Game Developer Demographics:

An Exploration of Workforce Diversity

October 2005

Table of Contents

Index of Figures

Index of Tables

Introduction

This survey and report was undertaken by the IGDA to explore the simple question of "who makes games?"

With the game industry topping $7 billion in sales for 2004 in the USA alone, there can be little doubt that video games are gaining more and more mainstream acceptance. T-shirts that proudly show off classic video game characters like Link, Mario, and Pac-Man are being sold in major retail outlets. News media pays more attention to the video game industry on a daily basis. And symphony orchestras are hosting full-on game music concerts to mass appeal. Meanwhile, more people are playing than ever before, as video games have evolved from simple pixilated images to complicated works of art and expression.

While much is known about video game consumers and the products themselves, little is known about the actual makeup of the games' creators. Is there validity in the stereotypical view that young white males dominate the industry? Until now, it's been difficult to answer such questions with any degree of confidence…

As producers of creative products it is important to recognize that we all bring our individual life experiences into the process of creation, and our products reflect those life experiences, as well as our ideas and assumptions. A diverse games workforce is therefore more likely to reflect and resonate with the diversity of ideas, experiences and preferences within the market.

Other industries link diversity of life experience with profit. For instance, automobile manufacturers place a premium on hiring women engineers. Previously, simple changes like seat size and steering wheel placement were just not considered in initial designs. Increasing the number of women car designers strengthens the chances that these small details get embedded in the design, instead of added as an afterthought. Is it possible that the video game industry could benefit from the same logic?

A Word On What Was Not Included

The survey did not include questions on religious beliefs, marital status or family size - all variables that account for significant differences in ideas and thoughts. Future surveys may bring these variables into play as they effect the culture of game development.

Approach and Methodology

Background research revealed a lack of information on workforce demographics in the game industry as well as appropriate questions and approaches for gathering this

information. Therefore, much of this survey was breaking new ground, although the questions asked are fairly standard for demographics-oriented surveys.

The survey is actually two sub-surveys, which are targeted at two different groups but with the same subject matter. Refer to the appendix for copies of the survey questions. The surveys ran on the IGDA web site from July 6th to July 15th 2005.

One survey was designed for human resource departments at game studios and contains more studio-oriented data on diversity. The other survey is more general, focusing on game developers and those in related fields, and contains more personal data and opinions. By creating two separate surveys, we intended to get a more accurate picture of the makeup of the video game development community.

Survey Caveats

There are three issues with the surveys that must be addressed before any proper analysis can be done.

Caveat #1: Self Selection

The first and perhaps most important issue is the fact that these surveys have an inherent self-selection bias. Both surveys were entirely optional and thus it is conceivable that only those who care about diversity or related fields would be interested in taking them. This would weight the survey results in favor of diversity, which potentially could result in data that is inaccurate. Prizes were offered to help offset the potential of self-selection bias. Still, there is no easy way around this bias and it must be kept in mind when interpreting the results.

Caveat #2: North American Bias

The surveys may be biased towards North American opinions and beliefs. While the IGDA is an organization that strives to reach all game developers wherever they may be, we realize that some of these variables are not applicable in other areas. Thus, the surveys, while not intentionally designed for North American professionals, may favor the issues that are currently affecting them. The surveys were, however, open to everyone, and developers worldwide were encouraged to respond.

Caveat #3: Duplicates Risk

Since the surveys were open and readily available over the Internet, it was possible to take them more than once. Thus it is possible that there are multiple entries for the same individual, or that someone may have tried to stack the data. Though the software used to create the survey did employ a simple cookie system in an attempt to prevent this, it does not guarantee that this did not occur.

Question Construction

The questions in the surveys themselves were drafted by Adam Gourdin, the summer intern at the IGDA's San Francisco office (see bio in the appendix), after much input from various IGDA special interest groups (SIGs) as well as outside research. All of the questions were based on standard survey models to eliminate biasing and erroneous data. Most questions were custom-tailored to meet the needs of these surveys because there has been no previous work in the sector. All survey content was checked and rechecked by SIG leaders and other SIG members to assure that the questions were relevant and properly phrased.

