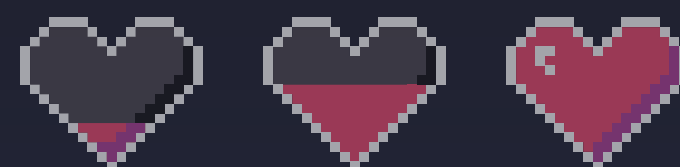


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PROBLEM IDENTIFICATION

Games remain dominated by male-centric narratives, with women often shown as side characters or sexualized figures. These stereotypes reinforce gender bias, discourage diverse participation, and limit creativity. The industry's resistance to change — driven by market fears and lack of diversity in design teams — continues to restrict authentic representation.

INTERVIEW ANALYSIS



Participants highlighted:

- Male bias: Most games focus on male leads; women are rarely central.
- Negative impact: Stereotypes influence player perception and realism.
- Industry barriers: Sales priorities and traditional mindsets block change.
- Inclusive design: Early discussion and diverse teams lead to better outcomes.
- Strategies: Inclusivity checkpoints, diverse hiring, and gradual representation shifts were suggested.

"IT'S NOT JUST ABOUT THE CHARACTERS; THE PROBLEM STARTS WITH WHO'S CREATING THEM."

"WHEN TEAMS ARE DIVERSE AND OPEN, YOU GET STORIES THAT FEEL MORE REAL."

"MOST GAMES ARE STILL DESIGNED AROUND MALE HEROES - WOMEN ARE JUST THERE FOR SUPPORT OR TO LOOK GOOD."

