



## Comments on Diversity

This is a supplemental resource to the IGDA's "Game Developer Demographics: An Exploration of Workforce Diversity" report, released October 2005. The full demographics report is available online at: <http://www.igda.org/diversity/report.php>

These 1000+ comments are provided un-edited (except in the case where provided emails have been deleted). Comments were solicited with the following question: "Please feel free to share any thoughts related to industry demographics and workforce diversity." This question was presented at the end of the 18-question survey.

Comments are listed in chronological order (i.e., based on survey submission timestamp) and prefixed with a number for easy reference.

Each comment is tagged with a string of demographic identifiers as follows:

- Gender: M for male, F for female
- Sexual orientation (gay, les, or bi) is listed in brackets if the respondent identified as gay, lesbian or bisexual
- If the respondent identified as transgendered "trans" is marked in brackets
- Age
- Ethnicity
- If the respondent listed a disability (e.g., cognitive, sight, mobility, etc), "disabled" is noted
- Education level is denoted as follows:
  - o pre-HS = pre-high school
  - o HS = high school
  - o Uni = college/university
  - o Ma = master's degree
  - o PhD = Ph.D
- Country of residence

**#1** «I am very concerned with how this survey's data is to be used. The phrasing of the questions I found to be disturbing, who cares about sexual preference, we're focused on games not the interpersonal details of the workforce which is none of my business and I do not want other in my personal or professional business.»

**- M, 32, White, disabled, Ma, USA**

**#2** «It's a noble idea, but I wouldn't sacrifice hiring qualified people just for the sake of diversity.»

**- M, 39, White, Uni, Canada**

**#3** «Diversity is too generic and political a term to have much meaning to me. »

**- M(trans), 53, White, Ma, USA**

**#4** «Need more women in the industry, and in order to do so will need to eliminate "boys only" practices such as Booth Bimbos.»

**- F, 22, White, HS, Canada**

**#5** «n/a»

**- M, 30, White, Uni, Canada**

**#6** «I think this survey is quite ridiculous. We are here in the industry to work and to produce quality games, not to be politically correct and ensure that all facets of lifestyles and society are represented. I don't care who or what my colleagues are as long as they get the job done.»

**- M, 29, Southeast Asian, Uni, Canada**

**#7** «The industry is not diverse people the people interested in games an computers in general are not diverse. Most programmers are men - because men tend to like programming more often than women do. Its just the way it is.»

**- M, 24, White, Uni, Canada**

**#8** «Aside from ensuring enforcement of applicable equal opportunity employment laws in the industry, why does IGDA think this is worth pursuing? Do we need more games that are gender, age, race or sexual-orientation specific? We have plenty of games that are neutral on these dimensions (abstract strategy is almost tailor made for this) so why does this matter?»

**- M, 43, Ma, USA**

**#9** «Age diversity is pretty broad, but gender is of course a major topic as women are underrepresented in our industry. I can't speak to race at all as I suspect geographic location affects this greatly.»

**- F, 39, White, Uni, USA**

**#10** «I feel that job tasks are diverse but I overall positions in the industry are typically filled with passionate individuals that have competence in their field with little emphasis

put on promoting diversity.»

**- M, 34, White, Uni, USA**

**#11** «The most qualified person should be hired, beyond that I don't care what sexual preference, color, creed or any other pop culture label they are.»

**- M, 26, White, disabled, HS, USA**

**#12** «Games are made by White Males, for White Males. I'm all for a diverse industry, it just isn't there. Marketing in the entire industry is very poor. Games either make it or don't, then copy the ones that do.»

**- M, 28, Uni, USA**

**#13** «I'm tired of being the one girl designer in the company. Please make more girl designers. Caveat: if they're not any good, don't bother. I hate having to swim upstream against the current of expectations the not good ones create.»

**- F(bi), 32, White, disabled, Uni, USA**

**#14** «I don't really think diversity matters, diversity for diversity's sake is both racist, sexist, and ageist. Frankly I would be insulted if another was hired over me simply because they were more "diverse"»

**- M, 20, White, Uni, Canada**

**#15** «Rather than trying to prove that diversity is important, and advocating in favor of diversity, perhaps IGDA could research and identify aspects of the game business that do and do not benefit from workforce diversity in order to make investment or non-investment in workforce diversity a meaningful business decision.»

**- M, 43, White, Uni, USA**

**#16** «Some of your questions are very questionable. You coming on to me?»

**- M, 22, White, disabled, HS, Canada**

**#17** «I don't think workforce diversity has anything to do with making great games. Hiring should be based solely on skills, work ethic and personality. Race, gender, sexual orientation and ethnic background have NO bearing on hiring policy.»

**- M, 35, White, Uni, USA**

**#18** «I put experience and competence before diversity. I think diversity is a must, but not necessarily within the workforce. Could be through public test or counselling too. There is the question of why there is not much diversity as well... »

**- M, 27, White, Uni, Canada**

**#19** «Although female novelists are well represented and well regarded within fantasy literature and approximately 30%+ of our writing applicants are female, my company has yet to hire a female writer (we have had approximately 20-30 writers on staff over the course of my 8 years with the company). I can't help but conclude that our complete lack of gender diversity within the design department is a clear and direct product of

deliberate misogyny within our hiring process. In spite of this, we continue to be recognized as an industry leader, making various 'best place to work' lists, and are consistently lauded as a positive example for other developers. Sad but true.»

**- M, 29, White, Uni, Canada**

**#20** «There have been many arguments locally about diversity. One side argues that we should diversify, and that screening for "somebody who fits in the team" directly or indirectly prevents diversity. The other side contends that our currently low diversity stems from the fact that the pool of applicants is simply predominantly composed of white males, and that the proportion of ethnic/gender/etc. variety we have is simply a reflection of that composition.»

**- M, 24, White, Uni, Canada**

**#21** «I would like to see the IGDA do more outreach to under-represented communities.»

**- M, 44, White, disabled, Uni, UK**

**#22** «We are dealing with different kinds of change: owners, developers, SMEs, etc. Some can be addressed through training programs but others will rely on more widespread societal change. Modelling diversity in games and perhaps containing sexism would be healthy starting points as well.»

**- M, 55, White, PhD, Canada**

**#23** «I love diversity, but sometimes this push for it can worry me as to my chances of being employed in the future considering my race is usually viewed as a majority.»

**- M, 21, White, Uni, USA**

**#24** «I should probably mention that I am a student/web developer currently in between High School and College. I am not yet a full-time developer, nor do I work for a development studio/publisher, and as such could only answer "Neutral" to many of the ranking questions. Regardless, diversity is EXTREMELY important to this industry's vitality and continued innovation. It does not take a full-time developer to grasp that. The industry as a whole is not anywhere close to where it needs to be in reaching out to anyone other than the stereotypical geeky programmer, especially when it comes to women.»

**- M, 19, White, disabled, HS, USA**

**#25** «I think the lack of diversity is not through hiring practices, but by the marketing practices of publishers. They choose the demographic of who they want to sell games to, and that demographic becomes interested in games as a hobby and some choose that as a profession. The movie industry is way more diverse than the video game industry but that is because movies, for the most part, have always accepted broad diverse audiences.»

**- M, 30, Uni, USA**

**#26** «I really don't care about PC "diversity". All I care about is if the people I work with are good at what we do. Our company wants the best, and as a result, we have a super diverse company with employees from all over the globe. We select the best we can find,

and then bring them here, wherever they may currently live. Supporting diversity JUST for the sake of diversity is really dumb. Get people that are good. A focus on diversity is a sure bet to failure. A focus on success while often result in diversity as a by-product... »

**- M, 32, White, HS, USA**

**#27** «I believe that diversity may have an impact on team cohesion and creativity. However, because many large companies decide what titles will be produced at the top, diversity is irrelevant. This isn't to say I agree with that fact.»

**- M, 24, White, HS, USA**

**#28** «Simply put, hiring a diverse work force is much harder than wanting a diverse work force.»

**- M, 27, White, Uni, USA**

**#29** «I really feel like the products of the games industry are more sexist than just about any other part of the media. Except maybe comic books. Which is weird, because I've been to IGDA events where it's been clear that the guys developing games aren't sexist. Who's coming up with this stuff, marketing? Anyway, I've seen Jason Della Rocca speaking about industry gender imbalance, and I really appreciate the stand he is taking on it. Thanks, Jason! I just hope the industry will listen.»

**- F(bi), 27, White, disabled, Ma, USA**

**#30** «We need diversity, and we also need it in specific areas. We have failed if we increase the number of women in the workplace by 25% but all of them are texture artists, for example. We need to increase diversity and opportunities in all fields: engineering, art, design, audio, and production, with design probably being the most egregious example of suffering from white male syndrome. Design is also where we are more likely to directly and visibly benefit from diversity.»

**- M, 34, White, disabled, Uni, USA**

**#31** «Stop researching, start hiring!»

**- M, 26, White, Uni, Canada**

**#32** «I'm all for diversity but not for diversity's sake. If a candidate is right for employment they should be employed regardless of creed or gender imho. It's about knowledge not about race.»

**- M, 27, White, Uni, Canada**

**#33** «The industry is screaming that it's developers and customers are so diverse. But yet, almost every new game that comes out is catering to the overly-violent, sex-filled genre. It's getting very old and overdone. If you are claiming to be so diverse, show it. Don't be scared to take a challenge.»

**- F, 19, White, HS, USA**

**#34** «making gamers conform to a single idea sells the most games but leaves the more people unsatisfied»

**- M, 24, White, Uni, Canada**

**#35** «To have more diverse staffs in your team means that you have oppinion from broader perspective and that helps your game to reach more audience.»

**- M, 32, Southeast Asian, Ma, Thailand**

**#36** «We just need people that want to make games, and value high quality work. Race, gender, age, etc.. are all irrelevant.»

**- M, 21, White, pre-HS, Australia**

**#37** «Diversity is incredibly important to any industry, not just gaming, and I believe this is widely realized. While I completely believe in a diverse workforce, I also believe it doesn't absolutely demand a diverse workforce to be successful. By this, I mean that there are many other factors with more weight that determine game success than a diverse development team. The diversity will only improve and enrich the experience of development and hopefully the end-use experience as well. Certainly more diversity would help the creation of games that are less culturally divisive and more empowering and enriching.»

**- M(bi/trans), 40, White, PhD, USA**

**#38** «Trying to force diversity for diversity's sake is stupid. Searching world-wide for the best people naturally results in a fairly diverse team.»

**- M, 29, White, disabled, Uni, USA**

**#39** «I would be interested in knowing the results of this survey, and what the IGDA plans to do to make Diversity a more important issue in the industry. I am currently a student, and frankly, many of the students in the SF area would be more than willing to help.»

**- M, 26, Uni, USA**

**#40** «At my company, we don't really focus on race in any way, be it diversity or anything of that sort, we simply go by ability and the capacity to work as a team. It just happens that our team is extremely diverse as well. »

**- M, 24, White, Uni, USA**

**#41** «While ethnic diversity seems to be progressing in the industry, the lack of gender diversity is still very much evident. »

**- M, 28, South Asian, Uni, USA**

**#42** «Although I say that diversity is not important for the future success of the industry (people seem to buy anything, as long as it's covered in the media), i do think it's important for our industry from an artistic standpoint, which may or may not lead to finacial success »

**- M, 28, Hispanic/Latino, Uni, USA**

**#43** «As long as diversity does not bring about communication problems, I think it is a great thing to have.»

**- M, 25, White, Uni, Canada**

**#44** «I know that the company I work for is quite diverse, admittedly theres a fair amount of local (Quebec) talent of course, but ya a fair mix of people from all over the globe. »

**- M, 23, White, HS, Canada**

**#45** «Diversity is way too broad a topic without more description. Do you mean politically correct diversity like ethnicity or religion or culture? Or do you mean diversity of game types, console, online, pc games? Or diversity of intersts like board gaming, sports gaming, strategy or rpg or rts? Or maybe age diversity such as in my case as an older game professional with a memory prior to Pong. It's pretty hard to determine how some of these things would affect game development but for independents anybody who will lend a hand and shares roughly the same game likes and dislikes is the main criteria.»

**- M, 63, White, Uni, USA**

**#46** «other education choices »

**- M, 31, White, HS, USA**

**#47** «The workforce is about as diverse as our customer base.»

**- M(bi), 55, White, Uni, USA**

**#48** «i love this industry --- what concerns me more than diversity is the movement toward a hollywood model --- no pay for OT unless union, making games that sell vs. good games (good as in solid story, unique game play, diffreent genres)»

**- M, 34, White, Ma, USA**

**#49** «There are very few female game developers (none specifically at my company, though some companies have a few). Very few blacks or hispanics (I know of only 1 black developer in my area). Age diversity is pretty good, but there are few over 40 that I've seen. Many developers seem to feel young workers without families are easier to deal with than experienced developers since they can get them to work 80+ hours a week.»

**- M, 37, White, HS, USA**

**#50** «I think my workplace is more diverse than others (can't speak from experience, though), however, I would not consider it to be very diverse. Most of the workers (IMHO) are males aged 25-35. Many games that are made specifically for girls involve role models that are insulting to parents and children. [Not that there are good role models in boys games.] Would this change if there were more women? Possibly, possibly not. I think the industry is often stuck in a rut, making more of what sold well last time and not trying something new or something that would cater to a different audience. If you always do what you've always done, you'll always get what you've always gotten. So, we have a lot of hard core gamers who buy time and time again, and the larger casual-gamer market doesn't even bother to look at the gaming shelves -- because the games there

aren't for them. We need a concerted effort to expand our markets and appeal to other people. [Yes, my comments are gross generalizations]»

**- M, 24, White, disabled, Uni, Canada**

**#51** «I don't think having a diverse workforce is enough. Sure, I could have twenty five people with different ethnic backgrounds on my team but what good is it if they are not willing to learn from each other and be open to new ideas and possibilities? I think that is equally as important as having a diverse workplace. After all, I could have an office full of white guys from the Bronx, and thanks to their interest in the world, they could know more about a country than someone who is from it. »

**- F, 25, White, Uni, USA**

**#52** «Females in my experiance tend to be in the more creative areas of the project, like design, artist. I have not come accros any female programmers for some reason.»

**- M, 23, White, Uni, Australia**

**#53** «I don't know what the big deal is about diversity. I have no issues with race, religion, gender, etc. Only the effect of poor communication and language skills which impact negatively on a project.»

**- M, 29, White, Uni, Australia**

**#54** «It would be great to focus on education in elementary school and high school computer curriculums.»

**- M, 34, White, Uni, USA**

**#55** «Diversity in the workforce isn't going to happen until we broaden our target market to include more than young white males.»

**- F, 32, White, disabled, Ma, USA**

**#56** «I'm the only member on my team, so diversity is effectively zero :)»

**- M, 23, White, Uni, USA**

**#57** «Game development is a very small part of my employer's business. Both our development group and the company as a whole has a very diverse workforce both ethnically and by gender. »

**- M(trans), 53, White, Uni, USA**

**#58** «What happened to hiring the best people, regardless of ethnic origin or sexual preference? Is the IGDA in favor of diversity over quality? Bosh!»

**- M, 42, White, HS, USA**

**#59** «A large fortune 500 company I previously worked for and served on their diversity advisory counsel developed a premise of diversity networking groups within their organization. The purpose was to bring together individuals from similar diversities to support one another in an effort to further the diversity effort and then intergrate that into the diversity counsel. The result was a major step forward for diversity and enabled a

more stream lined approach to resolving specific diversity issues.»

**- M, 29, Black, Uni, USA**

**#60** «Diversity Questions on the page previous to the last page should be broken up by the various diversity categories you're considering (ie, "my current team is diverse in age" "my current team is diverse in ethnicity" "my current team is diverse in gender") IGDA Member question should include "I was previously an IGDA member"»

**- M, 27, White, disabled, Uni, Canada**

**#61** «I appreciate the question about diversity in a game workforce. I felt that the already in work questions that I responded in neutral handicapped the questionnaire due to the fact I'm still at college learning game design and never experienced the game industries 'workforce' diversity.»

**- F, 32, White, Uni, USA**

**#62** «diversity is good but limiting your self because of that is bad. the industry is going to be dominated by white people and asian people more so then any other. How ever as proven in the past asian games are some times better then amarican... you should look at abilities rather then color. if a company is not doing that then they should be brought down.»

**- M(bi), 18, Native American, HS, USA**

**#63** «Often, diversity is a function of who is applying for the jobs. I'm sure my company and my team could benefit from a more diverse team, but to be totally honest, we mostly have men working for us because very few women apply. In terms of ethnic diversity, we are quite strong, but in terms of gender, we are quite weak.»

**- M, 25, White, Uni, Canada**

**#64** «We need better ways of involving more women - especially female programmers - in the development process. This is difficult when 99 of 100 programmer resumes received are from men.»

**- M, 31, White, disabled, Uni, USA**

**#65** «The inverse proportion of women to men in the videogaming industry is mind-boggling and superlatively frustrating!»

**- M, 37, White, Ma, USA**

**#66** «The games industry needs to actively employ more women in order to engender true diversity.»

**- M, 30, White, Ma, Australia**

**#67** «It's hard to have a diverse workforce when such a large percentage of applicants are overwhelmingly male, and probably predominantly white. It's not that my employer refuses to employ women or minorities, it's that there just aren't any to speak of.»

**- M, 22, White, Uni, USA**

**#68** «who cares again? what does this have to do with entertaining thousands of pop culture addicts? Could we all stop spewing diversity dogma and focus on making better product?»

**- M, 27, Uni, USA**

**#69** «hire the most able and talented person for that position. without neglecting above, more female hires. »

**- M, 26, Chinese, disabled, Uni, USA**

**#70** «I'm just a student and a member of IGDA, therefore I can't really say I'm working in the game industry right now. I do hope I will be accepted into the industry in the later years. Also, my racial background is very diverse and I have yet to see anyone else of my background.»

**- M, 19, HS, USA**

**#71** «Workforce diversity within the industry as a whole is a good thing. What we find in the local industry is that the gender ratio is very disproportionate. However, diversity within a company, especially a small one is of questionable value. Indeed, a diversity in the sense that some companies have a lot of diversity and other companies don't may lead to a wider range of flavours of products in the market.»

**- M, 29, Chinese, Uni, Singapore**

**#72** «I am VERY MUCH against excluding anyone; any and all should be welcome, that's without question. I'm a little more iffy on whether it's right to specifically try and find people who are "diverse" over those that happen to not be. Mind you, I'm a stock-standard white guy, so my perspective is definitely in question. But I prefer true color/gender blindness, when deciding on someone's potential worth to a team.»

**- M, 25, White, Uni, USA**

**#73** «Corporate America in general needs to be more diverse!»

**- M, 21, Hispanic/Latino, Uni, USA**

**#74** «I think it becomes more important to have a diverse team as new markets are tapped to ensure that you are not developing your product with one particular mindset.»

**- M, 25, White, Uni, Canada**

**#75** «None»

**- M, 23, White, Uni, Canada**

**#76** «Most people (white males between 20 and 40)I have worked with agree that our industry is extremely unnatural in it's lack of diversity. Family and friends that work in the 'real World' are quite amazed when they hear that I work only with other people of my exact same demographic.»

**- M, 27, White, Uni, Australia**

#77 «In addition to diversity related to physical issues, I think it's important to talk about diverse working styles too, like Myers-Briggs Introverts/Extroverts Thinkers/Feelers etc.»

**- F, 31, White, Uni, USA**

#78 «While this is an area where it would be nice to have some statistics, it's hard to imagine how the IGDA could actually impact this area. Let me think: women don't play games, so why would they want to work on them? But with respect to racial diversity, I just don't see how the IGDA could really make a difference. You can tell us that the industry is not very diverse, and we'll feel bad for a second, but then go on shooting the Haitians in Grand Theft Auto: Vice City. \*shrug\* »

**- M, 35, White, Uni, USA**

#79 «The ways that I see the industry lacking diversity: - Overwhelmingly male - It is rare to find someone over 40 Generally speaking, my company (in san francisco) is diverse regarding ethnicity and sexual orientation, and receptive to diversity, but does not appear to do anything proactively to increase diversity.»

**- M, 51, White, disabled, Uni, USA**

#80 «The more diverse the game industry becomes the better and more unique outcomes we shall see.»

**- M, 19, Hispanic/Latino, Uni, USA**

#81 «Everyone has something to contribute, no matter what their diversity. I am against any form of profiling.»

**- M, 49, White, Uni, USA**

#82 «Diversity is an overused buzzword that often disguises discrimination against members of "over-represented" groups. It is meaningless. The fascination the IGDA has with it is the biggest reason I am apathetic about continuing my membership in this organization. Instead of actually helping fresh faces with fresh ideas get into the game industry, the IGDA - like far too much of America - is too worried about politically correct quotas.»

**- M, 38, White, Uni, USA**

#83 «I don't see the relevance with diversity and the games industry...?

Race/Gender/Religion has absolutely nothing to do with your qualifications or your performance in your field.»

**- M, 32, White, Uni, Canada**

#84 «The game industry will organically become more diverse as time passes and new faces enter our field. However, it is quite homogenous at the moment. If the current workforce restricts diversity in the upper levels of organizations it will stifle our industry. Even if we become more and more diverse across the board, the industry must be diverse in the boardroom.»

**- M, 24, White, Uni, USA**

**#85** «Attended GDC Diversity sessions ran by Darrell Porcher. NJ & NY dev studios seem to be very diverse in general.»

**- M, 23, White, Uni, USA**

**#86** «The number one issue in the industry lies in promoting gender diversity. While pretty much every race is represented, the male/female ration remains abysmal. The result, of course, is a juvenile approach to 'adult' topics that alienate 50% of our audience. How many female developers worked on God of War?»

**- M, 28, White, Uni, Singapore**

**#87** «I look around GDC and see a bunch of white guys like myself, but I think that is just history fading away. The new recruits I see in my office here are quite diverse. I don't beleive that there are any current racial/gender/sexual barriers for working in this industry. - Andy A»

**- M(bi), 38, White, Uni, USA**

**#88** «Ethnically and age-wise it seems easy for my company to find game testers that come from different cultures and stages of life. However, it seems harder to get female gamers to apply. From my experience, less than 10 percent of a QA team for a development project will be female.»

**- M, 37, White, Uni, USA**

**#89** «Game development still feels primarily like a "boys club". While there is ethnic diversity within most organizations, it's been my experience that there is little gender diversity.»

**- M, 33, White, disabled, Uni, USA**

**#90** «I disagree that "promoting workforce diversity" is necessary or something I want the IGDA focusing on. Certainly preventing discrimination and promoting quality of life, perhaps collecting and sharing demographic data, but I don't see why active promotion of diversity in our profession is relevant. Seems like it borders on inappropriate, in fact.»

**- M, 34, White, Ma, USA**

**#91** «Putting together a diversity conference is an interesting idea - but you have to have concrete goals for the takeaway and not just get people who self-identify as concerned holding forth. without real actionable goals for a gathering and strong follow through afterwards, you'll just torpedo people's interest. Do a good job of looking OUTSIDE OF THE INDUSTRY for cases where diversity has been an issue and get speakers who have helped fix it elsewhere. Build bridges to new communities in addition to talking with games industry folks. This is just as important as acknowledging that diversity is an issue.»

**- F, 32, White, PhD, USA**

**#92** «Anyone who thinks that this industry has even remote diversity needs to poll the individuals walking into GDC, E3 (with exception of floor talent), DICE, etc. Not only is it typically white males, it's males with little if any understanding women or enthnicity.

Shocking, then, that we can't develop more diverse games (story, gameplay, etc), isn't it?  
»

**- M, 37, White, Uni, USA**

**#93** «In General its good to have diversity at any work place, however, I beleive diversity among the workforce shouldnt be pushed just for the sake of diversity. The benefit to haveing a diverse workforce would depend on the project, if the project appeals to a broad audience- then diversity would be key to have developers who represent that same broad audience. If the project appeals to a specific audience, then i think it would be in the best intrest of the company to hire those with the same intrests. Example, if your game development studio was making only Christian based learning games, then you probably wouldnt want to hire an artist who loves the macabre and has no intrest in this type of game - just for the sake of having diversity at your studio. Yet having equal amounts of men and women probably would be beneficial. I suppose it all boils down to who's better qualified for the job and finding the right people who's intrests and talents are aligned with what the company is seeking.»

**- M, 34, White, HS, USA**

**#94** «Companies are too concentrated in NA and they should risk developments of development countries.»

**- M, 28, Hispanic/Latino, Ma, Canada**

**#95** «THE IGDA should not be involved in this issue and I am not at all happy that any of my membership dues are allocated to this. Social engineering should not be an issue for a trade association. Period.»

**- M, 41, White, Uni, USA**

**#96** «While I feel diversity is excellent in any field, I don't feel you should create groups that are diversified for the sole purpose of having a diversified group. Then you limit who you hire for certain positions, which ultimately can have a negative effect on your business.»

**- M, 23, White, Uni, USA**

**#97** «Diversity would create more opportunities/markets for different game themes which currently are more or less centred around action/violence.»

**- M(gay), 36, Chinese, Uni, Canada**

**#98** «Nothing to add, but it seems that diversity is the key to the future sucess of the video game industry. We need to include more people, not young white males. »

**- M, 23, White, Uni, USA**

**#99** «I say go for it. Different cultures, perspectives, attitudes, and backgrounds create an environment rich with ideas and possibilities. Also, there's a lot of fat white dudes in this business. I could be diplomatic about this, but what the hell, this is anonymous. We need some people of color, some women, some gays. And I'm not being (overly) facetious about this. I meant what I said about diversity. It's not just good for the games we make

(after all, I can assure you that a black man did not write the dialogue for Daikatana's Superfly Johnson), it's also good for the companies that we work for. Workplace diversity makes for a stronger, healthier job environment. I've worked for two of the biggest publishers in the industry, and my current office is far more diverse, and also far more sensitive to discrimination and courtesy in general. As our industry matures, our games must as well. We're not exactly making strides with our depictions of female, non-hetero, and non-white characters. Time to think this over.»

**- M, 31, Hispanic/Latino, Uni, USA**

**#100** «I've worked in Iceland. That doesn't seem such a hot topic there. Although it is a small island, I found there is little sexism, racism or prejudices about sexual orientation there.»

**- M(bi), 30, Hispanic/Latino, HS, Spain**

**#101** «While I believe that diversity is a good thing for any company, I don't believe that it should or needs to be forced overtly. The key to making good games is having talented team that works well together. If that team happens to be diverse, great.»

**- M, 32, White, Uni, USA**

**#102** «Different cultures help bring new and interesting attributes to games and their themes.»

**- M, 26, White, Uni, USA**

**#103** «Need more women in games though. There are more than there used to be, but there's still room for improvement.»

**- F, 26, Black, Ma, USA**

**#104** «More women please.»

**- M, 27, White, Ma, Canada**

**#105** «Being alone in the company (owner), I had to employ other people for a couple aspects of the game I'm currently working on (ie: 3d animations, music and some 2d art as well). But If I were to hire somebody full-time (or even part-time) to work with me, I would prefer somebody with more diversity than awesome talent in only ONE aspect of game development. »

**- M, 32, Native American, Uni, Canada**

**#106** «Based on the marketing and general press "surface" of the industry... this industry appears to be designed 100% for male, straight teens. Women must have enormous breasts or be a bad-ass (or a bad-ass with enormous breasts). Gays don't exist in games, but lesbians are acceptable. Hence, the industry feels like its targeting young Maxim readers who are still not used to the concept of diversity (sexual, gender, or otherwise).»

**- M, 34, White, Uni, USA**

**#107** «I have not yet worked in the industry, as having recently graduated high school, so I cannot fully say how diverse (of lacking) the game industry is currently. From reading,

it seems that as a whole, it does contain quite a great deal of diversity. However, when certain sections of the industry are targeted, the diversity diminishes. Developers from parts of the world, stay developers from that area of the world, which almost without a doubt, causes ideas to stagnant. If more developers from around the world, games would almost certainly be affected by the mashing of ideas. But such cooperation would be quite bleh to coordinate.»

**- M, 18, White, HS, USA**

**#108** «Diversity needs to be coupled with not just the broad category of the game industry, but sub divided into the different guilds that are needed to create a game. Some of these guilds are more in need of diversity than others.»

**- M, 61, White, PhD, USA**

**#109** «Why is it important who builds the games? It is important who buys them! Isn't this a project in search of a requirement?»

**- M, 47, White, Ma, USA**

**#110** «Artificially enhancing diversity through making opportunities or incentives for those not already represented in the workforce is a slap in the face to those already working. I doubt anyone would deny that a more diverse workforce would be an asset, but rewarding those not in the industry to entice them through the door smacks of cheap tokenism and the marginalization of those already present and doing the work. It is not as if those already in the workforce are selectively excluding anyone to maintain some sort of grip on the industry. Perhaps if the industry itself simply had more appeal for women, minorities, older individuals, or whatever demographic is currently thought of as somehow being excluded then those in that demographic would actually choose to work in the industry, and if not... well, then just let them all be.»

**- M, 39, White, Uni, USA**

**#111** «I hope that the future of game production in North America is one of diversity. »

**- M, 29, White, Uni, Canada**

**#112** «Does Diversity refer to race or geographical location or sex etc. I think it would help more if that was specified and made more clear.»

**- M, 29, South Asian, Ma, USA**

**#113** «I am not currently employed in the game industry but recently starting working on my first freelance projects so some of these questions do not apply to me.] thanks,»

**- M, 38, White, disabled, Uni, USA**

**#114** «There are certainly not very many good candidates, period, but even fewer who are women, minority, or gay. I welcome all qualified candidates to contribute to our development efforts, regardless of their demographics.»

**- M, 31, White, Uni, USA**

**#115** «I design and develop training games/simulations for government customers. To tally this among the Game Design field seemed misleading, and I didn't see any options for educational/training game development. You might want to consider distinguishing this professional group in your future research. On the issue of diversity in game design...some of the most challenging diversity issues aren't easily quantified through demographic data. Although tendencies associated with popularly-held stereotypes for various groups of people might suggest some valid tendencies, the psychological differences that define these stereotypes cross all demographic lines. What is it about a first-person shooter or an RPG that turns one person on and another off? I'm more interested in research that addresses personal characteristics than I am in broad assumptions wrapped up in a diversity label.»

**- M(gay), 52, White, PhD, USA**

**#116** «People always make such a big deal out of this subject. From my experiences in the game industry and elsewhere race, religion, sex, etc doesn't improve the work area or the products produced. I would prefer a group of people who think differently than a diverse company where everyone thinks like a hardcore gamer, which is usually what you get.»

**- M, 24, White, Uni, USA**

**#117** «Lowly paid, exploited passion, unnecessary crunch due to bad management, egoistic managers and ceo. If you can, don't work for the game industry especially those in Malaysia. Just get any day job that pays well and remain an independent developer until you can go full-time as a game developer without being an employee to someone else.»

**- M, 30, Chinese, Uni, Malaysia**

**#118** «Diversification should be in more than just the workplace, it should also be in the games. Women need more respectable images, minorities should not always be thugs or lower-class citizens, etc.»

**- M, 20, White, disabled, HS, USA**

**#119** «Till Now had no idea that workforce diversity really deserves this much attention. May be it would be a good idea if a little bit more promotion was there to highlight the actual problem and the offered solutions.»

**- M, 24, South Asian, Uni, India**

**#120** «Most people I contract or have work done for me are minority. I do notice that a majority or people at IGDA meetings and other Indy game developer meetings tend to be more white and male.»

**- M, 28, Uni, USA**

**#121** «No comment (keep up the good surveys)»

**- M, 21, White, Uni, Netherlands**

**#122** «Sometimes, diversity is good to bring more variety of thoughts into game, but most of the time, diversity can be a drawback because people need to adjust to other culture»

**- M, 23, Chinese, Ma, USA**

**#123** «I have worked at companies that straight out were afraid of hiring minorities. Though I don't feel this is largely the case I do feel as if most of the industry could do more to have more diverse workplaces. The company I work for manages to be largely diverse without overtly attempting to be so. We just manage to hire people from all walks of life and that is awesome both for the workplace and the games we produce.»

**- M, 27, White, disabled, HS, USA**

**#124** «I don't believe that gender and race make people diverse. I believe all individuals are diverse that come from different backgrounds, religions, and beliefs and that is how you make the industry more diverse. If everyone looked different but thought the same would be diverse? I don't think so.»

**- M, 22, White, disabled, Uni, USA**

**#125** «40 % of our staff is foreign, here on work permits (cool). Only two of our employees are female. Only three people are over 40. I think we need to make more games for women and older people so they will join the industry. Why else would they want to?»

**- F, 43, White, disabled, Uni, USA**

**#126** «I don't work in the industry, but I'm trying to get my foot in the door. The IDGA is a chance for me to network, and meet people in that field.»

**- M, 27, White, HS, USA**

**#127** «The industry needs more women to achieve a true mass market.»

**- M, 35, White, Uni, Australia**

**#128** «As long as we can all read code, it doesn't matter what natural language is first. »

**- M, 27, White, Uni, Canada**

**#129** «While we do have employees of various ethnic backgrounds, I don't think anybody in my office ever takes it into consideration. It's just not an issue.»

**- M, 28, White, Uni, USA**

**#130** «I'm still new to the whole thing and don't know too much about it.»

**- M, 19, White, HS, USA**

**#131** «Please quit the PC stuff, you are a independant game developer org. Stop wasting money on diversity stuff and start doing useful stuff for independant game developers - who carws about race, sexuality or any of that stuff. This is the absolute last thing you need to waste money on - you are starting to sound like a political party - STOP IT

NOW, or you won't see any more money from me!»

**- M, 37, White, Uni, USA**

**#132** «Great survey. My Masters degree also did, in portion, and analysis of diversity amongst university users playing computer games comparing responses between ethnic backgrounds and gender.»

**- M, 29, South Asian, Ma, South Africa**

**#133** «There is much more ethnic diversity at my workplace than gender diversity. I find it interesting, however, that there are more female programmers and scripters than female artists at my workplace. »

**- M, 29, White, Uni, USA**

**#134** «the market isnt about nerds making games for nerds anymore - but it companies are still operating that way.. change needs to be made!»

**- M(gay), 21, White, Uni, Australia**

**#135** «I certainly don't see much diversity in programming teams. There is more on the art side of things. The problems are more to do with race and gender than sexual orientation. I have run a few recruitment drives and I simply didn't get much diversity in the applicants. I think the bottle-neck is at the source.»

**- M, 35, White, disabled, HS, UK**

**#136** «I think that by having a more diverse set of people making games that naturally a wider range of games would be available and open up the game industry to more than just 20 something males.»

**- M, 22, White, Uni, USA**

**#137** «The fact that only 3% of game programmers are women is quite shocking.»

**- M, 22, White, disabled, Uni, USA**

**#138** «The diversity I see (currently contracted at EA) is a product not of a striving for diversity itself, but of the individual skills and talents of the diverse people. »

**- M, 52, White, Uni, USA**

**#139** «There are more important issues for the IGDA to spend time on. This type of issue smacks of academic influence, not of issues relating directly to actual developers. Having worked in government before, which spends lots of time "promoting diversity", I can attest that attracting talented individuals and encouraging creativity will do much more to promote diversity than any abstract program to measure the number of transgendered individuals in game development.»

**- M, 28, White, HS, USA**

**#140** «keep up the good work.»

**- M, 41, White, Uni, Switzerland**

**#141** «The industry needs diversity in order to better represent other aspects of life, such as culture, perspective, and opinions. This will result in richer, more believable games that explore a greater variety of themes.»

**- M, 33, Chinese, Uni, Singapore**

**#142** «The major lack of diversity, which most already know, is the lack of females in the industry. It's an audience that must be looked at, and having women working on the games may create games that will attract that audience.»

**- M, 19, White, HS, USA**

**#143** «Diversity is more difficult to achieve when the required skills are more specific.»

**- M, 51, White, disabled, Ma, USA**

**#144** «I don't think this is a topic for us here, our team and most others I know are not political, doing any racism or other diversity issues. I would not work with or in a company which declines diversity by rule.»

**- M, 38, White, Ma, Germany**

**#145** «I view workforce diversity as a minor/indirect issue. I think student outreach, education, and advocacy of game development as a career is more important, and will improve diversity anyways. I would like to see studios participate more directly in the educational process of future game developers. Recently, I have read that High Voltage Software is consciously giving student outreach, education, and advocacy a purposeful and positive effort. I would very much like to see more studios act this way, and I commend High Voltage on their efforts. I think efforts like theirs will improve the quality, quantity, and diversity of the future game industry work force.»

