

Video Games are from Mars, not Venus:

Gender, Electronic Game Play and Attitudes Toward the Medium

Abstract: Despite the widespread popularity of video games, studies have consistently reported that males play more than females. This study analyzed original survey research of college students and found a similar gender gap, though a sizable female video game-playing minority was observed. Game content, publicity and reviews were also investigated, using Mulvey's male gaze as a framework for analysis. In sum, representations of women indicated considerable justification for the medium's comparatively limited popularity among females: The industry seems to be doing more to titillate a male audience than to attract female players. Finally, general suggestions are made concerning changes in game content.

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