In addition, all of the questions were checked to make sure that the terms used were as neutral as possible because they addressed sensitive issues. The ethnic categories used were taken from a Canadian government survey [Ref.1], except for the terminology "Hispanic/Latino" which was borrowed from the United States Census. All other terms were reviewed by the heads of the various concerned SIGs to make sure that the words themselves did not offend or discourage people from taking the surveys.

Survey Promotion

The game developer survey was promoted by email to the IGDA's membership and newsletter subscription list (over 80,000 emails worldwide), while the human resources survey was sent out by email to the IGDA's Studio Affiliates and HR SIG mailing list. In a short introduction to the game developer survey, we also asked participants to forward it to colleagues who may be interested. Thus, the email regarding the survey reached more people in the game development community than simply those who were in the IGDA database. News of the developer survey was also posted to several industry web sites (e.g., Gamasutra, GameDaily, etc) and a link to the developer survey was included on the IGDA homepage.

In addition, we offered incentives to participate in order to increase the number of responses. For the game developer survey, we created a raffle for a Sony PSP, while three $100 Amazon gift certificates were given as prizes for participants in the human resources survey. The incentives were given partly as an attempt to reduce self-selection bias and also to ensure that we had enough respondents to produce viable survey results.

Report Sample and Data Filters

The developer survey, which was entitled "Game Industry Demographics Survey", received 6,437 responses. Due to this report's emphasis on game development, the results were filtered to include only those who currently work in the game industry as game developers in one of the following categories:

- Independent 3rd-party game development studio
- 2nd-party game development studio owned by publisher (wholly or partially)
- 1st-party internal game development/publishing
- Game development services contractor/outsourcing firm
- Freelance developers

This company-based filter reduced our sample size to 4,006 respondents.

Further, due to very low response rates from most non-English speaking countries, only responses from those living in the USA, Canada, the UK and Australia were used. This geography-based filter further reduced our sample size to 3,128 respondents. All statistics presented in this report are based on this filtered sample [Fig.1, Fig.2]

Figure 1: Responses by Country

Figure 2: Responses by Employment Category

While the two above filters ensured that we had responses from those involved in game development and related support roles, there remain some anomalous responses from academics, students and the press/media. [Fig.3] This could be due to the fact that people may work at a studio but have responsibilities outside of the game development area, or that there was confusion as to a particular title or job responsibility. In the case of students, they might hold a job with a company while training; in the case of academics, they might be doing research for a company. Since all of them were identified as being employed by an applicable company, they must have some connection to development, which would make them part of our target audience. So, rather than eliminate those responses, we decided to give them the benefit of the doubt and continued to include them. Note that the above filters did eliminate hundreds of other students and academics.

Figure 3: Responses by Job Title

The survey targeted at human resources professionals, entitled "Game Studio Workforce Demographic Survey", only had 36 responding studios, dispersed across the globe. Due to the low response rate, not much of the data is used in this report, apart from covering various HR policies and opinions.

Confidence Level

With the above noted filters, the final sample size used for this report was 3,128 responses. The sample represented in the final set of responses can be projected to the game development community in the USA, Canada, UK and Australia with a margin of error of +/- 1.752% at the 95 percent confidence level. Note that the margin of error increases for specific sub-groups within the overall data set.

The Typical Game Developer

Based on the survey findings, the "typical" game development professional can be described as:

- white
- male
- heterosexual

- not disabled
- 31 years old
- working in the industry just over 5 years
- university/college educated
- is a programmer, artist or designer
- earning approx. US$57,000 in total compensation per year
- agrees that workforce diversity is important to the future success of the game industry

And so, it appears that the stereotype traditionally associated with the game industry is not far from the mark. Of course, each of these areas deserves further exploration.

