Gender-Inclusivity Framework (GIF)

A Conceptual Framework for Supporting Gender-Inclusivity in Games

Abstract

Gender-inclusivity in games may support certain features and in turn may even determine the features of applications built based on it. This poses a challenge: although we have good techniques for analyzing, designing and evaluating current games, our techniques for gender-inclusive games are much less formed

A framework was proposed to provide a theoretical context and scope about gender-inclusivity in games. The framework defines gender-inclusivity in three components:

(1)gameplay, describes the game behaviour,
(2)content, describes the aesthetics content and;
(3)genre, indicates the type of game.

Gender issues in games are summarized below:

- how different gender competes and their style of conflict resolution ;
- how each gender responds to stimulation ;
- how each gender views rewards in games ;
- which genre and game content each gender prefers;
- what kind of play environment each gender prefers ; and
- what kind of design features each gender prefers

Limitations:

Most previous research were focused on identifying gender preferences and did not sufficiently include the application of gender-inclusivity nor does it provide guidance about how to design games with some level of gender-inclusivity .

Questions this research attempt to answer are:

How to define gender-inclusivity in games?
How to incorporate gender-inclusivity into a game creation process?
How to measure gender-inclusivity in games?

Our Proposed Solution:

A framework that can support gender-inclusivity in games. The **Gender-Inclusivity Framework (GIF)** contains gender-inclusivity components and sub-components with its corresponding behaviour description.

The Gender-Inclusivity Framework (GIF) aims to:

Help define gender-inclusivity in games.
Guide the gender-inclusive game design process.
Measure the level of gender-inclusiveness in games.

Some potential uses of the framework:

Serves as a reference point.
Serves as a boundary.
Serves as a filtering tool.
Serves as a design guidelines.
Serves as a measuring tool.

Gender-inclusivity Framework (GIF)

GENRE			
• Action	• Children	• RPG	• Sports
• Simulation	• Strategy	• Adventure	• Classic/
• Educational	• Racing	• Shooting	Board
			• Puzzle/Quiz

GAMEPLAY	CONTENT
• Non-violent action (NVA)	• Character/avatar portrayal (AVP)
• Game support (GS)	• Gameworld Graphics (GW)
• Forgiving gameplay (FG)	• Sound/music (SM)
• Non-violent challenge (NVC)	• Storyline (STOR)
• Feedback system (FEED)	
• Variety of activities (ACT)	
• Personalization (PER)	
• Collaboration (COLL)	

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