game. Based on this, gender-inclusive elements will be identified and incorporated into the model. The model will help determine whether a game is *gender-specific*, which contains extreme elements of either gender, or *gender-inclusive*, contains elements that might appeal to both male and female players. The model will be implemented through a series of game experiments and the results will used to improve the model, consequently contribute to the game design theory.