Demographics

Ethnicity

With over 83% of respondents identifying as white, there can be no doubt that the industry is heavily weighted towards one particular group. For the UK, Australia, Canada and the USA, we can clearly state that there is very little "ethnic" diversity and that the stereotype of the game industry as predominantly white appears to have some basis. [Fig.4]
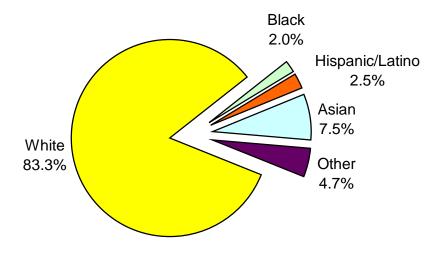
Figure 4: Ethnicity

Compensation and Experience by Ethnicity

Looking at total compensation earned, we can see a sizable gap between white and the various non-white ethnic groups. [Table1] Admittedly, the survey did not provide for sophisticated examination of compensation (i.e., only asking for total compensation earned for 2004 in US$).

Some of the discrepancy can likely be attributed to the fact that, on average, whites have been in the industry for approximately two years longer than black and Hispanic workers. [Table1] Years-in-industry and work experience in general has a large impact on compensation, as described in the below section on age.

	White	Black	Hispanic	Asian	Other
Compensation	$58,593	$42,603	$44,416	$50,272	$53,433
Years-in-industry	5.6 yrs	3.8 yrs	3.5 yrs	4.1 yrs	5.8 yrs

Table 1: Average Compensation and Years-in-Industry by Ethnicity

Opinions by Ethnicity

Due to the overwhelming response rate of whites, it was necessary to compare their opinions to everyone else's, a category we chose to call non-white. Generally, non-whites seem to strongly agree more often than whites with each of the statements in the survey. [Table2] Interestingly, non-whites seem to believe strongly that the industry is diverse and that their company and teams are diverse more often than whites. This means that whites actually perceive less diversity in the industry than any other group. This is an interesting piece of data that perhaps requires further study.

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The game industry workforce is diverse.	Whites	6%	29%	20%	34%	11%
	Non-Whites	9%	29%	22%	26%	14%
The company I work for is diverse.	Whites	10%	33%	28%	23%	6%
	Non-Whites	13%	37%	27%	17%	6%
My current project/team is diverse.	Whites	8%	31%	28%	26%	7%
	Non-Whites	12%	36%	29%	16%	7%
It appears that diversity is important to my employer.	Whites	9%	29%	43%	16%	4%
	Non-Whites	15%	28%	39%	13%	5%
A diverse workforce has a direct impact on the games produced.	Whites	16%	37%	29%	13%	4%
	Non-Whites	29%	39%	21%	7%	4%
My future project/team needs to have more diversity.	Whites	8%	27%	44%	16%	5%
	Non-Whites	15%	31%	39%	11%	4%
Workforce diversity is important to the future success of the game industry.	Whites	20%	38%	26%	11%	5%
	Non-Whites	39%	33%	20%	5%	4%

Table 2: Opinions on Diversity: Whites vs Non-Whites

<u>Gender</u>

Of the respondents to the game developer survey, 11.5% identified as female and 88.5% identified as male. [Fig.5]
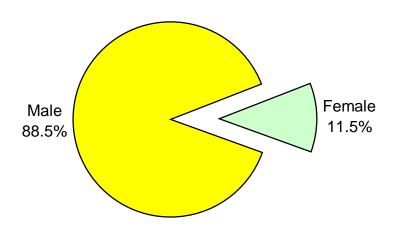

Figure 5: Gender

When asked to comment on industry demographics and diversity in general, many women made comments like "Need more women in the industry, and in order to do so [the industry] will need to eliminate 'boys only' practices such as 'Booth Bimbos'." The majority of males who offered comments at the close of the survey did not make similar remarks.

