

# 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="checkbox"/>	UI(User Interface)
<input type="checkbox"/>	<input type="checkbox"/>	Graphics
<input type="checkbox"/>	<input type="checkbox"/>	Background Music
<input type="checkbox"/>	<input type="checkbox"/>	Customization
<input type="checkbox"/>	<input type="checkbox"/>	Gameplay
<input type="checkbox"/>	<input type="checkbox"/>	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**



