Video Games are from Mars, not Venus:
Gender, Electronic Game Play and Attitudes Toward the Medium

Abstract: Despite the widespread popularity of video games, studies have consistently reported that males play more than females. This study analyzed original survey research of college students and found a similar gender gap, though a sizable female video game-playing minority was observed. Game content, publicity and reviews were also investigated, using Mulvey’s male gaze as a framework for analysis. In sum, representations of women indicated considerable justification for the medium’s comparatively limited popularity among females: The industry seems to be doing more to titillate a male audience than to attract female players. Finally, general suggestions are made concerning changes in game content.

This paper was presented to the Commission on the Status of Women at the 2002 convention of the Association for Education in Journalism and Mass Communication (AEJMC).