Job Titles by Gender

When dividing job descriptions by gender, the only category that comes close to parity is that of "operations/information technology/human resources". [Table3] The functions of writing, marketing/PR/sales and production have relatively healthy representation of females. However, male workers heavily dominate most of the core content creation roles.

	Male	Female
Ops/IT/HR	53%	47%
Writing	70%	30%
Mkt/PR/Sales	75%	25%
Production	79%	21%
QA	87%	13%
Executive	88%	12%
Visual Arts	89%	11%
Design	90%	10%
Audio	90%	10%
Programming	95%	5%

Table 3: Job Types by Gender (descending sort on Female percent)

Determining why large gaps in specific job categories between the sexes exist was beyond the scope of the survey and this report. However, the extreme lack of female programmers can be linked to the struggle in general to attract women students into computer science and engineering education as career paths [Ref.2].

Compensation and Experience by Gender

Looking at average total compensation earned, we can see a $9,000 gap between male and female workers. [Table4] Unlike the case with ethnicity, the average male worker has not been in the industry much longer than his female counterparts.

	Male	Female
Compensation	$57,719	$48,763
Years-in-industry	5.5 yrs	4.8 yrs

Table 4: Average Compensation and Years-in-Industry by Gender

One could assume that the job roles with the most women are generally less lucrative, but this is not supported by the survey data (e.g., programmers on average make $60k+/year, someone in ops/IT/HR will also average $60k+/year, marketing/PR/sales personnel will earn $63k+/year, production averages $59k+/year).

This discrepancy is in line with data revealing that, in the American economy, women on average earn less than men [Ref.3].

Opinions by Gender

Women generally agree with future-oriented opinion questions. [Table5] For example, they strongly believe that diversity has an impact on the games produced, they want their future projects/teams to have diversity, and they strongly believe that diversity is important for the future of the industry. However, the other opinion questions have about the same responses as males.

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The game industry workforce is diverse.	Male	7%	30%	21%	32%	10%
	Female	5%	22%	16%	39%	18%
The company I work for is diverse.	Male	11%	34%	28%	22%	6%
	Female	11%	34%	28%	21%	7%
My current project/team is diverse.	Male	8%	32%	29%	24%	7%
	Female	11%	33%	26%	23%	7%
It appears that diversity is important to my employer.	Male	9%	28%	43%	15%	4%
	Female	14%	33%	36%	13%	4%
A diverse workforce has a direct impact on the games produced.	Male	16%	37%	29%	13%	5%
	Female	34%	41%	19%	5%	1%
My future project/team needs to have more diversity.	Male	8%	27%	44%	16%	5%
	Female	14%	35%	39%	10%	2%
Workforce diversity is important to the future success of the game industry.	Male	21%	37%	26%	11%	5%
	Female	41%	38%	17%	3%	2%

Table 5: Opinions on Diversity: Male vs. Female

Sexual Orientation/Transgender

Heterosexual workers dominate the industry, though there is a noteworthy number of other orientations. [Fig.6]
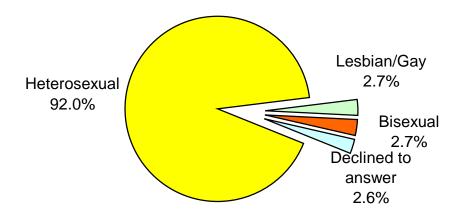

Figure 6: Sexual Orientation

Far more interesting than the numbers were the comments and feedback received regarding this question. Responses such as "Some of your questions are very questionable. You coming on to me?" and "…who cares about sexual preference…" expressed quite common sentiments. Some emails received were highly offensive and others expressed that they would not take the survey as a direct result of this particular question. This was not unexpected, as this issue is highly sensitive and, in some ways, the most personal of the questions.

Only 0.96% of respondents identified themselves as transgender. This low percentage is to be expected, as transgender individuals are estimated to be less than 3% of the general population [Ref.4]. Interestingly, no one who had a complaint against the survey targeted this question - most had problems with questioning their sexuality in general.

