Gender Considerations and Influence in the Digital Media and Gaming Industry

Part of the Advances in Human and Social Aspects of Technology Book Series

Julie Prescott (University of Bolton, UK) and Julie Elizabeth McGurren (Codemasters, UK)

Occupational segregation is an important issue and can be detrimental to women. There is a strong need for more women in science, engineering, and information technology, which are traditionally male dominated fields. Female representation in the computer gaming industry is a potential way to increase the presence of women in other computer-related fields.

Gender Considerations and Influence in the Digital Media and Gaming Industry provides a collection of high-quality empirical studies and personal experiences of women working in male-dominated fields with a particular focus on the media and gaming industries. Providing insight on best methods for attracting and retaining women in these fields, this volume is a valuable reference for executives and members of professional bodies who wish to encourage women in their career progression.

Topics Covered:
- Computer Games Industry
- Digital Media Industry
- Female Game Workers
- Gender and Identity
- Male-Dominated Occupations
- New Technologies
- Occupational Segregation

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

Julie Prescott (CPsychol, PhD, MA, BSc) is a lecturer in Psychology at the University of Bolton. Julie gained her PhD from the Faculty of Health and Life Sciences at The University of Liverpool, UK, in 2011. Julie has a research career spanning over ten years in academic and public sector environments. Julie's background is in psychology and women's studies; she has a particular interest in women's careers, especially in terms of barriers and drivers, occupational segregation, and the experiences of women working in male dominated occupations/industries, in particular the computer games industry. Julie has published one book entitled Gendered Occupational Differences in Science, Engineering, and Technology Careers (co-authored with Jan Bogg).
Section 1: Education, Computers, and Gaming

Chapter 1
From the “Damsel in Distress” to Girls’ Games and Beyond:
Alyson E. King (University of Ontario, Canada)
Aziz Douai (University of Ontario, Canada)

Chapter 2
Women and Men in Computer Science:
Jill Denner (Education, Training, Research, USA)
Eloy Ortiz (Education, Training, Research, USA)
Linda Werner (University of California, Santa Cruz, USA)

Chapter 3
The Only Girl in the Class!
Lauren Elliott (University of Bolton, UK)
Julie Prescott (University of Bolton, UK)

Section 2: The Experience of Women Working in the Computer Games Industry: An International Perspective

Chapter 4
A Look inside the Current Climate of the Video Game Industry
Vachon M.C. Pugh (Electronic Arts, USA)

Chapter 5
The Experiences of Women Working in the Computer Games Industry:
Julie Prescott (University of Bolton, UK)
Jan Bogg (University of Liverpool, UK)

Chapter 6
Career Development among Japanese Female Game Developers:
Masahito Fujihara (Senshu University, Japan)

Chapter 7
Women’s Participation in the Australian Digital Content Industry
Anitza Geneve (Southbank Institute of Technology, Australia)

Section 3: Future Outlook

Chapter 8
Professional Socialization in STEM Academia and its Gendered Impact on Creativity and Innovation
Gloria-Sophia Warmuth (Vienna University of Economics and Business, Vienna)
Edeltraud Hanappi-Egger (Vienna University of Economics and Business, Vienna)

Chapter 9
Lessons from the STEM Sector
Vachon M.C. Pugh (Electronic Arts, USA)

Chapter 10
A Framework for Addressing Gender Imbalance in the Game Industry through Outreach
Monica M. McGill (Bradley University, USA)
Adrienne Decker (Rochester Institute of Technology, USA)
Amber Settle (DePaul University, USA)

Chapter 11
Female Game Workers: Career Development, and Aspirations
Julie Prescott (University of Bolton, UK)
Jan Bogg (University of Liverpool, UK)

Order Your Copy Today!

Name: ________________________________
Organization: ________________________________
Address: ________________________________
City, State, Zip: ________________________________
Country: ________________________________
Tel: ________________________________
Fax: ________________________________
E-mail: ________________________________

☑ Enclosed is check payable to IGI Global in US Dollars, drawn on a US-based bank

☑ Credit Card ☐ Mastercard ☐ Visa ☐ Am. Express

3 or 4 Digit Security Code: ________________________________

Name on Card: ________________________________
Account #: ________________________________
Expiration Date: ________________________________