**- M, 21, White, disabled, Uni, USA**

**#146** «The games industry is probably 97% white male in his mid 30s (over here in the UK it is, anyway). I'm not even sure the publishers have any sort of diversity recruitment policy. It's desperate, and needs to change - no surprise that the next-gen are all launching with racing, fighting and shooting games (yawn). BTW I scored highly on diversity but I work for a broadcaster, not a games company.»

**- F, 34, White, Uni, UK**

**#147** «prior to being an instructor, I worked in the field of animation. This is a very diverse field.»

**- F(les), 42, White, Ma, USA**

**#148** «We need more women and more games for girls/women and more games reflecting other cultures than than America and Asia.»

**- F, 34, White, Ma, Denmark**

**#149** «The industry is mostly white men, that's why all of the games have the lead of a white boy. Sure diversity will help, but will it happen I doubt not, that's why I am no

longer (sadly) interested in it!!!»

**- F(bi), 19, Black, HS, USA**

**#150** «There are lots of very talented people of all races and of both sexes at the game company for which I work.»

**- M, 33, White, Uni, USA**

**#151** «old news ... we talked about it many years ago.»

**- M, 32, White, Ma, Denmark**

**#152** «More people (especially) females should be encouraged to join the industry to contribute to the creation of cute games which cater for the Asian market.»

**- M, 26, Chinese, Uni, Malaysia**

**#153** «There is lots of diversity work completed by for example the uk film council, which could/should be researched and learnt by.the mistakes, the challenges, and the successes are all there»

**- M, 32, White, Uni, UK**

**#154** «The industry seems very accepting of people from all parts of society, but it suffers from an image problem, which puts off many people - especially women.»

**- M, 37, White, Uni, UK**

**#155** «I think that recruiting more diverse students and retaining them at university is key to attaining more diversity in the workforce»

**- F, 31, White, Uni, UK**

**#156** «to not only diversify in talents or skills but also in genders.»

**- M(trans), 27, White, Uni, Netherlands**

**#157** «I'm a girl working in the games industry and I would love to see more women in the games industry. Currently where I work we have no other females working on games which is a real shame.»

**- F, 31, White, Uni, UK**

**#158** «While diversity is important, employees should always be chosen primarily on merit, this is the only fair and legal way. Choosing an employee primarily on how diverse they are compared to current employees amounts to racism towards other candidates.

Problems in diversity are best solved in a political sphere based on education and human rights, not in a company's hiring policy.»

**- M, 26, White, Uni, Ireland**

**#159** «workforce diversity is one of the major future key facts in creating international titles. most countries are getting closer to each other and it's necessary to represent this globalization within your company/team also - despite the fact it refreshes your team with

"new" views/ideas»

**- M, 35, White, Uni, Germany**

**#160** «Irish game developers are grossly under paid»

**- M, 23, White, Uni, UK**

**#161** «If you knew the reasons behind people's answers to your questionnaire, you might get better data. As it is, you're liable to misinterpret many of the answers.»

**- M, 45, White, PhD, UK**

**#162** «We have been trying to look at "women in gaming" within the UK - 120 applicants for our programming course - all male. All our local companies e.g. Rare, Circle, Eurocom, Core Support our initiatives such as fostering interest with girls from a young age so they don't get turned off gaming as they get older; but we run into so many issues due to UK equal ops laws - we can't for instance offer bursaries to women to who join our course as this is classified as "positive discrimination" even though everyone accepts its an issue in the industry. We are continuing with our efforts and have a returning female student who has been on placement looking to write a final year thesis on why there are a lack of females within the UK industry. We have a good contact at Sony who is helping us with this.»

**- M, 34, White, Uni, UK**

**#163** «I prefer consider people on their skills and mind rather than on "quota" or by their origins/gender.»

**- M, 39, White, pre-HS, France**

**#164** «As a 3rd party content developer that manages teams of artists, many of whom are contractors from around the world, workforce diversity is not something we even think about consciously. In some cases Art Managers will take into account the time zone, but generally speaking an artist's portfolio and availability are the #1 factors for hiring. As a Staffing Manager I have advocated for female contractors, but very few apply for work with us. »

**- M, 30, Hispanic/Latino, Uni, USA**

**#165** «i think that diversity can help to introduce new way of thinking and analyzing but at the same time i don't think a diversity convention can be good to create (it seems to be: we are different we are proud to be and we want to be far from you "normal" person. I think diversity is good but emphasizes that is a bad thing because can create a wall between different person! »

**- M, 30, White, PhD, Italy**

**#166** «Workforce diversity is something that is easy to say and hard to achieve. I have alot of game programmers who want to have a large say in game designs because they think they are doing alot of the work; I am a programmer and I want to be a game designer.»

**- M, 24, Chinese, Uni, Singapore**

**#167** «In the western games industry there are too many white males, which leads to a stagnation in game development ideas. We need more women and people with different cultural backgrounds to be able to launch new, innovative ideas and to broaden the consumer market.»

**- M, 24, White, HS, Netherlands**

**#168** «Am I "white"? Probably... I see myself as human, European and Scanian, in that order. Sorry - but you've managed to appear as USGDA, not IGDA, *\_again\_*.»

**- M, 44, Uni, Sweden**

**#169** «Thank you for you diversity initiative we are in great need fo providing opportunities to diverse cultures I await the possibilities.»

**- M, 56, Black, Ma, USA**

**#170** «For small houses, availability of talent and experience are more important than diversity.»

**- M, 37, White, Uni, USA**

**#171** «Game development seems to be a very elite-ish with fewer number of developers being racial mixed than any other software industry.»

**- M, 35, Southeast Asian, Uni, Malaysia**

**#172** «"A group of people that think alike share one brain, a group of people that doesn't think alike share meny brains."»

**- M, 23, White, Uni, Sweden**

**#173** «My feeling is that game industry workforce diversity isn't really an issue of ignorance or intolerance so much as it is an issue of comfort level and an overall feeling of neglecting to make it known that people of all races, ages, sexual orientations and the like are equally embraced in the industry. At various levels of the industry, I think intolerance does play a key role, such as in testing environments, where the age and maturity standards are lessened by the lower requirements of the job and feeble expectations among the management staff of test departments. I speak from personal experience in this matter, and it was most troubling. I think it is VERY important to open up dialogue as it relates to diversity training at these lower levels of the industry, and in marketing as well, where the focus groups are almost painfully stereotypical of income specific, age and sex specific targetting, and not very broad in their demographics. I have had more than one marketing group call my home and start to ask me questions concerning the game industry, only to cut the call short when either getting around to my age (37), or types of games I prefer (RPGs, MMORPGs). It's almost as if they are seeking out only young males that enjoy sports titles or some sort of violent platformer. I find that odd, since the Playstation 2 has such a large chunk of the console marketshare in part thanks to their significant offering of quality RPG titles, and it has been said in the press more than once that the Xbox failed in Japan in part due to it's lack of RPGs (as well as it's big, ugly size, of course.)»

**- M(gay), 37, Hispanic/Latino, disabled, HS, USA**

*#174* «I think you all worry too much about it. We're all quite happy as we are, so let's just get on with actually doing some work. Yes?»

**- M, 25, White, Uni, UK**

*#175* «need more girlish and creative gameplays. »

**- M, 32, Chinese, Uni, Singapore**

*#176* «While I do not think the quality of a game can be directly affected by the diversity of it's source, the type of gameplay available to \*everyone\* is affected by the lack of background from a company or developer. As in anything, a more varied background quite simply makes you more interesting, if you are a game sitting on a shelf or a person I'm talking to on the street.»

**- M, 24, Filipino, Uni, USA**

*#177* «Have you noticed this common point between USA and the Third Reich? Both societies think humans in terms of race as homogeneous group of people with specific behaviors. Frightening, isn't it?»

**- M, 37, Ma, Canada**

*#178* «The gender issue is a big problem in the business - both in working environment but certainly in the resulting products that are dominated by male mentality. I have no opinion regarding race, religion or sexual preference. The age issue is slowly fixing itself as game designers grow up.»

**- M, 33, White, Uni, Denmark**

*#179* «Historically in this country means there is a higher percentage of working class people within ethnic minorities. So the 'bigger' picture is that people from less privileged backgrounds don't get into the industry, regardless of ethnicity or gender. Historically some of our most interesting and innovative art comes from less privileged backgrounds, and this doesn't happen in game development. »

**- M, 31, White, Ma, UK**

*#180* «Even though i have stated that the workforce isnt diverse i dont feel that this is due to management but on the people who apply for the jobs. If anything the management seems to promote positive discrimination. »

**- M, 22, White, Uni, UK**

*#181* «Why do we need to promote diversity? Just employ the best people for the job, regardless of race, gender, sexual orientation etc.»

**- M, 27, White, Uni, Wales**

*#182* «This survey is very US centric. There is not even a group whom I could identify with which is called European. Entering a state is required, with most countries not having States at all (US is one of few exceptions). Diversity means as well that non-US developers are considered as part of the community as well as US developers are. This survey has been designed by US guys for US developers - that's obvious and not diverse

:)»

**- M, 39, Ma, Germany**

**#183** «Any people working in the games industry should be enthusiastic about games. Compromising that rule with pushing diversity is not the way to go. If diverse people are enthusiastic about games I have no problem with them.»

**- M, 27, Ma, Finland**

**#184** «Our company is very diverse in Nationality (7 different countries). But of a team of 12, only 2 are female. Everyone is between the ages of 22 and 32. Everyone is white except for one chinese canadian. I am the only one that is married. I am the only one that is a parent. I fail to understand you interest in diversity in the game industry. The common interest in games is what holds the company together. Our company has diverse range of cultures, because we must hire people outside of the country. The only benefit of diversity is our work experience which allows for specialization and makes our team stronger as a whole. Race, gender, and sexual preferances are superficial questions that do not influence our company.»

**- M, 30, White, Uni, Austria**

**#185** «Employment is based on Skill, not gender, race, believes or even social standing or circumstances. And trying to suggest it is, could be considered sexist, racist etc. in itself. Our company as 1 single requirement for employment. "can they do the job". (ps. I'm the director of a large company)»

**- M, 36, White, HS, UK**

**#186** «IGDA is always talking about bringing more women to the game industry. I have a problem with this because then maybe you force people into doing things for a "job". Game development shouldn't be a job but a passion. Girls just aren't as interested in games/programming as boys. I don't have any problem with girls working as game developers, as long as they have a passion for it.»

**- M, 26, White, Ma, Belgium**

**#187** «Being a student, I have not been exposed to a wide variety of teams. My experiences thus far, however, have shown be that although I believe the industry is not very diverse, it is very open to people who do good work, no matter what race, creed, political affiliation, etc..»

**- M, 21, Hispanic/Latino, Uni, USA**

**#188** «Workforce diversity seems to vary strongly in regards to culture and target audience/game studio portfolio. »

**- M(bi), 28, HS, Austria**

**#189** «Most succesful developers are expected to make a sequel of a good game they made, for diversity's sake let some other development-team do the sequel. Just a thought»

**- M, 22, White, HS, Netherlands**

**#190** «Since I am a Game design student at the HKU with half a year of trainee experience I filled in the question as if I still were at 'Woedend! Games' the company I had my working experience.»

**- M, 23, White, Uni, Netherlands**

**#191** «Your concern for diversity should begin with the products that we produce. A diverse workforce will grow out of the act of creating a wider scope of new games.»

**- M(gay), 35, White, Uni, USA**

**#192** «It would be very difficult to achieve "diversity" in many places where games are developed. There may not be a "diverse" employee pool to draw from. You can only recruit from those that apply. For example, when I recruit programmers only maybe 2% of applicants are female and I am always going to hire based upon ability rather than "diversity".»

**- M, 39, White, Ma, Canada**

**#193** «I do not actually work in the game industry, but am part of a local IGDA chapter based out of Columbus, OH. I am looking for ways to tie in my background in Japanese with Marketing and Sales, which I believe is a very valuable and diverse market to pursue.»

**- M, 24, White, Uni, USA**

**#194** «Just as a note - I was in the game industry previously and currently am in the knowledge management industry. Your questions only apply to people who are currently active in the gaming industry not to people who might have been there and would want to go there. Thanks.»

**- M, 28, South Asian, Uni, USA**

**#195** «The industry has some serious problems, but diversity isn't one of them (unless you count technical diversity, i.e. the recycling of the same old ideas over and over and over and over again because outsiders with creative ideas are barred from entering the game development workforce).»

**- M, 40, White, Ma, USA**

**#196** «I know next to nothing about overall diversity in the game industry. However, as a Canadian, I have a deep-seated appreciation for human diversity in general. For the business world in particular, and the business of making games, I feel that having a diversity of developers will help meet the needs of a diversity of end users.»

**- M, 25, White, Ma, Canada**

**#197** «Diversity should represent the ratios of `_qualified_applicants_`, not of the population as a whole. Denying the best candidates to force gender or race ratios or quotas is sexism or racism equal to those who would not hire someone for the same reasons. Knowledge, qualifications, and skills are what is needed. The best applicant for the job; all other measures are irrelevant and counter productive.»

**- M, 38, White, PhD, USA**

**#198** «Even if a team is diverse, we need to take into consideration that everyone on that team wants to be part of the game industry. As such, we may not represent the population as a whole.»

**- M, 30, White, Ma, Canada**

**#199** «The industry is run primarily by young white and Asian men. Although the consumers are more diverse, they're still primarily young men. There needs to be a greater influx of women into the industry.»

**- F, 34, White, Uni, USA**

**#200** «N/A»

**- M, 28, White, Uni, UK**

**#201** «I feel that diversity is its own virtue, and I hire a VERY diverse workforce in my company. I also feel strongly that that must be a personal choice of the employer. The most important thing with a development team is "chemistry," and it is very hard to get to chemistry when you have anger and resentment on a team. If they hire Charlene, because she is blind, a practicing Jew, lesbian and ethnically Hispanic to promote diversity, but she won't fit with the team then it is counterproductive. Blanket statements about diversity to the IDGA membership are not going to be helpful. What IDGA could best do to help with diversity is to help with attracting and recruiting minorities to develop the skills necessary to compete in the gaming world and then have these qualified applicants apply to the gaming industry. By the by, it is hard to produce for niche markets (games applying to niches have done poorly historically). If you look at the number of gamers (who are actually buying the games as opposed to pirating games from China) who would actively identify themselves as bisexual or transgendered, I strongly suspect that number would be in the low single digits or even less percentage-wise. Be careful that we are not moving the industry toward a politically active and unviable business model.»

**- M, 43, White, PhD, USA**

**#202** «As long as the current blend of marketing will drive most business decisions in games, diversity will be a problem. Marketers tend to 1) concentrate on those who already buy games and 2) boil down all data to the fewest possible entries, thus giving the impression that the market is monolithic.»

**- M, 34, White, Uni, Canada**

**#203** «IGDA is an excellent resource to the Gaming & Game Development community/Industry, and as such it's refreshing to see that the IGDA is committed to Workplace Diversity.»

**- M, 45, White, disabled, HS, USA**

**#204** «It would be nice to have a diverse workplace, but when it comes to programming and creating abstract concepts for games, I don't really think that diversity has an impact on the final product; so I don't think it's necessary.»

**- M, 22, White, Uni, USA**

**#205** «Different people bring different ideas, and that can't be bad for any industry.»  
**- M, 35, White, pre-HS, Canada**

**#206** «I believe that researching diversity and a more diverse job atmosphere will only increase the quality of the games that are created. I believe that both the consumers and the designers can benefit from this greatly.»  
**- M, 23, Black, Uni, USA**

**#207** «Diversity is not as important as Talent, drive, and education. Promoting Diversity in the industry does not help the industry unless diversity has already been thoroughly recognized in The Schools. It only matters when all races have been educated equally and all talent identified and nurtured equally. This has not happened yet in America. Anyone of any ethnicity can work at our company if they have the talent, drive, education, and experience to work here. That is my personal belief. »  
**- M, 21, White, Uni, USA**

**#208** «Not enough women in the programming field»  
**- M, 25, White, Uni, Canada**

**#209** «We are each unique and as humans have common elements which should be the focus of the gaming world...not our differences. Diversity is an over-rated and over politicized aspect of the human populace. Analysis will kill us, not heal us. Gaming heals.»  
**- F, 49, White, disabled, Ma, USA**

**#210** «My personal point of view is that diversity is essential : it brings new perspective, new ideas and new ways to improve the industry. However, I do not feel as it is an issue in the game industry right now.»  
**- M(bi), 24, White, Ma, Canada**

**#211** «licenced games seem to be the only thing we do. They are a good way to make a quick buck and also keeps the company safe from financial ruin. Many of us artists and programmers would like to take our company to the next level. We feel that risk is important for success. I have no doubt that we can compete with much bigger studios based on all the great talent and passion I have seen here. I want to stick it to the guys at UBISOFT and show the world that there not the only studio in montreal that can make a triple A game.»  
**- M, 29, Uni, Canada**

**#212** «in term of scholarship, you should consider technical school as there is more and more school out there offering game related or discipline related diploma, such as 3D graphic, programming or audio. This survey only consider "standard" schooling (highschool, college, university etc.) but not technical, which a lot of the taskforce comes from. since the choice is not available, most will go with the equivalent (college for most) and it will give a false image of scholarship in the industry.»  
**- M, 29, White, disabled, Uni, Canada**

**#213** «Often talked about, but there's no quantifiable benefit so no pressure to change.»  
**- M, 30, White, Uni, Austria**

**#214** «Diversity in an organisation falls down to the creators/owners/starters of a studio, as they ultimately produce the working environment they desire. I've been at some studios where I can be myself, due to the relaxed and open atmosphere. However I once worked for one studio where it was totally Straight hetro male focused, people had pictures of naked strippers stuck to their monitors and staff members would openly criticise gay guys because of their sexuality. Disgusting.»  
**- M(gay), 30, White, Uni, UK**

**#215** «Mars Needs Women, and by this, I'm talking about the industry in general.»  
**- M, 29, White, disabled, HS, USA**

**#216** «Diversity shouldn't be the issue. Quality of work should. Why does it matter that someone is gay, black, old or young? Their skill at their job is what matters. Diversity is a great, "feel good" buzz word. If you were in a seasoned Navy SEAL platoon and your commander told you half of your platoon was being replaced with inexperienced soldiers that were gay, hispanic and transgender for diversity reasons, who wouldn't object? It's about skill. Period.»  
**- M, 26, White, HS, USA**

**#217** «The gaming industry is all over the place...both demographically and geographically. Without massive financial outlay, it will be nigh impossible to accurately sample diversity within the industry. A very large subsection of your sampling body will simply be uninclined to reply. Esp. those outside the US.»  
**- M, 35, White, disabled, Ma, USA**

**#218** «Diversity for the sake of diversity isn't moving in the right direction. Putting attention on having a more diverse workforce could detract from the current pool of workers who are qualified and ready to work. Discrimination should be discouraged, but I don't believe discrimination is an issue in the gaming industry. There's simply a small number of minorities (age, gender, race, etc.) seeking jobs in the field.»  
**- M, 24, White, Uni, USA**

**#219** «While I don't think about diversity very often, I recognize that it has a great influence both in the development process and in the gamer audience. In all, it's a great thing to have on both sides of the fence, and I am very pleased to see research done concerning diversity. It's not something I think about when working on a game, but I think that a better understanding of the audience demographics would help me make better games, as would having an even more diverse team (we're international, but not multi-gendered). The part about diversity I value is the different cultures, thought processes, and identities that can influence the development and the experience playing a game.»  
**- M, 22, Southeast Asian, Uni, USA**

**#220** «I think women characters in realistic settings need to be more diverse, rather than the generic female character with unrealistic body and embarrassing intelligence. Also, it is time the games try to appeal to women's interests, which are not necessarily pink stuff and looking good. There are as many different types of women as there are types of men and their money is just as good, so their participation in the process should be considered as such.»

**- F, 25, White, disabled, Uni, Canada**

**#221** «I don't have a problem with workforce diversity but what I think is important is that personality's match between members of a team.»

**- M(bi), 22, White, Uni, USA**

**#222** «Diversity will happen only as new companies arise that begin with it. Just as people hire people with similar work or educational backgrounds to work for them, they also hire people with similar racial and gender traits. The solution is the encouragement of numerous small businesses and the support thereof.»

**- M, 34, White, Ma, USA**

**#223** «We need more ideas from different perspectives...»

**- M, 25, White, disabled, Ma, USA**

**#224** «I live in Montreal, if you want diverse, that's one place to go. I don't think we have much diversity "problem" here, most ppl don't care about differences, are totally neutral or try to be. As example ppl here at work are well enough comfortable and friendly to throw around sexist/racist stereotypes jokes (we're actually making fun of the stereotypes and of ppl who truly believe in them) and other jokes that would be deemed inappropriate in most work environment. I don't know how it really is elsewhere, but it's really cool here.»

**- M, 26, disabled, pre-HS, Canada**

**#225** «I am not a game developer, but I am an Instructional Technologist. I like to monitor the gaming industry, because creating new gaming technologies affects my industry. Diversity is important on many levels. I deal with 508 compliance issues on a daily basis. I have also realized that the gaming target audience is becoming more diverse. Age diversity is increasing - Grandparents play with their grandchildren. My godson got me back into gaming after I sprained my ankle. Now I buy the most games and the entire family plays video games, we discuss story plots, character, and fight systems. What I haven't seen and would like to see is assistive technologies for games. I have a coworker who has one functioning hand - she's never had the opportunity to play console games. This actually affected her work performance when my team was developing training using scenarios. Because she did not have the gaming experience, she could not translate the training we were creating beyond the traditional page turner. My workplace is very diverse. Diversity increases creativity because everyone brings a unique experience into any effort. Diversity also allows us to learn from each other and we become stronger as a team. I also think that women gamers are seriously

underestimated. I have another female co-worker who plays Halo. She is older than me.»  
**- F, 38, White, disabled, Ma, USA**

**#226** «It would be good to look at the findings between mobile and fixed game companies.»  
**- M, 28, White, disabled, Ma, USA**

**#227** «workforce diversity should not be required, it should be a thing that happens, people should not be classified based on there ethnic background, and hiring should not be driven by the diversity of the company. People should get jobs in the company based on skill and knowlege. it should not matter if a company is 100% white, black, chinese, or a mix, the only thing that should count is there skill and how well they work within a team. The only time it should matter is if people are denied jobs based on ethinc background! but the current makeup of a company is not a indicator of this.»  
**- M, 37, White, Uni, Canada**

**#228** «diversity is too broad a term. gender equity would be more focused and perhaps more accurate. »  
**- M, 42, White, Uni, USA**

**#229** «Only one thing needs to be considered when hiring someone for ANY job in ANY industry: qualifications. If that means you end up with an all black, all white, all Asian, all Hawaiian--all whatever--workforce, then so be it. Encouraging people to persue an interest in working for a given industry who may not have considered it before due to their culture, background, etc., is a worthy goal; however any "encouragement" upon businesses to simply hire diversity almost always ends up involving government and thus turning to "force," which is ultimately beneficial to no one.»  
**- M, 32, White, Uni, USA**

**#230** «Diversity in gender, race and age are much more important than sexual orientation. The former represent very large populations with many interests and perspectives -- the latter is relatively small with a narrow, activist perspective.»  
**- M, 51, White, HS, USA**

**#231** «As a current student attending a graduate program for the gaming industry, imo, the industry is lacking a solid and consistent skill sets. But more importantly there is definite lack of diversity, as a female it is very apparent this is the case.»  
**- F, 33, White, Ma, USA**

**#232** «males creating games for males, with females seen as an untapped and secondary target market. the industry doesn't require diversity so much as it needs to grow up.»  
**- M, 24, White, HS, USA**

**#233** «Skill, talent, and experience are the only metrics that should be used in hiring. Diversity should never be a goal or an end in and of itself. Diversity for its own sake is racism. With customers or buyers, any marketing data that helps segment the market is

fine, but those same differentiators should NEVER be used in the hiring process.»

**- M, 34, Uni, USA**

**#234** «I feel that individuals in the industry as a whole believe there is an openness to women and minorities, but in truth only certain types of women and minorities are tolerated: those who won't change what the industry already is.»

**- F, 26, Hispanic/Latino, Uni, USA**

**#235** «Hooray!»

**- F, 44, White, Ma, USA**

**#236** «As the phone becomes a more and more popular platform to play games on we will see a bigger diversity of games as well. Since this is somewhat new medium to play on.. The mobile connected platform gives new possibilities and along with that a new crowd with bigger diversity since people who by phones don't only by the phone for gaming they buy it for other reasons as well. And along with this comes the gaming-capability. Therefore it is important to have a broad diversity in game development studios as well to understand and meet the new customers. Can't say that we have met all these goals as it is today. But we are on the right tracks.. Hopefully I will win the PSP now ;) To broaden the crowd who plays PSP as well, since I'm not a hardcore gamer, I just play on the mobile phone (Sony Ericsson). A bridge between mobile platforms and fixed connected boxes (X-box, PC, PS) would be another challenge to satisfy the more broadened crowd and the diversity of gamers/users.. thanks for a good and interesting survey :)»

**- M, 29, White, Ma, Sweden**

**#237** «As a female game designer, I've learned that diverse teams make a big difference in the quality of the end product. I've worked in companies where I was one of a few - if not the only - woman on a development team, and if I presented an idea that came from something outside of the standard 18-24 white male group think, it was almost always shot down. I find that now that I work for a very diverse company (there are a lot more women here, a lot more people of color, and a few folks who are openly gay), I find it easier to make design calls that shouldn't be controversial but might have been before. It is much harder to make an argument against including something that appeals to a different audience when there are members of said different audience all over the office, proving that they exist and clearly representing why they might be offended by the inclusion or exclusion of something. So that's one of the reasons that I believe that diversity is critical to making excellent games that will grow the industry.»

**- F, 27, White, disabled, HS, USA**

**#238** «It seems logical to me that since games are designed based on archetypal characters and stories modified and referenced from literary and cultural backgrounds, that the greatest impact on diversification in the game industry would be within the realm of story and character developers, more so than in the realm of game programmers, who are programming the games based on the console design and desired interaction with the objects and components of the game and world in which the characters play and the

stories unfold.»

**- M(gay), 34, HS, USA**

**#239** «ethnically my work does OK in hiring, but the gender balance is difficult to address because of the lack of applicants»

**- M, 33, White, Ma, USA**

**#240** «game largely differ depending on the demographic and diversity of the people making it.»

**- M, 34, White, Uni, Canada**

**#241** «I work in advertising as the "non-diversity" Agency of Record for an automotive client; our client is doing a much better job at diversity than we are, but there is still a long way to go in our client's industry and its supplier base»

**- F, 48, White, Ma, USA**

**#242** «Whilst there is diversity of race in the games industry, the games industry as a whole is a male dominated industry. We need to do more to encourage more women to enter into games development. Many women are unaware of the games industry as a career option so we need to do more to publicise this in schools and colleges. Many women looking for work in IT or media will not form part of the demographic that buy game trade magazines. Therefore I feel we need to broaden the areas where we advertise jobs in games to other media and IT magazines/press. This is something my company also feels strongly about and we are looking into ways to encourage more women into the industry.»

**- F, 32, White, HS, UK**

**#243** «I feel individual talent and knowledge of what people will buy is more important than workforce diversity. However, that is not to say diversity harms development in any way. Diversity is desirable from a perspective of fairness in hiring practices.»

**- M, 34, White, Ma, Canada**

**#244** «Diversity is great. Talent is more valuable. Diversity is meaningless without talent. Our industry thrives on talent, not diversity. »

**- M, 22, White, Uni, USA**

**#245** «I think the big problem with game workforce diversity is lack of qualified candidates. Most game developers I know are extremely open minded about diversity, but as a hiring manager, it is very rare to find any non-white male candidates.»

**- M, 43, White, Uni, USA**

**#246** «Publishers' narrow view of marketable material is probably more limiting to the final products than developer diversity or lack thereof.»

**- M, 34, White, Ma, USA**

**#247** «The more different opinions and perspectives you can compile into your workforce, the more new and revolutionary games will be developed. We cannot have an industry comprised of white straight males, or it will never reach the status of other medias.»

**- M, 26, White, Uni, USA**

**#248** «Sorry but diversity is overplayed. It is political correctness b.s. that serves only to distract focused teams with psycho-babble. If a team is naturally diverse that's fantastic. But forcing the issue has only the affect of alienating the better performers who see through the veneer. Frankly I'm disappointed that the IGDA is putting so much emphasis on this issue when there are many other more pressing matters to attend to. If I had known this was a diversity survey I would not have wasted my time by sarding it. The fact that it was cleverly disguised up front says all one needs to know about the subject.»

**- M, 37, White, HS, USA**

**#249** «I agree that the industry needs to attract a diverse group of people to stimulate new ideas. But diversity should not be forced for the sake of ensuring that the industry is diverse. Create an environment that allows diversity to flourish based on attraction, passion and the pursuit of new ideas.»

**- M, 42, White, Ma, USA**

**#250** «While diversity is important, a key problem we find is that when hiring, the stereotypical applicants (young, white, male), on average, tend to be much more qualified. This is of course something that i would love to see change, and isn't true 100% of the time. In the meantime, the hiring question becomes: do you get more benefit from diversity for diversity's sake, or from someone who's far more qualified for the job? We'll hire on qualifications every time. So, the conclusion is that we need to find some way of getting other groups of people the qualifications they need to be productive and make valuable contributions.»

**- M, 30, White, Uni, Canada**

**#251** «Young males are the primary workforce, mainly due to the fact that they're the first generation to reach working age that has grown up with home computers. The male brain is more geared towards concentrating on technical tasks for long periods of time. It has been more socially accepted that geek males may stay at home and code during their youth. Diversity in gender and age will come over time without changes to the industry. I think diversity in race already seems to somewhat match the racial diversity of the area where the game studios reside. I don't think things need legislated or forced. Any needed change will come with time. And any forced change will cause hiring of unqualified people to match artificial diversity quotas, producing lower quality games, stretching the time required, increasing the budget, and reducing the moral of the qualified employees.»

**- M, 31, White, HS, Canada**

**#252** «Diversity in all forms of expression is the only way to reach a broad number of people. Presentation has a direct influence on the acceptance of a message or idea. As time progresses in our industry the need to tap new markets becomes more and more

necessary. Giving the same type of game to the same type of people over and over again breeds no innovation. A good friend an college of mine once said when I had suggested pizza for lunch one day “You know, I used to love pizza, when I started working here I would hit that pizza shop for lunch every day. After two months on pizza I couldn’t eat it any more.” If a man can grow tired of pizza after two months how can we expect gamers, hard core and causal alike, to eat the same game release after release.»

**- M, 21, White, HS, USA**

**#253** «There are varieties of diversity. In terms of gender, the game industry is not diverse. Overall, in terms of race, I think it is diverse, though some large groups are not well-represented. However, I suspect this has much more to do with economics than with race. I don't think diversity in the workplace is a worthy primary goal. I do think it is something we should have, but that it comes from dealing with causes. A lack of diversity is an effect of other issues, in my view.»

**- M, 43, White, Uni, USA**

**#254** «It would be nice to be diverse yes but I feel that the most competent people should be the ones working with me regardless of diversity.»

**- M, 24, Filipino, Uni, USA**

**#255** «I think workforce diversity is interesting, but I think mental diversity has a larger impact on game design and development than racial, or gender diversity (though a little of each is ALWAYS a good thing). I think ideological open-mindedness and creativity on the individual level is more effective at creating originality and diverse games than just importing a bunch of people from different cultures/religions/genders.»

**- M, 28, White, HS, USA**

**#256** «It is quite difficult to have that much diversity in an industry that requires certain skills, skills that can only be aquired from specific socio-economic backgrounds.»

**- M, 22, White, Uni, USA**

**#257** «I hate this racist shit. people are people, you hire them if they are skilled and good and have a good attitude.»

**- M, 25, White, Uni, USA**

**#258** «We need diverse people in order to make games, but not only diverse in cultural background, but education background and skills as well.»

**- M, 23, White, Uni, USA**

**#259** «A lot of white males in my company. I think it's because video games are very popular with this demographic.»

**- M, 21, White, Uni, USA**

**#260** «we need to address the issue of a lot of work being sent overseas when there is a lot of people here in the USA who need the work.»

**- M, 37, White, HS, USA**

**#261** «The industry is changing to include more qualified people from other fields. This is, by far, the most important type of diversity needed. I am an example of it and am pleased to see this trend in other companies as well. »

**- F, 52, White, Uni, USA**

**#262** «I'm an aspiring game developer. Haven't actually made anything commercial.»

**- M, 24, White, Ma, USA**

**#263** «Talent and hard work makes good games. Skin color or orientation shouldn't even be acknowledged much less sought out for "diversity's sake". People should be judged on their talent. Also, I think there's fewer minorities in game development because people's backgrounds are disproportionate financially (some "groups" have much better access to computers of their own at an early age than others).»

**- M, 25, White, HS, USA**

**#264** «I think your efforts could be better spent on other things. Phrases like "workforce diversity" are created by politically correct elitists that feel that people aren't smart or talented enough to succeed on their own. You may feel that you are only trying to help but in reality you are demeaning the very people that you claim to elevate while stroking your own egos.»

**- M, 34, White, Uni, USA**

**#265** «Discrimination is most definitely a bad thing, but so is giving preferential treatment to under represented groups. In other words, I don't believe companies should go out of their way to hire old black gay jewish women, but at the same time they shouldn't not hire them simply because of their age/race/religion/gender/sexuality. »

**- M, 21, White, disabled, HS, USA**

**#266** «I have never witnessed any form of "anti-diversity" sentiment in the game industry. Most companies/teams are merit based (usually to an extreme). If you want to increase diversity, you need to focus on attracting and developing the skills of diverse individuals. I don't think the problem is related to employment opportunity. As far as diversity's affect on product quality... That is an overly simplified question. Great product comes from competent teams that share a strong, focused, common vision. Diversity of opinion regarding the vision can dilute and harm the quality of a product. Diversity in skill sets can help the product. Diversity in cultural backgrounds can help a product (provided the overall vision is shared). Diversity in ideas and visions for new and unique products can only help the industry. The old saying "too many chefs spoil the broth" applies here. A diverse team of chefs is aware of a larger variety of recipes, and spices, and can create a larger variety of and more interesting dishes. Each dish, however, needs a common goal and focused recipe. Mix your mexican, italian, tex-mex, indian, and cajun spices into a single dish, just for the sake of diversity, and you end up with some slop that nobody wants to eat.»

**- M, 42, White, Uni, USA**

**#267** «The recent "diversity" movement is simply a way of silencing divergent thoughts and ideas and in truth is anti-diverse. We would be a better industry if we focused this same energy on creativity and quit worrying about diversity.»

**- M, 35, White, Uni, USA**

**#268** «Working in a diverse city like Toronto means a diverse workforce is more likely, in comparison to a less diverse city like Austin, Texas for example. While diversity is extremely important, it may be difficult for less-diverse game development centers to achieve the same level of diversity as an immigration-prone city like Toronto or New York.»

**- M, 25, White, Uni, Canada**

**#269** «just white boys and asians»

**- M, 32, Hispanic/Latino, Uni, USA**

**#270** «Would have been interesting to ask questions of those that are in "diversity challenged" categories (women, minorities) if they felt they'd been discriminated against in their jobs.»

**- M, 36, White, Uni, USA**

**#271** «No questions on age diversity. There is too much tendency in the industry to undervalue experience in favor of youthful fervor.»

**- M, 33, White, disabled, HS, USA**

**#272** «I own my own tiny game company, because I have been unable to find work with any other company in the past 27 months. My company was closed by its parent company for financial reasons, roughly three months after my public transition began. Despite the fact that my games have made millions for others, I cannot find work. Clearly, not all of this is related to my transition, but it is an issue.»

**- F(bi/trans), 30, White, disabled, HS, USA**

**#273** «What's needed is not a seminar or a dialogue. What seems to accomplish things in our industry is active people doing productive successful things. Recognize and promote the successes of diversity as often as possible, and show that it works.»

**- M, 29, White, Uni, USA**

**#274** «Applicants for open positions are not diverse. That is, the lack of diversity stems from a lack of qualified candidates from diverse backgrounds. This observation suggests that any problem regarding a lack of diversity stems from issues larger than employer practices. I believe that stronger industry involvement in creating game development educational programs would help improve diversity.»

