



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 games¹. 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 consequences². 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 women³.

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.”⁴ 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 figures³. 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:

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

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

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

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