Women MAKING games

Women IN games

Women PLAYING games

Women STUDYING games

Outcomes and Actions?
Figure 1: Gender breakdowns by role

- All characters, male: 85.23%
- All characters, female: 14.77%
- Primary characters, male: 89.55%
- Primary characters, female: 10.45%
- Secondary characters, male: 85.47%
- Secondary characters, female: 14.65%

$t$-tests for male vs. female: for all characters, $t = 224.31$, $df = 4343$, $p < .001$; for primary characters, $t = 22.05$, $df = 96$, $p < .001$; for secondary characters, $t = 175.331$, $df = 4231$, $p < .001$
Isabella
So that's why I'm going to get back at Emma.

Kate
Jade Smells Pretty At London Games Fest

Visitors to the London Games Festival this weekend will get a rare opportunity to get close enough to Ubisoft's Jade Raymond to bathe in the warm, flowery scent she leaves in her wake everywhere she goes. She'll be making an appearance at the flagship HMV store on Oxford Street on Saturday afternoon to promote some game about assassins doing some sort of thing, possibly killing that band that sang the "Can You Take Me Higher" song. The press release says something about showcasing new levels from the latest version of the game, but that's neither here nor there. I'm personally hoping she announces a new game where you just move the camera around a 3D model of her person for hours at a time. I'd pay a hundred dollars. Or pounds. A hundred pounds of dollars. Hit the jump for the considerably more sensible press release.
Gender distribution
Source: IGDA Survey, 2009

Male
Female
## Gender wage gap among Videogame developers

*Source: IGDA, 2005:14*

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Compensation</strong></td>
<td>$57,719</td>
<td>$48,763</td>
</tr>
<tr>
<td><strong>Years-in-industry</strong></td>
<td>5.5 yrs</td>
<td>4.8 yrs</td>
</tr>
</tbody>
</table>
# Job Types by Gender

*Source: IGDA, 2005:13*

<table>
<thead>
<tr>
<th>Job title</th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations/IT/HR</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>Writing</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>Marketing/PR/Sales</td>
<td>75%</td>
<td>25%</td>
</tr>
<tr>
<td>Production</td>
<td>79%</td>
<td>21%</td>
</tr>
<tr>
<td>Quality Assurance</td>
<td>87%</td>
<td>13%</td>
</tr>
<tr>
<td>Executive</td>
<td>88%</td>
<td>12%</td>
</tr>
<tr>
<td>Visual Arts</td>
<td>89%</td>
<td>11%</td>
</tr>
<tr>
<td>Design</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>Audio</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>Programming</td>
<td>95%</td>
<td>5%</td>
</tr>
</tbody>
</table>
What we need to know...

• Specialized and focussed data on VG industry by sex
  – Distribution among industry’s professions, trades and studios
  – Wages, promotion rates
  – Differences between the geographical clusters?
  – Hours of work
  – Size of studio
  – Types of games made

• Understand the pipeline – interests, education, training, career paths, access to networks

• Understand the culture of the workplace and women’s experiences within it
What Needs to Be Done

• Unionize ?? 😊

• Connect the IGDA Women in Games SIG and WIGI (Women in Games International) with other unions and advocacy groups in the screen-based industries

• Expand and leverage the work of these groups