Introduction

The computer game industry is worth $99.6 billion worldwide and £4.2 billion in the UK alone with over 1.2 billion players. With that scope of influence, it is important to understand what messages computer games are sending out to audiences.

The industry has been the subject of much controversy regarding the effects of violent content but what impact does gender stereotyping have on male and female audiences?

Recap

Makes notes on what you remember about gender stereotypes:

Female Stereotypes	Male Stereotypes