Opinions by Sexual Orientation

Bisexuals, lesbians, and gays seem to think that the industry is not currently diverse but that diversity is important and vital to the success of the game development industry. [Table6] Interestingly, unlike the opinions split by gender, the heterosexuals differ significantly in most areas from the other sexual orientations. Thus there is more of a split based on sexual orientation than was seen with gender. [Table5]

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The game industry workforce is diverse.	Heterosexual	7%	30%	20%	33%	11%
	Bi/Lesbian/Gay	5%	21%	19%	37%	18%
The company I work for is diverse.	Heterosexual	11%	34%	28%	22%	6%
	Bi/Lesbian/Gay	8%	34%	28%	21%	9%
My current project/team is diverse.	Heterosexual	9%	32%	29%	24%	7%
	Bi/Lesbian/Gay	6%	36%	25%	24%	9%
It appears that diversity is important to my employer.	Heterosexual	10%	29%	43%	15%	4%
	Bi/Lesbian/Gay	10%	30%	33%	21%	6%
A diverse workforce has a direct impact on the games produced.	Heterosexual	17%	38%	28%	13%	4%
	Bi/Lesbian/Gay	31%	39%	21%	8%	1%
My future project/team needs to have more diversity.	Heterosexual	8%	28%	44%	16%	5%
	Bi/Lesbian/Gay	19%	34%	36%	10%	1%
Workforce diversity is important to the future success of the game industry.	Heterosexual	22%	37%	25%	10%	5%
	Bi/Lesbian/Gay	38%	36%	19%	6%	2%

Table 6: Opinions on Diversity: Heterosexual vs. Bi/Lesbian/Gay

Age and Years in the Industry

The game development community is a young one, with 31 years being the average age for the workforce. A scatter plot of age demonstrates a left-skewed bell-type curve. [Fig.7]
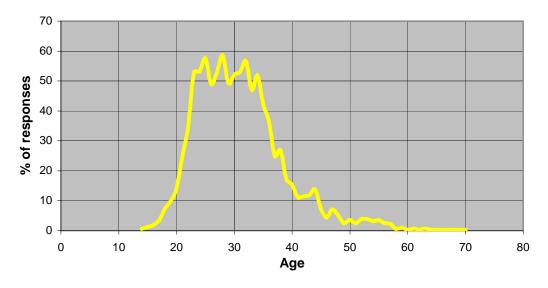

Figure 7: Age Distribution

The average number of years working in the industry is 5.4, with a huge amount of workers having 2 years or less of experience in the game industry. [Fig.8] There are several outliers (e.g., the highest response was 37 years of experience!), but the industry's wizened "graybeards" are few in number.
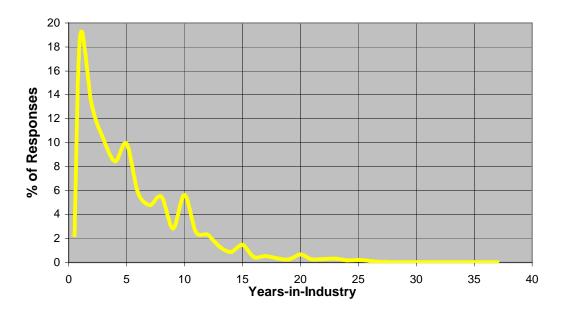

Figure 8: Years-in-Industry Distribution

From this data, we can see that the majority of people who work in the industry are young and have not been in it for long. [Fig.7, Fig.8] There does seem to be a small minority of people who have worked in the industry for a long time – but they are greatly outnumbered by the massive number of young, new workers.

A Word on Quality of Life

Short-lived game careers are not news. In the IGDA's extensive white paper on industry quality of life issues [Ref.5], more than a third of developers expected to leave the industry within five years. Over half said they'd likely leave in ten years. Workforce burnout and retention challenges continue to plague the industry. Extreme working conditions have also been linked, in part, to the industry's inability to attract female workers.