**- M, 30, White, disabled, Ma, USA**

**#275** «This is an overrated political-correctness issue. We hire the best person for the job, regardless of diversity factors.»

**- M, 36, White, Ma, USA**

**#276** «Next time you have a survey on "diversity", you probably should define what you mean by it. (Racial? Educational? Cultural? Age? etc etc etc). My team is extremely diverse, yet we are all about the same age, race, and gender. We have surprisingly different backgrounds, educations, upbringings, and, most importantly, points of view. Differing points of view is what is important about diversity, and nothing else.»  
**- M, 36, White, PhD, USA**

**#277** «Diversity is definitely important! How can you make good games if you don't know your entire audience? What I don't like about the industry is the extent to which it is closed to outsiders. It seems like a group of people who keep moving from one company to another, with little-to-no opportunity for new people to join, and a huge crowd of people trying to join.»  
**- F, 44, White, Uni, USA**

**#278** «The roles in this industry are determined by the education (self or formal) and abilities of the tentative employees. If seventeen people from Milwaukee happen to create a brilliant team, then it would be foolish to dismantle that team by imposing that they diversify by cutting loose half their team and hiring from Moosylvania. There is nothing wrong with having diversity, but it should come naturally. The best person for the position should be chosen on their capabilities and not where they come from.»  
**- M(bi), 28, Uni, USA**

**#279** «As our world shrinks, it is obviously more important for all of us here on Earth to get along in harmony by respecting each other's differences and appreciating the inner goodness in all of us that is part of the human experience.»  
**- M, 42, Japanese, Uni, USA**

**#280** «Didn't understand the difference between "hispanic/latino" and "white". I'm descendant of italian, spanish and french ancestors, but I'm not sure where I classify. »  
**- M, 25, White, Uni, Argentina**

**#281** «More women needed in the design and marketing process.»  
**- M, 23, White, Uni, USA**

**#282** «There are barely any women in the game industry. Do you really think there might be an acceptance of a gay agenda in the industry? Just wondering.»  
**- M, 31, White, disabled, Ma, USA**

**#283** «Screw diversity, celebrate excellence. I don't care what anyone's affiliation, proclivity, religion, race, etc. is, as long as they are talented, independent, and motivated to succeed. Focusing on diversity as a goal in itself is part of what is bringing our society to its knees. Political correctness is a cancer that distracts us all from what is truly important: liberty, respect, truth, and excellence.»  
**- M, 41, White, Ma, USA**

**#284** «Diversity is very good, but too broad term. I like the questions and I hope the results will be helpful for broadening the view of Game Industry workforce in direction - more research. My personal opinion, as a person working in education&research area, is that the way it is made, the survey is mainly US representative. Europe was not even mentioned in the first survey page, which seems not giving the objective picture of game industry (and research) field from demographics view (and not only). Workforce diversity&interdisciplinarity in Gaming field is necessary not only for more creativity, but for removing the common (brainwashing)grey-veil, put over PC games by not small part from the society. I wish IGDA success in the battle!»

**- F, 31, Ma, Bulgaria**

**#285** «transgender and sexual orientation is irrelevant in a business setting. :(»

**- F, 21, White, PhD, USA**

**#286** «We dont have diversity problems by now at all. All my staff same race as me and same age and the same educational level. But in general i think its really important for all game development community. Game developers must not feel issolated because of diversion.»

**- M, 23, White, Uni, Ukraine**

**#287** «Good people matter, period. "Diversity" issues matter only inasmuch as they help us define or understand our market, audiences and product requirements. But "workplace diversity" just for the sake of "variety" or "fairness" is meaningless.»

**- M, 43, White, disabled, PhD, USA**

**#288** «Equal opportunity is a far more attractive concept than diversity. Diversity with a common goal trumps diversity for diversity's sake any day.»

**- M, 39, White, Ma, USA**

**#289** «I believe that talent, drive and passion are the keys to success. Race, gender, sexual orientation and the like are completely irrelevant. I'd much prefer to see my IGDA dues spent on improving the industry through fostering more of the key qualities needed for success.»

**- M, 32, White, Ma, USA**

**#290** «Is there a 'lifetime' membership? If so, How much and what will it give access to?»

**- M, 23, Black, disabled, HS, USA**

**#291** «More interested in getting more women interested than anything else. If anything, it will lead to a QOL improvement!»

**- M, 28, White, Uni, UK**

**#292** «The only improvement needed is to allow players to pick the race and gender of their character. Eliminate the stereo types from the genres.»

**- M, 33, White, pre-HS, USA**

**#293** «Too few women in the game industry - but specifically too few in design positions within development houses. Ethnic/cultural diversity in developers is also a problem, but less so than male/female. The worst problem is the utter focus of publisher and marketing personnel on what would appeal most to existing "gamer" audiences, and how to force IP's to conform to that. Ironically, publishers seem to be the most diverse. Publishers and developers need diverse work backgrounds as well as sex/ethnic diversity.»

**- M, 25, White, Ma, USA**

**#294** «Although diversity has a high impact on the quality of a game or an engine, the diversity of a team or company should not be used to measure, evaluate, reward, or punish games, engines, or companies that produce games.»

**- M, 38, Uni, USA**

**#295** «I recently attended one of the best technical schools in the United States, and diversity was a problem there, too. The population was mainly white and Asian, with very few blacks or native americans. If you are going to address this problem, you also have to address who is being trained for these jobs.»

**- M, 45, White, Ma, USA**

**#296** «more girls! »

**- M, 29, White, Uni, USA**

**#297** «Experiencing the benefits of diversity in our industry will depend upon significant change and more sophistication on the part of publishers. The movie industry understands that it is important both to have big budget blockbusters as well as lower budget niche films ("chick flicks," "teen flicks," Adam Sandler flicks, etc.) but the game industry is moving farther and farther away from that kind of market savvy, toward a blockbuster-only model. It's dumb. But as a result, reaching a diverse audience is less important than reaching a "lowest common denominator audience with hardware," which given US demographics as a whole, still means white men 18-35.»

**- M, 36, Uni, USA**

**#298** «Whats the point other than political correctness? Our race is geek, not hispanic or white or whatever.»

**- M, 25, White, Uni, USA**

**#299** «-»

**- M, 29, White, disabled, Uni, Slovenia**

**#300** «My horoscope this morning said Venus is revolving at twice the speed, and will gravitate towards the Sun shortly. Should I put off personal decisions because of this, or should I speak my mind? It also said I should avoid lions, but I don't know about that... »

**- F(les/trans), , Arab, disabled, PhD, USA**

**#301** «More academic study is needed as a fundament for the future. There are not much researchers really researching games. One thing is certain without any research

necessary, we must diversify as much as possible and listen to the most diverse group of people to have a broad as possible appeal»

**- M(bi), 25, White, Uni, Netherlands**

**#302** «I believe workforce diversity is important in the atmosphere one works in. I especially think there needs to be more diversity in regards to women in games. However, I can vouch for the fact that almost EVERY woman that applies is hired at my company, and it is still only about 4%. I also suspect, that it will have little or no effect on the types of games that are made. That is dictated by what the consumers buy from any year to year.»

**- M, 44, White, disabled, Ma, USA**

**#303** «because of the many hours and crunch times that have become the "norm" for game developers, i believe it's very difficult for family life, especially for women. the company i currently work for recognizes this major problem and is putting in steps to rectify this situation. my current team is very diverse but i am the only woman on my team as well as in R&D. all of my female friends have been laid off or decided to be a stay-at-home mom. i'm very grateful that my company allows me lots of flexibility to attend and help out with my daughter's school functions and allows her to stay with me in case i cannot find someone to take care of her. however, the times when i work from 8:30a.m. - 12 midnight (or 2 or 3 a.m.) 6 days a week for several months is very difficulty for me and my family. it makes me want to leave this industry for a normal, boring 9-5 job with excellent benefits.»

**- F, 39, Japanese, Uni, USA**

**#304** «Why there are so many question about diversity? Most of the question are about them. Is this REALLY that important in the present time with present issues for the game industry?»

**- M, 22, White, Uni, USA**

**#305** «Diversity affects the development of games in the design process(es) and is only as apparent as employees have input into the process. As production teams increase dramatically and production becomes driven by recognized brands, successful IP's, outsourcing, and assembly lineplug-in processes, the gaming industry production employee will have less and less impact into the design, look, and play experience of the product. I personally think there are huge holes and missed opportunity to address potential gaming customers who could be reached through more diverse input into high-level game design, however, experimental game design (anything other than the hollywood accepted generic genres) is becoming a more difficult endeavor to finance and those opportunities are mostly overlooked.»

**- M, 33, White, Uni, USA**

**#306** «Diversity, as it relates to universities and the modern workforce, is a waste of time. It is not conducive to open, honest communication. I would hate to see game development mired in the quagmire of political correctness.»

**- M, 34, White, HS, USA**

**#307** «This is not an issue that needs promotion. Companies with a diverse workforce will succeed in ways that companies without a diverse cannot. Correspondingly, there are costs and risks.»

**- M, 43, White, disabled, Uni, Canada**

**#308** «I'm trying to start my own company, so the people I work with are basically people who were my friends to begin with. I think the most common way people get jobs is through word of mouth...that obviously impacts diversity.»

**- M, 28, White, Uni, USA**

**#309** «Not to be taken negatively, as far as gender goes, there are still too few women. My observation for race, there are a lot of Caucasian and Asian, not much else. These facts reflect on the games being published.»

**- F, 23, Chinese, Uni, USA**

**#310** «I am a career advisor at the Art Institute of Phoenix and specifically work with Game Art & Design student/graduates. I have worked with several female graduates. I have also attended many industry conferences including the Austin Game Conference/Women's Game conference. So, I have heard a lot of talk about hiring more females into the Retail Game development industry. In my experience so far, I am disappointed and find that it's all hot air. There is not "affirmative action" type of movement going on in the industry in my opinion. The bigger issue is the abissmal Human Resource function / training in the industry. We are coming up on a time when the industry has a whole nest of talent getting ready to come in the industry and no way effectively transitioning them from a training point of view.»

**- M, 39, White, Uni, USA**

**#311** «As the market naturally becomes more global in nature, understanding the prejudices and values of all potential markets is something that every developer/publisher will need to do in the future.»

**- M, 20, White, HS, USA**

**#312** «I am a sole practitioner lawyer so diversity is not an issue in my "company."»

**- M, 55, White, PhD, USA**

**#313** «I am concerned that that there are very few women in my classes. We have a nice balance with Asian and Afican heritage students, and a nice religious crossection. Since I came to academia after 11 years in the field, I guess I should not have been too surprised at the lack of women in the field. However, I had hoped that some headway had been forged. I am willing to help with recruitment efforts if I knew of some successful strategies.»

**- F, 60, White, PhD, USA**

**#314** «Wish I knew more about the industry's demographics, but I'm out of touch. Will you be publishing the results of this survey?»

**- M, 24, White, PhD, USA**

**#315** «It's been an on-going joke in the gaming community. There aren't any positive black or gay characters in any game released in the states.»

**- M, 20, Black, Uni, USA**

**#316** «If Will Wright can make a game that appeals to millions of women, I think other people can make games that appeal to certain demographics without being part of that demographic themselves.»

**- M, 27, White, HS, USA**

**#317** «Needs more chicks.»

**- M, 38, White, Ma, USA**

**#318** «Does the response thus far reflect a true figure, or have those who \*should\* have taken the survey, declined so far?»

**- M, 38, White, Uni, Canada**

**#319** «I find that my company is diverse in terms of nationality, ethnicity, sexual orientation, religion, etc. But there are still vastly more men than women in the company. Most of our administrative department is women, but in art, and particularly code development, women are in the significant minority. I think having more women on our staff, in production and management roles, will create a more creative and innovative workplace. I've heard from our HR reps that these imbalances exist even in the application process. They simply don't receive many applications from women. However, for our industry to survive, I think we will need to balance input on our products from both sexes.»

**- M, 28, White, Uni, Canada**

**#320** «The homogenization of video game content is partly due to the homogeneity of the workforce.»

**- M, 40, White, Uni, USA**

**#321** «I believe the game industry suffers more from lack of GENRE diversity than from a lack of demographic diversity of the workforce. Demographic diversity will likely take care of itself as globalization proceeds; genre diversity will only happen if publishers act more forcefully to promote innovation than 1 independent games conference per year. Keep up the good work. »

**- M, 47, White, Ma, USA**

**#322** «While I think that diversity is preferable to latent or intentional conformity amongst employees, I also think that most "diversity" talk is just lip service to the social and economic issues that surround the issues some industries deal with as they strive to become more diverse.»

**- F, 27, White, Uni, USA**

**#323** «I think that lack of diversity in our industry is not a problem specific to it. Rather, it's a symptom of greater socio-economic issues. Does this wholly absolve our industry

from any responsibility? No. But the reality is that the majority of qualified applicants for many positions are white males. But, as computer use becomes more commonplace, I think that we will see a wider demographic of people with the skills necessary to work in game dev. In fact, I would suspect that research into the past 20 years of game development would probably show that there is indeed a trend towards greater diversity in the workplace.»

**- M, 35, White, HS, USA**

**#324** «IMO, diversity in the game industry workforce widens the range of which the game caters»

**- M, 25, Filipino, Uni, Philippines**

**#325** «I feel it is particularly important to encourage more women to become part of the industry, particularly if we are aiming to acquire more female gamers.»

**- F, 25, White, Ma, USA**

**#326** «I believe that more diversity would greatly help the game development community, as a wider range of viewpoints can impact a project and take it in directions that might not have been previously thought of. I think it would also help to reach a more diverse audience, as well. »

**- F, 20, White, HS, USA**

**#327** «Like other area's of the industry, money is the main consideration, if you can get a programmer, or artist from other countries at a lower price, then diversity is not important only the bottom line. »

**- M, 50, White, Uni, USA**

**#328** «Interesting side note: the only time I've ever experienced definitive racial bigotry directed towards myself was at a game industry job. Thankfully, this remains an isolated incident.»

**- M, 32, Hispanic/Latino, HS, USA**

**#329** «Actually I never thought about it's importance.»

**- M, 27, White, Uni, Hungary**

**#330** «As the industry works toward greater social saturation, it must cater to the largest remaining groups of potential gamers/customers: in particular, women. While I believe this segment of the overall gamer profile is growing, increased diversity, as relates to male/female & masculine/feminine, will be necessary to make serious in-roads with women gamers. The schemas and processes that male-oriented game development bringw to the industry table are currently too narrow in scope to appeal more generally to a larger audience. We are more quickly regurgitating old, tired ideas in gameplay/genre more quickly than we are creating new paradigms of gameplay: increasing the diversity, in particular gender diversity, looks to be a highly-promising route to increasing interest in and consumption of games by a brouder audience. Note: I am focusing here particularly on gender, as I personally see little discrepancy across racial lines in regard

to gaming.»

**- M, 34, White, Uni, USA**

**#331** «I believe diversity is not a key to success in the games industry, or any industry for that matter. However, diverse project teams, be it diversity in race, cultural background, or gender, do have the advantage of having a larger number of different views over a traditional team which can lead to new or interesting design/development ideas.»

**- M, 23, White, Ma, USA**

**#332** «Diversity is nice, but can be overplayed when it is believed that diversity is a viable replacement for talent. Whoever can get the job done should get the job without any thought to race, sexual preference, religion... by making the latter an issue, one misses the entire point.»

**- M(bi), 21, Hispanic/Latino, HS, USA**

**#333** «As we are looking to expand our industry to all kind of customers (race, genre...), the more diverse we are, the closer we will be to the needs of our prospects and so the more \$ we make!»

**- M, 35, Ma, Canada**

**#334** «By diversity, do you mean gender and sexuality, or just race? There's not an emphasis on, nor a bias against racial diversity as far as I know, but there's certainly a lack of gender diversity. Also, there's probably less tolerance of diverse sexualities than there could be.»

**- M, 35, White, Uni, USA**

**#335** «IT's There. Let's just keep making great entertainment and stride forward to break all barriers.»

**- M, 30, Hispanic/Latino, Uni, USA**

**#336** «As a freelancer, your questions concerning employment required that I answer "neutral" since I can't give a valid answer. I'm not an employee.»

**- F, 54, White, HS, USA**

**#337** «Forced diversity is not needed in this industry. We are overwhelmingly accepting of diversity, it just so happens that the largest demographic in our workforce is male, white or asian, and under the age of 40. »

**- M, 32, White, Uni, USA**

**#338** «The only form of discrimination that's still widely accepted is AGE discrimination. People speak openly of wanting "young, energetic, fresh-thinking" etc, or of preferring "older, gray-haired, seasoned, etc", often with specific reference to age-ranges as hiring criteria. Not just illegal, it's just plain wrong.»

**- M, 45, White, disabled, Ma, USA**

**#339** «The industry is minimally diverse in terms of race or gender, but maximally diverse in terms of varieties of geekitude. »

- **M, 31, White, HS, USA**

**#340** «nedd the diversity put into the game not just the workforce!»

- **M, 42, White, Uni, USA**

**#341** «Diversity breeds creativity!»

- **M, 25, White, Uni, USA**

**#342** «I believe a good development team is one with members with focused and diverse skills across the board, have compatible personalities, are helpful to each other in times of pressure and share the same goal sense. This is irrelevant of diversity. »

- **M, 32, White, Ma, Spain**

**#343** «All in all, I think diversity is the least of our hiring problems at the moment. As a mixed race gay man, I'm happy to say that my current company is quite diverse (including a surprising mix of nationalities), and that to date I've never met with any kind of discrimination at all in the industry, leading me to believe that bar actively trying to diversify to prove some point, we're as diversity friendly as we need to be. If there's a staffing problem in my experience, it's that quality screening in the workforce is pretty poor. Many many mediocre people manage to hang on for years, drifting from position to position. I feel this is a huge drain on the rest of the industry.»

- **M(gay), 27, disabled, Uni, UK**

**#344** «Because of need and talent there have been very few barriers to diversity in our workplace.»

- **M(gay), 33, Uni, Canada**

**#345** «This is an industry of white males for the most part, it is true that the support staff may be female, but the white male is dominate in every studio I have work in.»

- **M, 47, Native American, disabled, Ma, USA**

**#346** «I would be interested to know more about black women in the gaming industry.»

- **F, 32, Black, Ma, USA**

**#347** «The greatest need is more female designers. Right now, even games that are designed to reach that market are being designed by gamers who love hardcore, male-oriented games. »

- **M, 31, White, Uni, USA**

**#348** «Being a minority woman owned business - diversity is a big part of the overall scheme of things. We are in serious games and simulation.»

- **F, 55, White, Ma, USA**

**#349** «I just want to thank the IGDA for caring about issues such as diversity. I believe that the IGDA is actually helping to raise issues that hasten equality in our workplaces. Thank you! Another interesting thing. I noticed that of all of the hundreds of people I have met and worked with in games, not one glbt person is "out". (Of course, Transgendered people have no choice but to be out at least while transitioning). Strange, isn't it? I also want to report that sexism and homophobia are rampant. Homophobic jokes and hate-mongering is accepted. Sexism is also accepted. At one company I worked at there were only 2 girls (myself and one other) in development (it was a big studio). I found out years later that many of the guys thought that we were lesbians. (We definitely don't fit the stereotype and both had boyfriends at the time!) They actually assumed that since we were friends, we must be romantically linked. I have had perfect strangers tell me this! I am not sure about racism because I have never worked with anyone who could be considered a minority. Although I did work at Activision a few years ago and they had a very good mix of people, which is admirable. »

**- F(bi), 31, White, disabled, Uni, Canada**

**#350** «As video games are becoming accepted and understood by a broader market due to its push towards the mainstream, the market is becoming a lot more mixed in terms of those buying games or interested in news about them. Be it parents of children playing games, businesses evaluating the market or scientists and researchers developing the applications of games, the industry is reaching many more people. With a more diverse influence on the design and creation of games, we can reach this expanding interest and help make games appeal to more and more people. The main demographic for video games may be white 20-something middle-class men, but if the only people making the games are white 20-something middle-class men, there will never be a close enough understanding of the market to appeal to those who fall outside of this group. As well as your parents may know you, whatever present they give you for your birthday will never be cool, this I feel applies to game designers hoping to hit demographics outside of their own.»

**- M, 22, White, Uni, UK**

**#351** «I was wondering since i am a student at Westwood College in Los Angeles, when is the next conference meeting in Los Angeles, CA? Also I would really like to become a memeber so please explain how to become a student memeber if at all applicable.

Thanks, Jimmy Doss»

**- M, 26, Black, Uni, USA**

**#352** «More babes (women:) should work as game developers here in Slovakia.»

**- M, 26, White, Ma, Slovakia**

**#353** «I would prefer yo see the American gaming industry concentrating on enhancing the US position in world markets, rather that pursuing social initiatives.»

**- M, 70, White, Uni, USA**

**#354** «with the share of PC games shrinking compared to all annual game sales, the only largely-untapped markets remaining (and this applies to consoles as well) are ones

focused on or directed at women and minorities - the first company with a plan, a decent product and the balls (OK, the funding) to produce such a game stands to make a huge killing.»

**- M, 43, White, disabled, Uni, USA**

**#355** «Game industry demographics at time X are probably most closely related to game sales demographics at time X minus 15 to 20 years. 20 years ago, the USA had a less diverse socioeconomic landscape, and games and game systems cost more. Thus, you had a predominance of white males entering the industry and working their way up. Today, game sales are to a vastly more diverse audience, and in time we will see that diversity reflected in the game industry. I see much more diversity in junior staffers than in senior staffers, but I feel that is less a function of a glass ceiling than a predictable demographic trend. In 20 years, the seniors will look like the juniors of today.»

**- M, 33, White, Uni, USA**

**#356** «I still feel the games industry is populated overall by white, male, under 28-year olds if you look at development teams. Marketing, scheduling, etc.. often have a greater male/female balance - more as others join the industry with experience from other fields, but this simply isn't happening at the grass-roots level of game design & development. »

**- M, 30, White, Uni, UK**

**#357** «Diversity in the game industry will probably not make games any better, but allow for a more diverse line-up of titles. Having more diverse people from more diverse backgrounds will allow for more creativity to come into the mainstream.»

**- M, 14, Hispanic/Latino, disabled, pre-HS, USA**

**#358** «The industry is, sadly, still plagued by lack of women. Minorities/foreign workers are adequately present... we just need more women in our workplace!»

**- M, 36, White, HS, USA**

**#359** «We need stronger cross-relations with the other game markets around the world. Asian, Australian, European, Middle Eastern, and North American markets should be completely diverse with each-other's products - without need for extreme localization testing to keep games true to the terroir they were developed from.»

**- M, 23, White, disabled, Uni, Canada**

**#360** «it seems as if game companies are ran more and more "corporate" these days. the culture of the early or hay days in the business are almost forgotten. it's sad to see this happening.»

**- M, 33, Filipino, Uni, USA**

**#361** «I don't think gender diversity within one project is needed, I do believe there should be more projects for different genders / age groups etc etc. I believe that you will need way more women working in games if you make a game for women. But if you make a FPS then they might distract the course of the game from its target audience. »

**- M, 25, White, HS, Canada**

**#362** «Workforce diversity is great and should be embraced - but not forced (i.e. quotas, reverse discrimination, etc.)»

**- M, 29, White, HS, USA**

**#363** «It would be nice to have more hot women in the workplace.»

**- M, 24, White, disabled, Uni, USA**

**#364** «Gender inclusive game design needs to be researched and promoted within the Industry. In addition more must be done to train, encourage and recruit minorities into our industry--in particular African-Americans and Hispanic/Latino folks. I am very involved in the education and promotion of our industry within both communities. -- Philip Hopbell»

**- M(gay), 56, White, disabled, HS, USA**

**#365** «I think this is an important and valuable topic. Thank you to the IGDA for pursuing this!»

**- M, 26, White, Ma, USA**

**#366** «Game development really transcends race or ethnicity. It's so high level, that usually anyone who understands it is your classic "geek". Diversity in IDEAS is the main influential goal for me.»

**- M, 20, White, Uni, USA**

**#367** «Our industry is stuck in a "young white guys making games for young white guys" rut. A big problem is that marketing dollars aren't being spent on games that might appeal to a broader base, so most games stick to the tried and true formulas that appeal to, well, young white guys.»

**- F, 28, White, disabled, Uni, USA**

**#368** «I think it's important, but at this time there just are not that many women compared to men in the industry.. in all my years of scouting for talent i've ran into one girl who was even interested in working on a game. Sure there are more, but its just my own experience. As for racial, do not forget nationality. In terms of Nationality our team is very diverse, however they consist to the best of my knowledge white males but our team has consisted at times of up to five different countries at one time. »

**- M, 31, White, HS, USA**

**#369** «Talent is more important than diversity in the workplace. Who cares what the background of an individual is. People should be given opportunity based on merit rather than where they came from.»

**- M, 31, Uni, USA**

**#370** «Personally, I think it is a bunch of hooie! ANY and ALL workplaces should be based on skill, talent, and ability not based on age, race, or gender yet that still seems to be what everyone cares about. Well, I for one do not.»

**- M, 27, White, HS, USA**

**#371** «Each player have different needs, but there are even more different ways to satisfy those needs. More diversity means more chances of success to reach more players, but also push back some others. The right balance is needed.»

**- M, 26, White, Uni, Canada**

**#372** «I consider discussions surrounding gender balance to be more critical than discussions related to (racial)diversity»

**- M, 44, White, Ma, Canada**

**#373** «I don't feel that workforce diversity (sex, race, religious preferences, etc.) are as important to the game development team as the mix of talents and backgrounds of the developers.»

**- M, 52, White, HS, USA**

**#374** «Go OpenGL!»

**- M, 33, White, Uni, Australia**

**#375** «At one time in our company, we had more people working here for whom English was a second language than for whom it was a first!»

**- M, 45, White, Uni, USA**

**#376** «Diversity is what makes things great. It increases originality and creativity whithin a game.»

**- M, 21, White, Uni, Norway**

**#377** «we need more women!!!»

**- M, 27, White, Uni, scotland**

**#378** «Electronic Arts will never meet this standard.»

**- M, 29, Hispanic/Latino, disabled, Uni, USA**

**#379** «Quality of individuals- everything from level of enthusiasm to technical expertise- is infinitely more important than their ethnic/sexual/age/etc background. I personally and professionally could not care less what color someone is, who or what they have sex with, how many limbs they have, yadda yadda- it all comes down to how dedicated, creative, and exceptional they are. As a Director I have hired and worked with anyone and everyone- and have had good and bad experiences with them all. It has always been my experience that no one who is "serious" about development cares one iota about their team's makeup, as long as everyone pulls their own weight. thanks for the chance to speak.»

**- M, 34, Chinese, Uni, USA**

**#380** «The diversity of our customers is related to the diversity of our developers. I think information on both would be crucial to any relevant discussion on the topic. »

**- M, 27, White, HS, USA**

**#381** «Rock on.»

**- M, 26, White, Uni, USA**

**#382** «This survey completely ignores religion. If the goal is for the games industry to have a diversity that matches the diversity of the general population, then that is a major oversight.»

**- M, 33, White, HS, Canada**

**#383** «With diversity comes innovation and creativity. Its essential for the long term viability of the idustry that diversity remains constant»

**- M, 44, White, Uni, Canada**

**#384** «I think that diversity is important, but it shouldn't be paramount to finding individuals who make great games, and are ACCEPTING of those who are different / diverse.»

**- M(gay), 27, White, HS, USA**

**#385** «It's a bunch of baloney. Hire the best, without regard to race, creed, color, etc. Quota systems are a sure-fire method of missing out on great talent.»

**- M, 39, White, Uni, USA**

**#386** «In terms of race and gender, there is not a lot of diversesity, but amongst the people who work in the company where I am an HR consultant, there is a wide diversity of interst and world views. Whilst about 90% are white males. Knowing them, and their interests and their 'styles' I can testify to their profound diversity. So I guess the point I'd like to make is that diversity and its importance to the games industry should perhaps be viewed in a broader way that race, age & gender [the traditional diversity measures], since all of the other areas contribute well to the development of games too.»

**- M, 38, White, Uni, Australia**

**#387** «Diversity is always desire-able, as the audience will be just as, if not more diverse in almost every situation.»

**- M, 38, White, Uni, USA**

**#388** «Imposed Diversity will have the opposite to the intended effect in the long term. Diversity will only succeed when it is to mutual benefit.»

**- M, 44, White, Ma, Australia**

**#389** «Less hormonally charged young white males and more women, ethnicities, older game developers, and people with broader life experiences! Oh yes...games are NOT just made in North America, Western Europe, and Japan. We need to break out of the prevailing gamer xenophobia and embrace games from other countries and cultures.»

**- M, 45, White, Ma, Canada**

**#390** «Microsoft has a policy of Equal Opportunity yet thier management consists largely of a non-diverse workforce. Most of the diversity comes from Temporary Contract

employees of which have a slim chance of getting a permanent position and are easily replaced by outsourced employees from other countries. VOLT is well known for this underhanded practice, yet they are untouchable. »

**- M, 43, Filipino, Uni, USA**

**#391** «The applicants we see are not diverse, this makes it very difficult to increase ethnic diversity. »

**- M, 32, White, Uni, USA**

**#392** «Diversity from one development team to another might be important for the game product that is being developed. For example, a game product that appeals to women would can benefit from having women on the development team. A game product that is marketed toward any specific demographic can benefit from having people from that demographic on the development team because they are experts about their target audience. However, workforce diversity within a game team can easily squash productivity momentum and compromise the quality of the product. For example women from India might not even understand what NFL Madden is about, or be able to relate to what the focus group testers are saying about the game. Conversely, NFL football fans just don't get how a Dali Lama game could be fun. Diversity is not a requirement for a game company to make profit. »

**- M, 30, White, Ma, USA**

**#393** «Any company or creative Corporation that intends to thrive and claim a meaningful place in the industry MUST have a diverse talent pool for today's paradigm creations we now think of as "GAMES.". Without that diversity all that will evolve is a loop of violent fare that passes itself off as entertaining, when all it really is a cheap twitch drug.»

**- F, 60, White, Ma, USA**

**#394** «The companies that I have worked for have only employed a handful of women. This is not a result of choice or discrimination, just the limited pool of applicants. The same is true of African-Americans.»

**- M, 53, White, Uni, USA**

**#395** «Thanks for asking these questions.»

**- M, 51, White, Ma, USA**

**#396** «This is still a very male oriented industry. There is a lot of potential for growth in new ideas and approaches if more women were in positions of creative design and management.»

**- F, 38, White, disabled, Uni, Canada**

**#397** «As the company president, I always look for a diverse team as our consumers are becoming more diverse every year. The only thing I wish to gap is the female factor. For every 100 male resumes we receive there is only 1 female candidate. My hope is that the industry broadens their approach towards women by making games that do not pander to

their sex. Then, everyone will realize that girls not only like to play games but dream of designing them as well.»

**- M, 31, Uni, USA**

**#398** «Gender imbalance is huge. We do better on race.»

**- M, 56, White, PhD, USA**

**#399** «I think it is important to not discriminate, I do not feel that arbitrarily diversifying a workforce is necessary for a successful project. If (and I am not saying that it does) employed diversity approximately matches diversity of those applying for jobs, than things are good.»

**- M, 29, White, HS, USA**

**#400** «Theoretically diversity should benefit the industry, however talent and ability to do the job should always take precedent over someone's age, race, color, gender, etc.»

**- M, 36, White, Uni, USA**

**#401** «Expanding the console gaming to all ages and to a broad demographic, is not only about the games, but also about the pricing (too expensive atm) and the idea that every product must be a "game".»

**- M, 18, White, Uni, Norway**

**#402** «Game companies need to understand that their products have MASS appeal and that no including divergent perspectives will limit their opportunity for growth.»

**- M, 37, Hispanic/Latino, HS, USA**

**#403** «The game industry doesn't need Negroes or women. It needs developers. We don't need games with a Negro or female perspective. We need to develop salable games. Not for Negroes or females but for gamers. Negroes and females need to earn their way. Just like white men. Including Negroes or females just to include Negroes or females doesn't benefit the games. The Negroes and females are totally irrelevant.»

**- M, 50, White, HS, USA**

**#404** «The games industry is (in my opinion) oriented towards ability and results regardless of an individual's background.»

**- M, 55, White, Uni, USA**

**#405** «Some of my answers are not applicable as I do not currently work within game development, but in academia. You'll need to remove the stats which refer to my "team" and similar answers.»

**- M, 32, Black, Uni, Canada**

**#406** «I would like the IGDA to form some kind of committee(s), concerning diversity in the game industry, so that more people from diverse backgrounds (i.e., race, gender, etc.) can become more involved in the IGDA/industry.»

**- M, 23, Black, HS, USA**

**#407** «I'm not sure what you mean by diversity.»

**- M, 43, White, HS, USA**

**#408** «I wish we weren't so damn serious all the time. Enough with being intellectual, let's just have some fun blowing things up in games!»

**- M, 22, White, HS, USA**

**#409** «Any person does not need to be of a specific group to understand it, that's why developers diversity is not important to make things that appeal to specific group. Make games to different groups is important, appeal to different groups by making different kinds of games. Game developers don't make games only for themselves, but it's necessary to know the people you are making the game for.»

**- M, 22, Hispanic/Latino, HS, Argentina**

**#410** «I feel that diversity can have an impact on the game industry. A more diverse group of developers leads to more of their cultural/age/gender impacts being put into their project, possibly making their project better.»

**- M, 20, HS, USA**

**#411** «I still believe that more female game designers are needed, those who have a direct impact on the creative direction in games. Though more and more female programmers, artists, etc are being hired, the industry must count a female gamer's opinion as equal to a male.»

**- F, 22, Filipino, Uni, Philippines**

**#412** «I have just graduated with a Masters of Arts in Writing and I am currently looking to join the industry as an in-house game writer. As both a female and Anishinabe (Native American), I strongly believe in the importance of diversity, and most of my academic research in relation to games and writing has been in that area. I appreciate IGDA's interest and wish the Portland chapter were running so I could meet people in the industry locally. I feel very new to the entire community, having recently left the academic route for industry.»

**- F, 21, Native American, Ma, USA**

**#413** «I believe that ability is all that should be taken into account when considering an individual for a position, just as with any job. As the gaming industry becomes a wider market, diversity is bound to appear, but outside intervention is only going to sway the outcome of the hiring process that's based on ability and experience. We watched it happen with forced racial quotas to satiate 'equal opportunity' in most business, and I would hate to see the same (in effect) discrimination come into play in my own industry. For example, a new hire at my company who is fresh out of college is making twice what I make, and yet I regularly clean up his mistakes. Does the fact that I'm a middle-class white male, and he's an upper-class indian-american have anything to do with it? Are minorities better able to demand high wages, pressuring employers onto the politically-correct bandwagon? If so, it's a slap in the face to this supposed 'equal opportunity.'»

**- M, 21, White, disabled, HS, USA**

**#414** «Diversity can be a good or bad thing. I think the more diversity there is the greater the need of good management and communication, but of course, thats a different topic for a different day ;).»

**- M, 20, Chinese, Uni, Canada**

**#415** «I think to create games that appeal to all markets, diversity is critical to the future of the games industry.»

**- M, 35, White, Uni, Australia**

**#416** «It is important to get the job done, and if the team is the same gender, same age, same race, but creates a great product because of their skills, then the diversity issue is completely unnessessary. If again a team that is divers and using that diversity to bring many different areas into the product, Great too! So, again its the skills of the individual that is important not only just because the team member is very divers. »

**- M, 25, White, Uni, USA**

**#417** «Diversity is a completely superflous issue on game development and I am apalled that any business group would worry over diversity instead of worrying about how to develop better people no matter what their race/gender.»

**- M, 37, White, Uni, USA**

**#418** «I tend to sway more towards cultural diversity over race, age, and gender. The two seem easy to confuse but the reason games would be different from people with similar gender, race, and age is highly related to their background and beliefs. In some ways culture shapes our perceptions of race, age, and gender. It seems like the companies successfully competing on an international level, are the ones whose games convey unique or exaggerated culture and a variety of it. It is quite interesting that during the hiring process, none of this can be brought up (at least in the USA). That's where a person's personality comes into play I guess.»

**- M, 22, White, Uni, USA**

**#419** «I don't believe that the lack of diversity in the video games industry is necessarily intentional. It seems that the "geek" demographic just tends to be primarily white or asian males. If this is no longer the case based on statistics, I would like to see more corporate accountability for ethnic diversity within the company.»

