

# Gender-Inclusivity Framework (GIF)

## A Conceptual Framework for Supporting Gender-Inclusivity in Games



### Introduction

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.

Gender issues in games are concerned with [1], [2]:



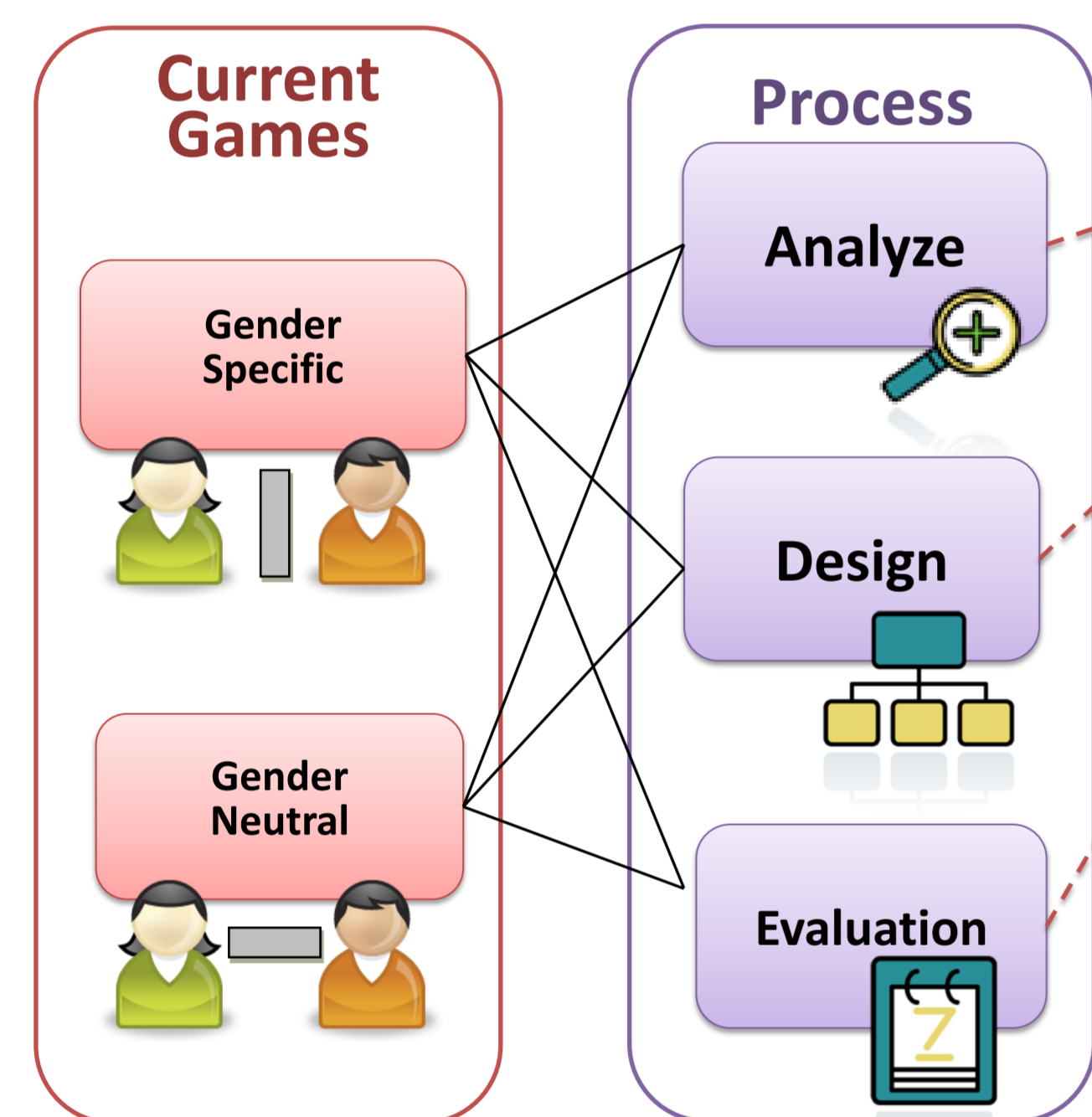
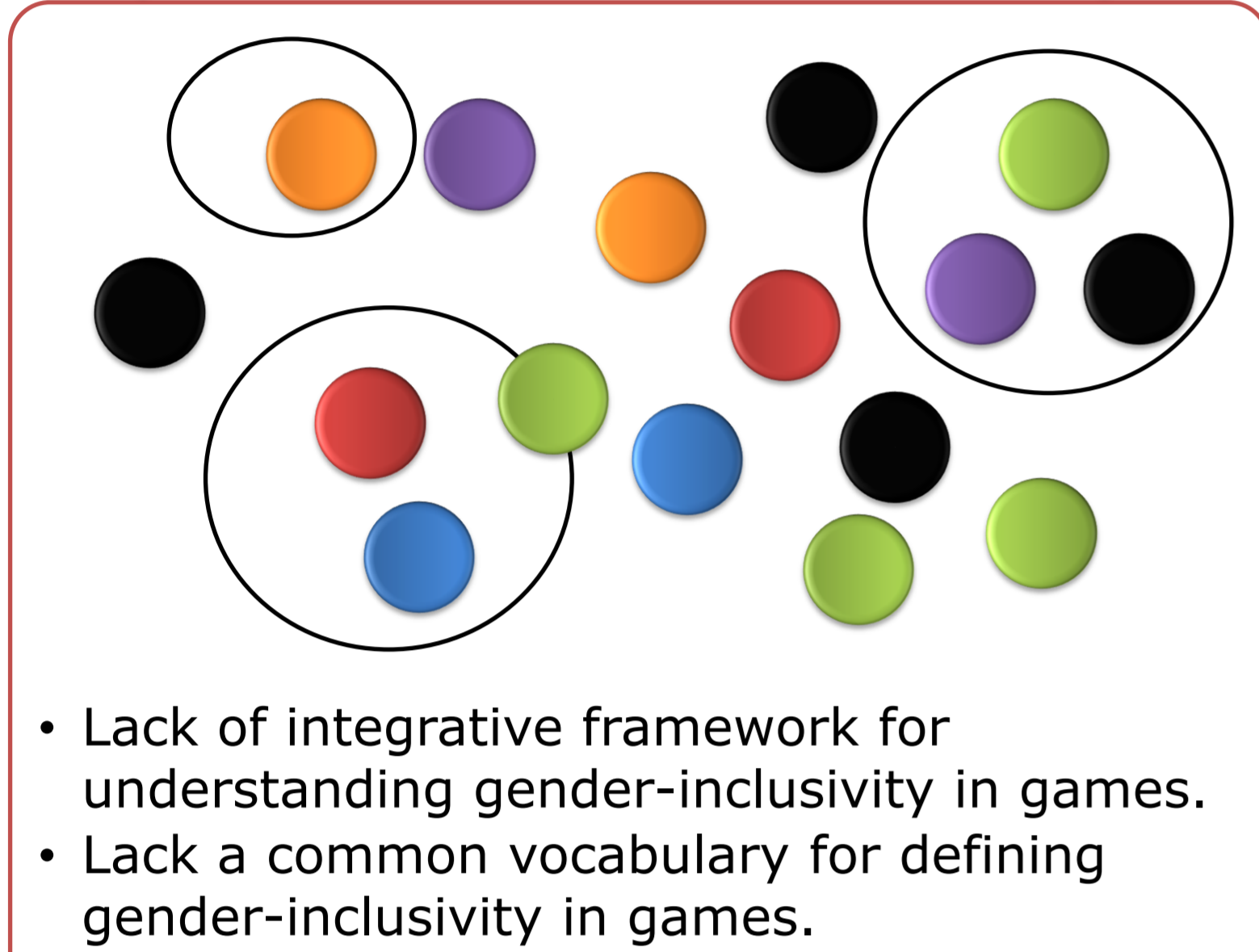
- how different gender competes and their style of conflict resolution ;
- how each gender responds to stimulation ;
- how each gender views rewards in games ;
- which genre and game content each gender prefers;
- what kind of play environment each gender prefers ; and
- what kind of design features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