Effect of Age/Experience on Compensation

Compensation levels do rise as age and experience increase, as would be expected. [Table7, Table8] A more sophisticated look at the effects of age and experience are beyond the scope of this report.

	=< 31 yrs	> 31 yrs
Compensation	$40,687	$79,376

Table 7: Effect of Age on Average Compensation

	=< 5.4 yrs	> 5.4 yrs
Compensation	$53,569	$72,006

Table 8: Effect of Years-in-Industry on Average Compensation

Disabilities

87% of respondents did not report having a disability. [Fig.9] Of the remaining 13%, mental and cognitive disabilities are the most prevalent. [Fig.10] This could be due to the fact that the mental and cognitive disability categories included common and/or treatable conditions such as depression and ADD/HD. Refer to Table 9 for an extended list of example disabilities that were provided for each category in the survey.
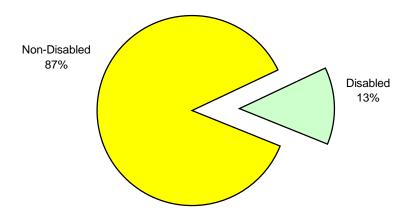

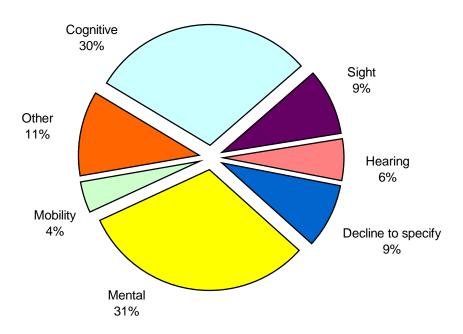**Figure 9: Disabled vs. Non-Disabled**

Figure 10: Disabilities by Category

	Examples
Sight	Blind or partially sighted
Hearing	Deaf or hard of hearing
Cognitive	Dyslexia, ADD/HD, specific learning disability, autism, etc
Mental	Depression, schizophrenia, etc
Mobility	Paraplegia, quadriplegia, cerebral palsy, ALS, etc

Table 9: Disability Examples by Category

Opinions by Disability

The opinion questions split by disability tend to follow a similar pattern to those split by gender. [Table5] In the first four questions, the two groups are very close to each other; however, they do diverge on the last three questions by a more significant amount. [Table10] Thus, those with disabilities also seem to have a more future-minded outlook. They seem to be optimistic about the direction in which the industry is moving.

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The game industry workforce is diverse.	Disabled	7%	27%	20%	32%	15%
	Non-Disabled	6%	29%	20%	33%	11%
The company I work for is diverse.	Disabled	11%	31%	31%	20%	8%
	Non-Disabled	11%	34%	27%	22%	6%
My current project/team is diverse.	Disabled	7%	32%	29%	23%	9%
	Non-Disabled	9%	32%	28%	24%	7%
It appears that diversity is important to my employer.	Disabled	10%	28%	41%	16%	5%
	Non-Disabled	10%	29%	43%	15%	4%
A diverse workforce has a direct impact on the games produced.	Disabled	22%	38%	25%	10%	5%
	Non-Disabled	18%	38%	28%	13%	4%
My future project/team needs to have more diversity.	Disabled	13%	32%	39%	12%	4%
	Non-Disabled	8%	27%	44%	16%	5%
Workforce diversity is important to the future success of the game industry.	Disabled	28%	35%	24%	8%	5%
	Non-Disabled	23%	37%	25%	10%	5%

Table 10: Opinions on Diversity: Disabled vs. Non-Disabled

<u>Education</u>

The complexity and demands of game production are reflected by the fact that over 80% of the workforce has a university-level education or greater. [Fig.11] Anecdotally, many large companies (e.g., Electronic Arts) have stated that they will only hire those with a university-level education or greater – a trend likely to continue given the growing need for workforce specialization.
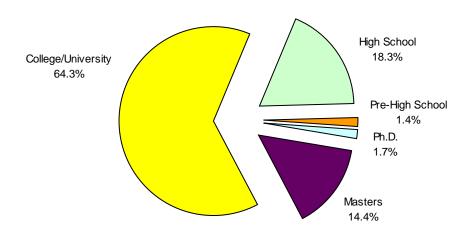
College/University 64.3%