**- M, 30, White, Uni, USA**

**#420** «In India, there is such diversity all around that we never tend to notice it. It is woven into our society's fabric.»

**- M, 21, South Asian, Uni, India**

**#421** «I long for the day when we don't even think about who is black or gay or fat»

**- M, 43, White, Uni, USA**

**#422** «Assuming that I am one of only a few conservatives in the gaming industry I'll put my two cents in and state that promoting diversity for the sake of diversity is as useless as

it has always been. Providing equal opportunity for both genders and all races is sufficient and discrimination based on such should be punished. However, I am steadfastly against homosexuality for a number of reasons and refuse to work for a company that actively promotes that agenda (as opposed to just hires someone who is a good programmer/artist/designer who happens to be homosexual). Affirmative action is racist at its core and ultimately will result in a reduction in the quality of the games produced over all.»

**- M, 30, White, Uni, USA**

**#423** «One of the interesting things about diversity and the notion of race is that it falls under a cultural context and cannot be defined biologically. In this case I believe diversity including age, race and gender should be encouraged but only as an end result of trying to pool a wide range of qualified candidates. If this organization believes there does not exist enough diversity in the gaming industry it should be noted as a SYMPTOM of a bigger concern in the way gaming attracts or repels that desired audience. In that case I would suggest trying to fix those concerns instead of the symptoms. Hope that helps... I would suggest looking into anthropological studies of diversity that intersect current trends and concerns of the gaming industry. »

**- M, 20, Hispanic/Latino, Uni, USA**

**#424** «I'm not sure how to answer some of these questions because my stance on them is rather straightforward: I personally as a hobbyist and startup developer hopeful am not picky, I'll take any talent I can get. I don't look at a team member's ethnicity or gender, I look at what skills and knowledge they bring to the table. I have a diverse team because I've sought skills and knowledge, those skills just happen to reside in a good variety of individuals. As a startup in a region with very few game developers, I have not had the opportunity to experience other companies, so I can only speak from my own limited experiences. I seriously believe that if you seek out and choose the best talent available, you'll get diversity.»

**- M, 21, White, HS, USA**

**#425** «In the late 90s, I worked in retail, in a place that sold games. one day I asked the Sony rep why all the games seemed to be geared at boys. The rep just looked blank and said "I never thought of that before"... I see gender diversity as the greatest divide.»

**- F, 32, White, PhD, Canada**

**#426** «This survey implies that diversity in the workforce somehow is an unqualified good. It is an ignorant and racist notion that people are fundamentally different, and that a company is better off for hiring one kind of person or another, whether that person be black or white. It's also ridiculous to propose that having 'diversity' somehow improves the scope of your products. Having a black guy on the team doesn't make your product any broader than having a white guy ensures your product will play in sweden. This entire enterprise is intellectually bankrupt, and demeaning to human beings as unique and self-determining entities. I expected this survey to convey useful statistics about attitudes, opinions, or skill sets in the game industry, perhaps to appear in future IGDA publications, hence my participation. This trite survey of vague and leading questions can

only offend.»

**- M, 23, Hispanic/Latino, disabled, HS, USA**

**#427** «I am positive that there aren't nearly enough females in the game industry. That's all.»

**- M, 20, White, HS, USA**

**#428** «I strongly support IGDA's efforts to promote workforce diversity which will bring creativity in a universal sense to the Game Development sector as a whole.»

**- M, 26, South Asian, Ma, India**

**#429** «Make Consoles cheap atleast for Asian»

**- M, 23, South Asian, Uni, INDIA**

**#430** «Mixing cultures is a good idea. It's kinda refreshing the way of thinking. But to be honest I don't like to work on a place where too many mentally disordered people are working»

**- M, 35, White, pre-HS, Hungary**

**#431** «Why diversity and not integration? We don't need to focus, but instead integrate them all in a single vision.»

**- M, 26, Hispanic/Latino, disabled, HS, Argentina**

**#432** «nothing to say»

**- M, 23, Chinese, Uni, Singapore**

**#433** «diversity can invent newer game designs»

**- M, 24, South Asian, Uni, India**

**#434** «I believe that economic diversity as well as identity diversity is an important contributing factor to games. We often try to use lateral measuring sticks (male/female, American/Asian) but in all honesty I see economic backgrounds and their inherent experiences to be rich farms for gaming ideas. Much like music, the creativity that comes from two otherwise similar developers from opposite sides of the train tracks will be vastly, perhaps importantly, different. And that's as good a diversity as any other.»

**- F, 45, disabled, HS, USA**

**#435** «Power to the people.»

**- M, 25, White, disabled, Uni, USA**

**#436** «I do think there's low diversity concerning gender and most likely a higher level of diversity in this field would benefit it. There would be more games that appeal broader audiences, and less more-of-the-same-thing games.»

**- M, 21, Hispanic/Latino, HS, Mexico**

**#437** «Don't sacrifice quality for diversity.»

**- M, 18, White, disabled, HS, USA**

**#438** «NONE»

**- M, 28, Hispanic/Latino, disabled, Uni, Chile**

**#439** «Although I run a small, non-income based dev. studio I can see the advantages of having a diverse workforce.»

**- M, 18, White, HS, USA**

**#440** «Doesnt bother me any..»

**- M, 28, White, disabled, Uni, USA**

**#441** «get me a job»

**- M, 22, Uni, Canada**

**#442** «The hobby/amatuer games industry, at least online seems more diverse since it is not as prominent online, whereas commercial projects in a central building seem to be less from what I've heard/seen. This can be for a number of reasons but I believe that as time goes on and more groups step up there will be a more diverse representation.»

**- M, 18, White, HS, USA**

**#443** «Letting in more experienced people from other industries would be good for diversity and use of experiences from other fields»

**- M, 39, White, Ma, France**

**#444** «diveristy has nothing to with the creative process it is simply based on skill and imagination although not apposed to diversity i would rather be in a team of very imagitive people»

**- M, 16, White, HS, USA**

**#445** «we need more women developers. and more games aimed at women, girls and older players. Most games are aimed at young males. There is a huge missing market out there of women. The market is also growing up, more non-violent based games (more thinking games) would be nice for the older player.»

**- M, 35, Uni, USA**

**#446** «If by diversity in game development you mean we need more women/black/asian/whatever people in game development, then I disagree. I believe that people should be hired on their abilities and talents, not the 'type of person' they are or represent. »

**- M, 27, White, Uni, USA**

**#447** «Keep up the good work guys!»

**- M, 40, South Asian, Uni, Japan**

**#448** «i'm an idealist... i wish this survey never needed to exist»

**- M, 25, White, HS, USA**

**#449** «As our company is a very small company, diversity is can't really be measured very well statistically. However, the current (and only) project employs 3 women and 4 men. All current employees are white and at least one is openly gay. As our game is educational for the ages of 11-14, we often bring in testers in that age range with very diverse racial, gender, and socio-economic backgrounds.»

**- M, 41, White, Uni, USA**

**#450** «the diversity question was rather unclear. cause someones background,sex, sexual preference or disabilities should not be an issue specially in this industry where creativity is high. a team needs a diverse group of creative minds, i did not know what to answer there cause though its a coincidence all my team is of the same race we all bring a variety of diverse expeiances and different views on how to make great games.»

**- M, 24, White, Uni, Canada**

**#451** «People put too much emphasis on labels. If diversity is low due to discrimination then fixing it is important, for any other reason it's irrelevant. What's more important is that a not-so diverse workforce does not necessarily imply dicrimination.»

**- M, 24, White, Uni, USA**

**#452** «Diverse people build great things.»

**- M, 31, White, Uni, USA**

**#453** «It is important, but should not be overemphised. A lack of diversity is no excuse for poor results, and a diverse environment, or team does not generate great games.»

**- M, 20, White, HS, USA**

**#454** «I'm a white nerd, my boss is a white nerd, most of the people I work with are white nerds. The only diversity I need is some hot girls that like to drink to work with. Hiring some guy because he is (insert color here) to promote diversity seems racist. Why not allow the industry to be what it is, a bunch of overweight, male, white nerds that wish they where asian cause they like anime too much. I like it the way it is, why sit me next to some gangbanger from France to get a different perspective when I'm doing just fine. Don't fix what isn't broken!»

**- M, 24, White, Uni, USA**

**#455** «I've always found that specifically trying for diversity is like trying to be genuine; diversity is either naturally occurring, or is simply dealing with an outward symptom rather than the true issue: people not being aware of other cultures, respecting them, and taking appropriate pride in their own. But that's just an opinion.»

**- M, 28, White, Ma, USA**

**#456** «Should apply more women as well, »

**- M, 23, Hispanic/Latino, Uni, USA**

**#457** «It should be obvious that to make a game that appeals to all genders or races you don't have to have a team that is made up of all genders and races, a game is good when a game is good, not when an equal number of men and women and latinos and Buddhists have worked on a game together... I just wish more people were making games for themselves or for fun and not for 16 year old white males. I don't even know what I'm saying, either way, I love you IGDA.»

**- M, 23, White, Uni, USA**

**#458** «Being self employed, and the only employee, means that diversity is not an issue for my company. study of "diversity" in gamers/consumers benefits all IE happier consumers/more units sold. »

**- M, 37, White, Uni, USA**

**#459** «The public wants to play great games. It doesn't matter who makes them.»

**- M, 31, White, Uni, USA**

**#460** «I think that diversity is a very important factor in major projects such as game development and CG films. It brings in a whole world of co-workers and employees that share all sorts of ideas and opinions, and brings a positive thought to the workforce. People who you can count on and work with, and be friends with.»

**- M, 15, White, disabled, pre-HS, USA**

**#461** «Focusing on diversity is itself a form of segregation and racism/sexism/etc. Hiring should be done strictly based on qualifications. Your survey may yield results that say the industry is not diverse in some aspect (age/sexual preference), and any attempt to make hiring ratios be more diverse than this result is showing itself to be biased towards the minorities which are not evenly represented. Hiring should be left alone, and therefore the hiring statistics should match the ratios for the entire industry.»

**- M, 21, White, HS, USA**

**#462** «It's important to continue to foster team and workplace diversity, be it a better mix of M/F employees, or continued influx of different ethnic groups into the business. Everyone brings relevant experience and points of view that can improve any team or project, so let's mix it up!»

**- M, 31, White, Uni, USA**

**#463** «I appreciate all the efforts for making game industry better by IGDA. But I feel that for new Game development studios which are just about to releas their first game, IGDA should provide full data related to the market, publishers and all other related to development phase.»

**- M, 24, South Asian, Ma, India**

**#464** «There is a diverse demographic of developers/consumers out there, but I do not believe this has any impact on game sales or the like. Generally, there is a consensus that game sales have been declining worldwide due to stale genres and lack of innovation, but that is completely independent of either industry demographic or workforce diversity.

However, we can use diversity within the games industry to spark that innovation and pull us out of this spiralling decline, as diverse usually means different. As well, designing games for specific demographics may very well provide increased revenue for large developer studios, or create that niche market for those independent developer houses.»

**- M, 17, Chinese, HS, Canada**

**#465** «Shouldn't be considered. The most qualified and cost effective person should get the job. Should have nothing to do with race, sex, sexual orientation, etc.»

**- M, 35, White, Uni, USA**

**#466** «Diversity has many aspects that are often missed - languages spoken for example is a missing part of the gaming industry (how many spanish version of CCG are there?)»

**- M, 44, White, Ma, USA**

**#467** «i think gaming industry need to do lot»

**- M, 54, South Asian, Ma, india**

**#468** «anyone could code a GOOD remake of elite?»

**- M, 18, White, pre-HS, Czech Republic**

**#469** «The important diversitiy in the game industry is diversity of ideas. Diversity in the popular sense (regarding race, cultur, etc.) is only valuable if that diversity brings about new and better ideas and viewpoints.»

**- M, 23, White, disabled, Uni, USA**

**#470** «It would be interesting to see these results broken down into countries/territories - as far as I'm aware only about 3% of developers in Australia are female, and it would be good to encourage the local games industry to do more to appeal to women. »

**- F(bi), 31, White, Uni, Australia**

**#471** «great»

**- M, 24, South Asian, Uni, India**

**#472** «I feel younger people with many differnet backgrounds need to be trained in management and team building.»

**- M, 24, Black, Uni, USA**

**#473** «Send the results via email the same way as the link to this questionnaire come»

**- M, 27, White, HS, Czech Republic**

**#474** «La diversité c'est l'assurance du renouveau !»

**- M, 37, White, HS, France**

**#475** «More chicks! Less guys!»

**- M, 38, White, Uni, USA**

**#476** «It does seem to be a bit unbalanced toward the white nerd type of people in the industry. But diversity in a team should not affect the game that much unless they are doing a cultural game and they need somebody from the culture for creative development or something. It's not bad to have diversity, as long as nobody's being discriminated it doesn't matter what the demographic is.»

**- M, 15, White, pre-HS, USA**

**#477** «As long as all we do is cater to gamer stereotypes we will be locked down on all creative fronts.»

**- M(gay), 25, White, HS, USA**

**#478** «I haven't heard of there not being enough diversity in the game industry. Is there currently a problem?»

**- M, 30, White, Uni, USA**

**#479** «First address the issue of diversity to the issue of workforce mobility. Then you'll see that in Eastern Europe there are no Black, Arab or Indian homosexual developers. Quality local workforce and low wages makes studios in Eastern Europe competitive. Want examples - New Mobile Fun, Ukrainian studios, Gavajames, Mythis and many more. »

**- M, 34, White, PhD, Latvia**

**#480** «I think diversity is more than just race, sex, and religion. I would like to see games driven driven by creativity instead of technology. While a better and brand new way to bump map is great, but it doesn't add to the art beyond a visual standpoint.»

**- M, 21, Hispanic/Latino, disabled, HS, USA**

**#481** «Diversity is a very important part of game design. The efforts of multiple people with multiple experiences and backgrounds creates for a more well-thought out game. However, a sense of 'enforced' diversity in a company or studio would have an adverse impact on employees. Some may resent it. Or it could create conflicts. It should be important to the designer that there is a multitude of histories at work, but to push it would lower quality.»

**- M(gay/trans), 21, White, disabled, HS, USA**

**#482** «By the question: Which term best describes your job responsibility and/or area of work? there is more than one but i could only pick 1 here are the others: Audio, Executive/Management, Game design»

**- M, 32, White, Uni, Netherlands**

**#483** «Games Development is a young male orientated industry. Within that young male demographic are many racial diversities, being Australian our diversity is different from USA. We tend to celebrate our diversity rather than worry about it. »

**- M, 62, White, Uni, Australia**

**#484** «Quality is measured by skill not rase/ disabilities ect. Been given the opportunity to develop quality could very well be determined by rase/disabilatie ect. So it should be on the agenda....but not out of guilt but the disire to create opprotunities for those who want to grab them. CHRIZ»

**- M, 31, White, Ma, Netherlands**

**#485** «i believe that diversity might give a broader perspective when creating games, but i also believe that the perspective can be better achieved through good research»

**- M, 19, White, HS, Sweden**

**#486** «greater diversity will only occur if large game publishers are willing to take more risks in the variety of games produced. we're just rehashing old concepts and very few games nowadays are really, and truly original. the fantasy genre itself is saturated not because there are too many fantasy games out there but that they're using the same old concepts over and over again. rehashing say - european mythology over and over again, is what makes the genre saturated. we need to start resarching different cultures and that would require the game publisher to start tapping work forces in different countries. the question is whether or not publishers are willing to take such risks or keep on giving us 'madden uberfussball 2340'. if this is not attended to, the gaming industry, could quite possible head the same way as that of the american comic industry in the early 90s.»

**- M, 27, South Asian, Ma, pakistan**

**#487** «I am Currently a student on an MA Digital Games course, and will shortlt be seeking employment. However throughout the couse and during group activities it is the diversity of the groups that have lead to the greatness of their achievments. Some people exel in particular areas, and so it falls to the others in the group who have other skills to bridge the gaps. Where a problem cant be solved by an individual, its is the utilisation of the diversity of individuals and there ability to work together that really makes or breaks a project.»

**- M, 28, White, Ma, UK**

**#488** «As long as the game industry is filled with so much game geeks it's hard to get rid of the hobby or amateur industry label. But it changes slowly, partly through professional publishers, which isnt the best way. the developers have to hire more non-game geeks...»

**- M, 36, White, Uni, Germany**

**#489** «I think it's silly to promote "diversity" as a goal. Just make sure you hire talented people. If that means you end up with a "diverse" group, then that's a byproduct of the hiring process and not an end goal. Everyone is a unique individual (despite what Tyler Durden might tell you) so any team is "diverse." You have guys on a dev team that look like something out of GQ, and you have guys that look like they just rolled in with their biker buddies from Hell's Angels. Everyone brings different strengths and skills to the table. Their background will dictate some of what they have to bring but just running a tally on your company and noticing you're running low on a certain group type doesn't mean you're deficient in a skill or a perspective. There are poor white kids. There are poor black kids. There are poor asian kids. There are rich white kids. There are rich black

kids. There are rick asian kids. See my point? Anyone, despite what checkmarks they make on a survey or background form could be bringing anything to the table. The contents of a few check boxes or radio buttons does not dictate skillsets or indicate a unique talent (or lack of such) Thank you.»

**- M, 27, White, Uni, USA**

**#490** «There are more important things to worry about than obsessing over political correctness.»

**- M, 29, White, Uni, UK**

**#491** «nothing»

**- M, 25, Chinese, Uni, China**

**#492** «These questions are absurd. "My future project/team needs to have more diversity." If you are in a position to make hiring decisions, in many countries you can get prosecuted for answering anything other than "strongly disagree" for this question. All hiring and firing descisions must TOTALLY IGNORE the race, colour, creed, sex, sexuality and age of the applicant. "My future project/team needs to have more diversity." Why? Because black lesbians code better than white men? I find this survey absurd, but I'm not the "opting out" sort of person, which is why I've answered it truthfully. But it's filled with "when did you stop beating your wife" questions.»

**- M, 33, White, Ma, USA**

**#493** «As in everything I believe it is the skills of the individual and not his race, age or gender that make him valuable. It could be a albino midget pirate woman from the Easter Islands for all I care. »

**- M, 25, White, Uni, Netherlands**

**#494** «Will Wright said something along the lines of: "To make games that appeal to women, hire women designers." I consider it very true with the caveat that said designers must, to the chagrin of nepotists everywhere, actually be worth hiring.»

**- M, 23, White, HS, USA**

**#495** «Diversity is great, but only if everyone's not so different that they can't work well together as a team.»

**- M, 18, White, disabled, HS, USA**

**#496** «Sexual Orientation seems to be just as much in the closet as anywhere else. Outside of games like The Sims, there is no representation of gay/lesbian/bisexual or for that matter transgender characters in games...often they are a joke, or for shock value. This is a constant dissappointment for me personally, as I sometimes feel alienated by the one industry I feel might understand me. Diversity should translate outside of the office, but set an example in the product as well.»

**- M(gay), 23, White, HS, USA**

**#497** «I think that the industry still shows quite a lot of prejudice towards individuals and are not as "diverse" as we imagine ourselves to be. As a designer in particular, I have had many occasions where I have suffered prejudice because I was either a designer – and quite openly resented for being such – or my outward appearance did not communicate my abilities and intelligence. I have also been ridiculed for my non-conforming behaviour, even though it is this lateral thinking and seeing things from outside the box, has lead to great achievement. It seemed to make no difference to them how much I showed through my actions that I could design with the best of them and manage a project to success. Which has lead to the development of my mental illness along the lines of depression and social anxiety. I also believe that it is still prevalent that dev teams to be comprised of males, usually young or immature in their behaviour, leading to a school boy “conforming” egotistical and prankster culture. Such a team is hard to control and is very demanding and taxing emotionally, it is also one of the root causes of team burnout from excessive prolonged crunch periods – the other being lack of planing resulting from such an attitude to development. »

**- M(bi), 25, White, disabled, Uni, Australia**

**#498** «I don't think there NEEDS to be diversity, though I think diverse people should still have these jobs. As in, it doesn't need to be promoted, just let happen whatever happens.»

**- M, 15, Native American, pre-HS, USA**

**#499** «I am a fine artist with my own style. »

**- F, 25, disabled, Uni, USA**

**#500** «I'm a consumer, so the industry-related questions couldn't be answered honestly.»

**- M, 18, White, disabled, HS, USA**

**#501** «Entering workforce the end of this year (on completion of diploma), although from what I have seen in the local Brisbane game development area (approx. 40% of australia's game development) it is already quite diverse.»

**- M, 22, White, Uni, Australia**

**#502** «Ishmael»

**- M, 32, White, disabled, PhD, USA**

**#503** «Sequels are a shortsighted way to gain easy money.»

**- M, 30, Uni, Germany**

**#504** «I'm sure that developers not made up of entirely middle class white males could produce better rounded, more intelligent, worldly games. Maybe even tip toe away from the 'killeveryonethatmoves' staple of gameplay. Imagine that!»

**- M, 18, White, HS, UK**

**#505** «Diversity is good but there are no problem in french game industry, and to tell you the truth, perhaps because I'm french and because we don't have this problem, I don't

understand why you ask these questions.»

**- M, 27, White, Ma, France**

**#506** «I treat women and men in my office the same, provided they know what they are talking about I doesn't bother me, but I would like to know whether hiring overseas employees have any significant advantage over someone who lives in the company's main country.»

**- M, 22, White, Uni, Australia**

**#507** «get a life! diversity either happens or it doesn't...who cares?...blah blah women in games blah blah more diversity blah blah...if they want to work in the industry then they will whether you try and do anything about it or not...»

**- M, 33, White, Uni, UK**

**#508** «You are totally right about diversity. Your own view is always limited. Games need to be rich and broad - this needs input from more than just one point of view.»

**- M, 25, White, Ma, Germany**

**#509** «Diversity is a major factor of games development that it affects all phases of it, from planning to distribution.»

**- M, 24, Southeast Asian, Uni, Philippines**

**#510** «Not the point.»

**- F, 50, White, Uni, UK**

**#511** «I think that we need to stop thinking of them as "games" and start realising that they are "interactive entertainment" and then treat them as such. Hence, diversity is important at all levels if we are to address the needs and wants of the general public.»

**- M, 41, White, Uni, Australia**

**#512** «"Diversity" to me has strong connotations with LGBT issues, medium-strength connotations with race-representation and weak connotations with gender issues. There seems to be some inverse strength of the meaning according to the more inor a group is in numerical members terms which to me makes the term a bit alien. Gender seems to me to be the biggest and most immediate area demanding change, but I would count that as a "women in games" issue not as a "diversity" issue.»

**- F, 24, White, Uni, UK**

**#513** «I don't think that workforce diversity is an appropriate focus for relatively small companies producing games. Finding the right talent is hard enough.»

**- M, 41, White, disabled, Uni, USA**

**#514** «Game Industry is like other Cultural Media Industry. It isn't "diverse". People that say that know only that Industry.»

**- M, 26, White, Ma, Italy**

**#515** «It's definitely important to see what type of audience the project is trying to attract. From that information alone can define the game itself. Also, a diverse workforce will ultimately reflect on the project itself. I see one too many games today that are either bias or stereotypical. Things need to change or end up the way of "Hollywood". Not good at all.»

**- M, 27, Chinese, Uni, USA**

**#516** «i've found that many men have very little respect for women who work in the games industry.»

**- M, 21, White, Uni, Netherlands**

**#517** «It has little to do with the games launched because these are controlled by Design. I work for a very diverse company (Lionhead) but the design team are all very similar.»

**- M, 27, White, Uni, UK**

**#518** «bollocks»

**- M, 55, White, PhD, UK**

**#519** «I work in a small 4 person company with many freelancers attached. The core is all white males 23-31 years. Our graphics and sound freelancers include many females.»

**- M, 31, White, Uni, Denmark**

**#520** «The industry approach, based on costs, interferes with the natural balance - developers are often excluded due to geography and low-cost economies often end up with production work, although not necessarily creative input.»

**- F, 36, White, Ma, Ireland**

**#521** «Celebrating workforce diversity is important, but from a business point of view, it's more important to focus on the diversity of our customers.»

**- M, 30, White, HS, UK**

**#522** «I work with a lot of different races. But most of the people are middle class and upwards. ... and 99% of them are male.»

**- M, 32, White, Uni, UK**

**#523** «The videogame industry is not diverse, but it's still different from the regular corporate world. Somehow, it thrives on a more geekish field and people are more or less, like in all sorts of group, expected to fit to the standard model : even if a bit of diversity is not frowned upon, it's not really promoted or considered an edge.»

**- M(gay), 32, White, PhD, France**

**#524** «It is true that workforce as well as game diversity is well needed in the workforce»

**- M, 32, Southeast Asian, Uni, China**

#525 «Diversity is not an issue here - we should all be colour blind, rather than pointing out how great we are because half the team has a different skin colour.»

- M, 43, White, HS, UK

#526 «Workforce diversity should be there in a team, because, if for example, you have 2 ppl from 2 different cultures, it not only helps improve relations but also the game can have parts of each of the ppl's culture, for eg: it would be really nice if u could make a game with Western/Eastern culture mixed»

- M, 17, South Asian, HS, India

#527 «Re: your survey will get hammered by "other" asians; your Education should show "Some College", that is a large part of the population; as someone involved in financing games of small studios I find the focus of your survey interesting; the nature of your questions seems that your definition of "diversity" is focused on sexuality issues; you had a complete lack on any other aspect of diversity; as an employer and financier my focus is on whether they can do the job; your focus on the sexuality aspects of diversity cause me to wonder what was the true purpose of your survey. I would be interested to hear; it sounds like someone with an agenda. »

- M, 56, White, Uni, USA

#528 «boring»

- M, 26, White, Uni, Russia

#529 «My Thoughts are simply there should be more diversity in games themselves.»

- M, 24, White, HS, USA

#530 «Workforce may have any level of diversity - but it has no significant influence on the "end-user product": publishers want to create new games based on "good old successfull" ideas. So, we have many games based on few "good" game conceptions - the difference is in FPS and shaders... Gaming industry reduces games diversity.»

- F(les/trans), 34, White, Uni, Russia

#531 «More ladies to help expand the female gaming market.»

- M, 34, White, Uni, UK

#532 «It doesn't seem to be such a big issue in my part of the world, women in the game industry would!»

- M, 40, White, Uni, Canada

#533 «game is a sweet way to educate people»

- M, 53, White, Uni, Romania

#534 «The middle-commitment market is mostly unexploited, with games catering only to hardcore high-commitment players or the other extreme, sporadic low-commitment players. It's what's missing for true mass market appeal.»

- M, 23, White, disabled, Uni, Canada

**#535** «Diversity will improve as the industry matures but, let's face facts, for the most part the consumer and developer of our products are young men. This isn't "bad", it's just a consequence of who tends to be the most interested in the industry in it's early phase. You know... geeky boys! Promoting diversity is a good thing, but the industry will probably work itself out over time.»

**- M, 39, White, Uni, USA**

**#536** «Diversity in the games industry should decrease creative repetitiveness and promote content evolution. Similar in fact, to the way cultural, social and gender diversity manifests continually in all aspects of society, whether it be music, art, fashion or ideology.»

**- M, 27, White, Uni, UK**

**#537** «With the growing maturity of the workforce I think it is very important that as the standards expected from employees grows, so too should the rights and benefits of the employee be reflected in this. The games industry cannot compete as a growth industry if the main workforce behind it diversify into other industries. I strongly agree that there should be a specific games industry union where both small companies, employees and the large players can benefit from a better and more diverse workforce.»

**- M, 32, Uni, UK**

**#538** «Political correctness and white liberal guilt leads to mediocrity and in the end will kill us all.»

**- M, 45, White, Ma, USA**

**#539** «I don't think that every kind of game needs workforce diversity but most of them would benefit with diversity of it's creators.»

**- M, 30, Hispanic/Latino, Uni, Brazil**

**#540** «the diversity has got its own disadvantages also. You must consider that it accounts for more generalists than specialists.»

**- M, 31, South Asian, Ma, India**

**#541** «Definitely needs to be more women who can also represent the spectrum of diversity, and more diversity amongst the men in the industry. Also more diversity in games themselves and less emphasis on copying successful styles.»

**- F, 46, Black, Uni, UK**

**#542** «I do not think diversity for diversity's sake is important to the industry. The key is finding people who understand the diversity of the audience and tailoring games that cross all borders.»

**- M, 27, White, disabled, Uni, USA**

**#543** «Women are not represented in the field of gaming, and there are still some people who believe women do not game. E3 should move away from booth babes and to

marketing that is for both genders.»

- **F, 37, White, PhD, USA**

**#544** «It'll improve with time.»

- **M, 32, Black, Uni, UK**

**#545** «I'm mexican, 26 years old, and I'm studying a master's degree in Barcelona on Videogame Programming. I would love to work on the industry, but since most of the industry resides in Japan or US, it is very hard for us foreigner's to get into the industry since many companies shy away on contracting non-residents because of immigration issues and all the paperwork involved. Having more diversity force working on the industry would definitely reflect in more diverse and innovative game content and ideas.»

- **M(gay), 26, Hispanic/Latino, Ma, Spain**

**#546** «Keep up the good work»

- **M, 36, White, Ma, USA**

**#547** «I am now involved in hiring and, outside of one place I worked for a short period of time (which was a white mens club), the only thing we are interested in is to hire the best person for the position. In my mind, not to hire the best person because they are female or a minority is insane.»

- **M, 38, White, Uni, USA**

**#548** «as far as a particular project goes, diversity means nothing, it is the individual's contribution to the team that matters, no race, sex, orientation that defines a project»

- **M, 31, White, Uni, USA**

**#549** «Strongly support individuals rights, but feel diversity is used to group people into categories that result in wrong results. Focus on an individual's right is more important than the rights of a "group".»

- **M, 51, Native American, Ma, USA**

**#550** «It's all to obvious to bother sharing really, isn't it? Whoever we work for, we make the games we'd want to play. We're nearly all men.»

- **M, 31, White, Ma, UK**

**#551** «If the industry is NOT considered diverse then it is because the technology/tools to make games have not become mass market yet. The common person (whether s/he is employed by a company, is rich or poor) need to have access to these tools in order for the game industry to grow and become multi-cultured. Even young people who are disenfranchised or without opportunities, living in the ghetto for example, can still get their hands on a video camera and start making movies. This is not the case for games yet. »

- **M, 27, Chinese, Uni, Canada**

**#552** «Diversity for the sake of diversity improves nothing. Skill and creativity is what improves games and gaming.»

**- M, 39, White, Uni, Canada**

**#553** «the sex orientation question is out of the bonds...»

**- M, 38, White, Ma, France**

**#554** «The best way to ensure diversity in the industry is to (1) make the salary and work environment attractive to a broad range of people (address the sweatshop issue) and (2) start the recruiting process in the high schools and middle schools. Send the programmers/writers/designers who are working on popular games to the schools to talk about how the work gets done. Hand out t-shirts, suggested books to read, free games, suggested high school and college courses to take, etc. Diversity doesn't just happen, and there's only so much affirmative action can do if the candidate pool is weak. Start building a bigger pool of ALL races, colors and creeds, my friends.»

**- M, 38, White, Uni, USA**

**#555** «ok»

**- M, 52, Black, disabled, Uni, USA**

**#556** «I feel that the diversity of a workforce is essential. Without diversity, games would be dull and boring. One of the key aspects of a company, is fun and enjoyment whilst working.»

**- M, 13, White, HS, UK**

**#557** «i can understand targeting games for demographic groups (ie, young females) but don't buy in that a diverse workforce is necessary to accomplish this»

**- M, 42, White, Ma, USA**

**#558** «Why is this still an issue? People in the tech & gaming industry are usually respected for brain power, not color of skin or culture.»

**- M, 30, White, Uni, USA**

**#559** «I would like to see more African-Americans take careers in gaming since we are one of the largest groups of purchasers of computer games and gaming consoles.»

**- M(bi), 31, Black, Uni, USA**

**#560** «With a more diverse team there are many ideas that would never come to light without the different perspectives that varied cultures offer. To attack a problem from many different angles is a great way to handle difficult tasks, with different mind sets that task is made much easier. Diversity has led to many great breakthroughs and a better understanding of humankind in general. It is much easier to develop a product for a largely diverse population that will be well received all around if you share in that diversity as well.»

**- M, 25, White, disabled, HS, Canada**

**#561** «We should target a wider audience than teenage boys. The industry is willfully disregarding a huge percentage of the population with it' obsession with sexist macho imagery.»

**- M, 38, White, HS, UK**

**#562** «If the majority is who buys games, why do efforts need to be made to appeal or appease a minority?»

**- M, 31, White, Uni, USA**

**#563** «Some things I couldn't answer properly because I'm a student and not a game industry employee. For the agree or disagree questions, I could have used a "not apply" instead, disregard any answers which say "neutral".»

**- F(bi), 21, White, Uni, USA**

**#564** «Diversity, women-in-games ... these issues are just plain silly and a symptom of an increasingly bloated and navel-contemplating profession. Why not ask "how can we be better at what we do" and let everyone earn their laurels, instead of seeking to engineer "equality" in the workplace merely for its own sake. Games are an entertainment medium/industry and (while not perfectly so) an inherently highly-democratized and meritorious one already, where skill and accomplishment determine so much more than entitlement. And why not reward good work, rather than having a "fashionable" gender or race? Oh well, at least you've taken a few minutes away from your endless pursuit of "stories as games" - I guess you'll get back to wanting to be Hollywood as soon as you're finished wanting to be the Neo-Civil Rights Movement. Any idea where I can look for meaningful info and discourse on actually creating games these days?»

**- M, 39, White, Ma, USA**

**#565** «From my (limited) perspective, it seems as if one demographic is not well represented in the gaming industry: married with children. Some of the reasons for this are mostly obvious (gaming attracts younger people, requires long hours, working hours that start late and end late). Some of this may just be because the "married with children" demographic is shrinking in the USA overall.»

**- M, 31, White, Uni, USA**

**#566** «The way women are treated in this industry is shameful.»

**- F(les), 32, White, HS, USA**

**#567** «I do not feel that a persons age, gender, race or religion should have any bearing on employment. Qualifications and all around personallity should be the only judge.»

**- M, 28, White, Uni, USA**

**#568** «keep them surveys comin' guys...damn good idea.»

**- M, 35, Uni, Canada**

**#569** «It's all about who is qualified to do the job, not what they look like, where they come from, whatever. I don't care who you are, if you are good at making your part of the

game and work well with the team, welcome aboard. »

**- M, 33, White, Uni, USA**

**#570** «Never heard of you ugys but you seem like a good organization, would be good to see more people fight back for the industry in the media and lobbying in Washington»

**- M, 21, Uni, USA**

**#571** «I feel that the IGDA, along with organizations like GANG, are a tremendous resource for the game development community. Thank you. »

**- M, 31, White, HS, USA**

**#572** «I don't think that employer should go out of their way to find diverse individuals to hire (it could actually cost more in terms of time/money). But I also feel that if diversity is found in the course of the hiring process it should not be frowned upon. I also don't feel that employers should necessarily hire a diverse candidate simply because they are diverse.»

**- M, 25, White, disabled, Uni, USA**

**#573** «As a graduate from a diverse modular course I feel I benefitted by bringing at least a level of understanding to many situations and this has helped me with problem solving and communication.»

**- M, 35, White, Uni, UK**

**#574** «I am not concerned with racism. Concentrating so much on HAVING diversity is the new type of racism. It shouldn't be about the color, it should be about the ability, regardless of race, sexual orientation, etc. This sort of crap is a huge step backwards.»

**- M, 25, White, Uni, USA**

**#575** «In discussions of diversity, I feel that race and ethnicity is far less important than gender. The games industry currently suffers by not taking the risks or fostering the spread that would allow women to sit around the same campfire, and games are being promoted like treehouse with a "No girlz allowed" sign out front.»