Limitations in current research:



- Only focuses on finding out how each gender plays and what their preferences are in games.
- Conducted on specific content with specific player under specific conditions and thus a lack of coherence.
- No integrative framework in which gender-inclusivity in games can be interpreted or applied.

### Gaps in Gender-inclusivity Research



- Lack of guidance to create a more gender-inclusive game.
- Lack of tool 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 its corresponding description.

**The Gender-Inclusivity Framework (GIF) aims to:**

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

### Gender-inclusivity Framework (GIF)

GENRE			
• Action	• Children	• RPG	• Sports
• Simulation	• Strategy	• Adventure	• Classic/board
• Educational	• Racing	• Shooting	• 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)	

The components are :

- 1) Gameplay**, which describes the game behaviour and has 8 sub-components: non-violent action (NVA), game support (GS), forgiving gameplay (FG), non-violent challenge (NVC), feedback system (FS), variety of activities (ACT), personalization (PER) and collaboration (COLL).
- 2) Content**, which describes the game aesthetics in 4 sub-components: character/avatar portrayal (AVP), game world graphics (GW), sound/music (SM) and storyline (STOR).
- 3) Genre**, classify games into 12 broad genres including racing, simulation, classic/board, strategy, sports, shooting, role playing game, platform, children, puzzle/quiz, action and adventure.

