WARDROBE OR AGENCY? GENDER REPRESENTATION IN 5 ACTION VIDEOGAMES OF THE SEVENTH GENERATION.



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DOI: doi.org/10.22395/angr.v17n34a8



RESEARCH

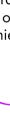
The present work carried out a quantitative study of gender representation in 5 leading multi-platform sales video games of the seventh generation, using the content analysis technique.





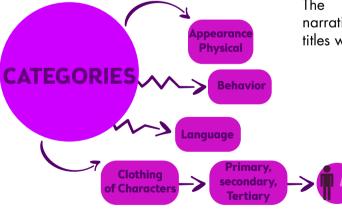
OBJECTIVE

Use the character as a unit of analysis and the mission as a unit of registration, understanding this as each section of the game in which the player needs to achieve a goal to progress in the narrative.

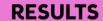




TOOLS



The entire central narrative of each of the titles was analyzed.



The study found a proportion of 4.1 male characters for each female character, which constitutes a serious underrepresentation of the female gender in these titles.





In spite of what was found, the representation of gender in the medium has improved with respect to previous investigations, and that it is necessary to investigate the way in which players relate to these contents.

