

Girls, Giggles and Gaming

Understanding Why Misogynist Abuse Happens In The World Of Video Games:

An Interdisciplinary Approach

Social Psychology

"The scientific study of behaviour and mental processes..."

Is it **deindividuation** that leads to abuse (the crowd or mob mentality)?

Is this aided by **priming**: the repetition of **stereotypes** in the media and popular culture, and especially in video games?

Perhaps the **normative social influence** persuades us that we must 'go along to get along'?

All these approaches may help to explain why a) misogyny seems to have pervaded western culture in spite of the feminist movement, and b) why some people engage in misogynist abuse online when they would not do so in face-to-face communications.

Social Psychology: Social Cognition



Cognitive Perspective

Return to focus on mental processes, interpreted through behaviour.

Subjectivist Perspective

Human behaviour is a function of the perceived, not the objective, world.

Biological Perspective

The brain, neurotransmitters, hormones etc.

Psychoanalytic Perspective

Some aspects of Freud's work and dreams.

Behavioural Perspective

Conditioning and reinforcement.



46% of gamers aged 16-64 are female.

Most games:

- feature male-gendered activities;
- are advertised to males;
- feature males in the advertising.

Most games that feature women represent them as passive or sexualised.

@Glinner Frankly, not one of my guildmates or other players in WoW knows I'm female and I'm keeping it that way.

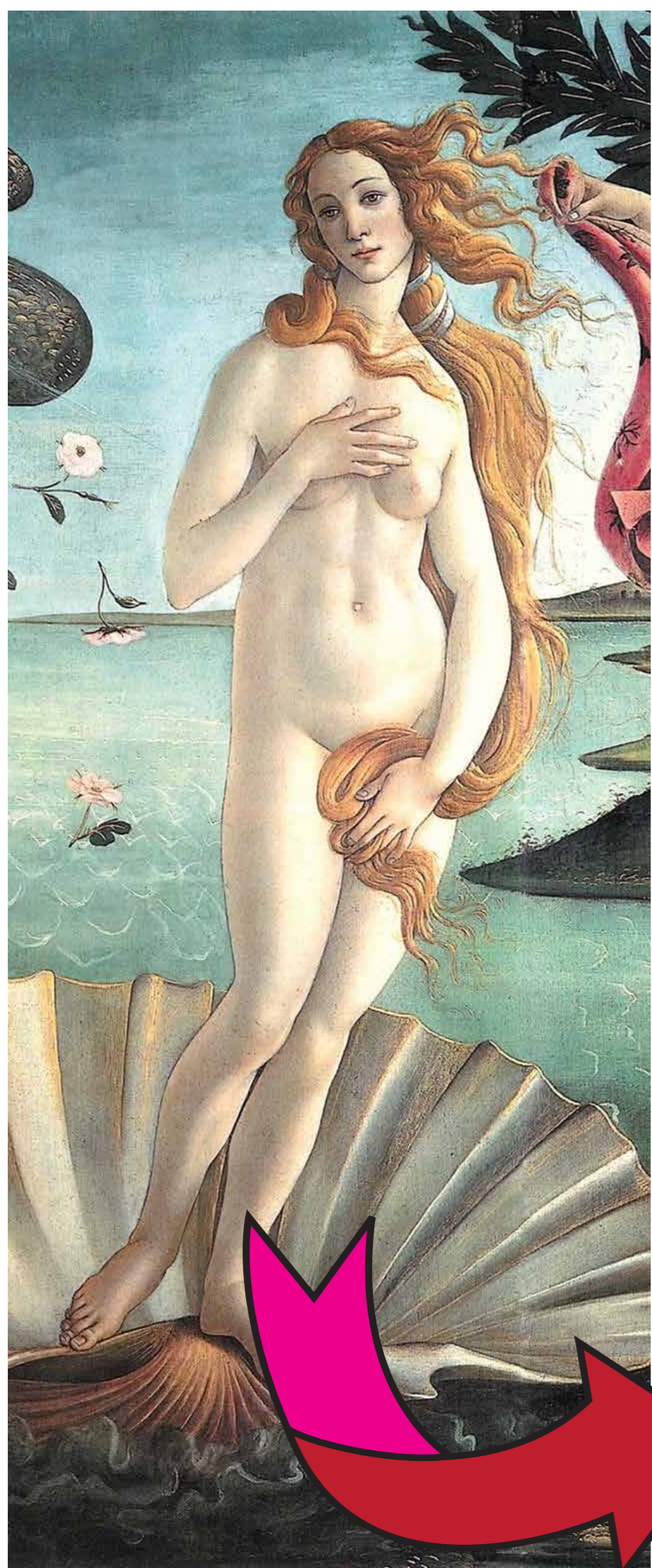
#gamergate

Social Network Analysis

Online networks can be modelled using graph theory. Individuals become **nodes**, the connections between them **edges**.

Nodes may be clustered in groups because they have attributes in common, for example in a **scale free network**.