High School 18.3%

Pre-High School 1.4%

Ph.D. 1.7%

Masters 14.4%

Figure 11: Education Level

Compensation by Education Level

Much like age and experience, education level serves as a strong indicator of salary level. [Table11] As one would expect, a greater level of education brings more compensation.

	Pre-High School	High School	University	Masters	Ph.D.
Compensation	$49,601	$50,385	$54,813	$72,594	$88,115

Table 11: Average Compensation by Education Level

HR Policies and Opinions

The small sample size (36 studios) of our dedicated human resources survey prevents us from making generalizations about the entire industry, but the results can still tell us some interesting things regarding diversity-related policies and opinions.

Most of the responding studios appear to have policies regarding diversity, such as a general non-discrimination policy or an equal-opportunity hiring policy. [Table12] Thus, while the industry itself may not be particularly diverse, studios generally do have policies in place to support and/or promote diversity.

Policy/Procedure	% of Studios
General non-discrimination policy	81%
Equal opportunity hiring policy	78%
Sexual harassment policy	67%
Formal complaint procedure	50%
Formal disciplinary process	42%
Retention measurement process	22%
Other	22%
None	8%

Table 12: Prevalence of Diversity-Related HR Policies

However, the existence of such policies, by itself, does not appear to be enough to attract diverse applicants and talent. There appears to be a consensus among responding

studios that obtaining diverse applicants is difficult. [Table13] Furthermore, the studios claim to actively pursue candidates who are diverse and believe that they support diversity initiatives. Thus it appears that the industry is philosophically welcoming to diverse individuals, despite actual results as reflected in the developer survey.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
My studio pursues diverse candidates.	19%	39%	36%	3%	3%
My studio supports diversity initiatives.	16%	53%	28%	3%	0%
Obtaining diverse applicants is challenging.	25%	36%	25%	11%	3%

Table 13: HR-Related Opinions on Diversity

Concluding Remark

The goal of this report and survey is to answer the basic question, "who makes games?" The emphasis has been on presenting the data in an unbiased manner. The nature of the report has precluded us from answering the all-important "why?", or in many cases "why not?".

Still, we must accept that games and their creators exist in the context of our broader society – not only nationally but also globally. This includes broad, sweeping trends such as the rapidly expanding globalization and "flattening" of the world [Ref.6], as well as large demographic shifts in age and ethnicity [Ref.7]. The game industry will be blindsided by these trends in the coming years if they are not factored into the core of our strategic thinking.

And, aside from the humanitarian instinct towards equality in general, it is reasonable to believe that diversity does have an impact on the game industry and the products we create – either via broader markets and/or a means to attract future talent. However, limited research has been done to qualify or quantify potential impact [Ref.8, Ref.9].

Can we point to *The Sims* – which had a relatively gender-balanced production team and has gone on to be the best selling PC game of all time, appealing to a broad audience – as validation of the bottom line impact of workforce diversity?

Games are emerging as the dominant form of art, expression and culture of the 21st century. There is no doubt in our minds that the industry will benefit from a more diverse pool of talented creators.

Appendices

Comments Report

A compilation report of the 1,000+ write-in comments is available online. The personal thoughts expressed add extra insight to the mostly quantitative data provided in this report.

http://www.igda.org/diversity/IGDA_Comments-on-Diversity_Jul05.pdf

Survey Data

A large Excel spreadsheet of the 6,437 responses to the "Game Industry Demographics Survey" is available online. Note that the column for state/province has been removed (to reduce recognition of any given responder). The write-in comments column has also been removed to further reduce recognition and to minimize file size.

http://www.igda.org/diversity/IGDA_Diversity-Survey_July05_Data.zip

Given the low number of responses for the HR-oriented "Game Studio Workforce Demographics Survey," the data is not being made available.

