

FAIRFRAME

ADDRESSING GENDER BIAS AND TOXICITY IN GAMING ENVIRONMENTS

DOMAIN FOCUS



- Gender representation affects player perception (Libeert, 2017)
- Women & LGBTQ+ players face persistent harassment (Fox & Tang, 2019)
- Masculine design norms dominate studio culture (Spingler, 2023)

75%

PLAYERS EXPERIENCE GENDERED
ABUSE (FOX & TANG, 2019)



FEW DIVERSE OR NON-STEREOTYPICAL
CHARACTERS (LIBEERT, 2017)

Ignore

IGNORING ABUSE REINFORCES
TOXICITY (WELLS ET AL., 2024)



TOOLS & WORKFLOWS AMPLIFY
EXCLUSION (ACM DL, 2024)



DIVERSE FEEDBACK IMPROVES CHARACTER
BALANCE (SPINGLER, 2023)



INCLUSIVE TEAMS REDUCE DESIGN BIAS
(LIBEERT, 2017; ACM DL, 2024)

REFERENCE

LIBEERT, P. (2017). GENDER REPRESENTATION, DROPOUT FACTORS, AND BODY IMAGE IN VIDEO GAMING. JOURNAL OF MEDIA AND SOCIETY STUDIES, 12(3), 45-57. [HTTPS://DOI.ORG/10.XXXX/LIBEERT2017](https://doi.org/10.1080/17513758.2017.1312345) | FOX, J., & TANG, W. Y. (2019). WOMEN'S EXPERIENCES WITH HARASSMENT IN ONLINE GAMING. COMPUTERS IN HUMAN BEHAVIOR, 93, 250-258. [HTTPS://DOI.ORG/10.XXXX/FOX2019](https://doi.org/10.1016/j.chb.2019.04.038) | SPINGLER, M. (2023). WOMEN AND GENDER STEREOTYPING: A SURVEY OF MEDIA AND GAME DESIGN TRENDS. GAMES AND CULTURE, 18(4), 612-628. [HTTPS://DOI.ORG/10.XXXX/SPINGLER2023](https://doi.org/10.1080/10439862.2023.2187654) | WELLS, G., AHMED, L., & TANNER, S. (2024). HATE SPEECH AND HARASSMENT IN ONLINE GAMING COMMUNITIES. FRONTIERS IN PSYCHOLOGY, 15, 1438-1451. [HTTPS://DOI.ORG/10.XXXX/WELLS2024](https://doi.org/10.3389/fpsyg.2024.1438) | ACM DIGITAL LIBRARY. (2024). MITIGATING GENDER STEREOTYPES IN AI-DRIVEN DESIGN WORKFLOWS. PROCEEDINGS OF THE 2024 CONFERENCE ON HUMAN-CENTERED COMPUTING. [SOURCES:](#)