Attributes are not about gender, class, physical locations in the real world or similar classifications. Attributes within a social network are about shared interests, influences, choices or feedback from other nodes in the same position in the



Feminist Psychology

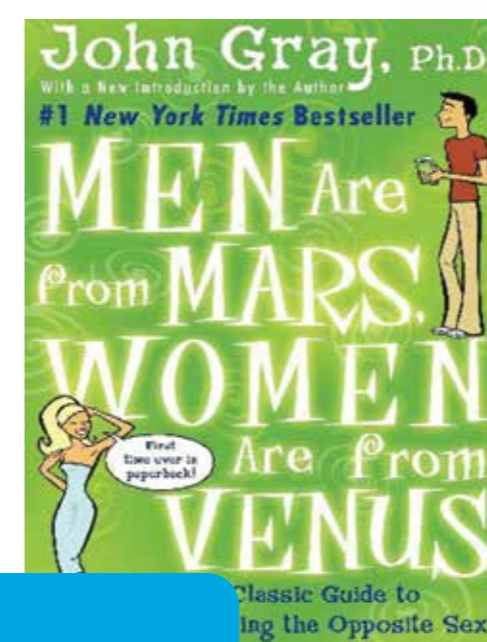
The Psychology of Play

Is behaviour when gaming online embedded in 'real' life?



Order of play happen inside the magic circle where different rules apply?

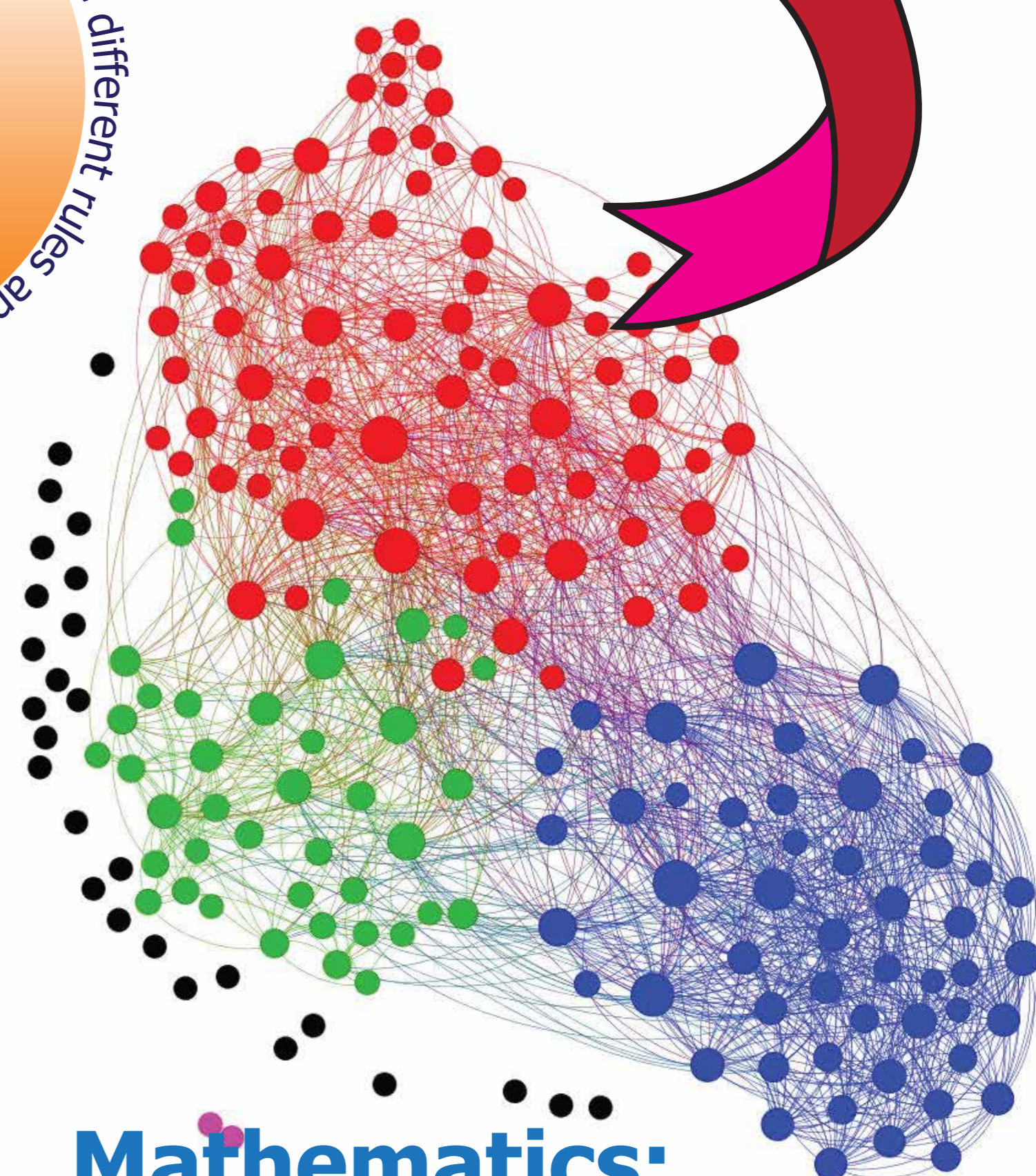
The magic circle is a theory that has been challenged. It has been suggested that it should be treated as a **boundary** where behaviour is **negotiated** with other participants.



Feminist Psychology

Are women different? Do they behave differently, or is it really about the difference gender makes? If we accept that behaviour is influenced by context, which psychology has labelled the 'sociological influence', then we can take the view that an 'interactionist' approach is appropriate. On the other hand, if we assume that gender is constructed in the social context in which it occurs, we can see how a female may have been persuaded to side with the opposite gender.

Mathematics: Network Analysis



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