

Video games need women!

The problems of women workers in video gaming sector!

Emek Barış Kepenek

Başkent University, Turkey

ekepenek@gmail.com

Abstract:

During the last decade this evolving digital economy has been the preeminent driver of structural change and economic growth at both the national and the regional level in the developed, industrialized economies. However, there are substantial differences among countries and regions as regards their role in the development of ICTs and their propensity to adopt and apply ICTs applications in various sectors and activities. Hence, countries and regions differ markedly in how far they have come on the road to the digital economy.

Video games are extremely valuable commodities in the digital industries. The revolutionary changes in digital technologies, and the introduction of the internet, have made video gaming a powerful actor in global industry. The scope of video games now extends beyond its entertainment content, and is also a medium for companies to interact with their customers and their employees, or for schools to improve educational quality. In the United States (US), the annual video gaming revenues have

surpassed the annual Hollywood movie revenues (Brightman, 2008). While the video gaming industry is relatively new, particularly in relation to the movie industry, its socio-economic growth is exceptional. It is currently one of the fastest growing industries globally. In 2018, the global scale of the video gaming industry is expected to surpass USD \$100 billion.

As a growing sector, the video gaming industries creates a proper opportunity for young workers, especially for women. The aim of this paper is to analyze the condition of women workers in the gaming industry. Unfortunately, when you look at the gendered aspects of engineering culture, you see that they are mainly determined by men dominated discourses about technical knowledge production and technical know-how. But, what about in video gaming sector? The study will discuss the problems of women in their work life; such as entry barriers or promotion processes...etc. and figure out some ideas to solve them.

The field work was made with 25 Turkish gaming companies and then 5 in-depth interviews were made with women workers. I will discuss the results of the field work in the conference.