About this Book

Why is this topic important?
Gender-inclusivity in games is still exploratory and, despite an increase in games and gender research, and recent market studies showing that women have a large share of the games and consumer electronics market, many challenges remain in designing a more gender-inclusive game. There is little evidence that researchers have approached the issue of gender-inclusivity in games with the intent of building a cohesive understanding of gender-inclusivity in games, and the relationships that exist between the different dimensions and components. If our goal is to design a more gender-inclusive game, we also need to know how to design gender-inclusivity in games.

What can you achieve with this book?
The book presents an integrative framework based on research and quantitative experiments, the Gender-Inclusivity Framework (GIF). With this support, a reader can take a game project and work it through to a more gender-inclusive design. It will aid game designers, researchers and educators in broadening their work to integrate, create and implement gender-inclusivity in games systematically. It presents a common framework for researchers and educators to conceptualise their research and make it easier to see how individual variables fit into the larger picture. The book includes tools for game designers to deconstruct the concept of gender-inclusivity in games into smaller, conceptually distinct and manageable components to guide the design of gender-inclusivity in games.

How is this book organised?
The book starts out by presenting the components of gender and games. It shows how components from these two areas can be aligned, grouped and re-classified, thus creating a synthesised set of components. It then constructs an integrative framework that provides the description of gender-inclusivity in games, which in turn predicts the degree of gender-inclusivity in games. Subsequently, it develops a measuring instrument that can be used to evaluate gender-inclusivity in games. Finally, the book discusses directions for the future.