### Uses

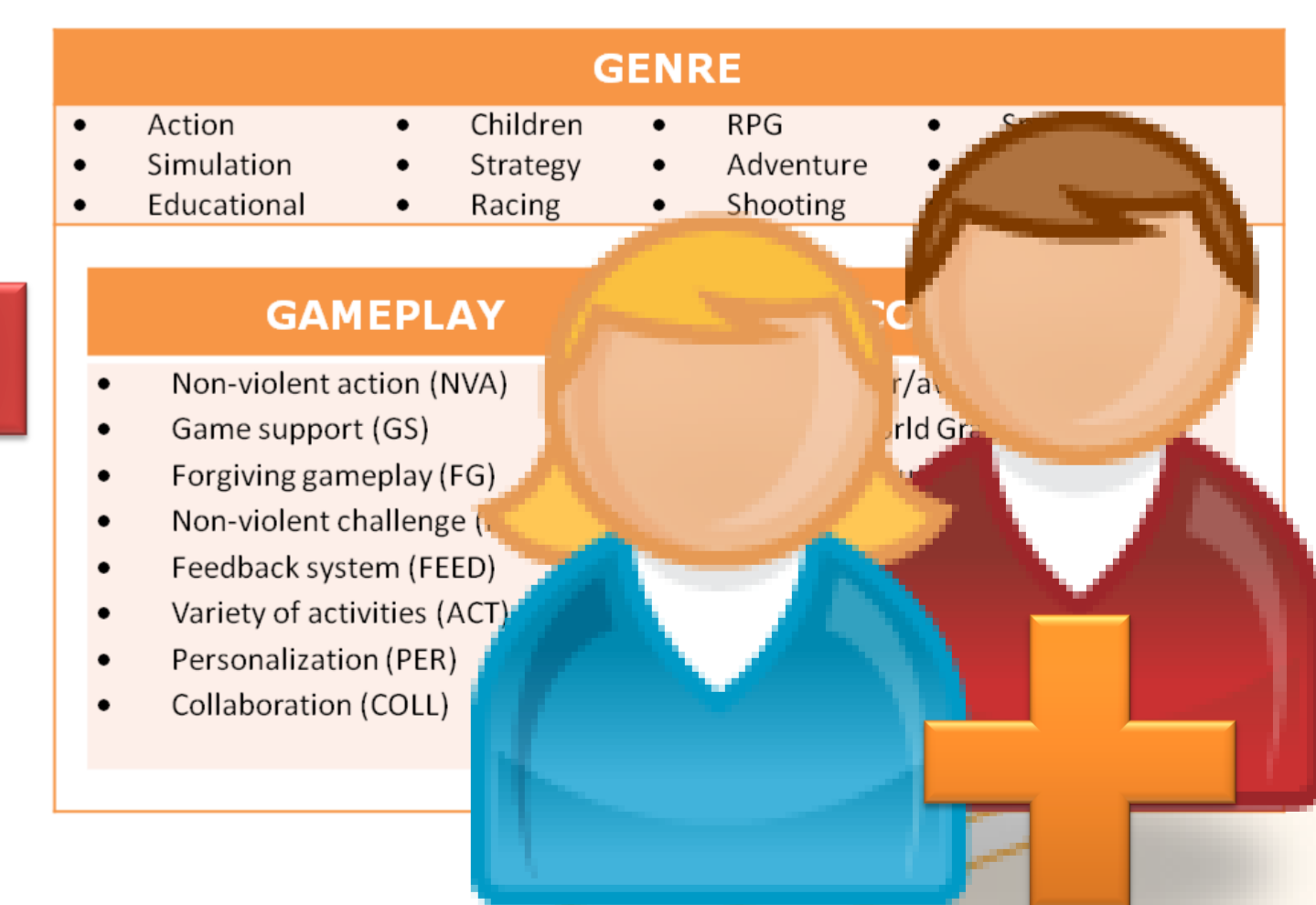
These are some of the ways in which the framework can be used

- A standard for developing more gender-inclusive games.
- A guide for a new rating scheme to identify gender-inclusive games.
- Disseminate strategies for a more gender-inclusive games.
- Explore new audiences and combinations of designs.
- A common reference point to facilitate communication and collaboration.
- Promote gender-inclusivity in games best practices.
- Deconstruct gender-inclusivity in games into smaller, conceptually distinct and manageable component.
- Apply gender-inclusivity in games to the designs of other technology-based applications
- A common framework in which to conceptualize their research.
- Make it easier to see how individual variables fit into the larger picture.
- Allows for easier results interpretation and gaps identification.
- Guide further research in the area of gender-inclusivity in games.
- Serve as a basis for continuity and/or development of new ideas.
- Identify gender-inclusivity components in games to make informed decisions on using games for classroom activities.
- Evaluate appropriate games for use in classroom.
- Implement gender-inclusivity in games best practices.
- Apply gender-inclusivity in games to other technology-based applications.

### Users



### The Gender-Inclusivity Framework (GIF) may benefit these users...



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2<sup>nd</sup> Supervisor: Mr Lester Gilbert

#### References:

- [1] Ibrahim, R., Wills, G. and Gilbert, L. (2010) deGendering Games: Towards the Development of a Gender-Inclusivity Framework (GIF). In *Grace Hopper Conference 2010: Grace Hopper Celebration of Women in Computing*, September 28th – October 2nd, 2010, Atlanta, Georgia.
- [2] Ibrahim, R., Wills, G. and Gilbert, L. (2010) deGendering Games: Towards A Gender-Inclusive Framework For Games. In: *IADIS International Conference: Games and Entertainment Technologies part of the IADIS Multiconference on Computer Science & Information Systems (MCCSIS 2010)*, July 26th – 28th, 2010, Freiburg, Germany, pp. 127-130.