Review of research

The current study firstly discussed some phenomenon which shows that game culture is highly masculinized. Such phenomenon causes individuals to have negative conceptions of female gamers and thus causes the stereotype threat. The current study mainly explored the further concern that whether such stereotype threat has harmful impacts on female gamers. In details, the author mainly examined three aspects:

1) the implicit attitudes that individuals hold towards female gamers;

2) whether there are performance detriments caused by such stereotype threat;

3) the potential intervention which alleviate or eliminate expected effects: the utility of multiple social identities.

Since stereotypes towards females in gaming contexts contribute to real world prejudices , Findings from examining the impacts of stereotype threat hold important implications for the gaming industry. More specifically, they are helpful to foster a more female-friendly gaming community. And also, since the impacts of stereotype threat in gaming have never been observed and explored before, current findings of this research provide a unique contribution to literature and suggest need for additional research on this domain.

To explore the problem, 81 participants which only include females and males who are identified as "online games" were recruited to finish three tasks.

—Complete a demographics questionnaire and a measure of social identity;

—Play a specifically designed digital game while participants were assigned to three experimental conditions:

1) female participants in stereotype condition;
2) female participants in multiple social identities intervention condition;
3) participants in both female and male control conditions;

—Complete the Implicit Association Test to measure their implicit attitudes towards female gamers.

Results of this research show that negative gender-related stereotype does further decrease females' gameplay performance in comparison to males. And the intervention of multiple social identities could successfully protect females' gameplay performance from stereotype threat. Implicitly, Females endorse their gaming competence relative to males'. Males, however, have the opposite views.

Though these findings have great contribution to the literature, a specific limitation of this research is that there's no baseline measure of gameplay measure. Participants have different skill levels which might have confounded the final results. And female participants might be aware of the stereotype ascribed to female gamers, more or less. Thus, there exists some inaccuracy of final results, especially for those under stereotype threat and control conditions.

References:

[1]L. Kaye and C. Pennington, ""Girls can't play": The Effects of Stereotype threat on females' gaming performance", Department of psychology, Edge Hill University,Ormskirk, Lancashire, United Kingdom, 2016.