**- M, 33, White, Uni, Canada**

**#576** «A strong company is made up of people who are passionate about what they do. People who are driven to work harder because they love what they are doing and want to make the best game possible. Diversity is a non-issue. Anyone with those qualifications should be welcome in game development regardless of race, religion or ethnicity. »

**- M, 34, White, Uni, USA**

**#577** «I think the \*industry\* needs more diversity to broaden its appeal and better cater to different demographics, but sometimes what makes a \*single company\* great is a few like-minded people who share a common vision for a game. »

**- M, 37, Chinese, PhD, USA**

**#578** «our workplace is a majority white male in their 20s and 30s. Not by design, but because of what is available. We have maybe 10 percent female which I would say is good, though I don't think that has much effect on game production. I don't think anyone would have a problem with more diversification, though I don't think that age/race/gender are necessary for diversity in the type of games that we produce»  
**- M, 28, White, Uni, UK**

**#579** «Ethnicly I think the game industry is diverse. However, the female work force is still in need of growth in the industry.»  
**- M, 32, Filipino, HS, USA**

**#580** «Be creative, think outside the box »  
**- F, 40, White, Uni, USA**

**#581** «Diversity is a waste of time - but it makes people feel good.»  
**- M, 40, Ma, USA**

**#582** «On the development side of things, diversity does not have a great impact. The gaming industry is one of the most thriving industries around and I don't think the reason for that is necessarily diversity. From a consumer standpoint it does and that's why we put a lot of money into marketing.»  
**- M, 23, White, Uni, USA**

**#583** «Diversity is GOOD for the industry.»  
**- M, 35, White, HS, USA**

**#584** «We need to strongly encourage women to enter the industry. This will help us design games for a broader appeal.»  
**- F, 34, White, disabled, Ma, USA**

**#585** «No diversity in the game industry leads to the stagnation of the very same industry.»  
**- M, 19, White, disabled, HS, Portugal**

**#586** «I can definitely see how having people from different backgrounds with differing points of view can make a product more appealing. However, it does depend on your target market as well. Diverse developers may not make a difference if you have a very narrow target.»  
**- F, 43, White, Ma, USA**

**#587** «need more women and native americans»  
**- M, 61, White, Ma, USA**

**#588** «Every person has different thoughts and viewpoints. There is no way you can make one game to appeal to them all. You have to pick one demographic and focus on that one in particular. Stay with your strengths and don't try to spread your product too

thin, or you'll end up with garbage that everybody likes one part of and hates the rest of. There, that's my two cents worth.»

**- M, 26, White, disabled, HS, USA**

**#589** «there should be some freedom towards providing techniques related to the cinematics model development of blizzard :)»

**- M, 27, South Asian, Ma, India**

**#590** «We work to localize our products for world-wide release and have, in the past, had to re-work elements to better fit into societies abroad. Race does not appear to be an issue - if you're qualified, you're in and we'd love to have you. What we need is more women to balance out our team of undersexed 20 somethings and show them that the world is out there.»

**- M, 34, White, Ma, USA**

**#591** «I sometimes have issues with the push on diversity. Of course diversity is great and brings many new aspects and broadens our horizons. Learning is always fun and exciting and diversity is wonderful way to bring in new experiences. What I don't like is that diversity gets shoved down a company's throat at the expense of the product. That is why I put "Strongly Disagree" with the statement about success of games being dependent on diversity. I have seen some horribly unqualified people get hired in the name of "diversity" and then everyone at the company suffers because the product is weak, the company profits struggle and then everyone's jobs are at risk.»

**- M, 36, White, Ma, USA**

**#592** «It's a bad idea as policy.»

**- M, 67, White, disabled, Uni, USA**

**#593** «How about just allowing people to do their jobs based on their skills? If someone is talented I dont care if they are white or black, male or female... and acting like it matters via trying to "promote diversity" just makes us look again at someones colour instead of just worrying about their abilities.»

**- M, 32, White, Uni, Canada**

**#594** «This is an asinine endeavor. "Diversity" is simply a politically correct term for discrimination against White males.»

**- M, 28, White, Uni, USA**

**#595** «Diversity might also be sought through new and different relationships between game developers, educators, and students. »

**- F, 28, disabled, Ma, USA**

**#596** «I agree that diversity adds a broader range of thoughts and ideas to the industry. I hope that the industry can reach out and grab ideas from all demographics and cultures to enhance both the industry and the market.»

**- M, 18, White, HS, USA**

**#597** «Every company is different. Our company gives equal opportunity to everyone, no matter their race, gender, or age.»

**- M, 28, White, Uni, USA**

**#598** «Women in games seems to be a chicken-egg problem: we need more women in the industry to be able to make more games what appeal to women, but we need more games that appeal to women to get them interested in game jobs. »

**- M, 27, White, Uni, USA**

**#599** «-i do not think it matters how diversified we are, -it matters how capable we are as human beings and -how skilled and creative we are so we can build more better and funnier games»

**- M, 34, White, HS, USA**

**#600** «I agree that that anyone no matter their sex, race, religion etc should be given a job as long as they are suitably qualified.»

**- M, 22, White, Uni, Scotland**

**#601** «I simply don't believe this is a important issue in the industry. The only thing important is that the people employed are passionate and have relentless love for games. What does it / should it matter to anyone about the preference of other people, its simply not a issue. Woman complain about there not being more woman in the industry, this is most likley due to the fact not many apply. The same most likley applies to other groups of people, it doesn't though mean they aren't welcome. »

**- M, 22, White, Uni, UK**

**#602** «The female voice is one that has been lacking in the gaming world. This has changed drastically over the past few years yet few people acknowledge the fact. It would be nice to see people open their eyes a bit more to this concept.»

**- F, 27, White, HS, USA**

**#603** «In my country, diversity is a strong issue due to the coexistence of native mayan ("indios") derived people and spaniard derived ("ladinos") ones. Even though [race diversity] it has been used lately to ask for one-side-only "human rights" and privileges only claimed for mayans, the prevalence of diversity is an every day reality and most of the ladin people don't have any prejudices on that. It is the mayan bad politicians who has most of the prejudices and keep on generating disgregation, but not every one agree with them. Although this comment is not specific to the game industry, it could serve to illustrate possible scenarios.»

**- M, 45, Hispanic/Latino, Ma, Guatemala**

**#604** «n/a»

**- M(gay), 40, White, Uni, USA**

**#605** «the more diverity the better game :)»

**- M, 24, White, PhD, Poland**

**#606** «As a student and freelancer I truly admire that IGDA is taking matters seriously when it comes to work rituals for diversity is key to making a company outgrow the others.. :) »

**- F, 22, Uni, USA**

**#607** «As a Hispanic American, I feel insulted that diversity even has to be an issue. My mother lived in dirt poor conditions in Mexico, and she worked hard to become a legal citizen and get an education on her own. No diversity program can give a minority the drive to strive for their personal best. A diversity program acknowledges that someone is inferior and they need extra help. I feel that anyone regardless of race is capable of quality work and craftsmanship in their field if they apply themselves. Diversity training is only further developing the racial prejudices this country has tried so hard to eliminate. feel free to quote me on that. I am an animation school graduate who is now working for the US Army as a private contractor.»

**- M, 26, Hispanic/Latino, Uni, USA**

**#608** «Women are definitely gaining ground in the gaming industry, but primarily at publishing houses and first-party developers. Most third-party developers are still men's-only clubs.»

**- M, 30, White, HS, USA**

**#609** «Workforce divisty is useful if it does create a positive experience and is seen to be fair, people are employed on the skills and abilities they have to offer instead of to fill quotas (which is often seen as patronising to the employee). »

**- M, 36, White, Uni, UK**

**#610** «Make sure there are no barriers to entry or participation and then leave things alone. »

**- M, 61, White, Ma, USA**

**#611** «Programming still seems a very male-dominated area, and it's not trivial to see what makes it so. Anyway, the team is, of course, made up of more than just programmers and perhaps more female game designers would lead more girls/women to games, thus starting an "upward" spiral.»

**- M, 30, White, disabled, Uni, Germany**

**#612** «I think that though there is a clear majority of men in the industry many females are beginning to enter the work force. Also, here in America at least, the majority of programmers are white, and while I personally haven't seen this change much I don't know if it has been changing at all. But having developers from different backgrounds could bring a huge change in gaming that has yet to be realized. »

**- M, 22, White, HS, USA**

**#613** «It is always better to have more than one viewpoint. Diversity allows for the adoption of ideas from a variety of cultures and backgrounds which enrich game

atmosphere and design.»

**- M, 29, White, Uni, Canada**

**#614** «I think folks are folks...and if they want to work in games they should...however i wonder if the lack of diversity comes not from employeers not hiring diverse people, but if minorites are looking to work in this field, i dont know»

**- M, 23, White, Uni, USA**

**#615** «i would like to work for game industry as an intern to learn, but i don't know how to access or the companies don't answer me»

**- M, 20, Hispanic/Latino, Uni, Colombia**

**#616** «i like computer games»

**- M, 20, White, HS, Lithuania**

**#617** «Diversity will come about when more diverse people are interested in making games. Spending money trying to promote diversity is silly, let the people who enjoy making games make them, regardless of their race/gender/etc.»

**- M, 26, White, Uni, USA**

**#618** «this is long !»

**- M, 21, White, disabled, Uni, Canada**

**#619** «I consider workforce diversity based on demographics (sexual orientation, age, ethnicity, etc) to be a bit of a broken concept. I've found significant diversity from every individual on my team from their own creative concepts, not from baseless factors such as ethnicity and age. If all are created equal but unique, then placing weight and value on these demographics will only serve to keep people segregated from each other because they are "from culture X or age Y." I believe such demographics need to receive particularly less attention then the current media spotlight gives them if we are to move forward as developers, and a species. However, I do commend your efforts, and for the time being support team diversity based on cultural background.»

**- M, 25, Native American, Uni, USA**

**#620** «how can i get a sony psp?»

**- M, 18, Ma, Israel**

**#621** «Diversity in the game industry has to start earlier than recruiting people out of college. To really build a diverse environment, IGDA and the game industry would need to invest in encouraging children of different genders, ethnicities, etc., to pursue game related curriculums. Most non-white students and most females lose interest in technical fields and/or video games around junior high. Trying to stop the bleeding there, rather than trying to recruit people who've made their career decisions already, is the only long term solution.»

**- F(bi), 30, White, Uni, USA**

**#622** «Age and sex discrimination is a problem in this industry. Quality of life if another problem.»

**- F, 53, White, Uni, USA**

**#623** «I have pressed my company's leadership on this subject and asked, "If diversity is really important to you, what is Human Resources doing to ensure that potential candidates are diverse?" I received typical company line like "we are doing all that we can". But the reality is that in 6 years, I have only interviewed and hired one non-white applicant for game development. The HR department's (mostly white female 30-something) staff lacks the ability to communicate with or locate diverse artists & programmers specifically for game development. It's embarrassing!»

**- M, 38, White, Uni, USA**

**#624** «There's no diversity in our applicants? 98% of our applicants are white males in their early 20s. Something has to be done to encourage minorities to see a future in this industry.»

**- M, 25, White, Uni, USA**

**#625** «This whole survey was a bit strange to me, I didn't know why you needed to know my sexual orientation, I did not know that there was a problem with workforce diversity in the game industry. »

**- M, 28, disabled, Uni, UK**

**#626** «We've had a hard time finding qualified candidates of other ethnicities. It should be noted that our initial application process is blind (e-mail/snail mail) so it's difficult to discriminate by age, sex or race. Asian and White does not constitute diversity, imo. That said, there does seem to be a substantial Asian workforce. »

**- M, 33, Southeast Asian, Uni, USA**

**#627** «This was a weird survey... »

**- M, 25, White, HS, USA**

**#628** «I think that having a balance within a company of different cultures could harbor in more creativity for any upcoming projects.»

**- M, 22, White, disabled, Uni, USA**

**#629** «Workforce diversity is largely irrelevant to game design, and no energy should be wasted promoting it.»

**- M, 30, White, Uni, Canada**

**#630** «I would like to see comparative research about the effects of diversity in the game industry.»

**- M, 30, White, Uni, USA**

**#631** «Markets should always be analyzed, by inferin on this, it is possible that solutions with more appeal (regarding the diverse groups) could be created.»

**- M, 21, Uni, Brazil**

**#632** «We need to reach out not only to other cultures but to women in a big way. Right now out of 35 people we have 1 woman working for us as an animator.»

**- M, 48, White, HS, USA**

**#633** «There are very few women on the developement side of the "major" companies that I have worked for. The female demographic, as well as general input, is critical for the future of the industry to expand and flourish.»

**- M, 24, White, Uni, USA**

**#634** «I just don't think it's an important issue. Having 'diverse' people ( different cultures, religions, sexual orientations etc ) has nothing to do with the inherent creativity of the team. And creativity is what it's all about. Some might argue that different cultures have different ways to look at aesthetics, art forms etc, but with the ongoing globalization a truly 'ethnic' person who has the necessary background for game development is hard to find. And there is no reason why a white person, for example, would not be able to successfully integrate asian or african aesthetic conventions into his/her work. »

**- M, 26, Uni, Belgium**

**#635** «I am currently a web developer, not in the game industry. My company is incredibly diverse. I feel that divserity in the game industry (both consumers & producers) \*could\* help. To paraphrase "Ghost In The Shell", "overspecialize and you breed in weakness". Largely, this is what has been happening. But diversity needs to be more than simply having a certain statistical count of gamers, or titles, or employees. That way will end up w/ games discriminated into categories like "Gay", "Women", "Teen", etc. While this may be useful, what diversity truly needs is integration. Diversity may be a pre-requisite of integration (how can you intergrate when a sample is homogeneous?), but a step beyond. Do atoms of a feather flock together or join together in many ways to form molecules? While it is possible that the molecules that make up the air in a room might suddenly only fill half the room & leave the other half a vacuum, that is for but a moment of time & is the exception, not the rule.»

**- M, 33, White, Uni, USA**

**#636** «I am very disapointed in my job search, were been a Sri Lankan has kept me out of the race comapaire to North Americans and Europeans.»

**- M, 28, South Asian, Uni, Sri Lanka**

**#637** «I am also a single parent (divorcee with primary custody). This affects my work life more than any other factor.»

**- M, 27, White, disabled, Uni, USA**

**#638** «As a games journalist I've found that the same lack of diversity plagues the games pressas does games development and with similar results. Games magazines are aimed at

young males despite and written by young males despite player demographics further marginalising female gamers and slanting publicity and perceived opinion towards male dominated genres.»

**- F, 29, White, HS, Scotland**

**#639** «more women plis»

**- M, 25, Hispanic/Latino, HS, argentina**

**#640** «Diversity is not important. Only the quality of work and the quality of the human being is. »

**- M, 22, White, Uni, USA**

**#641** «I feel the most important quality in future game design/development should be creativity, innovation and vision. Development should focus on new ways for people to play together -- MMO games are nice, but bringing the gamers back together (i.e. static locations) should be encouraged...development of gaming communities and accountability should be at the forefront of designers/developers minds. Single-player experiences, notwithstanding, focus in multiplayer environments should be uniting peoples -- this is where designers need to take into account the diversity of the gamers...that is where diversity matters, not in development.»

**- M, 24, White, HS, USA**

**#642** «Having experienced personnel in the leadership positions are very key. Diversity is extremely important to promote better understanding and improving product. Without diversity products can be very skewed toward a direction that only benefits one party, sort of a tunnel vision effect.»

**- M, 32, Filipino, disabled, HS, USA**

**#643** «The lack of diversity in the game industry is more in the person type and sex, not race, age, religion or nationality. People who develop games mostly think the same way and have same principles and policies in life. Besides this, there are not that many female game developers, but those who are many times think differently as they are not in the industry because of the same reasons as their male co-workers. In my personal opinion more different thinking in general is required, not just more representers of other sexes, colors or religions.»

**- M, 16, White, HS, Finland**

**#644** «In a creative medium, the more viewpoints that are available, the richer the palette of human experience brought to that medium.»

**- M, 26, White, Uni, USA**

**#645** «The company I work for is comprised of approx. 40 males and 1 female. The 1 female is the office manager and has nothing to do with the game's development. Gender-wise, we are not diverse. The company is comprised of mostly whites, so we're not racially diverse. Do I think having more women or people of other nationalities would automatically make a game better. No. It's the minds and the creativity within the body

that determines that. Not breasts or the color of one's skin.»

- **M, 32, White, HS, USA**

**#646** «I have nothing to say about it... I live in Brazil.. there is not to mcuh studios... »

- **M, 17, Hispanic/Latino, HS, Brazil**

**#647** «The industry would survive without diversity but it would be boring as hell.»

- **M, 22, White, Uni, Sweden**

**#648** «different cultures help stablize a global community which is reflected in the games we play»

- **M, 21, White, Uni, Canada**

**#649** «I would like to see more women in the industry with meaningful jobs and equal pay. »

- **F, 22, White, HS, USA**

**#650** «Parts of this survey are very badly worded. For instance, I am a freelancer and work for myself, so many of the workplace/project diversity questions badly need a Not Applicable field - or am I a diverse company by myself only if I am racially mixed?»

- **M, 48, White, Uni, USA**

**#651** «Diversity can be useful, but forced diversity is always harmful.»

- **M, 28, White, Uni, USA**

**#652** «when i sat in several workshops at E3 and realised that i really was one of the only females in the room, it was not an entirely welcome feeling.»

- **F, 30, White, Uni, USA**

**#653** «I've found that the people who make games tend to be very similar demographically to the people to play games. I.e. all races and classes, but leaning very strongly toward young males. Recently there have been an increasing number of female gamers, but the workforce seems to be taking some time in catching up.»

- **M, 27, White, disabled, Uni, USA**

**#654** «Dear Gamers This wicked world has made me so cruel that I love to be a part of this cool cruel world. I must study politics and war that my sons may have liberty to study mathematics and philosophy. . . . To give their children the right to study painting, poetry and music. Let the world be a better place to live in. »

- **M, 21, South Asian, Uni, India**

**#655** «It's important that anyone with the proper qualifications have an equal chance to work in the game industry, but the quality of a game isn't going to suffer if a development team has one too many white guys.»

- **M, 27, White, Uni, USA**

**#656** «It's very interesting to me that so many game development houses are all white males aged 21 - 35. I believe that the games in the marketplace reflect this, and it's too bad. »

**- F(les), 36, Korean, Uni, USA**

**#657** «Tolerance in the workplace is an important virtue that deserves emphasis. One of the virtues I think companies should work towards is creating an environment where people feel free to ask questions about beliefs or situations they themselves don't understand, while those of us with unusual backgrounds feel safe in revealing them. I think the industry is often more diverse than it knows, but that the "boys' club house" atmosphere has become sort of a standardizing metaphor that allows different gamers and developers to communicate. I think if people can be encouraged to say, "Wow, you grew up in Bosnia! What's THAT like? I can't even imagine it!" we'll wind up with fewer secrets, fewer resentments, and honestly, probably some really wild new ideas for game content and stories. »

**- F(les/trans), 33, White, Uni, USA**

**#658** «I think the "white, male" demographic for developers is a direct result of opportunities available at the scholastic level. While game \*players\* are racially diverse and becoming more sexually diverse(the project I work on claims a 35% female demographic), game programmers and artists are overwhelmingly white males (and Asian, the other white meat). The availability of instruction and encouragement of young people to make computers their career is still the domain of affluent, suburban, private schooled communities that are not racially diverse. And even within those communities there still exists the age old stigmata that "girls are bad at science, and math, and don't make good engineers". Anecdotaly, I find this assumption to be patently false. »

**- M, 37, White, disabled, Uni, USA**

**#659** «I think it's really a north-american question. Questions about diversity are not told like these in France.»

**- M, 26, White, Ma, France**

**#660** «As a lesbian in the game industry I think that it imperative for developers to look at increasing diversity in the workplace and in game content. Sheri Garner Ray has done some excellent research on broadening markets to women, I would love to see research on appealing to a gay market.»

**- F(les), 29, White, Ma, USA**

**#661** «Good topic, thanks!»

**- M, 36, White, disabled, HS, USA**

**#662** «There needs to be more female presence in games development. I've been in the PC and Console side and there were not a lot of opportunities there for women. Now that I'm on the Mobile side, there are many more opportunities for women.»

**- M, 37, White, Ma, USA**

**#663** «no comment»

**- M, 36, White, Uni, USA**

**#664** «You should hire the best person for a particular job. Period. An unusual ethnic, cultural, or sexual background should not be considered as a "plus" for employment in and of itself. And in extreme cases it can be a clear detriment to the team.»

**- M, 31, White, Uni, USA**

**#665** «My company does push for [or against] diversity in any fashion. It really should be based solely on the performance of the individual. If you're good at what you do, and can communicate at a reasonable level, all else is of little consequence.»

**- M, 39, White, disabled, Uni, USA**

**#666** «I feel that diversity in the work field is not something that should be forced. an over zelos approach to making for a diversified work environment can also lead to over shooting the mark so that the demographics of the work environment does not match those of the serounding environment. »

**- M, 30, White, disabled, Uni, USA**

**#667** «I think diversity creates different scenarios and gameplay.»

**- M, 22, Hispanic/Latino, disabled, Uni, Argentina**

**#668** «Need more women. Especially in my office (which is also my bedroom).»

**- M, 24, White, Uni, UK**

**#669** «This is a great idea. The game industry is thriving on it current path which tends to favor single white males. If opened to cater to women , and other races and cultures not only would it explode; but it would act as a welcome introdutction to other life styles and cultres. Which is sadly needed all over the world today , and strongly so in america. »

**- M, 29, White, Uni, USA**

**#670** «Racial diversity is about the only kind of diversity you can rightfully say exists at least somewhat in the games industry. Gender diversity is greatly lacking, to be sure. Even racial diversity is minimal, as most workers in the games industry tend to be white males.»

**- M, 24, White, Uni, USA**

**#671** «none»

**- M, 54, White, disabled, Ma, USA**

**#672** «Most obvious lack of diversity in game development is in gender. This is not special to the gaming industry, but is an ongoing challenge for many industries, eg the film industry doesn't have many women producers or directors either. Would be nice to know gender split among game designers (as opposed to developers)»

**- M, 40, White, PhD, USA**

**#673** «To much is made of diversity and not enough attention is paid to performance and vision. I've seen at times where in the name of diversity less qualified canadites are hired over more qualified traditional canadites. The diversity hire is then allowed to work and is not held to the expectations the rest of team is held too. This tends to have an adverse morale affect upon the dev/test team.»

**- M, 43, White, disabled, Uni, USA**

**#674** «There needs to be games geared towards women and couples, because many of the kids that grew up on video games from the 80s are getting married. I would love to be able to play games with my girlfriend so she can see the enjoyment of video games instead of seeing me and my friends as game geeks.»

**- M, 26, White, Uni, USA**

**#675** «Diversity is overrated. It doesn't make money.»

**- M, 34, Uni, USA**

**#676** «Please don't forget about those of us who have no idea where we want to go in life and cannot say that we work in the industry, but are looking seriously at it. Thanks.»

**- M, 18, White, HS, USA**

**#677** «I'm not sure exactly how you intend to use this information but here's a snapshot of my work environment... I live in a community of approx 6500, of which 5 are black (and are educated, but not in tech fields). 90% of the remainder are white, while approx 10% are Mexican immigrants. Most of the town is not educated beyond highschool and suffice it to say, our IT staff have half been imported from nearby towns and cities. Though we are all 25-40, male and educated, our workforce diversity matches the demographic from which we draw from... I only point this out because I fear is that this is one of those "surveys" that will be used in a misdirected manner and "force" "diversity" and homogonized statistical demography where practically it isn't... practical. Statistics are fine when taken in context, but I see this getting used in the future to say, "1.4 of each 10 employees need to be " and the "statistics" showing who's actually qualified for these positions gets entirely ignored. So my question is... "How are you promoting workforce diversity in game development?" Are you tackling racism? sexism? Or are you just plugging %population = %employed ? I'm not 100% interested or involved in what your answer may be. It's mostly meant for you to ask yourselves introspectively. Best of luck in doing whatever it is you are trying to do and please let common sense prevail.»

**- M, 36, White, Uni, Canada**

**#678** «It's quite interesting how there is no place to capture the individual's information for them to successfully retrieve the Sony PSP.»

**- M, 27, White, Uni, USA**

**#679** «I'm in a country with a tiny market and where no investigation is done. I have some games in mind but there isn't resources (human or capital) for develop anything. There isn't a fund or something that helps good iniciatives of game development? :)

Thanks!>

**- M, 31, White, Uni, Perú**

**#680** «This is an issue because it is being made an issue. Is this a thinly disguised attempt at forcing affirmative action agendas in the Gaming industry?»

**- M, 52, White, Uni, USA**

**#681** «The workforce is made up of individuals that have the qualifications to get the job done. Who those people are is secondary to the skills they bring to the tasks at hand.»

**- M, 44, Uni, USA**

**#682** «I believe that biodiversity (funny name for multination diversity) is important for everything, not just the game development community. And all goes in place if among community members is put in practice liberty instead of libertinism.»

**- M, 22, Japanese, Uni, Italy**

**#683** «Physically the gaming industry may be full of diversity...btu it is full of like minded people. It is full of people who tend to have grown up as outcasts among social groups and resorted to semi-antisocial activities and escapism. Either way it is full of NERDs plain and simple. The gaming industry is not a place that should worry about diversity or have any sort of beauracatic surveys about if someone has enough gay crippled black women working for their company. Why? because I feel confident that NERDs will unify regardless. Only those who truely love video games should be making them. This love of video games will bond anyone even a really tall guy and a midget. Companies that produce games simply to make as much money as fast as possible deserve to live about as much as Thomas Kinkadee does... video games are art and should be treated as such. Keep bureaucratic red tape the fuck out of the Gaming Industry. If I ever have to play a game of golf for a meeting in the game industry I am going to hang myself on the 2nd hole and hopefully crap my pants. »

**- M, 20, White, Uni, USA**

**#684** «In most industry journals, I have never seen a game development company owned by a minority. Minority in Race, or in Gender.»

**- M, 33, Black, HS, USA**

**#685** «Ageism is rampant in the game industry. Anyone over the age of 30 is immediately disqualified for any game oriented positions. Over half of the consumer market who is planning on the purchase of or will be purchasing a game of any sort is over the age of 40. The games that currently exist only appeal to a very restrictive age group (14-25)which is less than a quarter of the consumer force which is or will ever purchase any games (console or otherwise). As to demographics IGDA is known to be ageistic, and prejudice towards any aspect of the existing US workforce that is not strictly game development or publishing oriented.»

**- M(bi), 50, Native American, Ma, USA**

**#686** «Most large publishers like EA have no diversity whatsoever as hiring and promotions are made for people who kiss the most ass. Sad but true..»

**- M, 36, White, Ma, USA**

**#687** «Don't promote diversity; banish intolerance.»

**- M, 19, White, HS, USA**

**#688** «I have found the industry to be quite diverse with regard to lifestyle and racial makeup. Gender diversity is less so with females being under represented...though it seems to be changing.»

**- M, 36, White, HS, USA**

**#689** «Diversity in the development workforce could be valuable if studies show that people with different racial/cultural backgrounds prefer different experiences, and that a diverse team can impart some of this perspective. I expect that these differences are minimal, though, unless you're looking at large cultural divides (i.e. European market vs US, Japan vs the rest of the world). Obviously we have a lot left to learn about what women like and want from games.»

**- M, 29, White, Ma, USA**

**#690** «I feel that the the job opportunities are extinct, due to the fact that most companies are West Coast oriented companies. Blizzard, LucasArts, Novalogic, and so on. It makes the industry cutthroat and dire to find employment. I have applied at these companies including that of LucasArts, which is apart of IGDA. They change their requirements to the job so quickly and so often that I fail to see why any company has employees. One week it is a basic requirements, the next week they need a MIT student with a Doctorate to fill a QA Tester position. Certifications are by my view, no longer a help to ensure employment either. A+, MCSE, ACE, MCSD, all seem to be toilet paper. No offense to those who are certified. It just makes me ask what are these good for if you cannot use them? There is also a vicious cycle for employment. If you do not have Gaming Field Experience, You cannot obtain a Gaming Field Job. And without a Gaming Field Job you cannot get Gaming Field Experience. I still have to ask, "how does anyone get into that field without having experience in that field to begin with?"»

**- M, 27, disabled, Uni, USA**

**#691** «I'm all for diversity, but not for the sake of diversity. I feel that competency in the workplace should be the main criteria for getting a job. Taking race/gender/sexual orientation into account can be a form of discrimination or reverse-discrimination at either end of the spectrum.»

**- M, 29, Southeast Asian, Uni, USA**

**#692** «n/a»

**- M, 20, White, Uni, USA**

**#693** «Diversity is a good thing. It's kind of obvious that this survey is of U.S. origin or at least put together with them in mind. It's illegal to ask race questions in Canada if I

remember right. Our city's municipal election ballot is printed in 15 languages. Diversity is a work very much in progress here.»

**- M, 50, Uni, Canada**

**#694** «I don't see the workforce diversity as being directly related to the quality of the games developed by a certain team - at least, not in terms of age, sex or race. What \*does\* make a difference, I think, is the team's coherence in terms of cultural and mental interests, so to speak - be it religion, philosophy, history, or purely abstract (analytical) "mind games". The only time a person's demographic background might have an impact on the project is when other team members have a problem with it...»

**- M, 24, White, Uni, Romania**

**#695** «i think it's a monoculture. gameindustry in our day is a massmedia with massmediaproduct. there could be individual interactive games but the massmarket is more interesting for gameindustry »

**- M(trans), 32, White, Ma, Switzerland**

**#696** «Work force diversity is not an issue with company policy - it is an issue with experianced and available resource. I have never found there to be any bias on development teams towards anyones race/sex/gender/sexuality - the truth is that the bulk of the trained workforce is white/male in the US. If diversity is an issue - we should see about promoting the career to other groups rather then putting pressure on existing companies. The truth is that the game industry has (and will continue to have) a shortage of trained/skilled development workers and we will hire anyone we can get our hands on that has talent regardless of what else they might be. Please note that this only applies to development - I dont have much experiance outside of this area.»

**- M, 34, White, Uni, USA**

**#697** «Too many angry dudes who want to shoot stuff.»

**- M, 26, Arab, disabled, Uni, UK**

**#698** «Quit making a mountain out of a mole hill.»

**- M, 39, White, Ma, USA**

**#699** «The questions in this survey on diversity were kind of hard to answer because there is definitely a diversity at my company & within the industry with respect to race, but when it comes to age & gender, it seems to be overwhelmingly male on the development side of things with an age range of early 20's to mid 30's. There appear to be plenty of women in areas like marketing, human resources and accounting, but when it comes to development, they're pretty much limited to the art department.»

**- M, 31, White, Uni, USA**

**#700** «As a female I think its nice to know that there are alot of people who support a womans place in the industry. It would be nice though if more parents came to see games less as a male hobby. And teach boys to respect girls as gamers. Alot of girls play as boys in games like MORPGs or Shooters so that they can feel respected by the boys and not be

treated as weak or inferior. I understand that there are boundaries but if parents would allow their girls to play Nintendo rather than Barbie dolls then maybe boys would learn to connect with girls at a younger age rather than resent them. Just some thoughts.»

**- F, 23, White, Uni, USA**

**#701** «Most of the diversity I've seen is the result of male foreign nationals working in the USA. Few women work as artists in game production roles although I have recently worked on projects with other females on the team.»

**- F, 50, White, Uni, USA**

**#702** «I will just say that we need more entry level positions Game industry, Making it easy for fresh programmers to get In.»

**- M, 29, South Asian, Uni, Canada**

**#703** «While diversity should not be restricted, it is totally unclear to me that there is more than a cursory relationship between diversity and AAA level product. It is the talents of the members of the team that matter, not their diversity.»

**- M, 59, White, Uni, USA**

**#704** «The game industry is over represented by young males and the variety of games produced shows that quite clearly.»

**- F, 52, White, Uni, USA**

**#705** «A very important issue. It goes a long way to show that the IGDA is the future for the industry. You keep us alive.»

**- M, 22, White, Uni, Sweden**

**#706** «There are too many white males and not enough of everyone else, therefore the majority of games are produced/promoted by/to this group, like everything else in the US, and the rest are otherwise ignored. There needs to be more diversity in this industry the same as the film industry.»

**- M, 25, White, disabled, HS, USA**

**#707** «Best person for the job should get the job, period.»

**- M, 40, White, Uni, USA**

**#708** «Positive discrimination is not a good thing. Provide the same facilities and opportunities to both genders and all races and nature will step in to help us with this diversity problem. The problem right now is that our industry relies on technology which has not been fully and freely shared with other cultures. »

**- M, 31, White, HS, UK**

**#709** «I am working at university but had a very insightful and fun internship at a game developer with a very diverse workforce and I really enjoyed the diversity of viewpoints, experience, and personalities.»

**- M, 30, White, disabled, Ma, Germany**

**#710** «No Ideas - Gotta Run»  
**- M, 20, South Asian, HS, Pakistan**

**#711** «I've worked for 3 different companies(1 small, 1 medium, 1 large) in the past 3 years. At all places (production team), 70% of workers are white male. Many of the gamers are white male, so i guess it's alright, but I'd like to see more women and minorities join our industry to make it more interesting.»  
**- F, 31, Japanese, Uni, USA**

**#712** «More research into both industry demographics and target vs actual user demographics is an important topic.»  
**- M, 36, Hispanic/Latino, PhD, USA**

**#713** «I find that woman in the industry outside of art departments, marketing and administration are very rare finds. I also find that support for the advancement of women in game development is lacking and almost completely absent. In game development in all areas at my company, there is not one woman in a lead or supervisory position.»  
**- F, 34, White, Uni, USA**

**#714** «(none)»  
**- M, 16, White, pre-HS, Canada**

**#715** «My experience is that outside of gender, the work force is fairly diverse on the order of race, background and Kinsey Scale readings. I believe that the poor showing of females in the industry is simply a function of there being a very small following of computer related interests in young females previous to recent years and that within the next decade more women will be entering the workforce.»  
**- M, 31, White, Uni, USA**

**#716** «I feel it could be important to get away from a white, middle-class view of gaming. Like all other forms of culture, it should represent all walks of life.»  
**- M, 24, White, disabled, Uni, Norway**

**#717** «Racial and ethnic diversity is just as important as gender non-bias. There are disturbingly few Latin and black characters in games. »  
**- M, 22, White, Uni, USA**

**#718** «It is encouraging to see that this issue is receiving the attention it deserves. All media-related workspaces I have been in strongly reflect diverse backgrounds, yet media perceptions continue to remain warped in their appreciation of the true workforce composition. At the first company I worked at, I was one of only a couple people who already had citizenship; I believe that was one of the strengths of that team. When crossing the border one together one time there were 16 different passports in play. I wonder, however, how easy that crossing would be today if it raised eyebrows then.»  
**- M, 43, White, Uni, Canada**

**#719** «Development teams do not have to represent their target markets, but the dev chain should provide feedback mechanisms that respond to this type of need more responsively than just at initial design stages.»

**- M, 26, White, PhD, UK**

**#720** «I'm teaching minority kids game design and the games they play don't tend to be the most popular, rather they are the games with characters that look like them like NBA Live, GTA, or Madden. If every game company made an effort to diversify their characters and reach broader consumer market. Second, game companies and the IGDA should get into middle school and high school to teach game design skills. »

**- F, 28, Black, Uni, USA**

**#721** «It's interesting if you enjoy counting things.»

**- M, 42, White, Uni, USA**

**#722** «I am just trying to further my education in the field of game design and development but I have diverse friends that help me develop my games.»

**- M, 15, White, pre-HS, USA**

**#723** «diversity is good, but there should be some sort of social/professional immersion program for foreigners starting to work in the commercial arts/gaming industry.»

**- M, 27, Hispanic/Latino, Uni, Canada**

**#724** «Our audience is certainly diverse. i don't think that this is always considered»

**- M, 39, White, Uni, USA**

**#725** «Gender diversity (or parity) should be more important than racial or sexual (preference) diversity.»

**- M, 25, White, Uni, USA**

**#726** «We need more qualified women. We need to encourage more girls who aren't hardcore gaming girls to pursue a career in gaming (hardcore gaming girls tend to be "male" in their design thinking)»

**- M, 36, White, Uni, USA**

**#727** «Very good and diverse industry great business to get into.»

**- M, 19, Hispanic/Latino, Uni, USA**

**#728** «Games are designed for markets - trend setters have a very broad appeal, but most games are aimed at specific markets (eg the soccer market in Europe, or the online community in Korea)... In order to produce games tailored to markets, you do not need diversity, but a group of decision makers (producers, designers, development directors) that understand the needs of the market. Games are entertainment... understand the culture of the country(ies) you are selling to is absolutely vital. »

**- M, 29, White, Ma, Canada**

**#729** «it is my opinion that not enough females contribute to the creative direction of game creation. there there is still a large culture of male orientated games being made for and by males»

**- M, 32, White, pre-HS, Australia**

**#730** «Women, blacks, and hispanics seem massively under-represented within the industry. I tie this more to social pressures that send fewer of these into the software development studies at a college level, and the fact that most publishers aren't currently chasing the female demographic strongly. »

**- M, 35, White, HS, USA**

**#731** «Myself, along with a handful of other Blacks in the industry have been discussing this topic for a very long time. I'm encouraged to see the IGDA taking a proactive interest in furthering 'the cause.'»