Survey Questionnaires

Archived, non-functional, copies of the two surveys are available online.

Game Industry Demographics Survey
http://www.igda.org/diversity/survey_dev.htm

Game Studio Workforce Demographics Survey
http://www.igda.org/diversity/survey_hr.htm

References

Ref.1: "Ethnic Diversity Survey", April 2002, Statistics Canada. Available online at:
http://www.statcan.ca/english/sdds/instrument/4508_Q1_V1_E.pdf

Ref.2: "Decoding Why Few Girls Choose Science, Math", February 2005, Valerie Strauss, Washington Post. Available online at:
http://www.washingtonpost.com/wp-dyn/articles/A52344-2005Jan31.html

Ref.3: "Why Men Earn More: The Startling Truth Behind the Pay Gap -- and What Women Can Do About It", January 2005, Warren Farrell, AMACOM. Book info available online at:
http://www.warrenfarrell.com/

Ref.4: "She Ain't Necessarily So", July 2002, Jonathan V. Last, The Daily Standard. Available online at:
http://www.weeklystandard.com/Content/Public/Articles/000/000/001/492gjljt.asp

Ref.5: "Quality of Life in the Game Industry: Challenges and Best Practices", April 2004, IGDA Quality of Life Committee. Available online at:
http://www.igda.org/qol/whitepaper.php

Ref.6: "The World is Flat: A Brief History of the Twenty-First Century", April 2005, Thomas L. Friedman, Farrar, Straus and Giroux. Book info available online at:
http://www.thomaslfriedman.com/worldisflat.htm

Ref.7: "The Golden Age", December 2004, Ginanne Brownell and Carla Power, Newsweek International. Available online at:
http://www.msnbc.msn.com/id/6597549/site/newsweek/

Ref.8: "Why are There so Few Women in Games?", September 2004, Lizzie Haines, Media Training North West. Available online at:
http://www.igda.org/women/MTNW_Women-in-Games_Sep04.pdf

Ref.9: "Chicks and Joysticks: An Exploration of Women and Gaming", September 2004, Aleks Krotoski, Entertainment and Leisure Software Publishers Association. Available online at:
http://www.elspa.co.uk/about/pr/elspawhitepaper3.pdf

IGDA Resources

Diversity Advocacy Main Page and Mailing List
http://www.igda.org/diversity/
http://seven.pairlist.net/mailman/listinfo/game_diversity

Diversity Online Discussion Forum
http://www.igda.org/Forums/forumdisplay.php?forumid=48

Women in Game Development SIG and Mailing List
http://www.igda.org/women/
http://seven.pairlist.net/mailman/listinfo/women_dev

LGBT Mailing List
http://seven.pairlist.net/mailman/listinfo/lgbt

Game Accessibility SIG and Mailing List
http://www.igda.org/accessibility/
http://seven.pairlist.net/mailman/listinfo/games_access

Human Resources SIG and Mailing List
http://www.igda.org/hr/
http://four.pairlist.net/mailman/listinfo/game_hr

Acknowledgements

Peter Leahy – Executive Producer Online Products, CMP Game Group and IGDA LGBT Mailing List Administrator

Clarinda Merripen – VP of Operations, Cryptic Studios and IGDA Human Resources SIG Chairperson

Matthew Sakey – independent writer/researcher and author of the IGDA's monthly "Culture Clash" column

Joseph Saulter – CEO, Entertainment Arts Research and Chairman American Intercontinental University, Game Design and Development Department and IGDA Diversity Committee Chairperson

The International Game Developers Association (IGDA)
The International Game Developers Association is a non-profit membership organization that advocates globally on issues related to digital game creation. The IGDA's mission is to strengthen the international game development community and effect change to benefit that community. For more information on the IGDA, please visit www.igda.org.