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Women and videogames. Representations, industry and behaviours.

EDITOR (Issue)

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ISSUE BRIEF

This monograph aims to encourage reflection on the relationship that the videoludic medium maintains with women from the perspective of gender discourse. As in any other social and cultural area, women have traditionally been discriminated against because of their gender, something that seems to be particularly rooted in popular video game culture because of a misunderstood male tradition. In a global context where female consumers are increasing year after year, examples of machismo are still very much present on different issues. As far as its place in the industry, only 22% of women participate of the same; and video gamers are still in the minority, with their visibility reduced. Prejudices about games that are considered for women persist; and even many players must hide their gender when accessing multiplayer platforms. Likewise, the representation of women in games continues to be hypersexualized, containing an image corresponding to some unreal patterns of male sexual desire, and even objectified when women are converted into a reward; and the roles of their characters as well as their narratives usually fall into the stereotype, even when they are exceptionally protagonists with their own entity and strength, maintaining the patterns of sexualization and beauty, as well as dependence on a male character up to a 95 % of cases, as demonstrated by a recent study by Madrid's Complutense University.

To this situation of sexism is progressively raised some answers, such as the "GamerGate" initiative that since 2014 pays special attention to the examples of discrimination; or www.feministfrequency.com, a non-profit educational platform about these issues, among other similar aspects. Although for the moment in the video game industry only 18% is female, there are increasingly more developers or members in places of responsibility, such as Sony (PlayStation) and Microsoft (Xbox); and the spectrum of representation is slow but progressively more varied, in terms of the behaviors of the female characters, the representation of their bodies and the construction of the story.

FOCUS AND SCOPE (Issue)

Based on these considerations and in order to better understand this changing scenario and the details of the sociological approach to videogame, from *Lifeplay* we call for the presentation of academic papers that relate the videogame area to the gender studies. Texts relating to the relationship between women and video games will be welcomed, but especially those on the following fronts:

1. Women in the video game industry
2. Deconstruction of the sociological account of women in industry and the construction of chauvinists discourses, as well as the enunciation and creation of the feminist replicate from the sociological and the media discourse.
3. Characters and narratives in the video game related to the feminine: behavior and evolution
4. Representations of femininity in the videoludic text: where the articles that deal with the narrative of the video game from the gender perspective will be found, as well as the aesthetic representations of the body and the gesture of the female characters in interaction with the masculine ones within the ludic discourses.
5. Visibility of gamers, behaviors and habits in relation to women in the video game.

SUBMITTING THE MANUSCRIPT FOR REVIEW

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1.- Counting from that date, you will receive over the next 30 days an email stating that your work has been accepted by *LifePlay*, so will start the evaluation process. If the work does not meet publication standards required by the magazine, the paper will be refunded.

2.- After receiving our approval, the evaluation process begins. Your paper will be sent to two external referees to assess their relevance for publication in *LifePlay*. The review period is 21 days.

3.-Once received peer review, the magazine will proceed to send the document to the author to rush the corrections indicated by the external referees, in case any. The deadline to return the paper corrected will be 7 days. In the absence of such corrections, the author will receive an email indicating the imminent publication of his/her academic paper.

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