**- M, 27, Black, Uni, USA**

**#732** «Focusing on race is a racist mentality. It's inarguable that "races" are so mingled at this point that "races" don't exist. Would you consider Cameron Diaz Hispanic? Diversity should be about ideas and not physical traits. None of the questions that in this questionnaire which are meant to identify "diversity" relate to political ideologies or religion. That is a far better way to qualify diversity. The industry and employers should focus less on diversity and more on qualifications. Hire good, qualified people and you will naturally end up with diversity. An opposing view inherently argues that "diverse" groups are not capable of being qualified, and thus is explicitly demeaning to minority groups. You guys need to re-think this initiative and add more qualifications to the definition of diversity. Then, you should qualify people by the content of their character, and not the color of their skin.»

**- M, 33, White, HS, USA**

**#733** «Focusing on diversity does nothing but promote racism/hate crimes. People should not be hired based on race, gender, or sexual preferences.»

**- M, 29, White, Uni, USA**

**#734** «As a sole proprietor, there is not much room for diversity or dialogue in my company. However, I do produce games with minority subjects, such as Hispanic or Native American history. I collaborate with a broad spectrum of professionals to ensure that diverse points of view are represented, so I don't see how my race or gender (as the sole representative of my company) has much to do with producing diverse materials.»

**- F(bi), 35, White, Ma, USA**

**#735** «no other opinion»

**- M, 54, Chinese, Uni, Australia**

**#736** «I have the bad feeling that this is going to turn into affirmative action for the games industry... We should be concentrating on good games being good games, not

because they were produced by some 'ethnically diverse' development team. »

**- M, 28, White, disabled, Ma, Canada**

**#737** «It is necessary to keep flexible organization. I think it will reflect on game product, so game company can keep up trend. »

**- M, 34, Korean, Uni, Korea**

**#738** «Getting a lot younger and willing to put in the killer hours that are harder for the guys with families.»

**- M, 43, White, Uni, USA**

**#739** «We are seeing more women coming into games development in a variety of disciplines. It is my personal opinion that racism is not a problem within the industry as a whole. Sexism is not an issue, but the gender diversity needs balanced, if not more specifically improved in weaker areas.»

**- M, 28, White, Uni, UK**

**#740** «I work for ReaKKtor Media GmbH, which is a division of 10tacle. ReaKKtor currently employs staff from Germany, United Kingdom, United States, & Canada. Both male and female.»

**- M, 26, White, disabled, pre-HS, Canada**

**#741** «Demographic - race, age, sexual orientation, etc. should NOT be a factor in hiring for ANY company, the game industry included, The decision should be based whole on the ability to work as a team player, imagination, creativity, ability to learn and technical skills,»

**- M, 43, White, Uni, USA**

**#742** «It's an industry of specialists who came into game development because they grew up playing games (at least on a studio level). I doubt we'll see real diversity at the studio level until 2 conditions are met. The first being games that appeal to women on a mass scale. This will grow interest in doing this for a living. The second condition would be working conditions. 70 to 80 hours a week sounds like it's the norm at the studio level. Normal people don't care to work like that. In order for that, wages must come down. Hey, how about that, who makes less than white guys? Women and minorities! Hurray! :)»

**- M, 29, White, Uni, USA**

**#743** «very very small percentage of women in the production end of our company. Full range of ethnicities represented. No individuals with disabilities currently employed»

**- M, 36, White, Uni, Canada**

**#744** «I could care less about diversity. I care about talent. The industry needs professional, talented, employees. Their diversity is irrelevant to me. I only desire to be able to continuously make A+++ titles. I want to see the best team for the job without

worrying about ethnicity quotas.»

**- M, 32, White, HS, USA**

**#745** «I am against all discussion and time spent on "diversifying." I think the teaching of the past on racism and sexism keeps society from reaching true diversity, and I think the best way to fix this problem is to stop talking about it. Talking about past racism leads to things like all black college fraternities, speeches aimed at blacks, black history month, etc, not to pick on blacks but just as an example. You don't see any white history month or an asian history month. I think the same applies to sexism. IMO, there aren't many transgender games because we have found a niche market in violent fighting games whether they are RPGs or FPSs or RTSs, and there really aren't many games for guys who are against violence either. I think the fact that games have devolved into games guys like depends both on the fact that mainly guys played games first and the genres grew out of the older time periods, and that a few types of games guys like have been found and then everyone copies the same styles that work. I blame publishers then for their lack of accepting innovation as stopping new genres from being found that are not based on frustrating repetitive dying of the player that guys personalities tend to like.»

**- M, 24, White, Uni, USA**

**#746** «Diversity is an entirely natural thing. That means you can encourage it all you want, but can't force it. It's just something that either happens or it doesn't. Wishing doesn't make it so. Fostering a positive attitude is about the best to be hoped for... but it doesn't always translate into results. So a 'diversity initiative' is fine, but what is it specifically that the IGDA hopes to accomplish? Affirmative Action?»

**- M, 28, White, HS, USA**

**#747** «As I have not yet had the opportunity to work within the game industry in a professional capacity (only on one-person projects), I may not have a very clear view of the level of "diversity" within the industry at this time.»

**- M(bi), 22, White, Uni, USA**

**#748** «We need more women to help balance out both the female aspects of game design as well as the ratio of men to women within a production environment.»

**- M, 38, White, HS, USA**

**#749** «My salary as entered is extremely low because we work for points, not cash. We all own a piece of the action.»

**- M, 45, White, PhD, USA**

**#750** «Diversity helps us to design innovative software games that appeal to a wider market and support a variety of accessibility requirements. »

**- F, 48, White, PhD, USA**

**#751** «This survey sounds like it is more sexual orientation related. I prefer that there be no preferences for sexual orientation but I think there should not be discrimination.»

**- M, 43, Chinese, Uni, USA**

**#752** «Where game developers are spread around the world should be consider in the industry demographic. Game developers are not only in the US and Canada.»

**- F, 25, Hispanic/Latino, Uni, Argentina**

**#753** «Diversity within gaming can be a negative as well as a positive... One of the biggest problems that game developers have is trying to make a generic game that appeals to all, in my opinion this is not the secret to a great game. A great game has a target audience and gives that audience what it wants. Thus the workforce/developers working on any particular game may actually make a better selling game by focusing, rather than diversifying, the team members. The positive speaks for it's self "diversity = fresh ideas = good !"»

**- M, 27, White, Uni, New Zealand**

**#754** «An artist is an artist regardless of age,sex or race. Your talent and skills define you, not your physical characteristics. To say we need to actively diversify a work environment is ignorant, you should be hired based on your skill sets and not because you're "different" then the norm. Opening avenues for people who might want to get into this industry but don't have the means or knowledge to do so is a noble goal, or to create games to reach a more diverse selection of customers. But to actively recruit more "diverse" people makes no sense. Again, hire someone for their skillsets, not their appearance or personal background/history.»

**- M, 23, White, Uni, USA**

**#755** «I believe race/color/sex/etc to be secondary to ability/professionalism/personality. To judge a person by race/color/sex for any reason, seeming good or bad, is wrong in my opinion.»

**- M, 33, White, Uni, USA**

**#756** «I guess that depends on what you mean by "diversity". In some ways the video game industry is very diverse, and in others we're very homogeneous.»

**- M, 21, White, disabled, Uni, USA**

**#757** «I've been programming for 20 years... and only now am I even able to get interviews because of all the diversity push. I wish it was sooner, though.»

**- F(bi), 37, White, Uni, USA**

**#758** «Diversity is always a good thing, but not the overriding issue which will make or break the industry. It's a wonderful plus, but not a painful minus.»

**- M, 33, White, Uni, USA**

**#759** «It would be interesting to promote cross-country teams for combined creative stories and solutions.»

**- M, 25, White, Uni, Argentina**

**#760** «The overwhelming majority of our company consists of young white males, which I would agree is not the most healthy demographic, but they are all talented individuals

who got their jobs based on merit and ability. The question is; should we necessarily hire minorities to populate a diverse workplace for the sake of it, or is it alright to wait until the current generation of budding-developers (from more diverse backgrounds thanks to encouragement from the industry) have finished their education and are ready to join the workforce? I think we're well on the way to workplace diversity based on the shifting demographic of those undergoing study, but we may have to be patient (or help it along a little!).»

**- F, 25, White, Uni, Australia**

**#761** «currently an unemployed and busy student, so no thoughts at all»

**- M, 28, White, Uni, Israel**

**#762** «i think it's really good to have a diverse team because then the product turns out more natural, but too much focus on diverse reflection in a product can cause the game to seem awkward to audiences. It's best to just let your team flow with everyone's view and not worry about making the game seem diverse.»

**- F, 14, White, pre-HS, USA**

**#763** «Quality of workmanship, talent, ability and work ethic should all come before "diversity" as prioritizations in any industry. Diversity is not as important as the quality of the final product that any team or group is able to produce.»

**- M, 34, White, disabled, Uni, USA**

**#764** «I would like to have more information about the importance of workforce diversity in game production in general.»

**- M, 35, Hispanic/Latino, Uni, Mexico**

**#765** «I don't see how skin color or gender is relevant to game development. If this is the same flavor of "diversity" currently championed in US college campuses, then it's nothing more than politically enforced racism, and the game industry would be better off without it.»

**- M, 41, White, disabled, HS, USA**

**#766** «Diversity is one thing, but the main obstacle for me (and I know this sounds selfish) is getting INTO the industry. My work is good enough if not better than some of the people who already work in the industry yet everywhere I submit, I keep running into WALLS. Walls put up by people at human resources that don't give a fuck. Incompetence is rampant, people with little to no training, love for or knowledge of games are working and I am not. Nepotism is the word of the day, lots of working character designers in the game industry SUCK. ALL one needs is to look at their work to know they don't know the first thing about anatomy. Too many developers do not want to hire people without EXPERIENCE and THAT is the main problem. Without new blood going into the industry, you're going to end up with a STALE industry that churns out sequel after tired sequel. Hell, you're starting to see the beginning of that right now. Developers need to get some balls and do everything possible to get unexperienced people into the industry and bring in NEW IDEAS. There are those of us out there that fall into the cracks. I'd like to

see this addressed by the IGDA. »

**- M, 25, Hispanic/Latino, Uni, USA**

**#767** « Like any other profession, any qualified candidate should be considered, regardless of race or color.»

**- M, 32, Hispanic/Latino, Uni, USA**

**#768** «Diversity is strong in the gaming industry, and it has brought the industry success. But if we continue to diverse, what would happen if diversity started to kill games? For example, if 1 or more employees refused to create/program something because the game is against their morals/religions?»

**- M, 19, White, HS, Canada**

**#769** «It will ultimately make games a richer experience.»

**- M, 37, Uni, Australia**

**#770** «Demographics and diversity have never been more important than ability, and I don't particularly remember at any time even thinking about diversity, except in the cases of ideas and concepts.»

**- M, 23, White, Uni, USA**

**#771** «Thank you for the opportunity to participate in this survey!»

**- M, 34, White, disabled, Uni, USA**

**#772** «While I appreciate my colleagues from other parts of the world, I frankly find this to be an exercise in political correctness. I fear that before long, my job will be outsourced to other countries for cheap labor. as for the effects of diversity on the quality of games, I think the industry is largely driven by whatever is the current "Safe bet", and that art direction may be affected slightly by diversity, but overall, any resourceful and talented creative team can produce the look and feel it's after with sufficient effort and talent.»

**- M, 44, White, disabled, HS, USA**

**#773** «I think this whole "diversity" thing is being blown a bit out of proportion. There are some nice benefits to having a diversity of perspectives when tackling a problem...but it's not as though increasing workforce diversity is going to "save us from otherwise certain death". 15 years ago, nobody was having diversity workshops, and yet the world still seemed to function. I'm not wishing for "the good ol' days when only white people had good jobs" or anything like that, and I do think there should be fairness and justice in hiring and promotion...I just think "diversity" as a primary objective is somewhat misguided.»

**- M, 26, White, Ma, USA**

**#774** «Workplace diversity is a good thing, but there are also many major, even crippling pitfalls in dealing with diversities that lack experience in the industry or lack the proper background to give them the tools to do the job well. The benefits are more obvious, and

the one I have found most profound is the richness of unique cultures and mythologies.»  
- **M, 24, White, disabled, Uni, China**

#775 «While diversity is important, I feel that a strong, unified concept and design philosophy is more important for the overall quality and success of a game.»  
- **M, 24, White, Uni, USA**

#776 «Perhaps I misunderstand, but what difference does it make? With rare exceptions, the only original games come from indie (poor, non-professional) game makers; do you really need diversity to pump out yet another FPS? »  
- **M, 28, White, disabled, HS, USA**

#777 «Females are still scarce, as developers and as consumers. They do have a more obvious, yet still small presence as artists however.»  
- **M, 26, White, disabled, Uni, Canada**

#778 «The lack of diversity can't be completely blamed on the industry. There are minorities and majorities in this world. It's partially (a very small portion but still) because of the numbers. Just a thought.»  
- **M, 22, Black, disabled, HS, USA**

#779 «The high pressure deadline driven industry makes it difficult for entry-level talent of any stripe. Successful publishers should sponsor low-pressure "incubation" projects to give opportunity where none existed and to foster non-mainstream creativity.»  
- **M, 40, White, HS, USA**

#780 «There are more important issues BY FAR»  
- **M, 31, White, HS, USA**

#781 «No comments»  
- **M, 29, South Asian, Uni, India**

#782 «As a whole, I feel that the game industry is still in it's adolescence. Much progress has been made to diversify both the development and consumer sectors, but there is still a long way to go. Outside of Japan, video games still seem to target the younger male audience. Many factors are involved with this, but it is my opinion that both developers and publishers are inhibiting much of the progress games could be making as a form of art and expression. There will always be a place for action and FPS games, but there are many other types of entertainment that has been explored within the format.»  
- **M, 25, White, Uni, USA**

#783 «IMHO The reason Workforce diversity isn't happening is due to the negative stereotypical image of gamers. If gaming was 'cooler' and games appealed to a wider audience then people from that market would be interested in joining the industry; if there are no games you like, you're not gonna become a game developer ;)»  
- **M, 19, White, HS, Australia**

**#784** «Diversity is overrated. It's just a buzzword people are trying to achieve in this liberal twenty first century. Real diversity is in ideas, not in ethnicity.»

- **M, 20, White, HS, USA**

**#785** «Please keep up the good work! Even in small steps, you make a difference, both immediately and in the longer term.»

- **M, 28, White, disabled, Uni, USA**

**#786** «Great Initiative. Keep the good Work.»

- **M(gay), 23, White, disabled, Uni, Brazil**

**#787** «You guys helped me with an english project last year. I just wanted to thank you and say that I appreciate what you do for the industry.»

- **M, 15, Black, pre-HS, USA**

**#788** «For the most part, sexual orientation is IRRELEVANT in the games industry. Don't ask, don't tell. All I care about are your skills.»

- **M, 48, White, Uni, USA**

**#789** «It is difficult for young graduates to enter the games industry. Even with 3+ years of development experience and game production within an institution. The average age of many people I have asked within my home state (that work in the industry) was around 28 to 30.»

- **M, 24, White, Uni, Australia**

**#790** «You are doing best. I hope this could be a great help for students like me having the knowledge about games and the way the industry is at present. Thank you»

- **M(trans), 22, South Asian, Ma, INDIA**

**#791** «With more and more women becoming true gamers, it is important that the industry reflect this growing group.»

- **F, 23, White, disabled, Uni, USA**

**#792** «hi»

- **M(trans), 19, West Asian, Uni, Uzbekistan**

**#793** «workforce diversity is very important not just for the obvious reasons but also in areas such as product development, marketing, ect... We can't expect one kind of people to attract the masses of today or tomorrow»

- **M, 24, Native American, Uni, USA**

**#794** «diversity in the industry brings more opportunities to the industry in terms of marketing opportunity and other related things.»

- **M, 22, Southeast Asian, Uni, Malaysia**

**#795** «Personally, I think the gaming industry has a lot more important issues to work on than diversity of workers. Like crippling long hours, bland generic products, and managerial incompetence.»

**- M, 29, White, Uni, Canada**

**#796** «seems to be a fair amount of people of asian decent in games, much fewer african americans, hispanics etc. also I have known a few people in games who's partner preference is of the same gender but I have encountered an imature "I'm not gay!" attitude in games which claims to be harmless but helps to keep people in the closet.»

**- M, 41, White, HS, USA**

**#797** «The point of de-segregation is not to dictate the racial/gender/sexual composition of the industry, but to give equal opportunity to people regardless of these differences.»

**- M, 17, White, disabled, HS, USA**

**#798** «It seems that this survey is combining diversity in the workforce with designing for diverse cultural groups. I believe that a good designer can design for cultures other than their own. What the gaming industry needs most is some fresh ideas, which may very well come from examining game design in other cultures. However, this work could be done by members of any culture, and diversity in the workforce is probably less important to innovation than talented researchers and designers are. I find the topic of cultural diversity in the game development industry to be mundane, as the game industry is already culturally diverse and I don't expect that increasing workplace diversity will increase the strength of the industry. However, I believe the topic of gender diversity may be more fruitful, as including more women in the design process could bring a very different angle to game design that leads to innovation. I find the topics of designing games that are appealing to diverse cultures and gathering design influences from diverse cultures to be much more compelling than workplace diversity.»

**- M, 31, White, PhD, Canada**

**#799** «DIversity helps new ideas.»

**- M, 36, White, Ma, UK**

**#800** «Sometimes it seems people are hired on a "good old buddies" system.»

**- M, 29, Chinese, Uni, USA**

**#801** «I'm leading an amateur team working on a MMORPG. The other four are all straight white males from 22 to somewhere near 40. Interesting project. IMO, diversity isn't a magic bullet for one reason: the people who get into the game industry are fundamentally game geeks. (who else would want to, y'know?) Game geeks are more alike in our game-geekness than we are different in any other way. I have more in common with the average 20-something male gamer than I do with the average 40-something female non-gamer, despite the demographics, and that goes beyond just games ... we're closer politically, socially, etc. So recruiting more game geeks with different body styles and paint jobs won't change much of anything (for instance, one of my primary criteria for playing an MMOG is a good PvP system) ... well, except maybe the

emphasis on boobies, I'd like more buns! And recruiting people who aren't game geeks is pointless in its own way. More points of view is always good, but emphasizing WHAT people are instead of WHO they are -- especially in something that has always been a pure meritocracy, like the game industry -- doesn't address the real problem, breeds resentment of the "special" groups, and poisons their accomplishments within our own minds. It's always there in the back of your head ... did I \*really\* deserve that job, or did I just fill a slot in the quota?»

**- F, 42, White, disabled, HS, USA**

**#802** «Since we are now living in a world of outsourcing everything its critical that workforce are balanced. Otherwise cultural differences make the final product unacceptable to the company that had outsourced the project especially if its outside the developers region. This is a thought equally applicable to independent game developers from one region vying for Markets beyond their region.»

**- M, 33, South Asian, Uni, India**

**#803** «With the internet compilations are easily diversified between ethnicities as well as demographics.»

**- M, 34, White, disabled, HS, USA**

**#804** «well i´m just a begginer. I´m professional muscian, graduated in composition. I create audio for advertising and would like a lot to create game music. As i don´t have much time to go after it, i´m satisfied to follow the news, reading IGDA articles...»

**- M, 25, White, Uni, Brazil**

**#805** «At this moment I'm not employed as a member of the computer games industry. Why... Since in the Netherlands people like me do not get a single chance to enter this industry. I was part once of Lost Boys and was invited by the manager of the Games Department to join, but I was threatened to stay where I was at that time. That's why I left Lost Boys. In the Year 2000 I was invited to Core Design in England for a brief moment of Testing/Analising. Here in the Netherlands, you have to be filthy rich in order to enter a course in the gaming industry. this dissapoints me very much to see that people like myself are not to be where they wish to be... namely for me, the CGI»

**- M, 29, White, HS, Netherlands**

**#806** «I think this kind of surveys are very useful for establishing the demography of the game developers all around the world.»

**- M(trans), 16, White, disabled, Uni, Turkey**

**#807** «Although it's clear that the industry could use a lot more diversity and that the current (mostly male and white/Asian) developer demographic does indeed impact the games we develop (negatively in my opinion), it's also clear that the current gender and racial biases are coming entirely from the input side. In 11 years in the industry, I've seen only three female applicants for programming positions compared to hundreds of males, and perhaps two African-American applicants for any positions in the industry at all. It's hard to hire people who don't apply for the job in the first place. Every developer I've

worked for has a strong and sincere interest in increasing workplace diversity. It would be a huge mistake to blame developers for what are clearly much larger socioeconomic forces. I've also seen one terrible case where an employer was so passionate about increasing gender diversity -- "We need more estrogen around here!" is an actual quote -- that the company ended up hiring a number of female employees who proved almost completely unqualified for their positions and became major obstacles to the company's productivity. Although I have met several capable and talented female employees in this industry, it's clear to me that in this particular case, the employees in question would never have been hired without a pronounced pro-female bias that seriously undermined the company's hiring process and may have ultimately been a factor in the company's closure.»

**- M, 33, White, Uni, USA**

**#808** «As long as someone is creative, motivated, hard working, and polite under stressful situations I don't care what age, sex, color, or religion they are.»

**- M, 35, White, Ma, USA**

**#809** «n/a»

**- F, 27, White, disabled, HS, USA**

**#810** «I feel the game industry is lacking in the field of younger developers. Research has shown most serious gamers are between 15-21 this leads me to believe they would be perfect for a game development studio in a field of their skill range (whatever they specialize in) But more importantly as an objective point of view through their games development.»

**- M, 17, White, disabled, Uni, UK**

**#811** «Diversity is important - especially on higher levels - but as for a team of developers for specific project it can depend - usually topic matters»

**- M, 29, White, PhD, POLAND**

**#812** «I think that in some cases, simply having a diverse workforce is not enough. a team of people who are best suited to their roles takes place over diversity in my opinion.»

**- M, 23, White, disabled, Uni, UK**

**#813** «Believe that too many boundaries exist still between cultures therefore the full potential of co-relationships is nearly impossible to obtain... »

**- M, 32, Korean, Uni, Korea**

**#814** «Some of the companies that I have visited do not have a diverse workforce. One company that I visited, but shall remain nameless, replaced 90% of their white workers to keep an asian demographic. Furthermore, my sister is a tech. writer for a well know company and she had to train her replacement which was a match with her company's growing asian demographic.»

**- M, 30, White, Uni, USA**

**#815** «Hire the best, most qualified person for the job. Quotas and forced diversity are signs of racism and prejudice.»

**- M, 24, White, Uni, USA**

**#816** «we are developig casual web games, I guess our considerations are different then the assumed boxed games development»

**- M, 33, White, Ma, Hungary**

**#817** «Game industry is arrived to a point where it's nothing more than a bunch of apes working for their bananas disregarding what they work on and who their work for. Game industry just produces and sells crap.»

**- F, 34, White, Ma, France**

**#818** «I feel it is important for employers to follow and abide by equal employment opportunity laws. However, due to the difficulty and skills required in game development, I feel employers should look for quality lookers instead of solely trying to create a diverse workforce. I want my coworkers to be the best team members possible, instead of being carefully selected to create a sampling of races/ages/orientations. I believe my employer hires based off of quality, and that is why our team represents a broad demographic of the best and brightest. »

**- M, 22, White, Uni, USA**

**#819** «Impact of workforce diversity is lessened if upper management is not diverse as well. »

**- M, 28, Filipino, Uni, Canada**

**#820** «For maximum creativity there should be a workgroup composed of as many diverse people as possible so that new ideas will be formed. However it is important not to try to force this transition but to let it occur naturally, specifically: women are becoming more and more a part of the IT industry which was dominated by men and this will continue to happen. Age diversity is also important so that those who are seasoned programmers can mentor younger programmers and the younger programmers can bring new ideas and implementations to the industry - the same would apply to designers.»

**- M, 17, White, HS, South Africa**

**#821** «I think a good range of experience and creativity is more more important than a range of age, gender and ethnic background in game development. Although they may be very important factors for games testing and market research.»

**- M, 27, White, Ma, UK**

**#822** «needs more women»

**- F, 24, White, Uni, USA**

**#823** «if the current gaming sector sees its diversity in creating one ego shooter after the other the games will be gone for good soon. very sad. but just a second ago I saw that finally another GameTrak game will be released, this time a golf game. I mean that's the

way to go. Great inspiration! more interaction with the games would be great. new devices needed, though. By the way, what about a party when ego shooter number 100.000 will be released? Have a great week.»

**- M(gay), 26, White, Ma, Germany**

**#824** «I am a single developer, working alone so I do not have much contact with the rest of the industry. Therefore, I don't have any strong views about diversity. I would like to work with people who are committed to making great games. I don't care where they come from. To say that more diversity results in better games would seem naive to me. More dedication results in better games. I strongly feel that people should not be discriminated against because of their ethnicity, but neither should they be discriminated \*for\*. Game making is great fun and should be opened out to as many people as possible. That is the aim of my business.»

**- M, 30, White, Uni, Ireland**

**#825** «Not this time»

**- M, 25, Hispanic/Latino, Uni, Mexico**

**#826** «I think with the internet and computing, most programmers identity is unknown - for example a Dutch company made Max Payne, most Americans I know think that it had to be made by an American company. A game or program should be, and usually is, judged on its content and not by the company diversity (or lack of).»

**- M, 25, White, Ma, Ireland**

**#827** «I think it's important, but unlikely to impact game production, buying patterns etc in a major way.»

**- M, 23, White, disabled, HS, New Zealand**

**#828** «More women in developer and designer roles might make the games more appealing to other women. »

**- F(bi), 41, White, disabled, Uni, UK**

**#829** «I am trying to develop a pidgin language for games. I have two international conference papers in this regard. I do not know if IGDA is interested.»

**- M, 31, South Asian, PhD, Australia**

**#830** «Diversity in most of the feild is helpful and necessary. I would like 2 join d Game Industry in near future. Its great 2 have a survey like this. All d best for every positive response. I am and will be there for the Game Industry forever..»

**- M(bi), 19, South Asian, HS, India**

**#831** «Games companies exist in a fragile bubble wherein diversity is sanctioned, you may have wacky haircuts or piercings but you are very unlikely to be from an ethnic or religious background either due to not identifying with games that are produced today and thus not being drawn towards their production or not being welcomed on teams where difference of opinion are not appreciated or required. The games industry is naive

and arrogant and will continue to dig itself deeper and deeper into a rut until some new gaming revolution comes about and independant developers/ one two person outfits have their chance again....it's just my theory, ask me tomorrow and I might say something different.»

**- M, 30, White, disabled, Ma, UK**

**#832** «Workforce diversity is a tough one. People expend a lot of effort to make things more diverse, but that effort is too late. If you want a more diverse work force, you need to start with first graders. You'll see the results in twenty years. You should really be encouraging a more tollerant, open, less-butt-headed work force, to overcome "Hey, we're all white guys with beards, so only white guys with beards can code." That way, when your /diverse/ first grader grows up, she won't feel uncomfortable about being able to earn money coding as a black woman with no beard in the land of white guys with beards who code.»

**- M, 34, White, Ma, USA**

**#833** «Coming from Australia, where the games industry is still finding its feet, diversity is intrinsic to our way of life, so it naturally propogages itself into the local/national games industry. The company I work for was diverse enough to open up two junior positions, one of which i was lucky enough to fill upon completion of a diploma, then degree course in games programming.»

**- M, 28, White, disabled, Uni, Australia**

**#834** «In my opinion workforce diversity is important to the overall design and especially to the user interface. The originality of the interface including user controls can result in a complete different feeling of the game. The difficulty in designing different controls is to keep them easy to remember and getting used to. Many popular future games doesn't seem to have any priority on the importance of diversity in user controls. I would love to see it change in the next few years.»

**- M, 22, HS, Germany**

**#835** «No.»

**- M, 20, White, Uni, UK**

**#836** «Diversity leads to good concurency and to new ideas»

**- M, 24, White, Ma, Romania**

**#837** «Venezuela isn't a huge game dev industry maker. And the average of money making is very low, so this surveys answers may be a n atipic data.»

**- M, 24, Hispanic/Latino, Uni, Venezuela**

**#838** «you can only employ those who apply. In the uk firms iv'e worked for, women and those of african extraction do not seem to apply as often as ,for example, white and indian males.»

**- M, 31, White, Uni, UK**

**#839** «I am only beginning to enter the industry, and will be attending the Digipen Institute of Technology this fall. When I visited the college, I saw that the overwhelming majority of the students there were white males. At this point, I do not know if a lack of diversity in the game industry is due to injustice, or a lack of interest on the part of certain demographics.»

**- M, 18, White, HS, USA**

**#840** «Diversity doesnt mean there will be diverse ideas. As long as diverse and new ideas are brought up, the gaming industry will grow. Having a diverse workforce does naturally imply that there will be diverse ideas so it does help.»

**- M, 21, Chinese, Uni, USA**

**#841** «While workforce diversity is an important factor in game and product diversity, I don't believe it's a matter that should be forced with targeted recruitment or affirmative action or any such inherently discriminating processes. Let the gaming industry continue to keep a high profile and make top-notch product, and the boom we are currently experiencing will continue to attract a highly-talented and diverse workforce.»

**- F, 26, White, Uni, USA**

**#842** «As far as I know the city where I live now is quite diverse but it is not reflected in any other place than the streets usually.»

**- M(bi), 23, Hispanic/Latino, Uni, UK**

**#843** «no comment.»

**- M, 25, Chinese, Ma, TAIWAN**

**#844** «I think that the game industry is reflecting the consumer base, as with every industry. If a higher percentage of people that do flower arranging are Japanese women, there will be more Japanese women teaching flower arranging, because those are the people doing it... Get it? Being politically correct for the sake of being politically correct is stupid. Are you getting complaints about discrimination??? Have you ever met someone in the game industry refuse to work with a woman?? Well what about older people? It's a burn out job, and it will always be a burn out job. People don't last. If you want to work on something, work on that. »

**- M, 30, White, Uni, USA**

**#845** «My experience is mostly in the film industry. I feel a lack of diversity in certain areas, such as my area, audio. If the games industry could welcome the challenge to become more diverse in terms of recruiting and hiring at this point in time, perhaps it won't follow in the footsteps of the film industry. »

**- F, 33, White, Uni, USA**

**#846** «Just as diversity in film has resulted in more interesting and important productions in that field, it is reasonable to assume that a diverse population of developers will produce more interesting, more important, and more widely appealing games. (It isn't always a good idea for the games industry to take a cue from Hollywood, but in this case

it just makes sense.)»

- **M, 21, White, Uni, USA**

**#847** «Outsourcing is the Key»

- **M, 23, South Asian, Uni, India**

**#848** «Development is still deeply riddled with a 'boys club' mentality. This needs to change to begin the path of true 'diversity' in the games industry»

- **M, 35, Hispanic/Latino, Uni, UK**

**#849** «diversity makes employes happy. Happy employes create better games.»

- **M, 26, White, HS, Germany**

**#850** «I think that diversity in any industry is improving and will balance over the years to come due in part to the education and tolerance of our up and coming generations.»

- **M, 25, White, Uni, USA**

**#851** «The industry is money driven. It does not care much about anything else.»

- **M, 49, White, Uni, Canada**

**#852** «We need more information about user diversity...»

- **M, 36, White, disabled, HS, USA**

**#853** «Since I am a freelance artist most of the teams that I have worked for I have never met face to face. Therefore I am not aware of their diversity or lack there of. I believe that the game industry benefits more from the most qualified individual being chosen for the job as opposed to a diversity for diversity sake. For example if you were going to make a game that had a strong arabic feel someone who was arabic and had a strong foundation in arabic art, language, and culture would be more appropriate than, say, myself. Now if you were doing a game about farming or that had to do with cows I would definitely be a qualified individual having grown up and worked on a farm all of my life. Diversity is wonderful just as long as it isn't forced.»

- **M, 22, Uni, USA**

**#854** «i feel it is good for the better of demographics»

- **M(bi), 18, Black, HS, Nigeria**

**#855** «You make no mention of students.»

- **M, 23, White, Uni, UK**

**#856** «I am an engineer in the semiconductor industry, and am a student in game design. While neither industry has many women, I am more comfortable with the group of students I am collaborating with. I think women vary a great deal on the direction they take their lives, but it is always good to have diversity. Especially to get the most out of a creative endeavor.»

- **F, 53, White, Uni, USA**

**#857** «it is hard to pursue diversity for its own sake. people of more diverse backgrounds need to be motivated to be interested in careers in game development. chicken. egg.»

**- M, 31, White, Uni, USA**

**#858** «There has been more importance played upon the diversity of men and women in the work force. It was unnecessary to understand the sexual preference in the workforce. This has no play what so ever in the development of games. It is far more important to overcome the stereotypes which have create men only workshops and have turned off women who would consider becoming a game developer.»

**- M, 33, White, Ma, USA**

**#859** «The nature of workforces in the industry is changing from highly white-male oriented to more diverse - however the diversity of games themselves is decreasing due to market pressures. There can and should be more willpower to diversify product along all axis, including target audience, theme, techniques, plot, budget, educational value etc. The initiative for a lot of these changes can come directly from a more diverse workforce, as old ways are challenged.»

**- M, 25, White, disabled, Uni, Ireland**

**#860** «There is a big lack of women sensibility in the game industry. Female workers are necessary to restore the balance to the future of the game world.»

**- M, 25, White, Uni, Canada**

**#861** «The powers that just needs to be more open minded.»

**- M, , Filipino, disabled, Uni, Philippines**

**#862** «Beautiful initiative !!!»

**- M, 26, Black, HS, Brazil**

**#863** «Thank you for promoting such an important topic. You did not provided an "unemployed/lloking for work" choice on the job question. »

**- F, 21, White, disabled, Uni, USA**

**#864** «The cowardly white upper management/executive is a plague on the industry. Visionless, lacking in leadership, failing upward with guaranteed bonuses as their production teams do months of unpaid overtime to no bonus whatsoever, these parasites should be purged. And rightly so, due to the fact that they do not really care what kind of commercial unit they sell. The majority of them don't know the first thing about games. They are talentless fratboy hacks hiding behind their degrees, sucking the life out of this category.»

**- M, 36, HS, USA**

**#865** «I think the big companies from USA (CA) and Europe should be more open to people outside these areas. There is a lot of talent coming from other countries and continents, which can be very helpful to their companies.»

**- M, 20, White, HS, Brazil**

**#866** «Natural diversity in the workforce is certainly not a bad thing -- but 'forced' diversity is.»

**- M, 23, White, Uni, USA**

**#867** «I think promoting diversity is a good thing, but be carefull, reversed discrimination can do just as much damage. Only the most qualified person should be hired, not the most black,gay, young,woman.ect. As the baby boomers start to retire,imigration will take over as the supplier of the prime workforce. This inturn will naturally create workforce diversity. »

**- M, 44, White, Uni, Canada**

**#868** «I feel a broader, more diverse workforce that is more representative of the population as a whole will result in a more varied and interesting choice of games for the consumer.»

**- M, 25, White, Uni, UK**

**#869** «Nothing else to say :)»

**- M, 17, White, disabled, HS, Russia**

**#870** «I am a student, and while I have experience working with some select legit game developers, I don't know too much about this whole diversity thing. I'm sorry I couldn't be of more help.»

