

Formative Research Plan

To explore and solve the problem of gender inequality in gaming field, more specifically, the impacts of stereotype threat. One fatal factor is the presentation of games themselves. As in my review of the research paper “the effects of stereotype threat on females’ gaming performance”, the observed effects of of stereotype threat may be enhanced further in instances of females engaged in a game perceived as “masculine” compared to those that are more neutral or more “feminine” in nature.

Thus, together with current findings which are particularly useful to game industry representatives, to get practical insights from gamers into game development are means of potentially reducing the effects of gendered stereotype threat. More specifically, in order to lessen negative effects caused by games of “masculine”, the main purpose of the following questionnaire is to find fatal factors of female-friendly or female-preferable gaming design from the female gamers’ point of view.

Method of probing : Questionnaire

Recruitment plan: Female gamers through online platform

Factors in female-preferable gaming design

1. Which of the following do you prefer while playing games on (select 2) :

- ☐ Mobile Phones
- ☐ PC
- ☐ Consoles
- ☐ Laptop
- ☐ Other (please specify):

2. Where do you prefer purchasing your games (select 2) :

- ☐ Online Shops
- ☐ In Store
- ☐ Through system platform
- ☐ Other (please specify):

3. What games do you play?

- ☐ First Person Shooter
- ☐ Action
- ☐ Real Time Strategy
- ☐ Educational
- ☐ Third Person Shooter
- ☐ Survival
- ☐ Role playing
- ☐ Casual games
- ☐ Other (please specify):

4. How do you prefer the following factors while choosing games to play? 1 being the first priority.

<input type="checkbox"/>	<input type="text" value="1"/>	UI(User Interface)
<input type="checkbox"/>	<input type="text" value="1"/>	Graphics
<input type="checkbox"/>	<input type="text" value="1"/>	Background Music
<input type="checkbox"/>	<input type="text" value="1"/>	Customization
<input type="checkbox"/>	<input type="text" value="1"/>	Gameplay
<input type="checkbox"/>	<input type="text" value="1"/>	Storyline

5. Does the design of characters in games matter to you?

- ☐ Yes.It matters a lot to me
- ☐ No.it doesn't matter at all
- ☐ Maybe

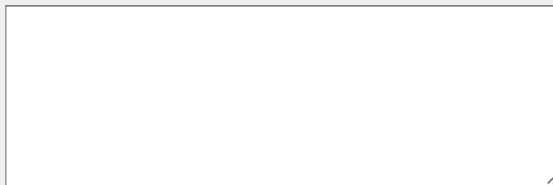
Have you ever seen any design of games that's unfriendly to female gamers?If so, please write down your answers below.



6. How do you like the female gaming environment in general?



7. Other comments for this questionnaire



RESEARCH PROTOCOL – TEMPLATE

1. **Project Title:** “Questionnaire of <factors in female-preferable gaming design> ”
2. **Investigators:** Xingyue Dai
Ashley.dai@mail.utoronto.ca
3. **Purpose:** The purpose of our research is to understand <female gamers > to help us derive requirements for the design of novel interactive computational media that are intended to be useful to <female gamers >. A brief description of our design concept is: <build a better gaming community for female gamers and thus solve the problem of gender inequality in gaming field >
4. **Process to be followed:** We will brief the participants about the purpose of the study, explain the consent form to them, and ensure that they sign the consent form. We will then engage the participants in <a 10 minutes long questionnaire >.
5. **Participant selection:** Participants will be chosen from <female gamers from our campus >. They will be identified via <search in friends circle through social media > and selected according to <their experience of playing games >. In general, they will be characterized by <female students with gaming experience >.
6. **Relationships:** Our relationship to the participants may be described as follows: <friends or alumni >.
7. **Risk and benefit:** There will be minimal risk to the participants, for example that they feel that they have wasted their time. The only benefit will be to contribute to the education of the investigators. Participants are free to withdraw before or at any time during the study without the need to give any explanation.
8. **Consent details:** We will brief the participants about the purpose of the study, and explain the **attached consent form** to them, and ensure that they consent to participate and sign the consent form.
9. **Compensation:** Participants will receive no compensation.

10. **Information sought:** The information to be sought is described in the attached <questionnaire >.

11. **Confidentiality:** Information will be kept confidential by the investigators. Names or other identifying or identified information will not be kept with the data. The only other use will be to include excerpts or copies in the assignment submitted, but names and other identifying or identified information will not be submitted.

CONSENT FORM – TEMPLATE

Consent Form: <Factors in female-preferable gaming design >

I hereby consent to participate in a research study conducted by <Xingyue Dai > for an assignment in University of Toronto Computer Science 318, *Design of Interactive Computational Media*.

I agree to participate in this study the purpose of which is <to find fatal factors in building female-preferable gaming >.

I understand that

- The procedures to be used are <filling out the questionnaire >.
- I will receive <no compensation> for my participation.
- I am free to withdraw before or any time during the study without the need to give any explanation.
- All materials and results will be kept confidential, and, in particular, that my name and any identifying or identified information will not be associated with the data.

PARTICIPANT

Name (please print)_____

Signature_____

Toronto, Date_____

INVESTIGATOR(s)

Name_____Signature_____