



# WE Party Conference

Kettering 7 – 9 September 2018

## Motion

**Title:** Explicit Inclusion of Video Games in WE Policy on Equality in the Media

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**Type of motion:** Policy Motion

**Motion text:**

1 On page 27 of the Policy Document, under the heading "Sexualisation and violence against  
2 women", add the following policy:

3 "Video games specifically using violence against women as a selling point, whether sexualised or  
4 otherwise, should not be sold by mainstream vendors, offline or online"

5 On page 27 & 28 of the Policy document, under the heading "Representing the people", add the  
6 following policy:

7 "WE will require game developers in the UK to take real steps to address the lack of representation  
8 of women, BAME, disabled and LGBTQ people, in creative teams and at the top of the industry."

**Motion rationale:**

9 The UK video gaming industry is vast, the largest in Europe, contributing £1.2 billion to the UK's  
10 GDP in 2016, with 7 out of every 10 households in the UK playing some form of video games<sup>1</sup>. For  
11 WE to achieve true equality in the media, the role video games play in that realm needs to be  
12 explicitly addressed as part of WE policy.

13 Sadly, there is a history of video games using the exploitation of women as a selling point to appeal  
14 to its allegedly key demographic of young men. The most famous example was produced by a  
15 British company, Rockstar North. In the infamous Grand Theft Auto series players could have sex  
16 with a prostitute then murder her to take their money back – casually and for fun. In more recent  
17 games, such as The Witcher series, female characters often provide sex as a reward to the player.



18 Sex or naked women are often provided as rewards in games, casually and without thought for the  
18 consequences<sup>2</sup>. Not only does promote a misogynistic narrative to young men but it is also based  
20 on a fallacy, since recent figures suggest 43% of gamers are women<sup>3</sup>.

21 The biggest vendor of video games online, Valve, recently issued a statement in which they said,  
22 “We've decided that the right approach is to allow everything onto the Steam Store, except for  
23 things that we decide are illegal, or straight up trolling.”<sup>4</sup> This refusal to engage with the moral  
24 questions a games vendor must face is the rationale for the first part of this motion. Violence  
25 against women should never be used as a selling point for a game and must be fought at every  
26 turn.

27 The question is then why is there such misogyny in game culture? The second part of the motion  
28 addresses this by looking at the woefully low figures of women working in computer games. Only  
29 14% of UK games industry professionals were women in 2016 according to their own trade  
30 association figures<sup>3</sup>. As is already interwoven throughout our media policy, when you improve  
31 diversity at the top and in the creative side of an industry, you improve the diversity of the media  
32 that is produced. We therefore demand that TIGA and the game developers in the UK take active  
33 steps to improve their record on diversity, their inclusion of women at all levels of the industry and  
34 ensure women make up as much of a force within the gaming industry as professionals as they do  
35 as players.

### References:

<sup>1</sup> <http://tiga.org/about-tiga-and-our-industry/about-uk-video-games-industry>

<sup>2</sup> <https://mic.com/articles/125196/these-misogynist-video-games-use-women-as-rewards#.MoHR3ECw6>

<sup>3</sup> <https://www.creativepersonnel.co.uk/blog/2018/03/games-industry-women>

<sup>4</sup> <https://steamcommunity.com/games/593110/announcements/detail/1666776116200553082>