
PLAYING FAIR?

GenAI, Game Design, and Inclusion

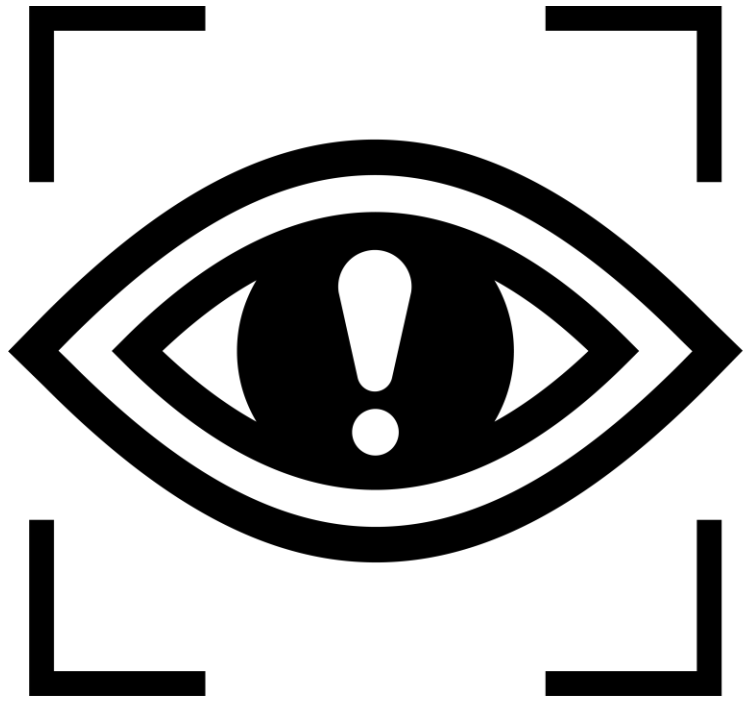
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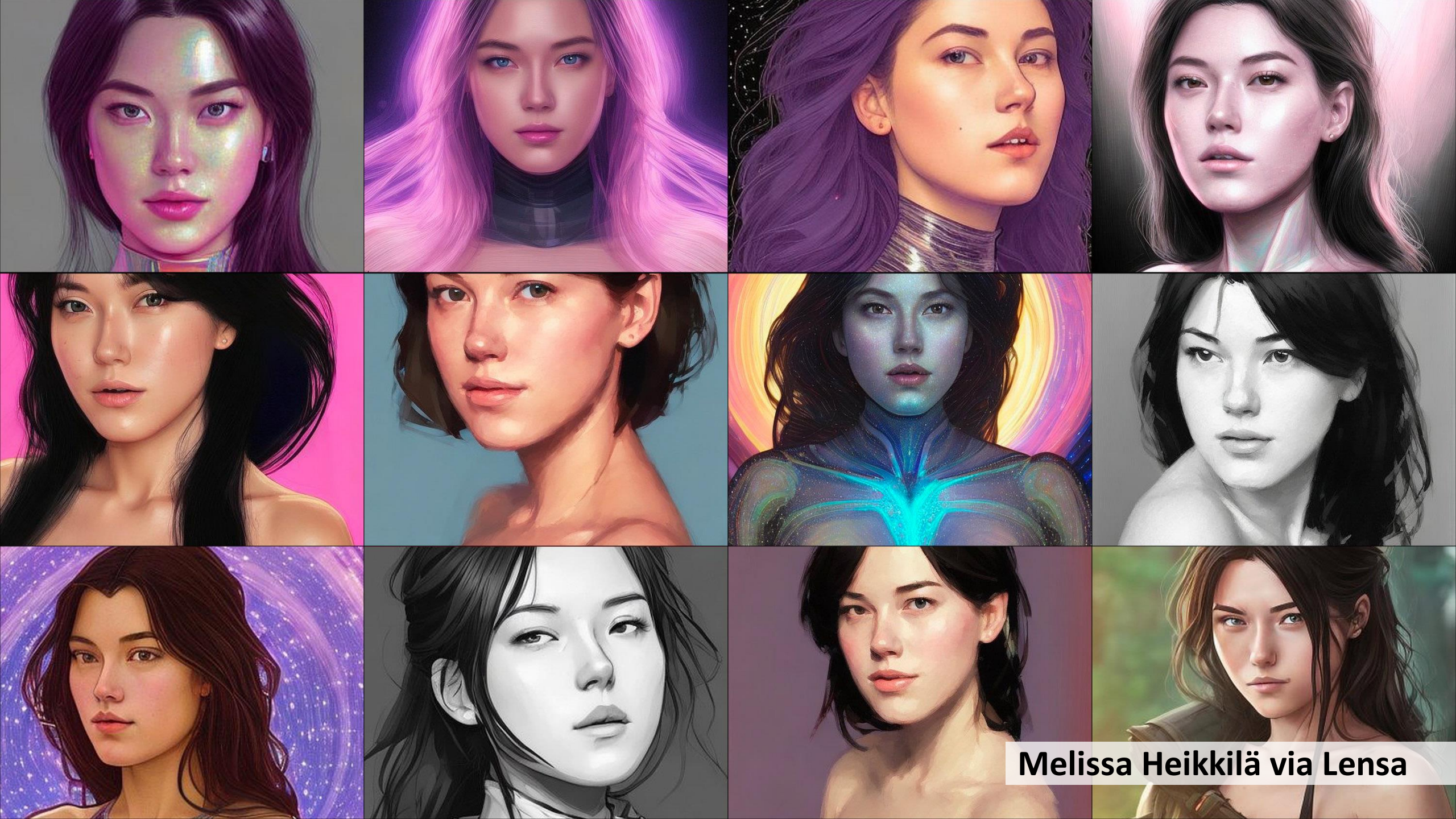
**CONTENT
WARNING —**