**- M, 17, White, disabled, HS, USA**

**#871** «"Victoria" is not a province...»

**- M, 36, White, Ma, Canada**

**#872** «We've done just fine all these years without this PC nonsense. OBTW. Screw unions too!»

**- M, 52, PhD, USA**

**#873** «No Comments»

**- M, 24, South Asian, Uni, India**

**#874** «There is little or no correlation between the skills of a game industry worker and his/her race/sex/orientation. When selecting teammembers, I look for abilities and attitude -- the color of the applicant's skin has nothing to do with it. »

**- M, 33, White, Uni, Canada**

**#875** «Diversity, while a nice feel good idea, should not be a major factor in deciding employment or team makeup. Competence in one's field of endeavor is the most important factor in developing and realizing a good product and should be the main factor in deciding employment and team makeup. For those who propose and market the idea of diversity in employment, may I ask... Name me a country in history that has become stronger by encouraging the concept of diversity. Historically the answer is none. Promoting diversity for the sake of diversity is divisive, separating people into groups

based on generalized arbitrary standards instead of treating them as individuals. Societies, countries, businesses function much better by recognizing that while there is diversity among it's people, it is by promoting what we have in common, things that everyone shares and can use to form relationships and universally agreed upon tenants, that a strong society or business is built upon. This may not be Politically Correct, but it is the historical and societal truth.»

**- M, 41, White, disabled, Uni, USA**

**#876** «Fun is diversity in action, diversions are the true elements in life, whether in cloths, people, or surroundings.»

**- M, 44, White, disabled, Uni, USA**

**#877** «Sameness/staleness in many games is not the cause of a lack of consumer diversity, but it is a result of the young, white, homophobic, middle-class, male domination of the industry. Ideas not exposed to this demographic are, by and large, not present in the games made today.»

**- M(bi), 26, White, Uni, USA**

**#878** «More women and minority involvement is necessary.»

**- M, 27, Korean, Uni, USA**

**#879** «We need more women contributing as part of the development teams. »

**- M, 20, White, Uni, USA**

**#880** «Each one of us has a different background with different experiences that may prove helpful to others. If all of us can work as a team, while being diverse, then we can progress at an exponentially higher rate.»

**- M, 22, White, Uni, USA**

**#881** «Diversity is a very important issue! I noticed in the QA team I was in that most of them were fresh out of college and not prepared for the tribulating tasks of testing.»

**- M, 19, White, disabled, HS, Canada**

**#882** «I like psp's»

**- M, 24, White, Uni, Canada**

**#883** «It's a good thing, but it shouldn't be an issue. I mean, why do you have to focus on it? It should just be normal. If a company hires a black guy, then so what? It's just another person at the company. You don't have to be like, "Look everyone, it's a black guy! LOOK!" Why does it matter? It doesn't and it shouldn't. This is a joke. Diversity "workshop/conference" and a "dialogue" at the company. That's pathetic. That's part of the problem. It's like you're sayin', "Look at these different people...these little cute and cuddly people. You should hire them because they're so cute and cuddly just like animals, but they're just as smart, skilled, and qualified as us normal people...even though they look so much different. Look everyone, it's an asian girl! LOOK! She's really hot, but she's still qualified." It just...haha, it shouldn't matter. You're making it a big deal like it

should matter, but it shouldn't.»

**- M, 22, Black, Uni, USA**

**#884** «I believe that people are going to be drawn to the gaming industry no matter who they are,if the employee demographic dosent represent a wide spectrum of different people,it means that those people are not applying for those jobs and/or are not interested.I would want to be hired because my employeer thought I was a great addition to a strong team,not a colorful one & diverse one.»

**- M, 21, Native American, Uni, USA**

**#885** «The primary measure of future suces in this industry is increased diversity in markets, this can be spearheaded by exploring linguistic and social challenges. In order to create these spearhead products which would elevate the form's upper crust to literary status and penetrate the non-adolescant male markets we need more women, blacks and hispanics, but most importantly artistically trained content producers to collaborate in funded development endeavors.»

**- M, 19, White, disabled, Uni, USA**

**#886** «I am working now on aboriginal video games (Blackfoot, Cree) and am using native labor. This is key to our 5 year plan.»

**- M, 49, White, PhD, Canada**

**#887** «I am self employed, so diversity questions about members of my company is not an indicator relative to diversity statistics. A diversity of cultures(not the same as different parentage race) can only expand the base of game types. Especially true when looking at a cultures mythology, both historical and theateric.»

**- M, 40, White, Uni, USA**

**#888** «If I go into this industry, I would probably be involved in the art department than any other sector»

**- M, 19, White, disabled, Uni, UK**

**#889** «Having more diversity within the industry will lead to an array of different types of game play. With diversity, people can bring experiences to the table that not everybody may have been introduced to in their lifetime. A White Man developing a "Gangter" style game, may not have the experience to bring the 'immersion effect' into the game. It is a serious issue, and it has the potential to be a great deed to the outcome of video games.»

**- M, 22, White, disabled, HS, USA**

**#890** «I would love to become a part of it»

**- M, 17, Hispanic/Latino, disabled, HS, USA**

**#891** «Please be aware that the older element of the population is an ever more present element in gaming. Also that women are active players, as you well know. More game geared toward us would be a good thing. Cloth the female

characters better and give them more realistic proportions. Make some games that allow people to play as companions not always as competitors. »

**- F, 59, White, disabled, Uni, Canada**

**#892** «Great survey. Good luck.»

**- M, 24, Hispanic/Latino, Uni, Dominican Republic**

**#893** «The male/female ratio could improve.»

**- M, 20, White, HS, Italy**

**#894** «I feel that if we as game developers take a step back from our industry and look at what is being designed and what projects people in the industry are talking about it seems clear that the storylines and gameplay is lacking and needs an injection of more creativity which in my eyes would easily be provided thru more industry outreach for diversity in our workforce and specifically in project teams.»

**- M, 33, White, HS, USA**

**#895** «I am afraid that we are going to get so caught up in the bulls\*\*t politics and bureaucracy of the industry that we lose focus of that which gives this medium its integrity, namely creativity and originality. We have already seen the problems caused by a shift in focus from game design to the dollar sign. I believe that if our attention is further distracted with politics, this degradation can only grow worse. Racial diversity is an illusion perpetuated by people with a sophomoric sense of self-righteousness or cultural egotism. The investigation or attempted attainment of gender or sexual-based diversity is simply a waste of time. As long as every person is given an equal opportunity and judged on the skills and attributes offered them by the genetic lottery and their education we will have nothing to worry about and we can get back to being creative and making quality games. »

**- M, 23, White, Uni, USA**

**#896** «I think that the industry has become more diverse, though it is still mainly in a male demographic and would benefit from accepting more female applicants. The Indie group I work in is composed of greatly diverse people having a Philippino participant, and a female participant. Though it would likely be very beneficial to have some more variety in the demographic of the workforce.»

**- M, 15, White, HS, USA**

**#897** «Diversity is not required in any workforce, and videogames are the same. What is important is that you hire without discriminating. »

**- M, 19, disabled, Uni, USA**

**#898** «I'm sorry if my information isn't applicable to your survey. I don't yet work in the industry but as you put "student" I continued. I hope that's all right!»

**- M, 19, White, HS, Canada**

**#899** «demographics and workforce diversity is a good idea on which you may survey on... »

**- M(trans), 23, Black, Uni, Nigeria**

**#900** «Presently I've been diagnosed with Hemolytic Anemia caused by an allergic reaction to a sulphur based antibiotic (toxic hepatitis) and has me on the disability list, I'd like to attend as I have been a avid game tester for companies like verant's EQ and SWG, as well as been an owner of a garagegames torque game engine (& source code). I've a few games in mind to produce but have not the connections or the talent to produce the titles myself. It would be greatly appreciated for any help that IGDA can give to me to make things come to life. Thanks and have a great day.»

**- M, 40, Chinese, disabled, Uni, USA**

**#901** «I don't agree with (racial) diversity for the sake of diversity. I do, however, feel that diversity of perspectives and experiences is valuable.»

**- M, 26, Uni, Canada**

**#902** «I think diversity is great, but forced diversity is not.»

**- M, 33, White, Uni, USA**

**#903** «The least diversity is in gender, then religion.»

**- M, 27, South Asian, disabled, Uni, USA**

**#904** «not at this time»

**- M, 55, White, Ma, USA**

**#905** «Due to the multicultural consumer base that the end-user subscribes to, having a diverse workforce sets an example for those seeking positions in any workforce while at the same time allows for the best minds of many subcultures within our society to perfect that which we enjoy most.»

**- M, 21, White, disabled, HS, Canada**

**#906** «1. You should use the term gender rather than sex. 2. Language spoken at home would be another good variable to consider. 3. If there was a simple set of questions to quantify maturity level, I would suggest its inclusion. »

**- F, 31, White, PhD, USA**

**#907** «Colour doesn't matter as much as chops. In this day and age, anybody with an internet connection is welcome to the party.»

**- M, 35, Native American, Uni, Canada**

**#908** «We need more women in the industry. »

**- M, 57, White, Uni, Canada**

**#909** «More effort needs to be made to attract college age females to the games industry.»

**- F, 22, White, disabled, HS, USA**

**#910** «You don't have to make games directly for one demographic, eg 25 to life = black hip hop kids, socom = white rock music kids, a good game transcends all genders and demographics, aka pac man»

**- M, 23, White, Uni, USA**

**#911** «I believe there is currently a lack in racial and gender diversity in the industry workforce.»

**- M, 20, White, Uni, Australia**

**#912** «Diversity does depend on the locality and available workforce. In Utah, a state not very diverse, it is harder to have a truly diversified team although we do try and are completely open to diversity.»

**- M, 48, Japanese, Ma, USA**

**#913** «The work "Diversity: worries me. It acnolages differences between us and our peers, placing us in seprate groops. The word in no way insenuates sameness, other than we all see it. We need to be aware of diversity, along with the need to accept our racial, sexual, economic, manajoral differences and responablities. Working with our peers to ensure a helthy working enviroment begins when the differences don't matter, thus negating the word "diversity" all together. To often the word diversity missused.»

**- M, 23, White, disabled, HS, USA**

**#914** «I'm not involved in a real world office, all work I do is on the internet»

**- M, 24, White, disabled, Uni, USA**

**#915** «In no way should diversity be an issue. People should be hired based on their qualifications alone, and race/gender in no way affect qualifications for working in the game industry. Any effort, time, or money spent on diversity in the game industry is a total waste, and in fact harmful to the industry. People need to get over the race/gender issue already. The vast majority of people are reasonable, and don't care about race/gender at all in the workplace. Constantly harping on the issue however, continues to bring up the fact that there used to be a problem, and the issue can't die as it should. This leads to hypersensitivity and more conflicts and perceived insults than would otherwise occur. In effect, the very people who claim to want to fix the problem are actually perpetuating it. If you are concerned at all about equal treatment, then you will IMMEDIATLY stop pushing for diversity. Diversity is another way of saying that you want less qualified people taking the jobs of more qualified people just because of their race/gender. That is racism, just in favor of minorities instead of the majority. If you really do think there is a problem though (and I don't), and if you care about equal treatment at all, you will instead work towards a color blind system in which the employers have no knowledge of the race or gender of prospective employees. In such a system there will be no possibility for discrimination, and all people will be treated

equally and fairly, judged only on their qualifications and not in any way by race or gender. Diversity is irrelevant. Equal treatment for all regardless of race or gender, with no consideration towards diversity, is fair and ideal.»

**- M, 19, White, HS, USA**

**#916** «Unity in Diversity is the driving force at many times but this diversity can sometimes cause in disagreements in decision making for newer proposed ideas because people of different ages think differently »

**- M, 22, South Asian, Ma, India**

**#917** «None @ this time.»

**- M(trans), 24, White, disabled, HS, USA**

**#918** «Look at the game job want ads. They tend to specify they want hard core gamers. Most games are written for a specific style, and if they will only hire that specific style, that is all they will get. Most games are written for young men. They are missing half the industry. I am an adult woman. Years ago I proposed a game idea that was very similar to The Sims. I was laughed out of the meeting, and they never took the time to listen to me again. What fools, and what an enormous loss to all of us!»

**- F, 48, White, disabled, Uni, USA**

**#919** «Whats the big deal?»

**- M, 24, White, HS, Canada**

**#920** «As a freelance, my responses are for my current employer rather than my own company (as a married white male heterosexual without disabilities I am 100% NOT diverse). Obviously for the future of the industry a broader demographic appeal is necessary; equally obviously those coming from a target demographic are the most likely to be able to design games for that demographic. On the other hand I think that this future is inevitable as training, education, and gaming are starting to blur their boundaries.»

**- M, 43, White, Ma, France**

**#921** «Diversity is wonderful, however, it should be emphasized that diversity means much more than just race or gender. Diverse "personalities" -- that is the key.»

**- F, 35, White, HS, USA**

**#922** «Malaysia has always been a diverse country. So this has nearly not been of any issue at any workplace. The same goes for the game industry. »

**- M, 23, Chinese, disabled, Uni, Malaysia**

**#923** «The workforce can be as diverse as it wants to be, but if publishers only want to front money for the same type of game over and over....we're stuck. The stranglehold the publishers have needs to be broken to allow more "diverse" projects to be created and spur interest..»

**- M, 30, White, Uni, Canada**

**#924** «It's not up to the people that hire to create diversity, but the people that want to be hired. We almost never receive applications from minorities or women. When we do, we consider them as we would any other. However, we have been receiving (and have hired) many latinos in the past 2 years.»

**- M, 34, White, Uni, USA**

**#925** «Although a diverse workforce is an admirable goal, I don't feel that it strongly affects the quality of the products we create. Rather, we should strive for diversity on its own merits, as it's only fair to include all types of people in the industry. Still, keep in mind that diversity for diversity's sake can also be bad if it prevents the more talented individual from getting the job.»

**- M, 35, White, HS, USA**

**#926** «~no comments~»

**- F, 20, disabled, pre-HS, Australia**

**#927** «Penso sia importante valorizzare le skill individuali ma ancor più saper collegare le varie business-unit al fine della mission aziendale»

**- M, 26, White, Uni, Italy**

**#928** «I see game-industry diversity as irrelevant. The people who want to get together to make good games are the ones that we want behind the wheel. There's no sense in forcing others into that position, because of "diversity".»

**- M, 21, White, HS, USA**

**#929** «I'm thinking that the question of workforce diversity should be answered not at the employment level, but at the education level. More scholarships and mentoring programs would help bring more skilled women and minorities into the industry. I think burnout is a much more serious problem in the industry than diversity. Talent and skill sets can be self taught if you have the opportunity and some guidance on where to start. Education grants and mentoring programs. No Quotas.»

**- M, 30, White, Uni, USA**

**#930** «Lily white industry needs to create inner city education programs that attract more people of color to gaming...Get MSOft, Sony and the other clowns to start giving out free game consoles and scholarships »

**- M, 44, White, Ma, USA**

**#931** «in a constant changing market, the more diversity the better to confront the next challenges of our industry.»

**- M, 31, Uni, Canada**

**#932** «Workforce diversity will be able to produce different opinions. It can trigger better knowledge sharing, and learn things from different points of view.»

**- M, 19, Chinese, Uni, Malaysia**

**#933** «I don't think that there should be discrimination, but I don't think I would hire anyone to make my company more "diverse," either. I don't think "diversification" is a reason for hiring anyone.»

**- M, 19, White, HS, USA**

**#934** «Most projects I work on involve people from several countries including Russia, Mexico, Italy, France, Germany, Canada, UK»

**- M, 47, White, Ma, USA**

**#935** «Diversity is good. Quotas are very bad. Outsourcing is bad. »

**- F, 25, White, Ma, USA**

**#936** «nice survey»

**- M, 17, White, pre-HS, Estonia**

**#937** « I'm just a kid who does the graphics, writes, and does a bit of C#/C++, so I'm not sure how much influence this may carry. However, I do believe that there is a decent amount of diversity in the industry. Generally, gamers will become interested in the industry over others; the demographic of hard-core gamers lends itself to this. So, first, if you want to increase diversity, I'd suggest either (1) targetting different demographics or (2) encouraging diversity among teams. »

**- M, 14, White, pre-HS, USA**

**#938** «While I wholeheartedly agree with the principles of "diversity", I get the impression that large an emphasis is placed on it. That's manifests itself as a little "positive discrimination" (i.e. favouring those who would make the workforce more diverse).»

**- M, 23, White, Uni, UK**

**#939** «Mi opiniion particular es que se deben de fomentar ideas y desarrollos objetivos comunes.»

**- M, 21, Hispanic/Latino, HS, Argentina**

**#940** «Hello i'm a beginner and i would like one on one help with my work in general advice thank you»

**- M, 13, Black, disabled, PhD, USA**

**#941** «yes »

**- M, 31, White, Uni, USA**

**#942** «Minorities such as Asians and Hispanics would play a broad range of games, but it seems there are some they'll stray away from. Most of these games might tend to appeal more to White Americans (that statement is vague, but its the best one I can think of at the moment) such as Golf games, "big mutha truckas", backyard wrestling, and Arcade racing games (ridge racer, SF Rush). Workforce diversity shouldn't be 'forced', I think its fine the way it is. If you got the skills, you get the job. I certainly wouldnt like to get

hired over someone better than me just because he's white and I'm Asian.»

**- M, 20, Southeast Asian, disabled, HS, USA**

**#943** «I dont think diversity of people has an influence on the production of a game. The diversity a game studio needs is a diversity of minds, else it might be 'trapped' in a non-evolving state. People diversity (as presented by this poll) is not more important to video game industry than to any other industry. It is just a global human society matter, regardless on the industry.»

**- M(bi), 22, White, HS, France**

**#944** «not enough females involved, especially academically.»

**- M, 22, White, Uni, scotland**

**#945** «I work in a diverse environment. However, I don't think about my peers in terms of their ethnicity. All that matters in my opinion is, are they good at what they do? And, can they get the job done? And, are they good people?»

**- M, 33, White, Uni, USA**

**#946** «the IGDA does a great job to bring the latest on the Gaming Industry to people worldwide»

**- F, 75, White, Uni, USA**

**#947** «Diversity is like growing up in a family with money. If you have it, it's nice and it probably helps in ways that you don't know. If you don't have it, you don't know what things would be like if you had it. Only people who have experienced both sides can comment accurately on the positive value of diversity in the work place.»

**- M, 37, White, Uni, USA**

**#948** «I suspect it is the customers diversity which should be of more concern at this point. Not diversity in race as much as charicter. Few players break out of the typical molds and it would do a great service to the industry to expand the scope of its consumers. those seeking jobs would, I think, best be served by simply expanding the number of them available.»

**- M, 24, White, disabled, Uni, USA**

**#949** «Be yourself ;)»

**- M, 23, White, Uni, Czech Republic**

**#950** «I assume that it is better to have a wider range of ideas on anything just because it can open everyones eyes up more and offers more chances for us all to see products with never-berfore-seen features.»

**- M(bi), 31, White, disabled, Uni, USA**

**#951** «I feel that we are getting too many people in the industry that are of a very specific age group, education group and interest group. This under some circumstances would be beneficial but it is not when most programmers or artist are people who have nothing to

do with games. There just aren't enough people who wanted to make games, working in the industry. Also I feel that there are few women working in the field, and that there aren't people who are older, working on things that concern the actual creation of the game. Most older people handle production, PR and such while in the meantime there are great programmers and artists who would enjoy actually working on a game, but for specific reasons, they are not. One more thing. I feel that the consumer/gamer isn't being educated anymore, at least not in areas that are important. People view graphics for example, as the smoothness of the motion and the quality of say, anti-aliasing! They feel as though anyone with an expensive pencil will make everything better than a great artist with a cheap pencil. Not true.»

**- M, 25, White, Uni, USA**

**#952** «I think this is pretty much a non-issue. The game industry is already much more diverse, and provides much better equality of opportunity, than most other businesses. To the extent the industry becomes more diverse, it will do so through market forces, rather than by lobbying or "consciousness-raising" efforts. I can think of umpteen things on which the IGDA could better spend its time and resources. However, if there were a well substantiated link between diversity and sales, developers and publishers would care.»

**- M, 40, Ma, USA**

**#953** «In New Zealand, the game industry is not exactly great but all will change when I set up my own company.»

**- M, 16, White, HS, New Zealand**

**#954** «Comments made on diversity are purely in relation to gender. It is a very male dominant industry, attempts need to be made to encourage females to the industry.»

**- F, 32, White, Uni, Australia**

**#955** «get the message to education - especially high schools in Australia where it is becoming and accepted strand of IT»

**- M, 55, White, Ma, Australia**

**#956** «My comments on lack of diversity are purely related to the lack of Women in the industry / our company. This isn't for lack of trying - very few ever apply and when they do, they're already employed by the time we call them back. They are that scarce. I'd love to see what the female perspective could lend to our development / game design in general.»

**- M, 30, White, disabled, Uni, New Zealand**

**#957** «Agree to some extent that diversity is important, but do not feel that it ultimately make any difference who produces/develops games...games itself has its own culture..irrespective of the individual's culture/race/sexuality. = gamers make games»

**- M, 33, Uni, Australia**

**#958** «Age is a problem. I feel the only place for a person over 50 in this industry is education, especially if you are female.»

**- F, 51, White, Ma, USA**

**#959** «Not nearly enough females working in the industry, so the boys club reigns and so the games audience remains way below its potential.»

**- F, 51, White, Ma, Australia**

**#960** «Ethnic diversity has its strong points, in particular art based on cultural influence can strengthen the look of a game that might otherwise be lacking. Likewise, marketing games to diverse sectors of game purchasers can have a positive effect on stale market conditions. Typically, publishers will say games are created to appeal to the demographic that's buying them. This usually means white heroes for a predominantly white audience. I disagree. I'm a white male but am currently developing a game that has a Polynesian hero. The character starts the game identifying with a typical modern American background but during the course of the game rediscovers his South Pacific origins. I think ethnic and cultural diversity in storylines and settings can add flavor and style to a game that might otherwise be a bland rehash of all too familiar environments. So, yes, I'm all for ethnic diversity within the game's structure. But not in a contrived, Politically Correct-manner. Ethnic diversity should be relevant to the storyline or at least make sense to the internal logic of the game.»

**- M, 37, White, HS, USA**

**#961** «I am aghast that IGDA thinks this is important. No wonder the games industry is so horrible.»

**- M, 29, Uni, USA**

**#962** «The Games Industry is tragically lacking any diversity in the games it makes and the people hired. Making games is one of the most limitless challenges for the imagination, yet all the good companies are being bought out and our games are being massproduced into repetitive entirely flavourless titles.»

**- M, 26, HS, Australia**

**#963** «No comment.»

**- M, 28, Chinese, Uni, Malaysia**

**#964** « I honestly don't believe the diversity in my company is an important issue. We're going to hire those people that have a good understanding of the required concepts, and share our vision for success. Their race, sex, religion, or any other 'discriminating' aspect of their person has absolutely no bearing on our hiring or contracting process.»

**- M, 21, White, disabled, Uni, USA**

**#965** «nil»

**- M, 26, Chinese, HS, singapore**

**#966** «It doesn't matter. Talent is the only thing that matters and allowing newbies to join the industry is also important.»

**- M, 28, White, Uni, Canada**

**#967** «Thanks for asking!»

**- M, 34, Black, Uni, USA**

**#968** «The industry should cater to the masses and not the few.»

**- M, 38, White, Uni, USA**

**#969** «I would like to note that I am currently a student at Full Sail, therefore I am not actually currently working in the industry, but have answered accordingly to the diversity of the school.»

**- M, 19, White, HS, USA**

**#970** «Games may have diversity, but the developers don't seem to be»

**- M, 24, Hispanic/Latino, Uni, USA**

**#971** «Working for a Western game company, located in China, where we have a mix of local and expat workers, other significant aspects of diversity are (1) linguistic diversity and the choice of working names and languages, and (2) integration of different ethnicities within and outside the workforce.»

**- M, 54, White, Uni, China**

**#972** «If the whole world is aging, catering to the older folks may be just as important. »

**- M, 50, Chinese, Ma, Singapore**

**#973** «I think there are certain markets where a specific type of game can gain popularity within a short period of time. This is why a game, as a global product, should have diverse work forces & opinions when being developed. »

**- F, 28, Korean, Ma, Korea**

**#974** «just a college student trying to finish college.. HAVen't been out in the world yet...»

**- M, 24, White, Uni, USA**

**#975** «Whilst diversity is important, I would prefer people to be recruited based upon criteria specific to the job at hand. For instance, diversity is probably more important in more creative roles (character design, script, etc.) as opposed to AI - as the diversity of backgrounds will hopefully bring a diversity of view points.»

**- M, 25, South Asian, Uni, UK**

**#976** «Gays must die. Lesbians is funny.»

**- M, 25, White, Uni, Russia**

**#977** «IGDA has great responsibility to direct the thinking of future generation. They Should work on many different fields.»

**- M, 35, South Asian, Ma, INDIA**

**#978** «The main diversity issue is the shocking lack of women game developers. Is it because they lack the talent and focus required? Or is it because they are discriminated against? Or is that a false dichotomy?»

**- M, 26, White, Uni, New Zealand**

**#979** «I think the game industry is diverse, but I think it could stand to value the world views of other than the common workplace sentiments of, "don't censor me, man" and "I have a right to create crappy violent, over-sexed games just because I can and nobody should say any differently otherwise you are a trader to the cause". The game industry needs to have more voices, but ones that are more thoughtful and respectful of others' views even if you think they are more conservative or liberal than ones' own and even if they seem to violate a sacred cow like, "censorship" ...horrors.»

**- M, 37, White, disabled, Uni, USA**

**#980** «The workforce diversity is really less conscious in Japan though there are some diverse people our workplace, because of they are few.»

**- M, 32, Japanese, Ma, Japan**

**#981** «Diversity is irrelevant, if you are good at what you do, why care what you are?»

**- M, 27, White, HS, USA**

**#982** «Diverse workforce as diverse tools, can be better adaptable.»

**- F, 29, White, disabled, Uni, Lithuania**

**#983** «More women working in the industry and a less patronising and arrogant attitude from management»

**- F, 51, White, PhD, UK**

**#984** «Please consider other industries such as 3D real-time visualization industry as part or adjacent to game design industry. Regards»

**- M, 41, White, Ma, Netherlands**

**#985** «It's interesting to talk about diversity, while I'm living in Spain; here, the industry has been shrinking year after year, due to the fact that nobody wants to program games here, because game programming is still believed as a "funny hobby" more than a "job" (see my salary). I think that sooner or later, I'll have to move to another country to find a job, or leave the industry. So, the question is not to accept diversity, but to being accepted as different (in my case, for being spanish)»

**- M, 32, Hispanic/Latino, Uni, Spain**

**#986** «Ideally it is sound, however, games tend to have a target audience. So as long as the development team knows it's target audience well...then the game will reflect such

insight. »

**- M, 34, Black, HS, USA**

**#987** «I think, given the already intimate nature of this survey, that you should have devved slightly more deeply into the various diversity types: ie. I do not believe that we have a significant problem with racial diversity (although the main IT races are ALWAYS present!- remember our racial diversity issues are not the same as those generally felt by other industries); I think we have a fairly large lack of gender diversity, but the jury is out on whether this is a "problem" or a natural phenomenon; I think we have a very large problem with diversity of Age. Also - its a well known cardinal sin when asking people's opinion on a "scale" based survey to not give them the option to "n/a". ESPECIALLY when an earlier question (which allowed me to call myself "freelance") established that I do not work for a company!!»

**- M, 33, White, Uni, UK**

**#988** «Diversity in this questionnaire is broad (including age, race and gender). I think that we should evaluate each seperately. I think gender is the biggest problem, not age or race, although due to the line of questioning, this does not become apparant from my answers.»

**- M, 30, White, HS, Spain**

**#989** «My responses were treating the game design classes I am taking as my workplace, as I am a student and do not yet work. »

**- M, 20, White, HS, USA**

**#990** «Diversity adds to ideas but subtracts from productivity. Today's economy mandates a focus on productivity. The question is whether to focus on meeting the challenges of the market today or tomorrow.»

**- M, 38, White, Ma, Germany**

**#991** «Advocating diversity in Denmark is hard when there is little diversity in the pool of experienced game developers.»

**- M, 33, White, Ma, Denmark**

**#992** «it certainly needs to grow its horizons a bit perhaps its a slow steady process»

**- M(gay), 36, White, Uni, UK**

**#993** «There appears to be reasonable female and Asian American representation in the U.S. game development workforce, but very few African Americans.»

**- M, 46, White, Uni, USA**

**#994** «Given the stale, repetitive risk free state of the games industry right now, more diversity of product and consequently audience would be a good thing but when it comes to production it is the talent of the individual not their gender or race that is important. »

**- M, 32, White, Uni, UK**

**#995** «Here in Ukraine there is no reason to speak about workforce, as about 95% of people are about same race/age/etc.»

**- M, 23, White, Uni, Ukraine**

**#996** «When you talk about diversity, I am confused weither you're talking about diversity inside a first world developper or moving all our jobs to China, India and Romania, which is currently happening really bad and taking our jobs away from us. I work in a 1300 employees company, about 1000 of them are in "cheap" countries, and people are asked to actually TRAIN them, so that your children won't have the jobs but they will.»

**- M, 25, White, HS, France**

**#997** «In my experience, the games industry tends to be comprised of males aged 18 - 35. Unless this changes, the games we create and the industry we work in will struggle to develop and grow.»

**- M, 24, White, Uni, UK**

**#998** «When diversity involves differences in native languages, then communication can be difficult between team members and productivity can be affected. Other forms of diversity are generally very good/healthy.»

**- M, 29, White, Ma, Australia**

**#999** «How do i get a job in the games industry with only university experience?»

**- M, 21, White, Uni, UK**

**#1000** «Please, explain people why workforce diversity is important to the future success of the game industry. »

**- M, 22, White, Uni, Russia**

**#1001** «If people are interested in creating games then they should be encouraged to look into it in more detail regardless of race, colour or creed.»

**- M, 32, White, Uni, UK**

**#1002** «It's good to promote diversity in games/demographics industry because it can arrive to more people around the globe.»

**- M, 18, White, HS, Spain**

**#1003** «I'm in games journalism and I'm guessing the diversity in my field (esp. in terms of women writers) is better than in the games development side. Maybe part of this is that journalism is an established field with some reasonable working arrangements, whereas games design, with long hours and ridiculous panic deadlines, seems to only really suit single males who like eating pizza alot. »

**- M, 35, White, Ma, UK**

**#1004** «Far more research is required in this area to establish why there is a lack of 'interest' or 'involvement' from the minority groups.»

**- M, 35, White, pre-HS, UK**

**#1005** «thx»

**- M, 28, White, Ma, Russia**

**#1006** «my company is the triple play service which included Game online, mobile game and console games»

**- M, 33, Chinese, Ma, thailand**

**#1007** «I have heard rumours that female games programmers exist. Although I believe this is more myth than fact.»

**- M, 28, White, Ma, UK**

**#1008** «Very difficult to answer about diversity. On one hand, the company I work for is ALL male (about 80 people), except the receptionist and management assistant. On the other hand, the 6 people I share a room with are all different nationalities (in general in this company there is a huge range of nationalities/backgrounds). So the environment is very diverse in some ways, but not at all in others.»

**- M, 31, White, PhD, Germany**

**#1009** «Diversity in terms of age is as important as sexual and "race" diversity. We need to keep our senior staff!»

**- F, 25, White, Uni, Canada**

**#1010** «Workforce diversity is a very vague concept as it encompasses not just race but sex as well, as for someones sexual orientation - why that would ever be considered as "diversity" beats the hell out of me. We need to be more focused on not just including female talent in the dev end of things but also gearing more games to girl gamers»

**- M, 35, Native American, Uni, USA**

**#1011** «Diversity in any environment is beneficial to the whole, but FORCED diversity might be just as detrimental as beneficial. More research needs to be done on the benefits of a diverse work environment.»

**- M, 23, White, Uni, USA**

**#1012** «I'm not actually working, but studying at the moment. I study in South Africa, where promotion of diversity is a major policy of the government. I have therefore seen many examples of programs promoting diversity, succesful and unsuccessful. I feel that diversity should be encouraged but not enforced. More research would be a VERY important step. In my experience gaming has very limited appeal (almost exclusively male and generally white, although this is slowly changing). Diversity of production concepts and values could only lead to a more robust industry.»

**- M, 18, White, HS, South Africa**

**#1013** «I have nothing against diversity in this industry or my company, but I certainly don't feel it's "needed" to produce better games. I think my company as a whole is not without diversity, but it's clear to me that my employer's focus is on hiring the best people for the job regardless of race, age, etc.»

**- M, 32, White, Uni, USA**

**#1014** «Please note: in interpreting my responses, I am an amateur game developer, and a professional programmer outside the game industry. I answered questions about my job/workplace as applying to my job/workplace; therefore the answers have nothing to do with the game industry.»

**- M, 54, White, PhD, USA**

**#1015** «Don't have some thoughts about it as game developing is hobby.»

**- M, 29, White, Uni, Croatia**

**#1016** «I am the only female in my audio department of 9 sound designers. I was the only female in my university major of Sound Recording, a class of 10. I don't think that being a female in this industry has so far put me at any disadvantage.»

**- F, 28, White, Uni, USA**

**#1017** «Why the push for diversity? Those who want to be part of an industry and are qualified will participate; Those who have no interest will not. IF one is not qualified then that should be the focus. In Utah >25% of Hispanics drop out of HS. Why not emphasize education then those who want to be part of the gaming industry can participate. »

**- M, 52, White, disabled, Uni, USA**

**#1018** «I feel the Game development industry is Male Dominated at the present time, including the pay scale.»

**- F(les), 46, White, disabled, Uni, USA**

**#1019** «The diversity of the team has absolutely nothing to do with the success or quality of the games that team produces. This is actually scary to me because we hire the best of the best only, REGARDLESS of diversity. If management starts thinking about trying to enforce diversity to be politically correct, it will actually harm our teams.»

**- M, 35, White, Uni, USA**

**#1020** «Workforce diversity harms the Lesbian market by diluting womens resources across different projects. Beter to have strictly heterosexual companies for heterosexual content and strictly gay companies for gay content.»

**- F(les/trans), 68, Arab, disabled, pre-HS, Yugoslavia**

**#1021** «IGDA in Brazil is too weak and is rarely heard about (which is why I won't join).»

**- M(bi), 22, White, disabled, Ma, Brazil**

**#1022** «ya»

**- M, 44, White, disabled, HS, USA**

**#1023** «I am very pleased to see you are conducting this research and advocating for diversity. I believe this will effect game content in positive ways.»

**- F, 48, White, Ma, Canada**

**#1024** «While diversity is beneficial to any situation, I feel it is more important to get the most qualified people, regardless of orientation.»

**- M, 36, White, Uni, USA**

**#1025** «nothing much here »

**- M, 24, South Asian, Ma, India**

**#1026** «The issue doesnt matter.»

**- M, 29, Southeast Asian, Uni, Philippines**

**#1027** «I find some of the questions on this survey quite disturbing. Diversity is nothing more than a political buzzword. What makes someone different from another should never cross an employers mind. They should never consider anything other than true qualifications in hiring and composing a team. Doing such even in the name of "diversity" is bigotry. The games produced today appeal to everyone of every race, gender, and any other so-called difference. To claim that games need to be targeted toward a certain group is just ignorant, prejudiced, stereotyping. There's nothing that makes a game aimed more towards males or more towards European descended peoples. There's countless women who enjoy action and countless men who don't care for it at all but would rather have mentally challenging games. This stereotyping is offensive to everyone, including the groups this sort of action is directed to attack. Instead of trying to make it harder for good developers to obtain jobs just because they are in a group targeted for hate by society(such as males or European descended), it would be more productive to work on making the industry a safe place for true creativity once again, one should not have to be worried that their proposition for a game in the adventure genre wouldn't even find them a chance for consideration because publishers are more interested in copying trends than original work.»

**- M, 19, White, disabled, HS, USA**

**#1028** «Yeah..i feel it is important to have diversity in the game developer workforce because..it will help to spread the gaming entertainment to the masses..as well as integrate all the diverse feature into the game..»

**- M, 24, Uni, India**

**#1029** «I hope there will be more females in the team.»

**- M, 24, Chinese, disabled, Uni, China**

**#1030** «Gaming always seems to follow the same problem engineering in general has about gender diversity more than anything. There are a number of diverse cultures

working on games all over the world, but I see very few women involved. Since it's mainly male-oriented, we generally get the same genres of games and few very innovative games that strike a chord with many different types of gamers together (similar to what tetris did back in the day), and I think having a female-driven development team could help that sort of thing, which would hopefully bring something other than yet-another-first-person-shooter-ww2 game. Granted, I love FPSes, but we need that kind of diversity, in my humble opinion.»

**- M, 24, White, Uni, USA**

**#1031** «This seems to be a broadening of the scope of the IDGA's basic tennents. Perhaps this effort is diverting us from the primary focus of the IDGA.»

**- M, 41, Native American, disabled, Uni, USA**

**#1032** «I'm all for diversity, but I don't think it should be mandatory or enforced.»

**- M, 33, White, disabled, HS, USA**

**#1033** «While it is clear that there is significant factioning in the gaming industry, a well rounded team from different parts of the globe provides a far superior product as different ideals and social values, resulting in highly varied ideas, increase the precision of any product. »

**- M, 22, White, Uni, Canada**

**#1034** «I think that we must promote online co-working because not everybody can afford moving or doesn't want to move, and most of the countries have a pathetic level of development of computer games. Thanks for being there.»

**- M, 20, HS, Spain**

**#1035** «The game indrusty will be come more diverse as gamers become more diverse. It's already happening, dosen't need to be forced unless there is some lame resistance on the side of the employer.»

**- F, 25, White, Uni, USA**

**#1036** «I think the industry is doing a decent job on the whole of representing different ethnicities, nationalities, and sexual orientations in appropriate ways, but I think that sex still has a long way to go. There are still massive amounts of women out there awaiting products that fall outside of conventional core games, and very few people in this business are really taking the right steps. Increasing the interest of women in becoming involved in game development is a good step, but there need to be products that get them interested in games in the first place.»

**- M, 21, White, Uni, USA**

**#1037** «This is a well organize website out there for the game industry!!!»

**- M, 17, Hispanic/Latino, Uni, USA**

**#1038** «i never believed diversity was an issue. the right people for the right job is about skills, education, experience and attitude, not quotas.»

**- M, 44, White, Ma, USA**

**#1039** «"Diversty" is often used in lieu of statements about ,or referring to sexual preference. If that is the case here, I believe that "diversity" agenda should be spelled out plainly. If "diversity" in this instance is in regards to all other cultural and social experiences aside from sexual preference, then I believe "diversity" is a good cause, I believe that "diversity" as a ruse for sexual preference agendas is immoral and dishonest.»

**- M, 50, White, disabled, Uni, USA**

**#1040** «It takes the colors of the rainbow to make the world beatiful.»

**- M, 24, Black, HS, USA**

**#1041** «I think the images in the games need to be more diverse. The only games actively promoted with black characters are "urban" games which play to stereotypes. So many fantasy games embrace only white characters -- what's the point of fantasy if it doesn't stretch the imagination?»

**- F, 28, Uni, USA**

**#1042** «There is diversity in Race, but there is mostly men, and most are young.»

**- M, 35, White, disabled, Uni, USA**

**#1043** «You talk about "diversity" only in racial terms. What about "subcultural" or "personality" diversity? I think it's great that in this industry you have Goths, headbangers, suits, geeks, nocturnal people, and artistes all working together every day like it's nothing. »

**- M, 37, White, HS, USA**

**#1044** «Interesting to hear what the final stats are on diversity. My company is not, but this could be regional. We do outsource to China and Poland and this is diverse, but not really in an integrated way.»

**- M, 41, White, Uni, USA**

**#1045** «guess i am too new to comment on this»

**- M, 21, South Asian, Uni, India**

**#1046** «There is no reason a person should be included or excluded from a development team due to their degree of diversity. Individuals are more than their race, religion and sexual preference. Employers should be focused on what they will actually contribut to the team rather than how well they'll fill a demographic.»

**- M, 22, White, Uni, Canada**

**#1047** «We need more girls!»

**- M, 28, White, disabled, Ma, USA**

**#1048** «I'VE BEEN IN THE VIDEOGAME INDUSTRY FOR 16 YEARS STARTING OUT AS AN OFFICE MANAGER, ACCOUNTANT, LEGAL REVIEW OF CONTRACTS TO A PRODUCTION MANAGER OVERSEEING 7-10 GAMES PER CYCLE TO A BUSINESS EXECUTIVE. EVERY PLACE THAT I HAVE WORKED TO DATE HAS ALWAYS HAD WIDE DIVERSITY BOTH IN TEAM MAKEUP AND COMPANY MANAGEMENT MAKEUP. DIVERSITY IS KEY TO CREATIVE, INTERESTING GAMES FROM DIVERSE PEOPLE AND THEIR BACKGROUNDS. THE HARDEST THING TO MANAGE IS TO MAKE SURE THAT THOSE DIVERSE PERSONALITIES DON'T CONFLICT RESULTING IN A GAME THAT IS SUB-PAR. I BELIEVE THAT IT IS UP TO THE MANAGER TO DEAL WITH THESE TYPES OF CONFLICTS WHILE INSTILLING A SENSE OF OWNERSHIP IN THE GAME TO EACH MEMBER OF THE TEAM!»

**- F, 47, White, disabled, HS, USA**

**#1049** «A. Most independent developers are very open to hiring a diverse workforce, yet the qualified candidates for positions rarely reflect the diversity of the general population. B. While most developers likely want greater diversity in their workforce factors in our industry work against it. For example, 1) compact schedules reward hiring experienced senior talent over trainees, 2) team compression at the end of projects effects junior personnel more than senior personnel.»

**- M, 58, White, HS, USA**

**#1050** «Who cares who works in the industry? If they're competent, hire them, if they're not, don't. Artificially trying to attract people of a certain race, sex, nationality, religion or anything else is stupid.»

**- M, 38, White, HS, USA**

**#1051** «More woman with great ideas and less men trying to discourage them - this coming from a man.»

**- M, 23, Uni, USA**

**#1052** «Mars needs women! I see the game industry as very diverse in race, nationality etc. except for sex. There are about 20 guys for every gal in our company and that's higher than most. »

**- M, 45, White, Uni, Canada**

**#1053** «jhy»

**- M(trans), 25, White, disabled, Uni, USA**

**#1054** «It's pointless to sacrifice a good team to the false idol of diversity. "The best person for the job" should mean that literally; a transgendered programmer isn't likely to add to demographic appeal, and even then, it often feels like pandering. »

**- M, 24, White, HS, USA**

**#1055** «I was just chatting with a colleague today about how the developers are 95% white males. He said he worked with a black dude once for two days a few years ago. I

am happy to see that we just hired our first female engineer in the studio and she seems to know her stuff. I think she'll be around for a while.»

**- M, 25, White, Uni, USA**

**#1056** «It's important to note that the game industry is not based on a long history of racism like many of the fields typically associated with diversity issues. Diversity per se is not the way to create good games. The way to create good games is to hire or work with the best people you can no matter what their background, race or origin. By not looking at the color of a person's skin or judging a person based on their "diversity" quotient but instead focusing on their skill set you are building a team that can win. I have only worked in the gaming field professionally for about a year but I have been in close association with a lot of people from its ranks for years. Software and game tech tend to be more results oriented than old boy networks and as a consequence have focused on talent rather than skin color which has lead to lots of naturally occurring race and religious diversity in my experience.»

**- M, 38, White, HS, USA**

**#1057** «THANKS TO IGDA FOR SHARING ALL THE INFORMATION AND UPDATING ME TOO.»

**- M(bi), 27, Black, HS, Ghana**

**#1058** «The concept of diversity for diversity's sake is a bankrupt smokescreen for passive aggressive inverse-isms. Diversity simply IS, it's a good thing, and I'm happy I don't live & work in Iceland, for example, but the whacky landscape of quotas and gladhanded diversity circlejerk meetings is an abhorrent artifact of a guilt I refuse to be told i should feel, as a white male -- never having found reason to discriminate in the workplace based on anything but talent and skill.»

**- M, 25, White, disabled, Uni, USA**

**#1059** «I feel this topic is worth talking about. Keep it up!»

**- M, 29, Hispanic/Latino, Uni, USA**

**#1060** «Diversity in the game industry workforce is vital to expanding the market for games. However that workforce diversity cannot be created artificially, it must occur naturally. Game companies and academic institutions need to create friendly and open environments that are accepting of all races/genders/etc and allow such environments to promote diversity naturally. This will take time, but it is the best way to build long term, strong diversity in the industry.»

**- M, 25, White, disabled, HS, USA**

**#1061** «I don't make games professionally (yet). Diversity is not only important in the employment aspect, but also on the content of games, a direction in which Hollywood hasn't fully developed yet.»

**- M, 29, Hispanic/Latino, Uni, USA**

**#1062** «I'm not sure actively trying to increase diversity much the same way as the whole affirmative action fiasco turned out in other industries. Companies, especially smaller ones like the one I work for, need the best people for the job, which could be diverse or could not be, but should never be enforced to be either one. As a whole the game dev industry is a rather liberal and open-minded bunch so I can't imagine lack of diversity being either deliberate or something you can blame on the industry.»

**- M, 27, White, Ma, Netherlands**

**#1063** «Diversity brings new points of view and thus promotes new and different creative visions. The predictability of some current games reflects the lack of diversity that effects the industries products conceptually, culturally and maybe even choices of technical solutions.»

**- M(bi/trans), 48, Black, disabled, Ma, USA**

**#1064** «There's no game development industry in South Africa per se, but the potential for diversity here is huge... We are the "Rainbow Nation" after all ;)»

**- M, 24, Uni, South Africa**

**#1065** «Forcing diversity is not the way. People make it in the industry based on their own talent and will, not on their ethnicity.»

**- M, 23, White, HS, USA**

**#1066** «Competence is more important than diversity»

**- M, 22, South Asian, Uni, Australia**

**#1067** «My advice comes at a price.»

**- M, 22, White, Uni, USA**

**#1068** «If nothing else, diversity gives differing perspectives, solutions, and styles that contribute to a truly unique project.»

**- M, 23, White, disabled, Uni, USA**

**#1069** «Diversity is not necessarily helpful in the gaming industry from the developer side. EXCEPT for there should be more women, because women gamers are few, and far in between. And valuable \$\$»

**- M, 18, White, HS, USA**

**#1070** «Rather than asking about transgender and inquiring about people's genitalia, you should focus on personality types. For example, which personality type do you associate with? Geek/Nerd, Jock, Goth, etc etc. Right now the industry is full of nerds, and we need more diverse personality types. So I suggest you focus less on genitals and skin color, and more on personality.»

**- M, 35, Hispanic/Latino, Ma, USA**

**#1071** «There is much lip service but little funds to make it happen. Also there are very few minorities who are coming up through the educational system in fields such as

programming, it will have to be a systemic change.»

**- F(bi), 35, White, PhD, USA**

**#1072** «As a core programmer I concur with the fact that diversity and change of viewpoint helps the industry (including myself) to make better games. Input from various people made my programming better, helped with problem solving, made distributing and marketing a lot easier.»

**- F(trans), 35, White, disabled, Uni, Netherlands**

**#1073** «On Brasil the major developers are multidisciplinary, working on many fields at same time , like a programming/Game design or Sound/Graphics etc...»

**- M, 29, Hispanic/Latino, Uni, Brazil**

**#1074** «My Company is a 3rd party logistics group, specializing in direct to store distribution of video hardware and software, and strongly agree that a diverse group will have a huge impact on the success of any program.»

**- M, 46, White, Uni, USA**

**#1075** «We have campaigned to provide opportunities for disabled, disadvantaged & women - all of whom are under represented in the Games industry- The GamesIndustry needs workforce diversity and a diverse workforce provides a balance, bringing fresh ideas & different perspectives to bear. The Games Industry has been a predominantly male industry for some time - no problem with that- however look at the markets NOT being addressed correctly and the potential revenue increases, diversity can bring.»

**- F, 57, White, disabled, Uni, UK**

**#1076** «Diversity is a classification that people have concocted in an attempt to create special-ness and separating us in such a way is brain damage. I am a strong advocate that the person with the greatest skill should get the job. A person should not be hired simply because that person is male or female, or a majority or minority. Colour, Sex, Race, Religion, or Disabled should all be blind. These attributes don't make a person who they are and don't outline what they can accomplish as human beings... It is the person that is most qualified that should get the job not the person that has been made special because you have classified them as different.»

**- M, 28, White, Uni, Canada**

**#1077** «diversity brings substance into a product..but only controlled or else it would look like a bunch of bannanas , brought together for no reason but to get wased or eaten away....»

**- M(trans), 22, South Asian, disabled, Uni, india**

**#1078** «All I want to do is create! »

**- M, 40, White, Uni, UK**

**#1079** «Diversity is an extremely important issue and I hope the IGDA can help the game industry make headway in this area.»

**- M, 34, Hispanic/Latino, PhD, USA**

**#1080** «Unless the producers (or designers) of a video game specifically intend to target a certain ethno or gender based demographic, games typically aren't affected by this. There are always exceptions (such as how this might play into say, America's Army's next game =P ), and gamer/consumer purchases always include factors such as their personal perception of how they relate to the elements in that purchase candidate. But, for example, you could have a Korean game studio, comprised entirely of Korean-national developers and artists, who make a game to be distributed in the US. They could get away with as little as one US citizen to handle localization. How's that for diversity? And it could be the best game we've seen in years and have no ethno-centric repercussions as far as the content of the game go. I'm not trying to shoot down your topic of interest, but I would like to point out that human beings are capable of anything. In as much as diversity in the workforce and in the consumer base should be factored into the effort, I don't think required diversity really solves anything.»

**- M, 26, White, HS, USA**

**#1081** «Diversity is very important for the future of Game Development. In my opinion, industry demographics should reflect gamer demographics. For instance, if 15% of the entire gaming community is Hispanic then 15% of the workers in the industry should be Hispanic.»

**- M, 17, White, pre-HS, USA**

**#1082** «Not nearly as important as making good games. Diversity for diversity's sake will not improve the quality of our work. We should be moving away from diversity towards an industry of people uniform in the superlitivity of their skills. »

**- M, 26, White, Uni, USA**

**#1083** «Although workforce diversity is valued, it needs to be carefully balanced with more important factors as teamplay (working well within a team), talent, professionalism, and passion.»

**- M, 34, Chinese, Uni, Singapore**

**#1084** «My teams are very diverse in race, but it doesn't seem to matter much. The large difference is lack of women and older professionals. This severely hurts us. Women strengthen our professionalism, and older mentors are nearly non-existent, but necessary.»

**- M, 33, White, Uni, USA**

**#1085** «Exposure to what one can do with similar skills acquired in other industries that pertain to the gaming industry would be helpful. For example, if young African Americans are into making music with new technology, expose them to the music and sound design aspect of video games/TV and film as a more viable alternative to the music industry. Compare the business model of the gaming industry to something that others

can relate to as being substantial. Also, the benefit of networking, business development and building relationships as early as SR year of high school or 1st year of college would help I think.»

**- M, 28, Black, Uni, USA**

**#1086** «A diverse workforce allows for a more complete view of the market.»

**- M, 23, Filipino, Uni, Philippines**

**#1087** «I get the sense that Africa is largely ignored. Why is this hugely untapped market, which is ripe for the picking, being ignored?»

**- M, 21, White, disabled, Uni, South Africa**

**#1088** «I think it's pretty important to be clearer on what types of diversity are being considered. Gender, racial, age, education, nationality all play different roles, and have different levels of importance.»

**- M, 33, White, Ma, Germany**

**#1089** «In the computer industry in general there are few women working in technical roles. There seem to be even less in games.»

**- M, 34, White, Uni, UK**

**#1090** «I am attending university now in game development, out of 65 students, there is only three females.»

**- M, 18, White, Uni, Australia**

**#1091** «Diversity, as I understand it from your survey, is irrelevant. The only relevant factor is talent.»

**- M, 41, White, Ma, UK**

**#1092** «This is a so called 0 - research. I hope you know what it means. »

**- F, 37, White, Ma, Finland**

**#1093** «It is highly recommended»

**- M, 21, Black, Uni, Nigeria**

**#1094** «I'm a student studying in India and the options I have picked above are based on the assumption that 'If' I was a game developer(which I aspire to become) I would definitely have picked those choices. Therefore my answers are actually more instinctive rather than being based in experience. You guys are doing a great job. Keep up the good work.»

**- M, 16, South Asian, HS, India**

**#1095** «The field of imagination actualizing itself in game industry has plenty to do with how we describe our reality. To achieve diversity in our society we very much need to diverse our shared stories, because nothing anyone can imagine is thoroughly unreal. It simply becomes more real when we live up to our subjective motivational projective, thus

implying new and original ideas to our environment. Progress, you know. xyzyy ninja froggable, pricks!»

**- M, 26, White, PhD, Europe**

**#1096** «At least at start, conferences should be local to encourage attendance, and to better respond to local community composition when addressing diversity.»

**- F, 35, White, Ma, Canada**

**#1097** «i love the industry and i love to be with them and i also need a computer system too thanks Emmanuel samson onyenike»

**- M(trans), 23, Black, disabled, pre-HS, Nigeria**

**#1098** «In the research field of location and innovation, it's more and more confirmed that workforce diversity has a positive impact on innovation among local firms. (it's part of my thesis framework) »

**- F, 40, White, PhD, Canada**

**#1099** «Diversity is a difficult thing to promote when many people join the games industry based upon their interest in games. If the playing of games is a less diverse passtime then the people entering the field will be less diverse.»

**- M, 35, White, HS, USA**

**#1100** «as the market for games is diverse, so must the production road to making the games be diverse to allow other points of view to enter into the game production,»

**- M, 24, Southeast Asian, HS, philippines**

**#1101** «The most prevalent lack of diversity I have noticed is regarding women in the industry. »

**- F, 53, White, disabled, Uni, USA**

**#1102** «Our online games, with the exception of Tissok ([www.tissok.com](http://www.tissok.com)) actually target a very specific segment of the South Asian market. We are actually attempting to penetrate the "Bollywood" market. Hope this has been helpful. »

**- F, 30, South Asian, Uni, Canada**

**#1103** «Racially, I find our industry to be quite diverse (now moreso than ever before)...however, there's still a far greater percentage of male to female workers»

**- M, 33, Uni, USA**

**#1104** «The questions you've supplied here are extremely limited. You seem to assume that to work in the games industry means having an "employer." I am self-employed, therefore many of your questions related to workplace diversity are moot. I also fit into multiple "job description" categories.»

**- M, 35, White, HS, Canada**

**#1105** «I would like dev team like downtown New York or Paris or London... Not just for the beautiful idea of equality but also for better games... Yeah, you get my point.»  
**- M, 26, Black, Ma, France**

**#1106** «We need more research to make a reasonable determination on diversity. It is more important to have intellectual and cultural diversity than bold face race diversity. I believe diversity brings strength to an organization by providing the benefit of differing perspectives. In a diverse group, compromise is key to a happy and productive work environment. »  
**- M, 38, White, disabled, Uni, USA**

**#1107** «Diversity is important but shouldn't be put before qualification, aptitude and talent; a process of reverse discrimination must be avoided. Demographics should be transparent; it shouldn't even be an issue. I think I'll start looking around more... Certainly the target audience so far has mostly been young white males; it isn't surprising that they're the ones who desperately want to work in the industry. »  
**- M, 45, White, Uni, Canada**

**#1108** «I'd say that more women in the industry would be a good thing. As far as race goes, no biggie. My company is racially diverse but there just aren't many women developers.»  
**- M, 29, White, Uni, USA**

**#1109** «I don't believe it takes a diverse team ( ie differing ages, races, backgrounds) to create a diverse project (one that caters to a wider slice of the possible audiences). While it may help, I think it comes down to research and understanding on the part of anyone involved in a project, a strong empathy towards those audiences, and a willingness to rework details which may be unfitting, unintended, or counter-productive to attracting the intended audience. The greater the diversity, the larger the project framework becomes, it seems. This includes language support and translations, and in-game, an excess of details to round out varying approaches. If a particular audience sees a thin smear of work directed towards them, it becomes a transparent and cheap appeal. Language and cultural translations *\*must\** be accurate : possibly the biggest call for a diverse team. Even a few missing or misplaced words can mark text as a translation, and immediately marks the entire work as somehow "foreign". This can be overcome by an otherwise great game or product, but it does leave a lasting impression.»  
**- M, 32, White, Uni, Canada**

**#1110** «We work with a global team and find that the work ethic is much stronger than our local team. In addition, this gives us market feedback into how diverse demographics respond to our unique design approaches.»  
**- M, 39, White, Uni, Canada**

**#1111** «I am dismayed by the lack of African Americans in the Game Industry. Our images being used but the jobs and ideas are being generated by wasps with little knowledge or sensitivity to our American experience. Shame on Sony, Midway, THQ and

all of the others who accept and only white development team as the status quo. Shame.»  
- **M, 39, Black, Ma, USA**

**#1112** «it is very hard in both Europe and the States to be accepted in a company when you have the minimum experience but satisfied qualifications and the question is how can you get a job after a BSc and a Master, which in that case you have 0 working experience???»

- **F, 26, disabled, Ma, Greece**

**#1113** «It's interesting that more thought is put into bringing more diversity for the game industry, where innovation and new paradigms are a must for a business that relies on creativity and versatility.»

- **M, 25, White, Uni, USA**

**#1114** «The company I'm starting is different. Its multicultural is working in multiple languages at the same time and is located in a country where no other game studios exist.»

- **M, 19, Hispanic/Latino, HS, Guatemala**

**#1115** «What type of diversity are we talking about here? Racial, Style or both? Tall, short or fat... I think the only type of diversity that MATTERS is style and genre of games that are important. Why does anything else MATTER when this is all for "The Game?" Someone in the industry should be well rounded in different fields of interest when it comes to games, so that they have good references for ideas and problem solving solutions; and be open to originality, to not be afraid to try something new. I'm tired of playing the same World War... spoofs the same Racing spoofs, fighting spoofs, RPG spoofs whatever it may be, many others... its like we limit ourselves on how one of these genres can be made by using the same old formula, its ridiculous... its one of the reasons I don't care to go to E3 when its the same old- same old coming out each year, but with better graphics... underneath it all its the same old thing. Nothing is fresh as much as it used to be. (There are a lot of original ideas and games out there.) Give it that there are more capabilities each time something new comes out. There is more to a game than its looks!!! Day of Defeat, Call of Duty, Medal of Honor, Brothers in Arms... I'm not one for competing companies releasing their version of a game just to have an equivalent to compete with another's, or even because they think they can make a better\* version of an idea. I am more for individual games made as expressions of artistic packaged experiences or mechanics. But then again who am I but a small grain of sand in giant ocean of money and power of publishing demand. There is more to a game than its looks!!! <0\_0/> And this is coming from an artists standpoint. I'm tired of seeing "Photorealism" when all it comes damn to is photos pasted on polygons. Almost all games released now a days are like this. A good game is based on solid core mechanics! Even better if there are good ideas and techniques used! »

- **M, 19, White, Uni, USA**

**#1116** «more women»

- **M, 30, Hispanic/Latino, Ma, USA**

**#1117** «Hi, Its really wonderful taking this survey up. The gaming industry is now picking up rapid speed. People have more exposure to gaming. Atleast, I am talking about the mobile gaming industry of which I am a part of. But still, certain countries do not yet give the full appreciation to Gaming. People do not have the awareness. Hope these things change soon and a game developer gets his rewards all over the world for the work that he does... Cheers Joe»

**- M, 25, South Asian, Ma, India**

**#1118** «As an anglophone working for a french company, I as well as many others find it tremendously difficult to communicate with the majority of the members of our teams. Despite the fact the we were told that all meetings etc. would be in english, and the global business language is english, it has proven difficult to acquire english documentation or training pertaining to production. Oddly enough upper management wonders why the turnover rate of non francophones is so high. Interesting.»

**- M, 29, White, Uni, Canada**

**#1119** «I would like to have many support on game industry for not only my country (Vietnam) but also for all other poor countries.»

**- M, 26, Southeast Asian, disabled, Uni, Vietnam**

**#1120** «Personally I feel the industry should worry about qualified employees above meeting a diverse quota. »

**- F, 23, Uni, USA**

**#1121** «Here in Brazil the developers need to union their forces because we are not a country who has a background on this market...but the developers are a kind of sillies here.»

**- M, 19, White, disabled, Uni, Brazil**

**#1122** «As an student, diversity often benefits projects constructed in providing fresh ideas and a broader consumer market knowledge. Through this games/projects can be produced with a better understanding to what elements are admired by a different target audience and what elements are often frowned upon, ie. a previous group member of mine took offence to Doom 3 due to his religious background. When creating a game the key point is to give the customer an enriching experience which will boost sales and hopefully not offend a target audience. »

**- M, 20, White, disabled, Uni, Australia**

**#1123** «I come from a very diverse country as is, so diversity is more a part of my everyday life»

**- M, 21, Black, HS, South Africa**

**#1124** «I personally think the underrepresentation of women in the game developpement is as much a cause than a consequence of the products' lack of diversity, depth and maturity.»

**- M, 24, White, HS, France**

**#1125** «booming game industry should get more focus on media and government thoughts.»

**- M, 22, South Asian, Uni, Bangladesh**

**#1126** «Diversity is all good to give a good representation of different cultures and would have more impact on design of games. Diversity though would have no impact on the programming or creation of art for the workforce as it is a measure of skills.»

**- M, 28, Hispanic/Latino, Uni, USA**

**#1127** «I put neutral for things that didn't apply because I'm 15 and am not in the workforce yet.»

**- M, 15, Black, pre-HS, USA**

**#1128** «No comment»

**- M, 33, White, Uni, USA**

**#1129** «Ability to do your job has nothing to do with what your racial background is, sexual preference, or orientation. I want to work with the person who best works with the group not hire someone just because it makes a team diverse.»

**- M, 32, White, HS, USA**

**#1130** «I think that diversity does not necessarily effect the quality of games produced, but does have a fairly significant impact on the range of people who the game appeals to (i.e. the Japanese and Western markets).»

**- M, 16, White, pre-HS, USA**

**#1131** «Freedom of hate and prejudice is important, but not all diversity is positive. A serious conservative Christian and flamboyant transgender type person wouldn't likely create the most cohesive work environment, even if they tried their best to respect each others beliefs.»

**- M, 23, White, Uni, USA**

**#1132** «My impression as a student in the game industry and a gamer is that games developed in the USA are primarily developed by men and geared towards male consumers. Educational institutions that provide gaming related programs do not seem to be doing anything to encourage diversity. All of my fellow students are male. It seems that educational institutions are marketing fashion and interior design programs to women artists, and all of the women artists in my classes (besides me) are enrolled in those programs rather than the Game Design program.»

**- F, 32, White, disabled, HS, USA**

**#1133** «There need to more development for the over 50 age group. It's a known fact that the most discretionary money resides with the over 50.»

**- M(bi), 59, White, Uni, USA**

**#1134** «Depending on the meaning diversity, it may or may not be important. Racial diversity is overrated.»

- **M, 25, Black, HS, USA**

**#1135** «I HOPE THE INDUSTRY HAS A DIVERSITY WORKFORCE THAT MEANS I HAVE A GOOD CHANCE OF BREAKING INTO THIS INDUSTRY.»

- **F(bi), 34, Black, Uni, USA**

**#1136** «Not a priority issue»

- **F, 55, White, Uni, USA**

**#1137** «Well, I dont have much knowlegde on the subject in question Nevertheless, I believe that as this industry progresses it is undeniable that people from other countries will start to produce or start to incorporate themselves in this exciting field I know people from Brazil and Mexico are already developing their own franchises for video game production so this is a clear sign that the future of game development will not only take part here in the states but a great contribution can be expected from abroad.»

- **M, 26, Hispanic/Latino, Uni, USA**

**#1138** «Not enough women, obviously.»

- **M, 32, White, Uni, Canada**

**#1139** «As a writer involved in the industry, I feel that a certain 'richness of voice' is slowly and necessarily developing in game design and writing, and the increase of diversity in the industry helps this along. Even just knowing that a woman, an Asian, a queer, and others with a different perspective will be looking over the shoulder at work being done by strait white boys increases the chance that the writing and ideas in the games will be more broadly resonant, not just less likely to offend. This helps us learn to communicate, and continue our climb out of the teen boy market ghetto.»

- **M(bi), 42, White, disabled, HS, USA**

**#1140** «I have noticed that there is great diversity at my school for Game art and design and it proves that this field is a large, artistic and competitive. Its great.»

- **M, 28, White, HS, USA**

**#1141** «YOU GUYS ARE DOING A GREAT JOB, KEEP UP THE GOOD WORK, THANK YOU !»

- **M, 50, Uni, UK**

**#1142** «There should be more women in the industry.»

- **M, 23, White, HS, USA**

**#1143** «I want to learn more »

- **M, 22, South Asian, pre-HS, Sri Lanka**

**#1144** «i wnt to know about IGDA»

**- M, 22, South Asian, Uni, India**

**#1145** «Games industries don't have a broad mind for employment. they only employ experienced people rather than people who have great talent but no experience. »

**- M, 26, South Asian, Uni, UK**

**#1146** «Re: Diversity - I suppose I'm speaking primarily in terms of male/female ratios; there are only a handful of women in Production and Development--and I'm married to one of them. The industry is dominated by white males, but those are the people who apply. In many ways, the demographic of the workforce matches the demographic of people who grew up playing games in the 80's and early 90's. As this shifts with time, so too will the demographic of the people entering the workforce.»

**- M, 36, White, Ma, USA**

**#1147** «On the previous page the answer was difficult - we are diverse in terms of origins but not enough in terms of genders & age»

**- F, 44, White, Ma, Canada**

**#1148** «For several reasons - more women please! :) »

**- M, 31, White, Ma, Denmark**

**#1149** «Thank you for doing this survey. It's good to know that questions are being asked in a constructive way about something that I think you'll find is something of a concern for many working in the industry. There have been many discussions had and reports written about how the games industry can make itself appeal to a wider audience, both in terms of recruitment and buying audience. For many people I know in the industry, the answer has been obvious - encourage a diversity of people working in the industry, allow audiences more feedback on game development, and support publishers in their efforts to release a broader selection of titles - rather than just going for the easy route of 20 young white computer science guys writing yet another white-guy-slaughters-thousands clone. Survey potential minority audiences, and bring them into the studio as consultants for the game design etc. Accept that people who don't play games in their room 24/7, know the names of the Packman ghosts and code their own physics engines for fun can actually have something to say about the creative, exciting, inspired, frustrating process of making great games. And educate everyone - audience, schoolkids, publishers, academics - about what a great industry we could have if we dared to open up a predominately (even in 2005) white, male, middle-class and playing-games obsessed industry! Ok, I'll get off the soapbox now... :-))»

**- F, 33, White, disabled, Ma, UK**

**#1150** «Instead of workshops, I think cold hard numbers would be the driving force to make the workforce more diverse.»

**- F, 29, White, Uni, USA**

*#1151* «the company and project team I'm on are fairly diverse, except in regards to sex. There are more men than women, though I think management has a higher number of women than development»

**- M, 31, White, Uni, USA**

*#1152* «There are so many ways to look at the final product, as either various artforms, payability and what not. Diversity has an impact on each of these areas. But we all know some of the best, most fun never did and still don't come from truly diverse teams. They come from creative fun-loving and talented individuals.»

**- M, 20, White, Ma, UK**

*#1153* «I don't know if I understand this whole diversity thing properly, but I think you mean something like differentiation in a demographic manner, say gamedev in EU is different than Asia or USA. I would support this, if I'm right, as each culture have something new and specific to contribute to game development. Encouraging them in keeping their "style" could be a great advantage, what could bring more fun, flexibility and innovation to games. As far as the workforce is concerned, mixed development teams/groups (I mean consisting of members of various cultures) could bring ideas and styles slightly changed, which could contribute with another "dimension" to games. (Hope, anybody read this understandable text ;))»

**- M, 21, White, Uni, Slovakia**

*#1154* «I believe we have more women working at my company, especially as part of the production staff, than at any developer I know of. I never really thought about it, but we have a pretty diverse team culturally/racially, as well. We strive to hire the best person for the job, regardless of race or gender.»

**- F(bi), 26, White, Uni, USA**

*#1155* «Great diversity...don't see a problem in this area»

**- M, 43, White, Uni, USA**

*#1156* «I posted on one of your boards regarding women in games and got flamed by various independent developers. I felt strongly discouraged to continue sharing my input with this online community since then.»

**- F(bi), 25, Hispanic/Latino, disabled, HS, USA**

*#1157* «The size of game development teams has been increasing significantly but the price of games has remained constant. The game industry is consolidating and smaller companies are disappearing. The result will be more diversity because big companies tend to promote that much more than small ones.»

**- F, 50, White, disabled, Ma, USA**

*#1158* «It is my humble opinion that diversity in the gaming workplace has no correlation to the quality of games and neither will it have an impact on the industry. One of the beautiful things about games is that they are racially neutral, it doesn't matter if my 'character' is black, white, redheaded, whatever it's me playing the game and as such I

think of everything in terms of me. And I also don't think that any particular race is better or worse at working and delivering quality products to the industry. However, when we come to gender things admittedly do get a little bit sketchier. After all females tend to be a very small minority in the gaming industry, however, I see nothing wrong with that. Most women simply aren't into videogames and that's totally cool, after all, I'm not into a lot of things that men are the minority in, say the hairdressing industry, and while some men excel in the industry its still mainly dominated by women, and that's just fine. (And for the record I do not hold the hairdressing industry in higher or lower regards to the video game industry). Whether or not promoting diversity in the workplace will help or hurt the industry is beyond my knowledge, but the question to ask is why promote diversity, if it is to simply allow more access to people who are being denied access than that is good, if its simply to be able to say, look we're diverse than that is bad.»

**- M, 22, White, Uni, USA**

**#1159** «It's difficult to introduce diversity in any industry, particularly a specialist industry that requires a highly-skilled workforce such as the video games industry. It will take significant efforts from both inside and outside the industry (for example, in the educational sector from an early level) to bring about an effective, long-term change.»

**- F(les), 36, Black, Uni, UK**

**#1160** «Diversity provides a variety of points of view and emotional approaches to game design. The obly danger is to confuse diversity with multi-ethnicity alone. Age and/or gender diversity will also provide rich insights.»

**- M, 24, White, Ma, Spain**

**#1161** «Whether diversity is vauable in the game development process depends very much on the objectives of any given development project. Nevertheless, diversity given everyone the chance to get involved, regardless.»

**- M, 21, HS, UK**

**#1162** «Industry diversity will likely sort itself out as diverse demographics interested in games join the industry.»

**- M, 48, White, disabled, HS, USA**

**#1163** «The game industry as every other industry is getting involve in global market, and so must grow for meet the requirements.»

**- M, 24, Hispanic/Latino, HS, Costa Rica**

**#1164** «I think that there should be much more women in the games industry so that developers can better meet everyone's needs in a way that will allow more revenue for publishers and broaden the gaming demographic but also provide new ideas and innovations for future video and computer games. It would also be nice if games featured a more diverse selection of characters.»

**- M, 19, White, HS, UK**

**#1165** «Without diversity the wells of our imagination would run dry, as our ideas reflected only what our own eyes had seen.»

**- M, 20, White, HS, USA**

**#1166** «You have omitted a key sector or the industry from your survey's job list - Customer Support.»

**- M, 35, White, Uni, USA**

**#1167** «Diversity is important, however skills are even more desirable. Rather than hiring people in order to increase diversity, it's better to hire the best candidates for a position.»

**- M, 38, South Asian, Uni, USA**

**#1168** «Diversity is important, but must go hand in hand with constant education and cooperation. A balance must be found between mindless clones and people with irreplaceable skills.»

**- M, 27, Uni, USA**

**#1169** «Mostly in the indie field I have noticed that most game developers are male (shall I say nerds). I would like to see this change very much as most people don't really see the positive side to having a diverse outlook on a game, I know that a game's outcome could be greatly enhanced by a diverse team both male and female and multiple races.»

**- M, 16, White, pre-HS, USA**

**#1170** «Yes, diversity is important, but "Diversity" must include diversity of thought, as well as skin color, orientation, and gender. True diversity means that our games reflect our diverse and pluralistic culture here in the US, and not some lame bow to Political Correctness. We have lots of different views on religion, politics, and culture, and we should not pretend that conventional PC notions of "Diversity" are the endpoint. To be diverse, we as a game industry culture have to be careful not to slip into the Hollywood idea of diversity -- which is solely a conformist liberal point of view. Diversity should be an expansive concept, not a punitive one.»

**- M, 43, Ma, USA**

**#1171** «I'm not working in the industry because the entire industry is looking for "experienced only".»

**- M, 32, Black, Uni, USA**

**#1172** «The fact is, women just aren't interested in videogames. There is little, if any, barriers to entry for women. Women actually have an advantage, because they are so rare. With regards to race, I'm an Asian, and I think the industry is basically colorblind. »

**- M, 35, Chinese, Uni, USA**

**-- End --**