**GenAI is transforming games.
But *whose* voices are heard?**



**Harassment history meets
automated future.**



Melissa Heikkilä via Lensa

GenAI is used across the development pipeline:


- Concept art (Midjourney)
- Dialogue writing (LLMs)
- Coding (GitHub CoPilot)
- Level generation
- Moderation in multiplayer online games.

Each use brings potential and the risk of bias.



**Faster & scalable
— *but at what cost?***



The image displays three views of a female character in highly detailed, ornate armor. The armor is primarily silver with red and orange accents. The character has white hair and small horns. The views are front, side, and back. A semi-transparent black box with white text is overlaid on the front view.

**Generative systems reinforce
the *sexist status-quo*.**



Bias in dialogue and lore: *Procedural tales echo stereotypes.*

Image: Valorant has debuted its first non-binary agent.



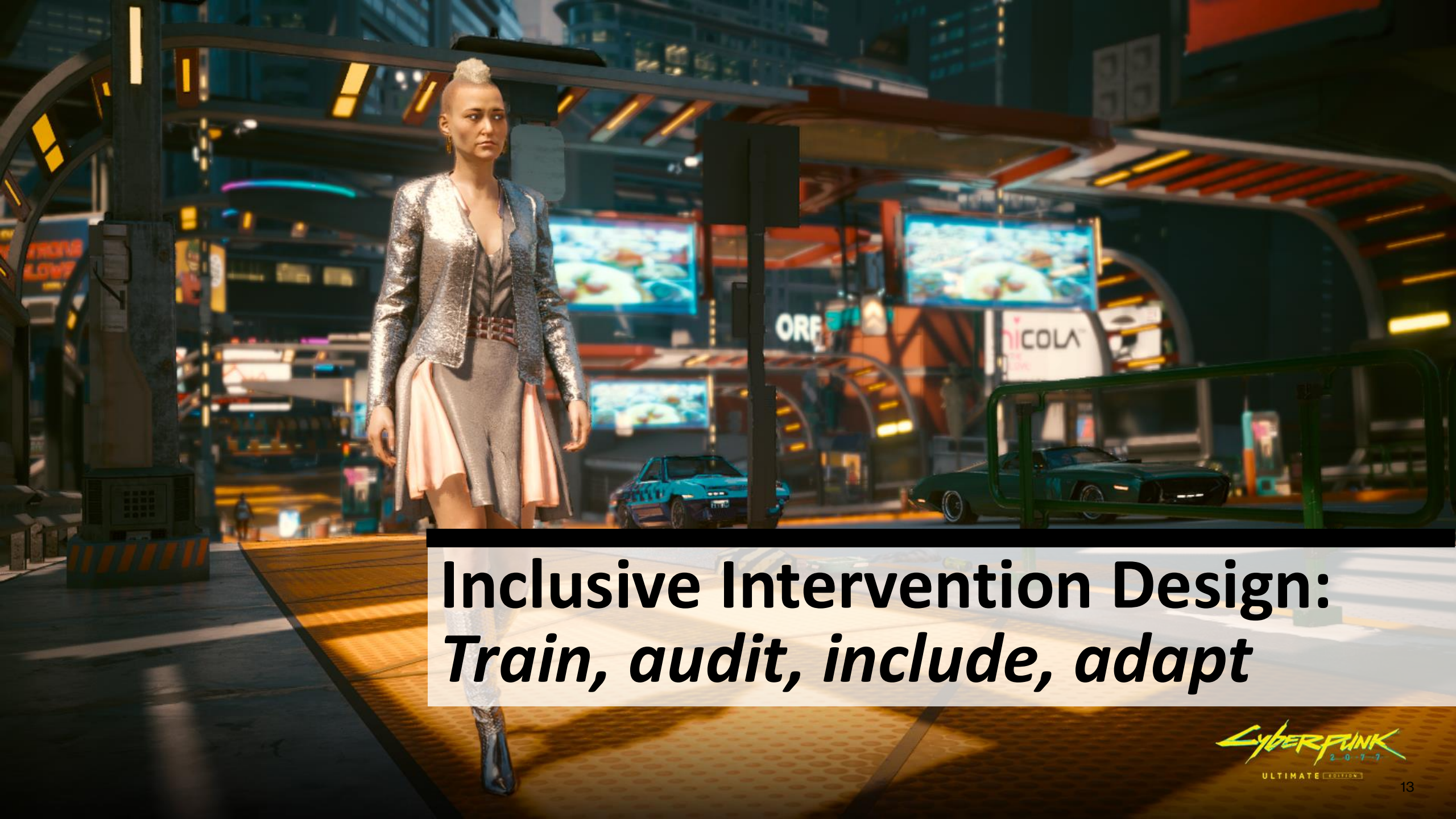
**Game rules can marginalize
neurodivergent players.**

A photograph of a computer monitor displaying a game interface. The game appears to be a fantasy RPG with a dark, gothic aesthetic. On the screen, there's a quest log on the right side with several quest entries, some of which are highlighted. The main game area shows a character in a purple robe standing in a room with stone walls and a large arched doorway. A text overlay is positioned in the center-right of the screen, containing the text "Dynamic agents" followed by "— but not always safe." in a stylized font. The monitor is sitting on a desk, and a keyboard with blue backlighting is visible in the foreground. The background is dark and out of focus.

Dynamic agents
— *but not always safe.*



Proactive vs Reactive responses to toxicity in online gaming.



Inclusive Intervention Design:
Train, audit, include, adapt



Intentional design creates space for all.

Prompt: Generate an image showing how game designers will use GenAI to create more inclusive games.

—— What game developers can do:

Use xAI to surface bias: Make AI decision processes visible to catch stereotypes early

Apply the 5-trait framework: Evaluate characters across Age, Face, Body, Hair, and Style

Start with small prompt tests: Use models like DALL·E to reveal bias patterns before scaling

Design iteratively: Adjust prompts based on framework findings and regenerate

Make it collaborative: Framework is intuitive and accessible to non-experts

— THANK YOU.

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